



Sales One Analytics

This dashboard is for SPB Sales Analysis.

This dashboard tracks key metrics like Total Sales, New Product Sales, and Product Group performance. It compares Primary vs. Secondary Sales, monitors Recovery rates, and offers insights into Product Promotions via Influencer, Retailer, and Customer engagements.

Data is available for different timeframes, including Month, YTM, and the last 12 months.

Users can drill down into regions, clusters, and segments, with detailed views for Agriculture and Domestic sectors.

[Dashboard Documentations \(Glossary\):](#)



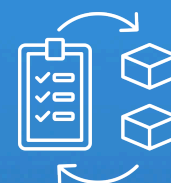
Sales Performance



Sales Overview



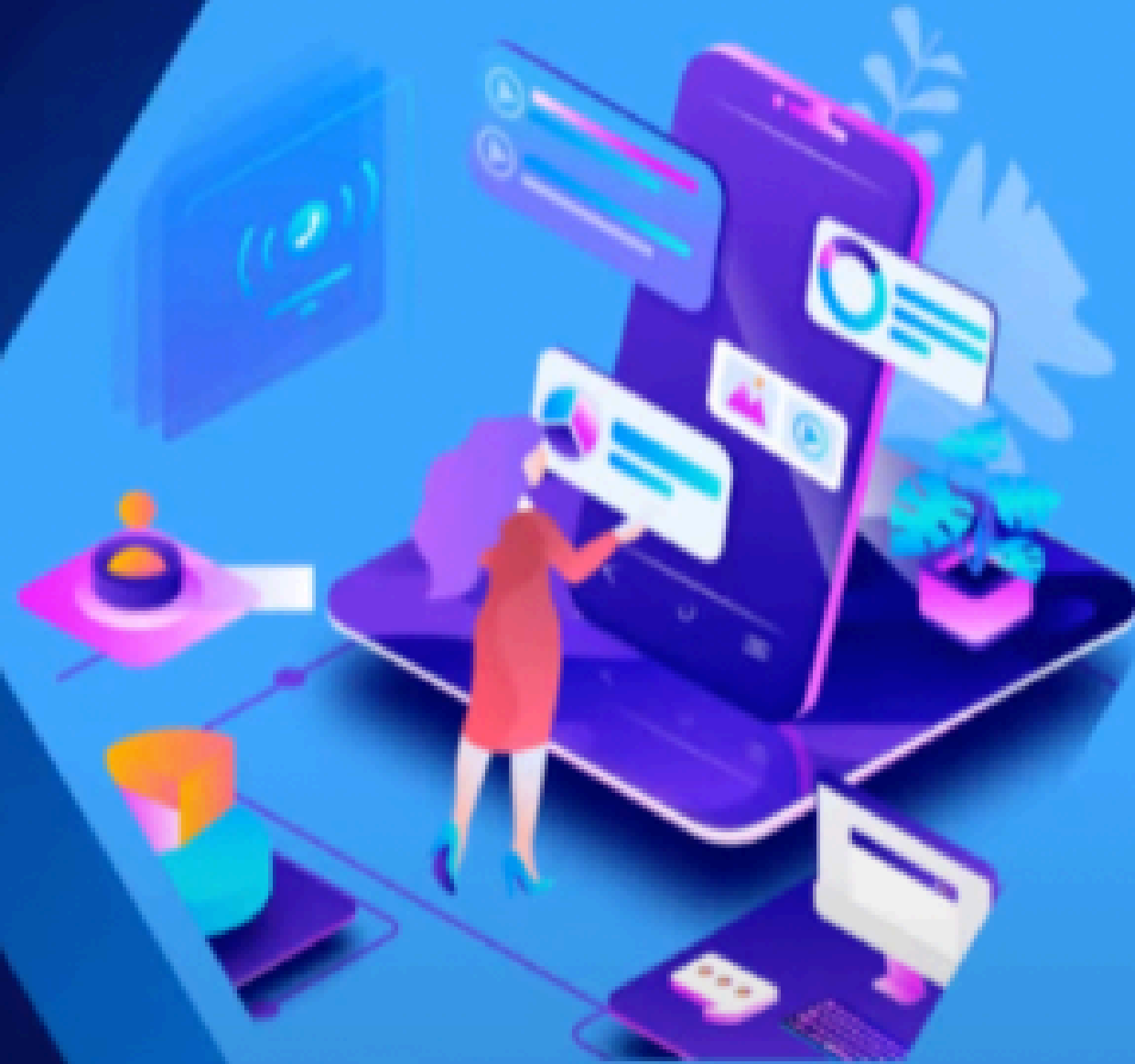
Recovery Analysis



Inventory Management



Product Promotion





Business Segm...

