

SALES PERFORMANCE DASHBOARD



56.25M

Total Revenue

23.80M

Total Cost

32.45M

Total Profit

57.68%

Profit Margin

1690

Count of Products

Sales

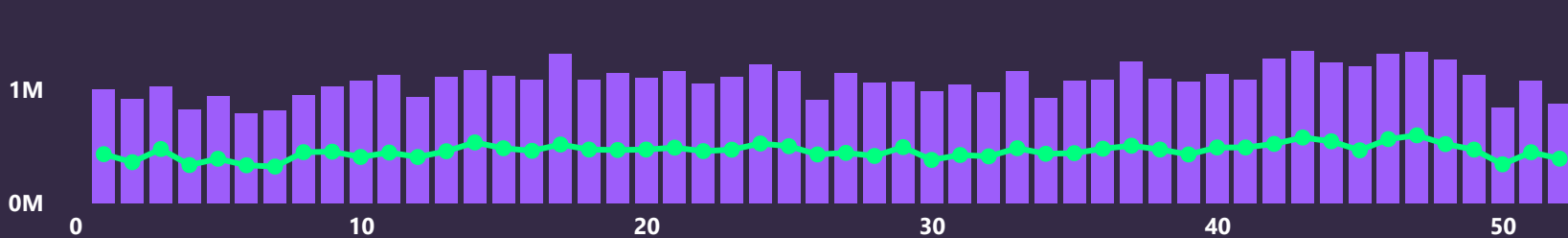
Products

Channel and
Pramotion

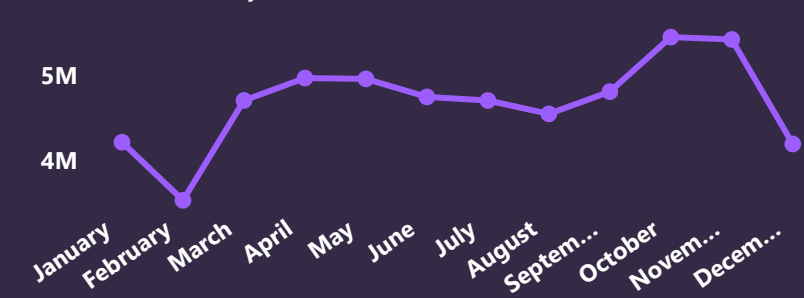
Sales State

Total sales and Total Cost by Week

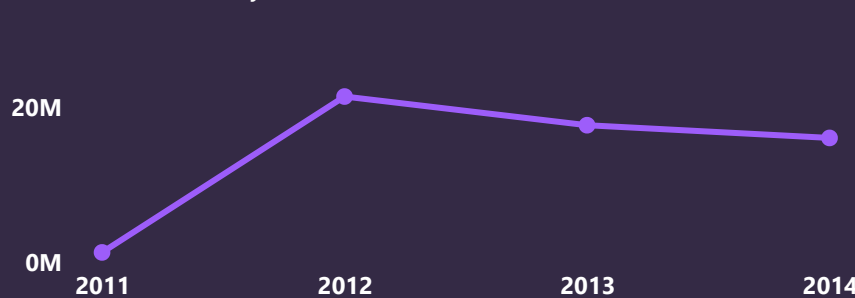
● Total Revenue ● Total Cost



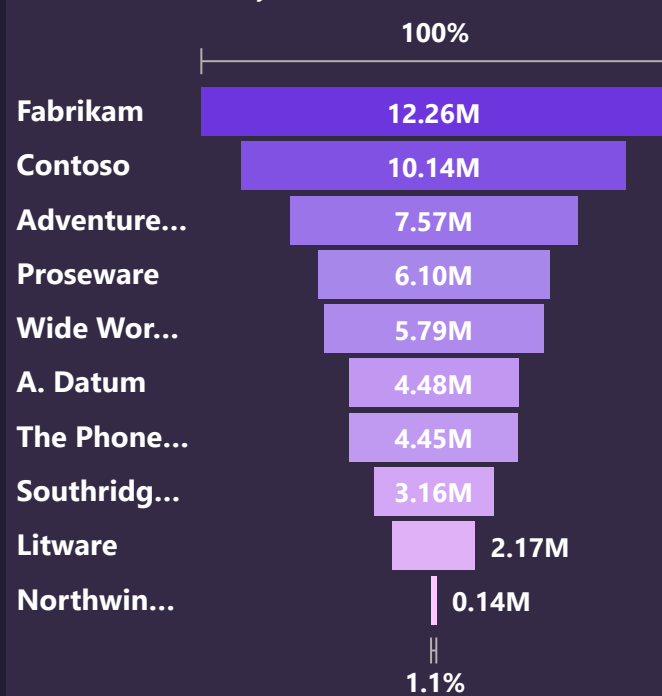
Total Revenue by Month



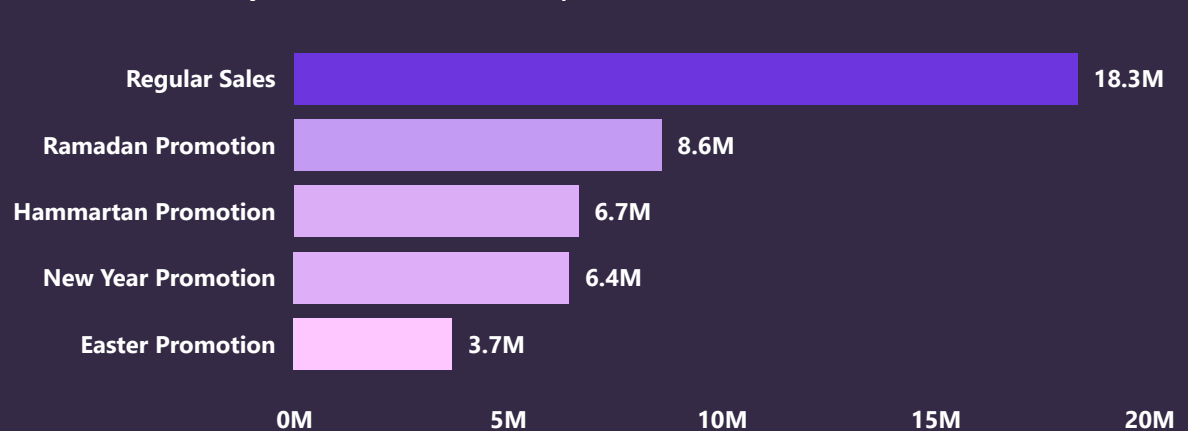
