

SALES PERFORMANCE DASHBOARD

Sales and Profit Overview

1. Profit Performance:
 - Current Month Profit: \$1.49M
 - Last Month Profit: \$1.68M
 - Shortfall: \$191.58K (-12.87%)
 2. Cost Analysis:
 - Current Month Cost: \$906.39K
 - Last Month Cost: \$1.09M
 - Shortfall: \$182.76K (-20.16%)
 3. Orders and Boxes Shipped:
 - Current Orders: 425
 - Last Month Orders: 480
 - Shortfall: -55 (-12.94%)
 - Boxes Shipped: 147K
 - Last Month Boxes: 163K
 - Shortfall: -16K (-11.03%)
 4. Sales Target Achievement:
 - Cumulative Missed Sales Target: 7 months in 2023-2024.
 - Cumulative Loss: \$1,860,478.
 - Gap to Meet Goal: \$346,461.50 (13%).
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Performance Insights

1. Profit by Location and Product Category:
 - The dashboard highlights profit distribution across various regions (Canada, New Zealand, UK, USA, India, and Australia) and product categories (Bars, Bites, and Other).
2. Top Products:
 - After Nines: \$147.3K (+94.2%, +71.4K vs. Last Month)
 - Peanut Butter Cubes: \$138.7K (+31.7%, +33.4K vs. Last Month)

- Manuka Honey Choco: \$135.4K (+37.7%, +37.1K vs. Last Month)
 - Products like Organic Choco Syrup (-29.7%) and Smooth Silky Salty (-30.9%) show declining performance.
3. Top Sales Representatives:
- Top 6 sales representatives contributed 32.1% of the total profit:
 - Dennison Crosswaite: \$105.8K (+169.2%, +66.5K vs. Last Month)
 - Gigi Bohling: \$93.6K (+73.4%, +39.6K vs. Last Month)
 - Husein Augar: \$91.6K (-4.7%, -4.6K vs. Last Month)
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Trends and Recommendations

1. Trend Analysis:
 - Consistent shortfall in meeting sales targets indicates the need for strategic intervention.
 - Some products and sales representatives significantly outperformed others, showing opportunities to leverage successful strategies.
2. Recommendations:
 - Focus on Best-Selling Products: Invest in marketing and supply chain for top-performing products like After Nines and Peanut Butter Cubes.
 - Sales Team Optimization: Identify strategies employed by top performers to replicate success across the team.
 - Revitalize Low-Performing Products: Investigate reasons for the decline in products like Smooth Silky Salty and Organic Choco Syrup.
3. Cost Management:
 - While costs decreased (-20.16%), it aligns with the overall decline in sales volume and orders. A deeper analysis of cost efficiency relative to profit generation is recommended.

4. Target Achievement:

- Address the \$346,461.50 gap with a focused short-term sales strategy, potentially leveraging holiday or seasonal promotions.