Date

Fiscal Year

Quarter

Month

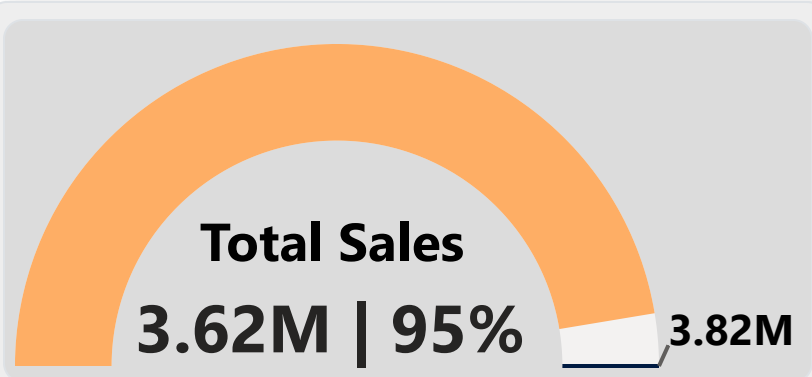
Cluster

Geography

Regional Office

State

Dealer



MTD Sales: 0.10M | ▲70%
Compare to Previous Month

YTD Sales: 0.94M | ▼-59%
Compare to LY Sales

Rolling Sales: 1.38M | ▲8%
Compare to Last Rolling Sales

LY Sales: 1.50M | ▲21%
Compare to LLY Sales

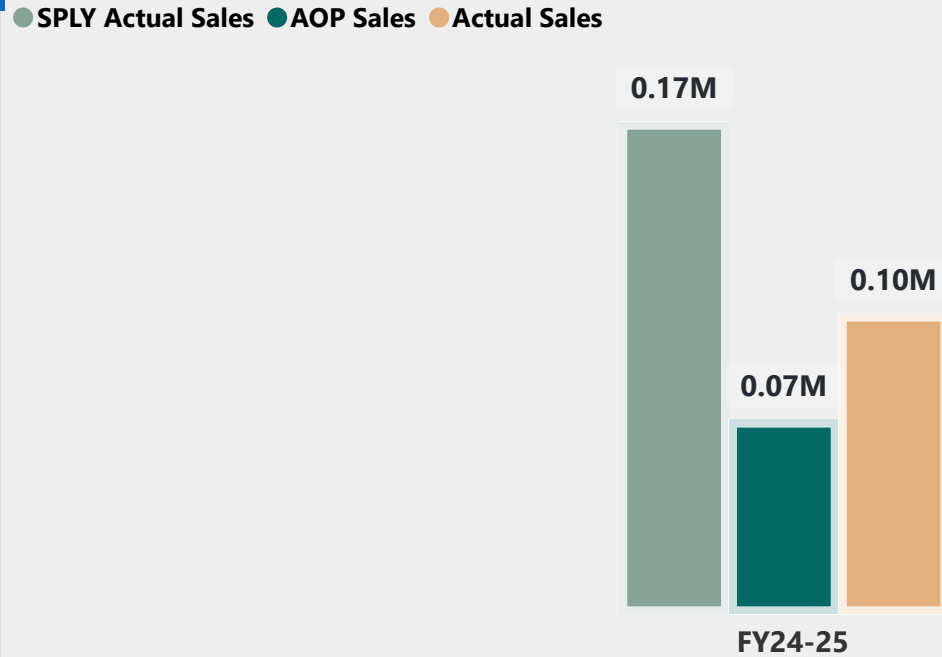
LLY Sales: 1.18M | ▲25%
Compare to YTD Sales