Total Revenue by Year



Total Revenue by BrandName

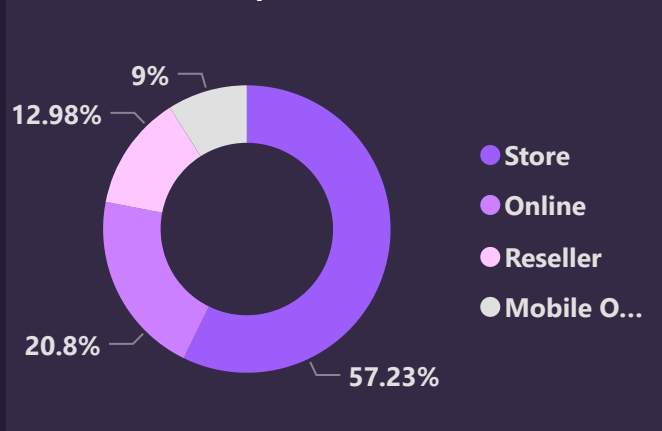


Total Revenue by PromotionName(Top 5)



ProductName	Order Qty	TotalSale
Contoso In-Line Coupler E180 Silver	6780	22,713.00
Headphone Adapter for Contoso Phone E130 Silver	4680	46,753.20
Contoso Rubberized Snap-On Cover Hard Case Cell Phone Protector E160 Silver	4580	21,709.20
Contoso In-Line Coupler E180 White	4060	13,601.00
Contoso Rubberized Skin BlackBerry	3560	53,364.40
Total	25112	56,254,001.57

