Sales Dashboard

Invoice Date

02/01/2022   25/12/2022
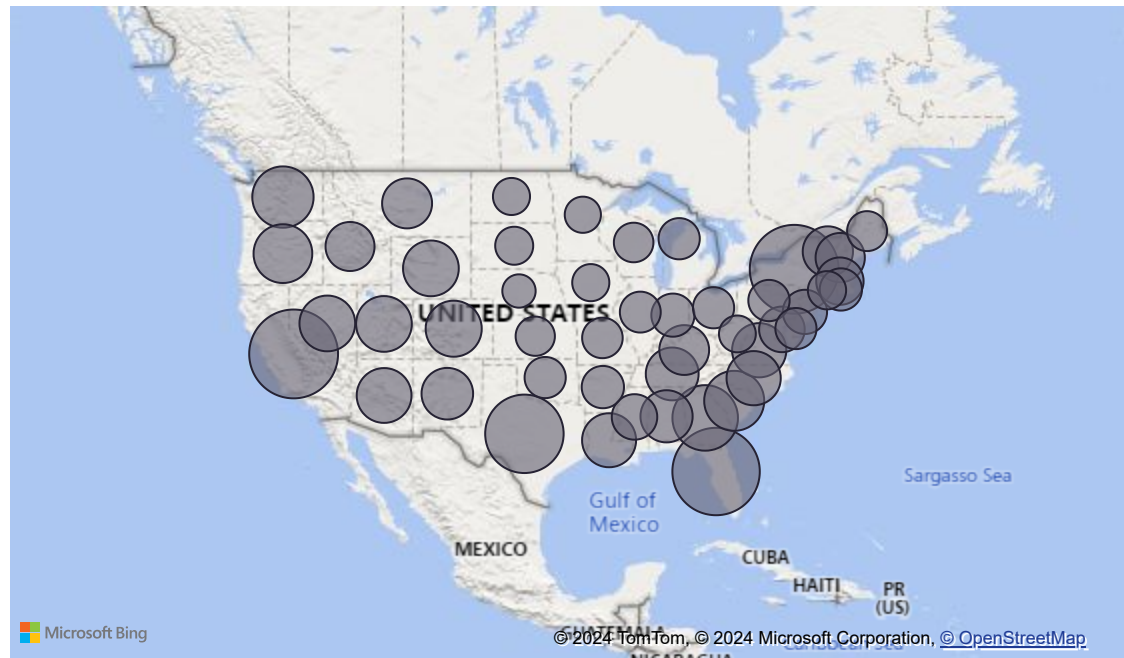
State

All

Distribution of Sales

By US States

© 2024 TomTom, © 2024 Microsoft Corporation, © OpenStreetMap

Microsoft Bing

Total Revenue

£8.2M

ΔB   1.1% ▲
ΔFC   -19.5% ▼

Total Profit

£3.0M

ΔB   12.4% ▲
ΔFC   0.7% ▲

Profit Margin

37%

ΔB   -0.1% ▼
ΔFC   0.5% ▲

Total Units Sold

16.5M

ΔB   -2.0% ▼
ΔFC   -3.7% ▼

Orders Dashboard

Average Revenue/Order
£2.19K

-- --
-- --

Average Profit/Order
£0.81K

-- --
-- --

Average Units Sold/Order
4402

-- --
-- --

Distribution of Orders
By Shipment Size

1.5%
36.8%
3744
Total Shipments
61.7%

● **Small** ● **Medium** ● **Large**
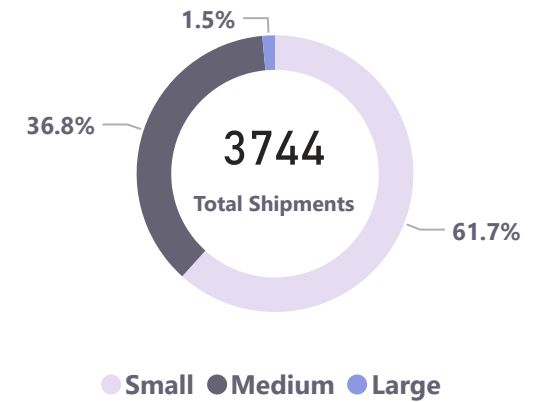
Quantity of Orders
By Beverage Brand & Shipment Size