Fiscal Year

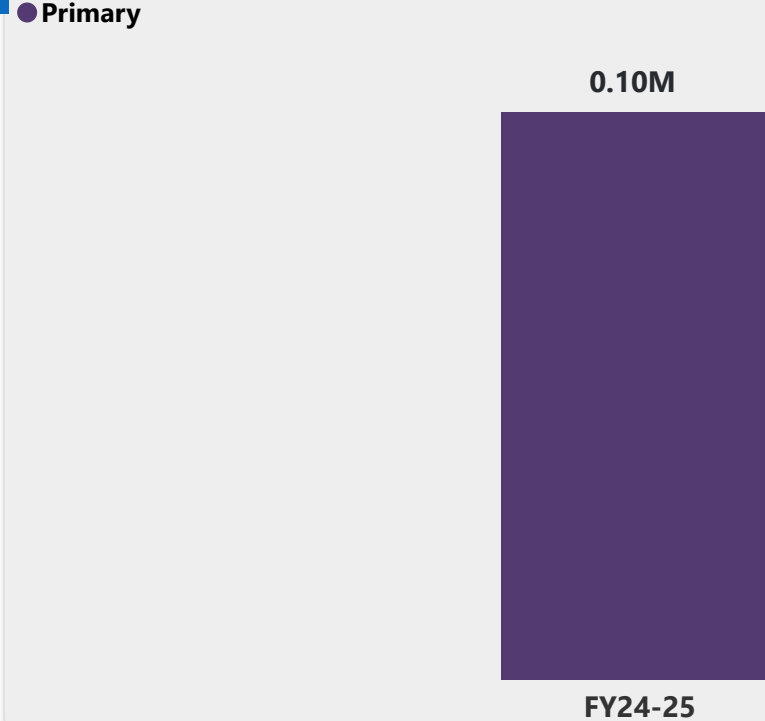
Geography

Business Segment

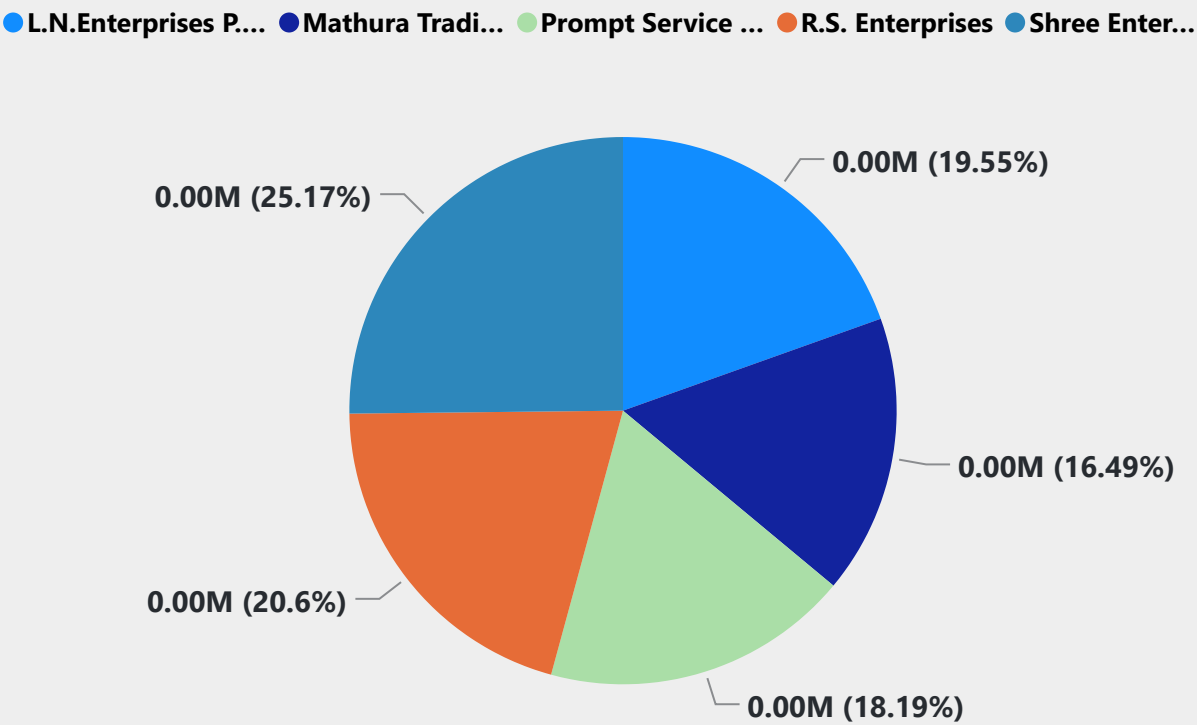
SPLY Sales, AOP Sales and Actual Sales by Fiscal Year



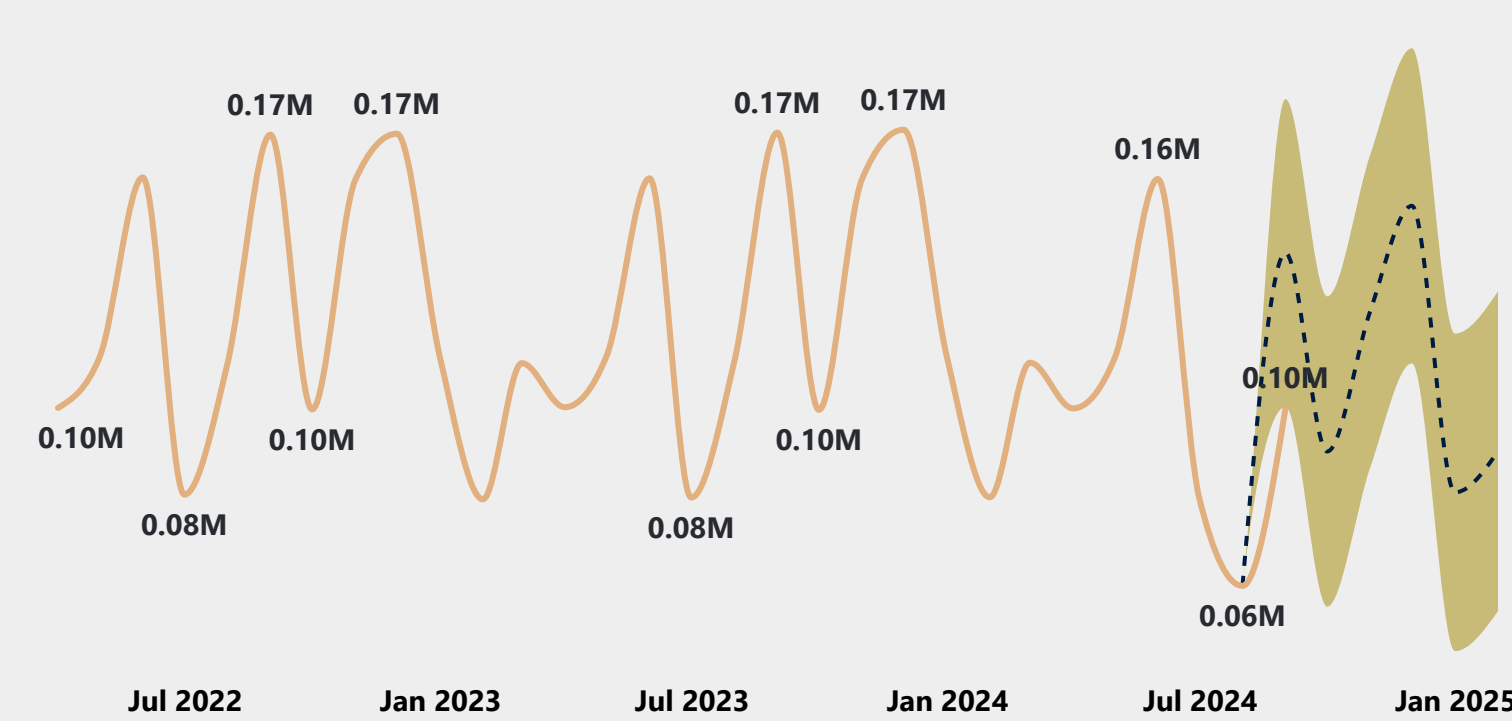
Primary vs. Secondary Sales by Fiscal Year