Total Revenue by ChannelName



PRODUCTS PERFORMANCE DASHBOARD



56.25M
Total Revenue

1690
Count of Products

10
Total Brands

6
Sub Category

10
Total Manufactures

Sales

Products

Channel and
Pramotion

Sales State

Drillthrough

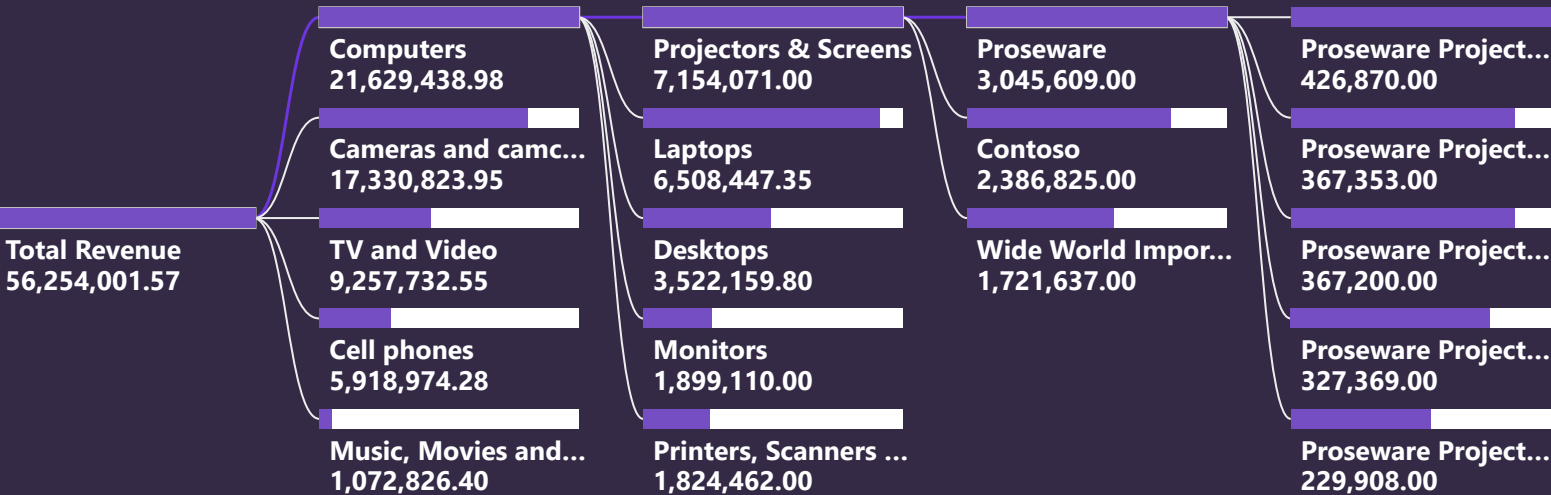
Filter Panel

Product Category ×
Computers

Product Sub Cat... ×
Projectors & Screens

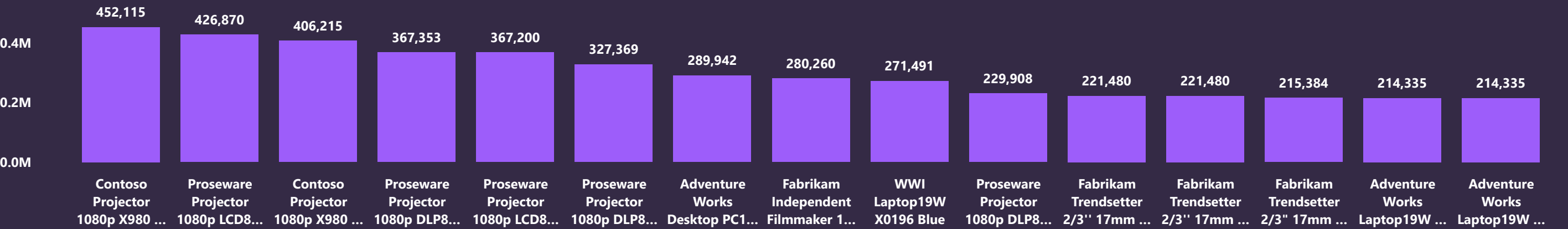
BrandName ×
Proseware

ProductName ×



Product Category	Total Revenue
Computers	21,629,438.98
Projectors & Screens	7,154,071.00
Contoso Projector 1080p X980 Black	452,115.00
Proseware Projector 1080p LCD86 White	426,870.00
Contoso Projector 1080p X980 White	406,215.00
Proseware Projector 1080p DLP86 Silver	367,353.00
Proseware Projector 1080p LCD86 Black	367,200.00
Proseware Projector 1080p DLP86 Black	327,369.00
Proseware Projector 1080p DLP86 White	229,908.00
Contoso Projector 1080p X980 Silver	208,845.00
Proseware Projector 1080p LCD86 Silver	183,600.00
Proseware Projector 720p DLP56 Silver	166,833.00
WWI Projector 720p DLP56 White	160,839.00
Contoso Projector 720p M620 White	157,275.00
WWI Projector 1080p DLP86 White	144,942.00
WWI Projector 1080p LCD86 Black	144,585.00
WWI Projector 720p M620 Silver	144,585.00
Total	56,254,001.57

Total Revenue by ProductName(Top 15)



CHANNEL AND PROMOTION PERFORMANCE DASHBOARD



56.25M

Total Revenue

32.19M

Revenue – Store

11.70M

Revenue – Online

7.30M

Revenue – Reseller

5.06M

Revenue – Mobile Outlet

Sales

Products

Channel and...