02/01/2022   25/12/2022

Brand	
Coca-Cola	
Dasani Water	
Diet Coke	
Fanta	
Powerade	
Sprite	

0   100   200   300   400   500

Orders
By Shipment Size & Date

200

0

Jan 2022   Apr 2022   Jul 2022   Oct 2022
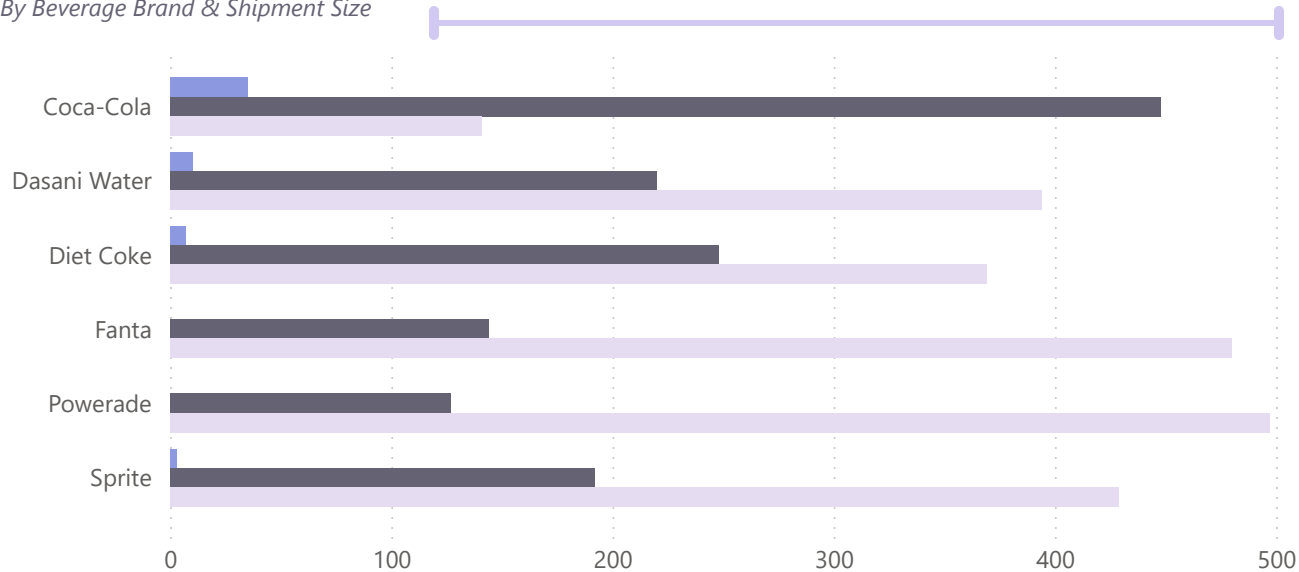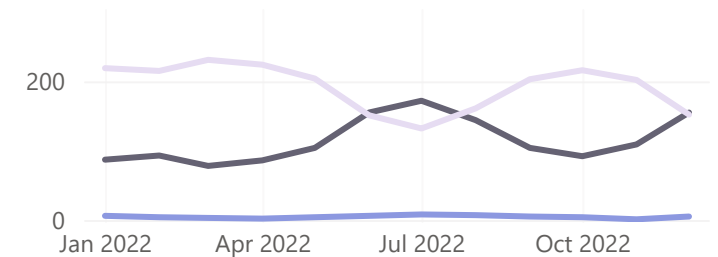
Region Dashboard