Actual Sales by New Dealer



Month on Month Sales & Forecasted Sales





Sales One Analytics

Sales
Performance

Sales Overview

Recovery
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Inventory
Management

Product
Promotion

Glossary

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Date

Fiscal Year

Quarter

Month

Cluster

Geography

Regional Office

State

Dealer

All

01-01-2022

18-09-2024

FY24-25

2024-Q2

2024-Sep

All

All

All

All

All



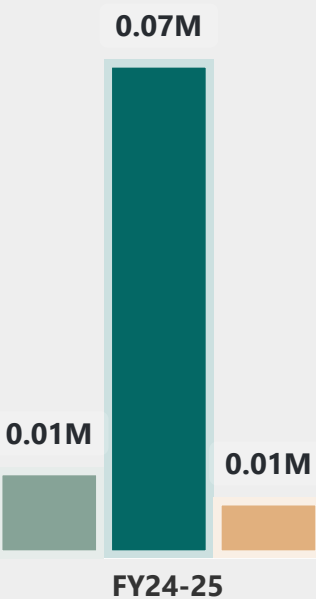
Fiscal Year

Geography

Business Segment

SPLY Sales, AOP Sales and Actual Sales by Fiscal Year of New Product

SPLY Actual Sales AOP Sales Actual Sales



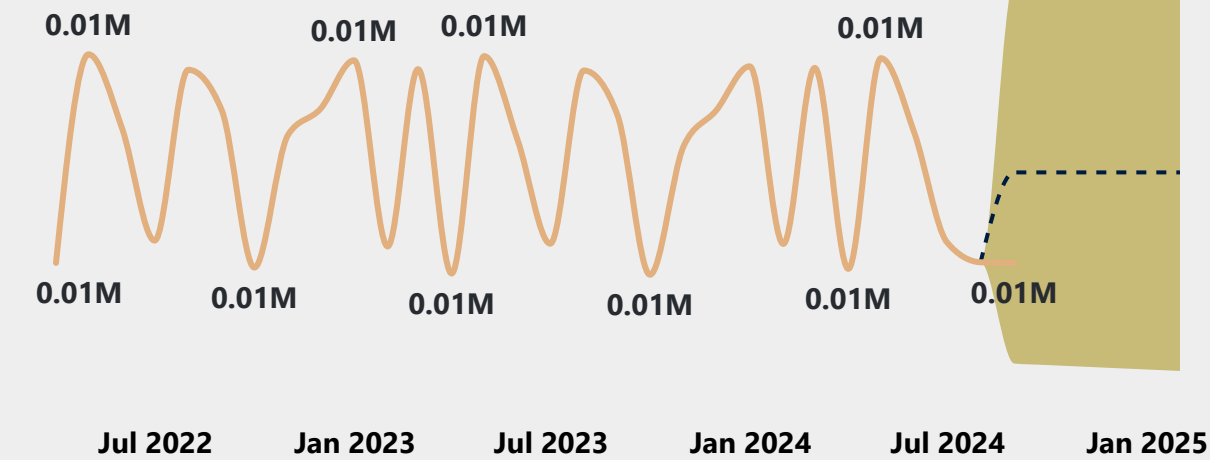
New Product Sale Rate

7.9%

Average Sales per Unit

-2.8

Month on Month & Forecasted Sales of New Product



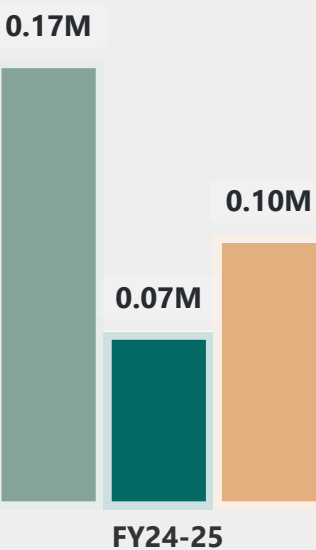
Fiscal Year

Geography

Product Group

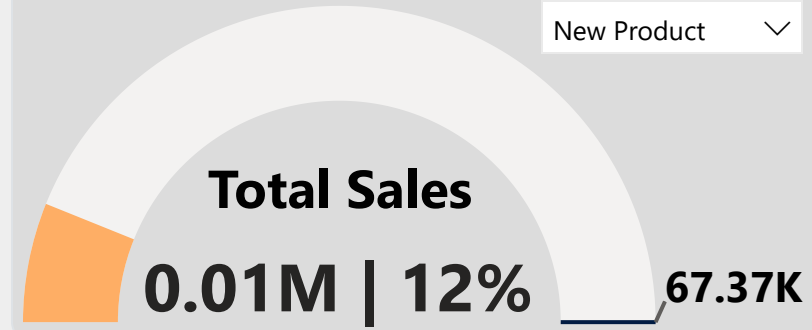
SPLY, AOP and Actual Sales by Fiscal Year of Product Group

SPLY Actual Sales AOP Sales Actual Sales



Top 10 SKUs by Qty, Value and Per Unit Price

New Product	0.01M
KIRLOSKAR MINI ...	0.00M
KOSi -135 1.02 HP...	0.00M
MECH. SEAL TYPE...	0.00M
KIRLOSKAR MINI ...	0.00M
KP4 JALRAAJ UVA ...	0.00M
GMC-134 25X25 1...	0.00M
KIRLOSKAR MINI-...	0.00M
SP-0M 1.02 40x4...	0.00M
KDI-538+ 65X50 ...	0.00M