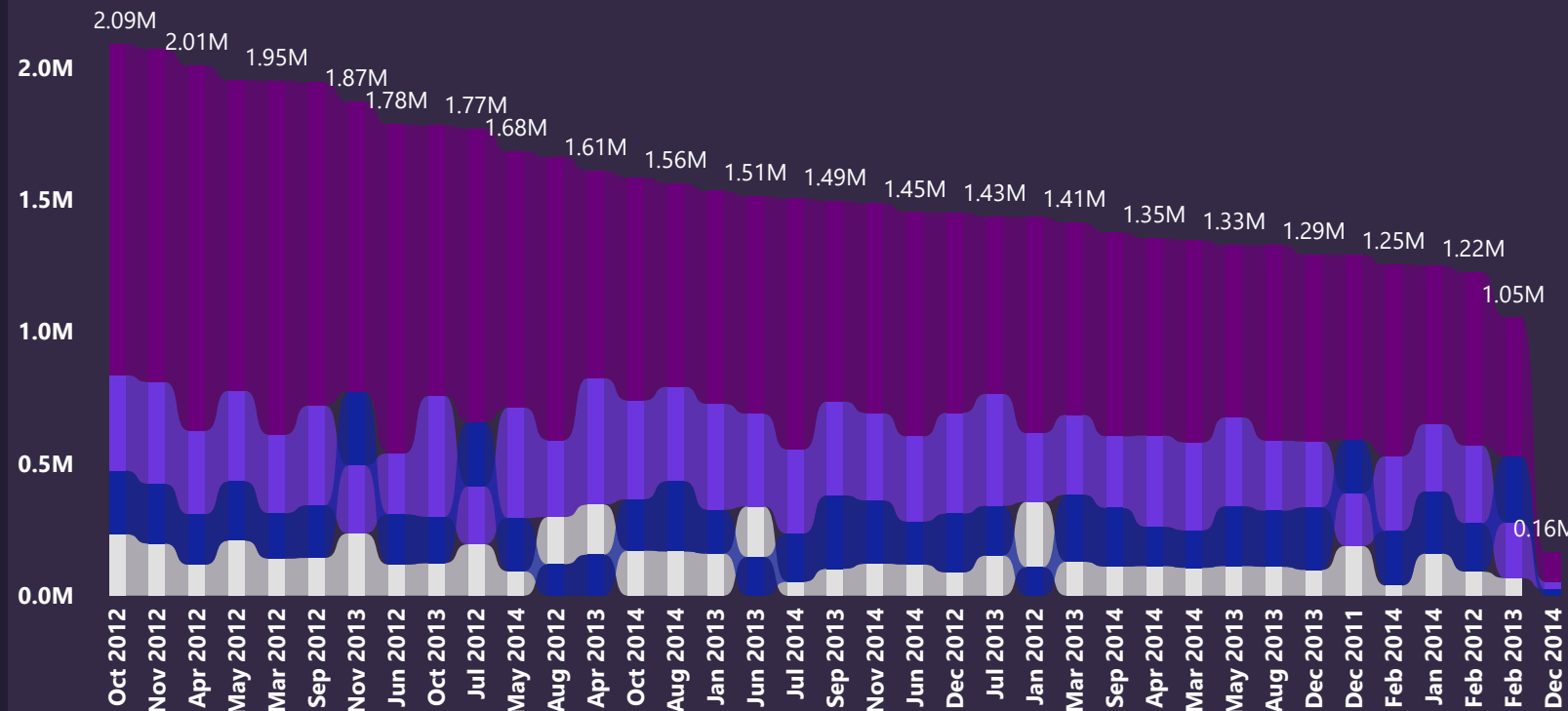
Sales State

Drillthrough

Filter Panel

Total sales and Total Cost by Week

● Mobile Outlet ● Online ● Reseller ● Store

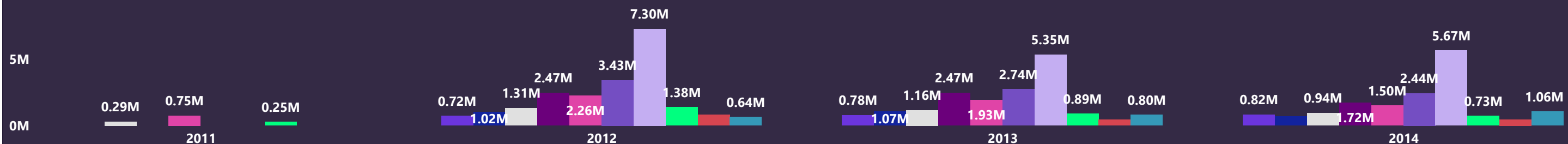


Total Revenue by PromotionType



Total sales and Total Cost by Week

● Anniversary Promotion ● Black Friday Promotion ● Easter Promotion ● Hammartan Promotion ● New Year Promotion ● Ramadan Promotion ● Regular Sales ● Sallah Promotion ● Summer Promotion ● Xmas Holiday Promotion