Break Down of Units Sold
By Region, State, City & Shipment Size

Region	State	City	Shipment Size
Northeast	Vermont	Burlington	

Total Units Sold
16482500

West
3935750

Northeast
3394550

Southeast
3304450

South
3064800

New York
1125200

Vermont
256850

Maryland
241600

Massachusetts
241600

Burlington
256850

Small
190950

Medium
65900
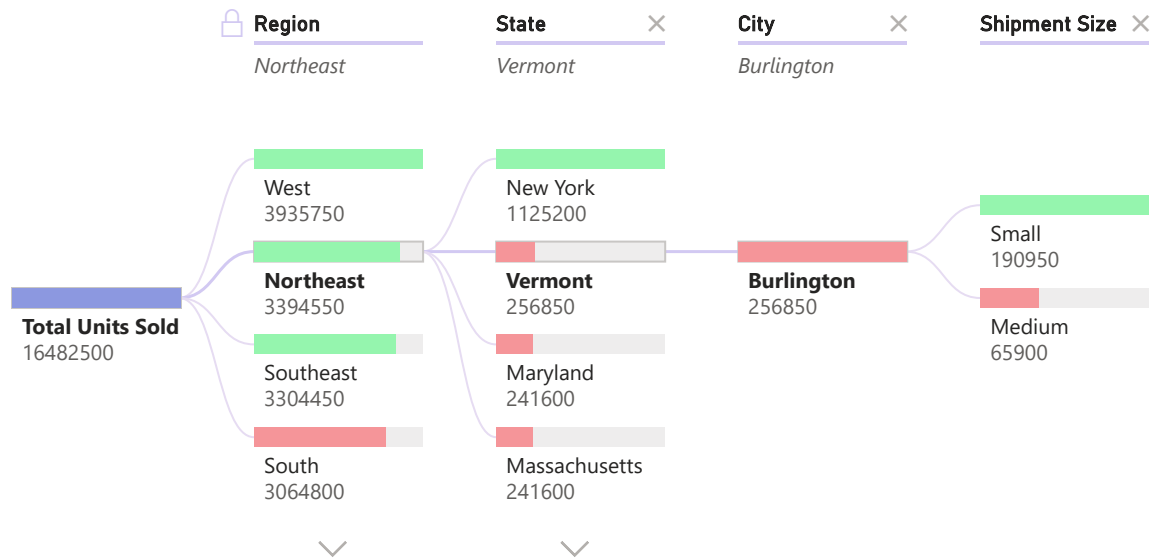
Location	Total Units Sold	Total Revenue	Total Profit	Profit Margin %
⊞ **Midwest**	2782950	£1,150,110.00	£437,471.50	5%
⊟ **Northeast**	3394550	£1,788,347.50	£629,546.00	8%
⊞ **Connecticut**	169600	£78,595.00	£28,667.00	0%
⊞ **Delaware**	205600	£94,695.00	£34,532.00	0%
Total	**16482500**	**£8,215,165.00**	**£3,041,141.88**	**37%**

Total Units Sold
Compared to Average

15M

0M   38M

16.5M
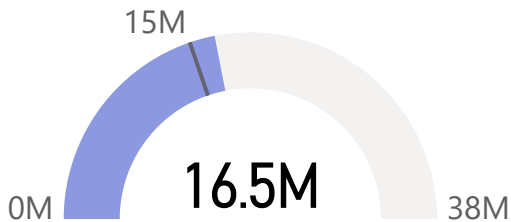
Density of Units Sold
By US States

Microsoft Bing
© 2024 TomTom, © 2024 Microsoft Corporation
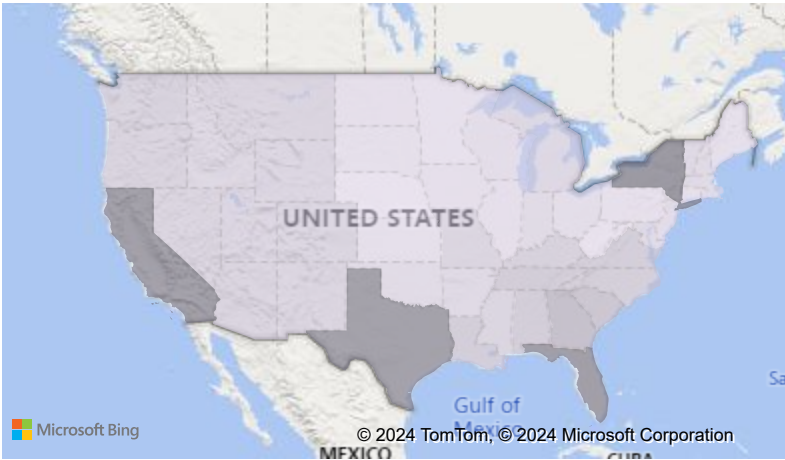
Beverages Dashboard

Units Sold
By Beverage Brand & Month

Legend: Coca-Cola · Dasani Water · Diet Coke · Fanta · Powerade · Sprite

Y-axis: 0.4M, 0.2M
X-axis: January, February, March, April, May, June, July, August, September, October, November, December
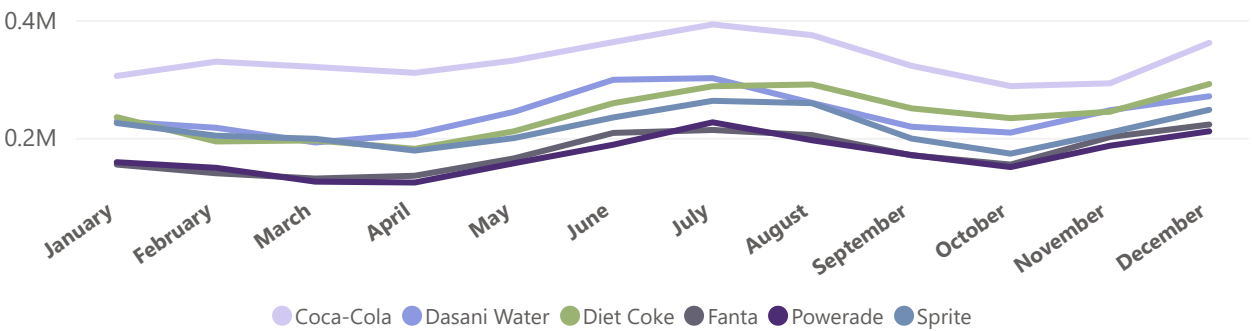
Beverage Brand
By Average Operating Margin [£] & Contribution of Total Revenue [%]