MTD Sales: 0.01M | ▼0%
Compare to Previous Month

YTD Sales: 0.09M | ▼-43%
Compare to LY Sales

Rolling Sales: 0.13M | ▲7%
Compare to Last Rolling Sales

LY Sales: 0.14M | ▲25%
Compare to LLY Sales

LLY Sales: 0.10M | ▲7%
Compare to YTD Sales



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Geography

Regional Office

State

Dealer

All

01-01-2022

18-09-2024

All

All

All

All

All

All

All

All



Fiscal Year

Geography

Business Segment

Overdue and Ontrack Recovery Awaited by Fiscal Year

Ontrack Overdue

0.08M

0.04M

FY22-23

FY23-24

FY24-25

Recovery Awaited by Top 5 Debtors

RUDRA SALES AND SERVICES

Hamraj Enterprises

Premier Agencies

0.03M

Shree Enterprises

0.02M

Vishal Traders

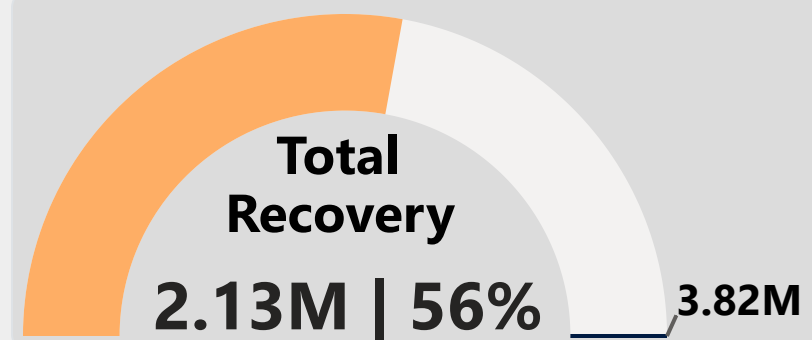
0.02M

0.03M

0.02M

Customer ID	Customer Name	Business Segment	Business Sub-Segment	Total Sales	Recovery Date	Recovery Done	Recovery Ageing in Days	Recovery Awaited
122214	3S ENGINEERING	Export	Export	2.65	8-14-2022	2.65	8	0.00
122214	3S ENGINEERING	Export	Export	2.34	2-16-2023	2.34	5	0.00
122214	3S ENGINEERING	Export	Export	2.46	9-3-2023		28	2.46
122214	3S ENGINEERING	Export	Export	8.08	5-6-2024		85	8.08
122214	3S ENGINEERING	Export	Export	3.29	8-14-2024	3.29	8	0.00
122214	3S ENGINEERING	Industry	Industry	8.22	3-7-2023	8.22	1	0.00
122214	3S ENGINEERING	Industry	Industry	6.87	4-18-2023	6.87	19	0.00
122214	3S ENGINEERING	Industry	Industry	3.80	4-7-2024		32	3.80
122214	3S ENGINEERING	Industry	Industry	2.29	5-18-2024		49	2.29
122214	3S ENGINEERING	Retail	Domestic	7.49	3-1-2023	7.49	16	0.00
122214	3S ENGINEERING	Retail	Domestic	3.96	3-13-2023	3.96	15	0.00

Overdue and Ontrack Recovery Awaited



MTD Recovery: 0.10M | ▲70%
Compare to Previous Month Recovery

Total Recovery Awaited 1.49M | 41%

Average Days for Recovery Done 12 | Recovery Awaited 45



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Business Segm...