SALES STATE PERFORMANCE DASHBOARD



56.25M

Total Revenue

32.45M

Total Profit

37

Count of Capital

37

Count of State

7

Count of Zone

Sales

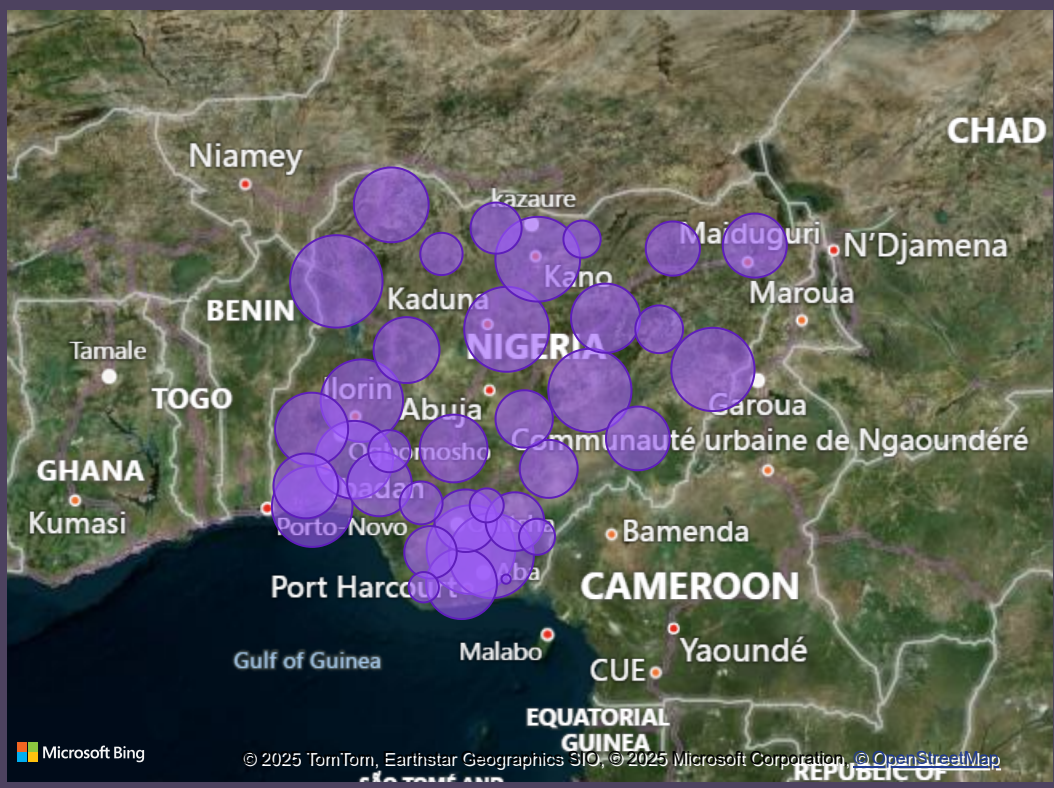
Products

Channel and
Pramotion

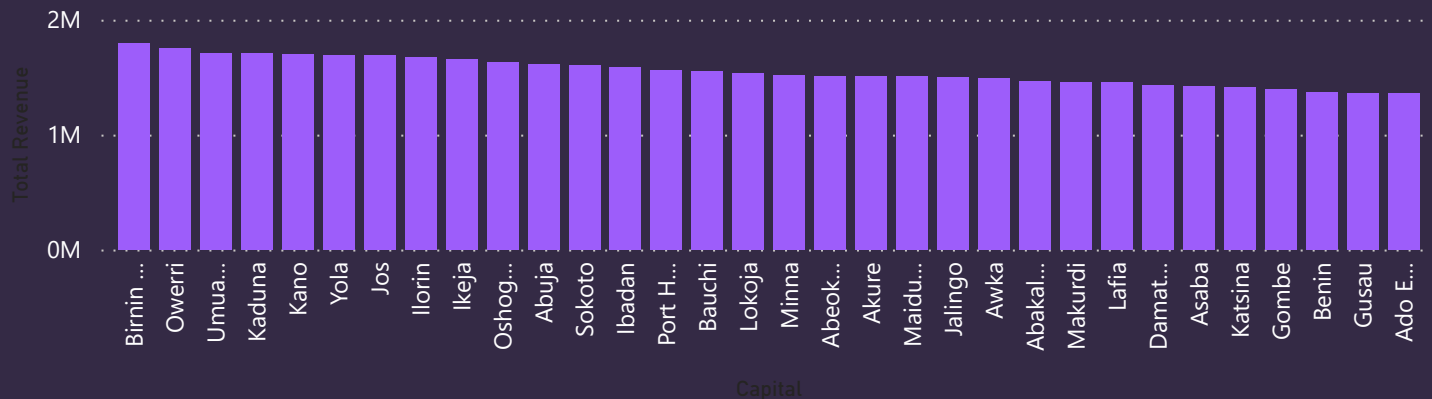
Sales State

Drillthrough