	Coca-Cola	Dasani Water	Fanta	Powerade	Sprite	Diet Coke
Contribution	23.41%	19.95%	11.81%	13.80%	14.10%	16.93%
Average Operating Margin	£0.39	£0.38	£0.37	£0.36	£0.35	£0.35

Legend: Average Operating Margin · Contribution to Total Revenue
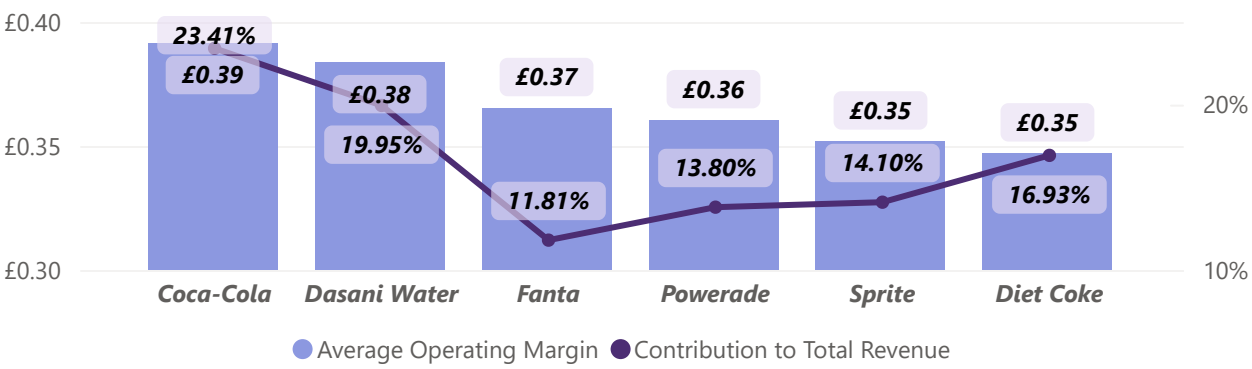
Revenue Compared to Maximum
By Beverage Brand

- 1.9M (100%)
- 1.6M (85.2%)
- 1.4M (72.3%)
- 1.2M (60.2%)
- 1.1M (59%)
- 969.9K (50.4%)

Center: 8.2M

Legend: Coca-Cola · Dasani Water · Diet Coke · Sprite · Powerade · Fanta
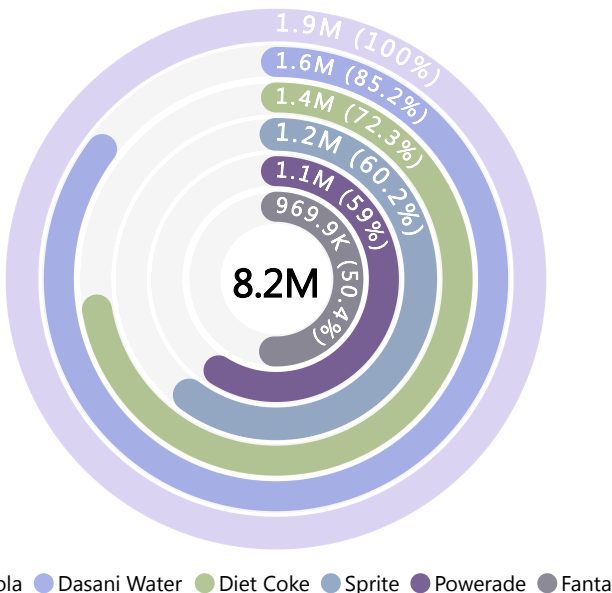
Beverage Brand	Total Profit	Sum of Units Sold	Profit Margin
Coca-Cola	767,510	3989000	9%
Dasani Water	618,630	2890500	8%
Diet Coke	473,806	2872000	6%
Total	**3,041,142**	**16482500**	**37%**