All

Date

01-01-2022

18-09-2024

Fiscal Year

FY24-25

Quarter

2024-Q2

Month

2024-Sep

Cluster

All

Geography

All

Regional Office

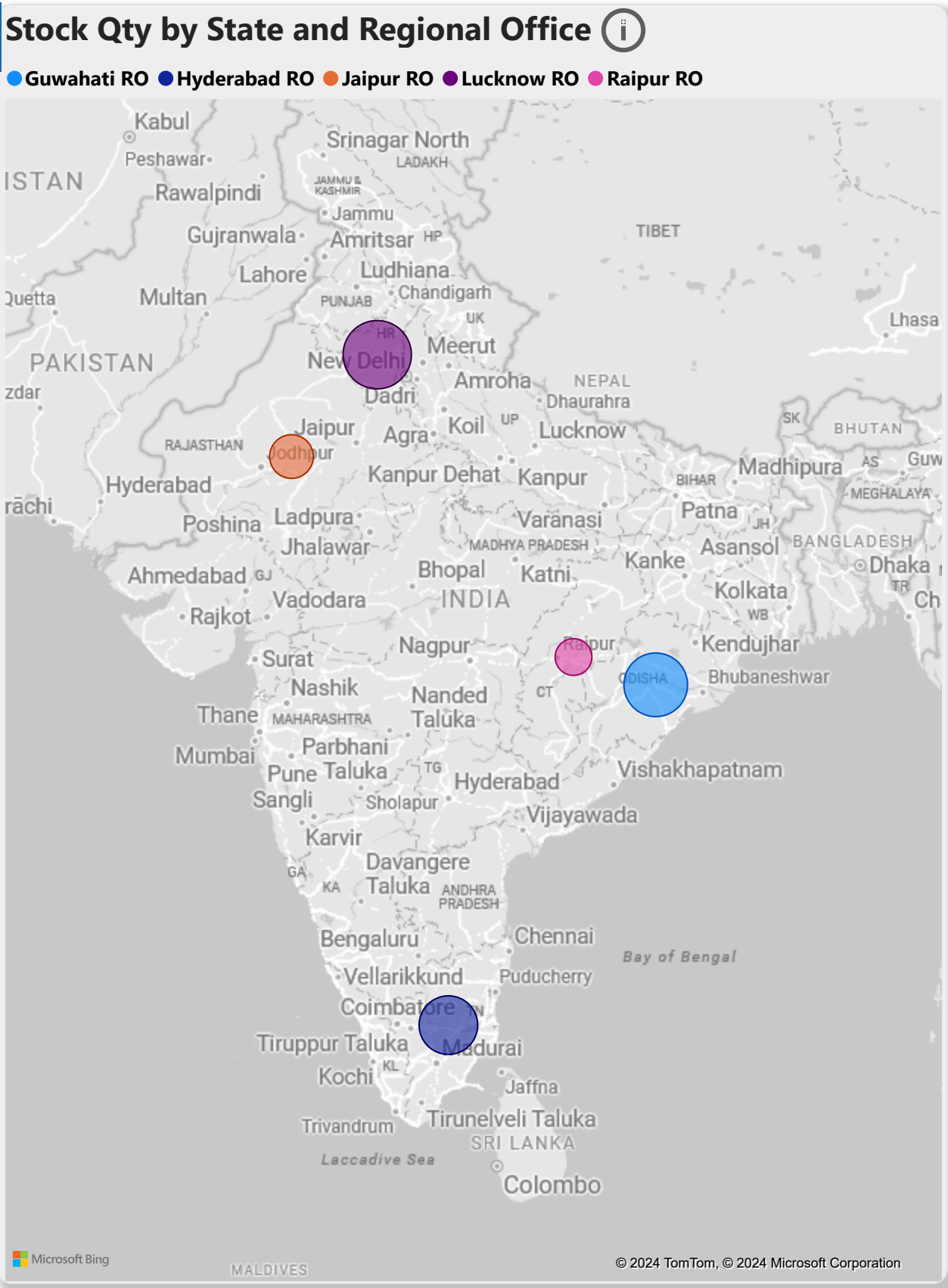
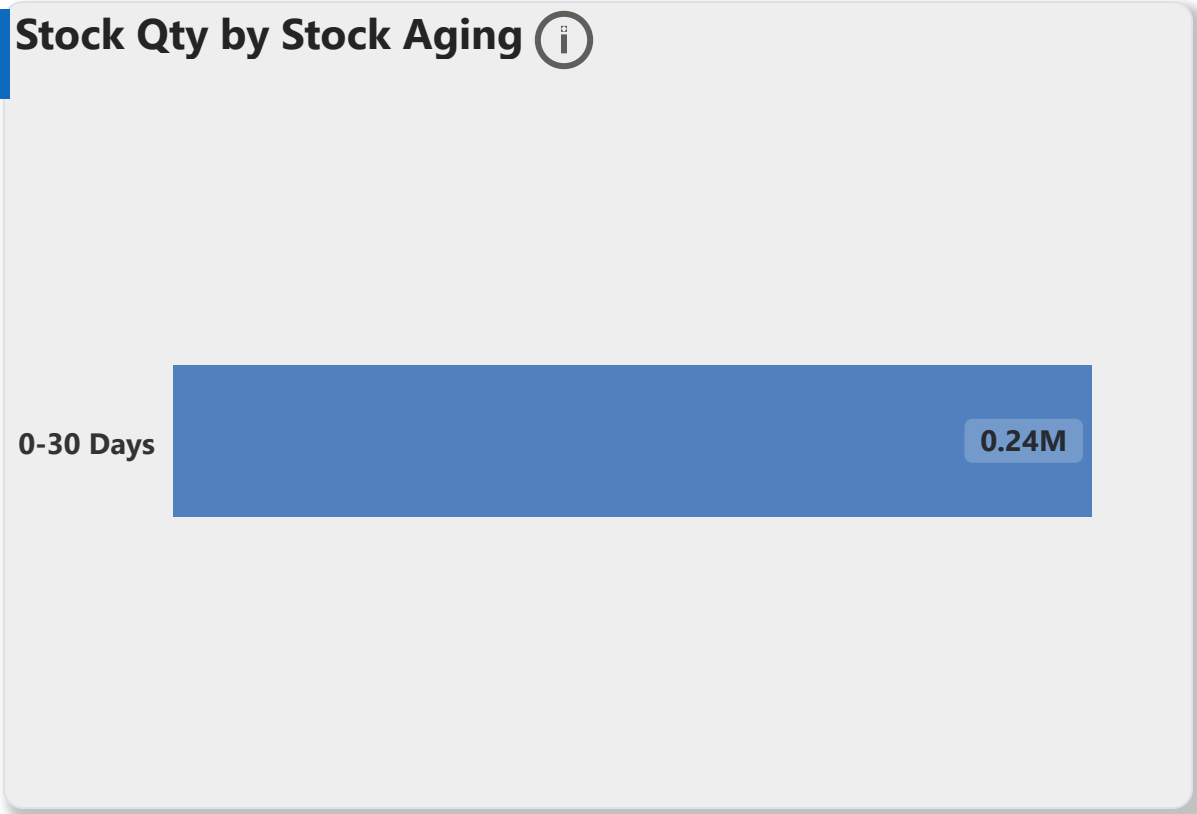
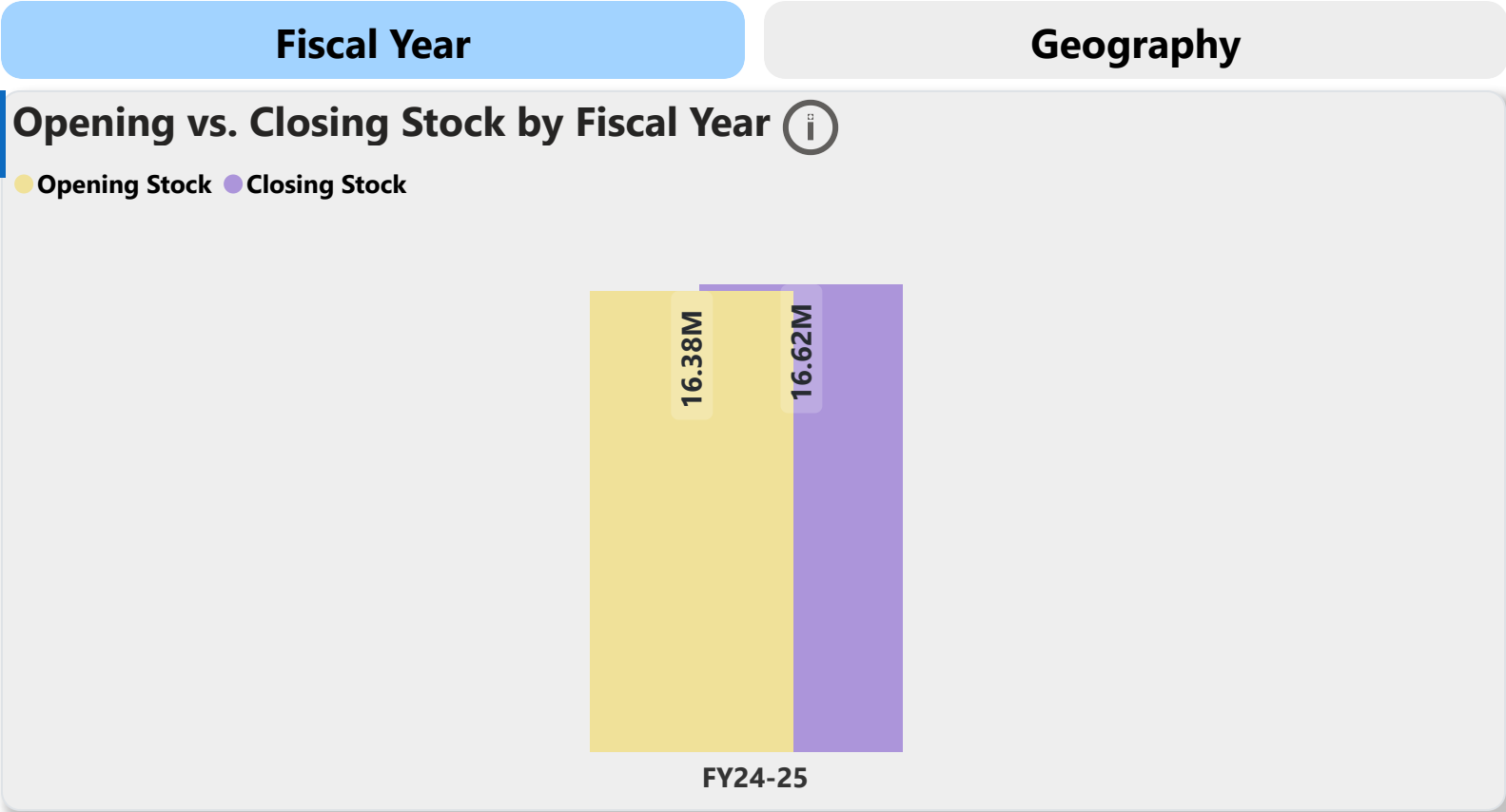
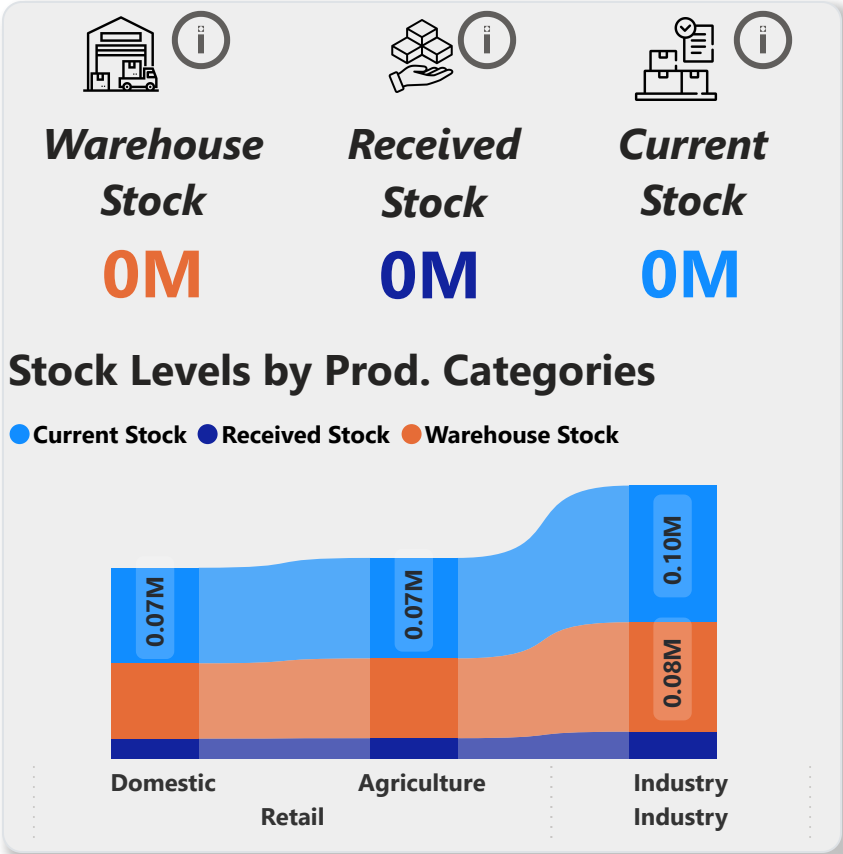
All