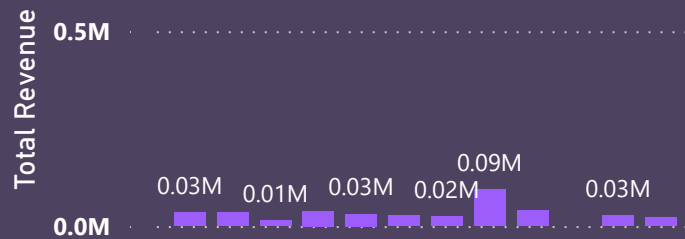
Filter Panel



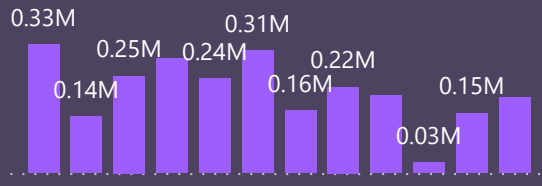
Total Revenue by Capital



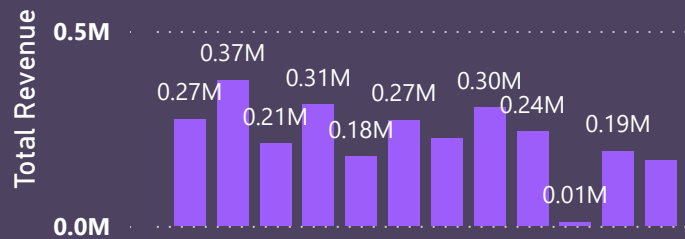
FCT



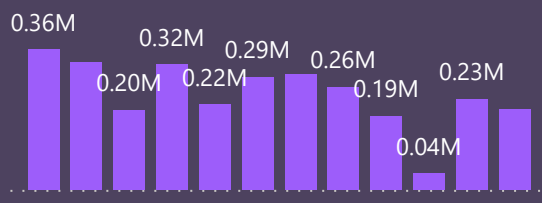
North Central



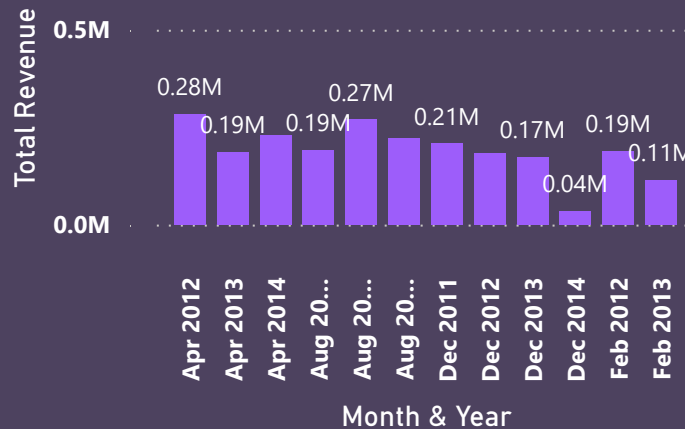
North East



North West



South East



South South