State

All

Product

All





Business Segm...

Date

Fiscal Year

Quarter

Month

Cluster

Geography

Regional Office

State

Product

Customer Meets/Webinars

14

Customer Visits

41

Influencer Meets

25

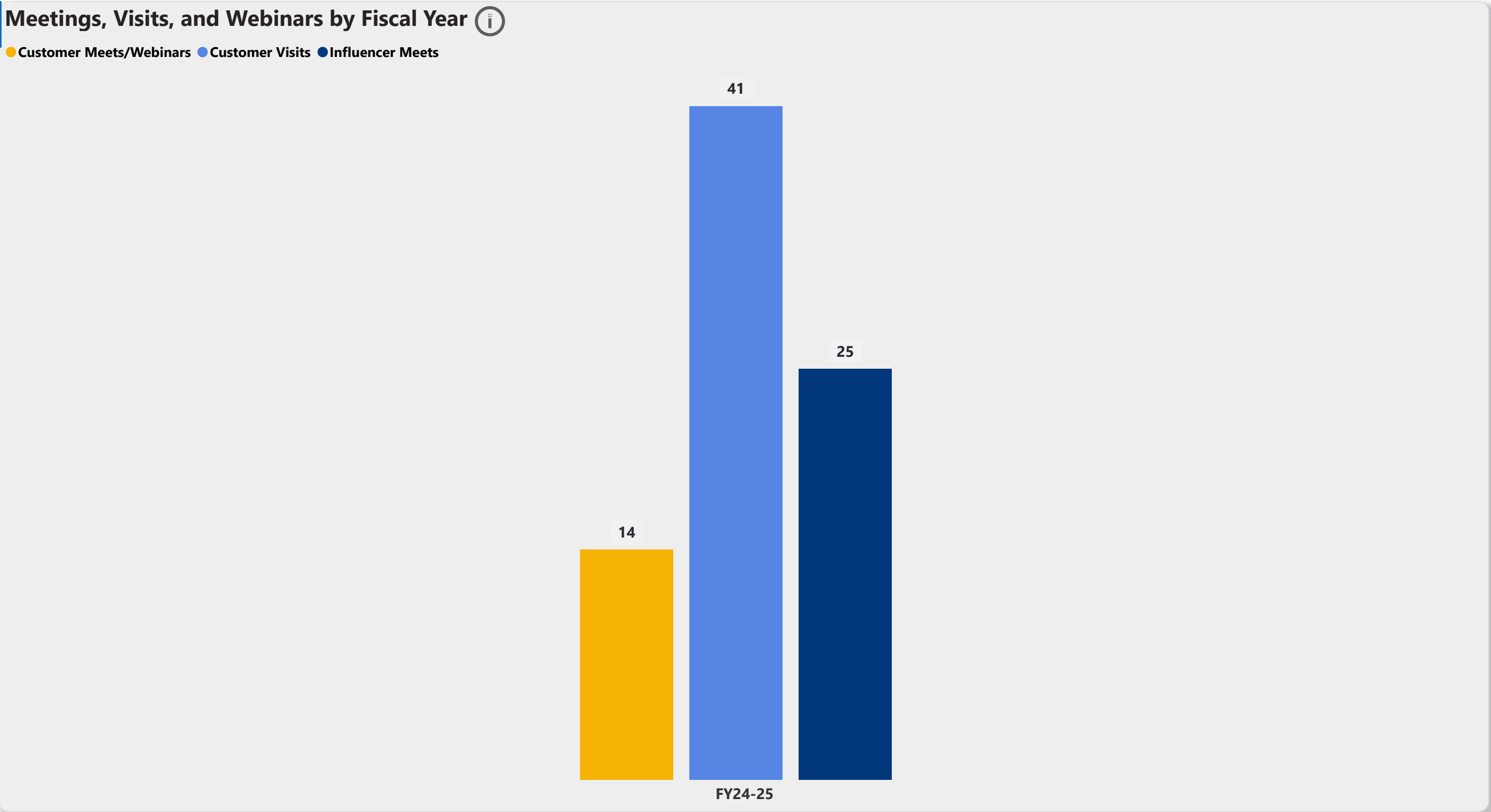
Retailer Meets


(Blank)

Fiscal Year

Geography

Business Segment



<div><h1>Sales One Analytics</h1></div>			Sales Performance	Sales Overview	Recovery Analysis	Inventory Management	Product Promotion	Glossary
Report Titles/Names	Name of the Visual/KPI	Description/Formula						
Features on all Reports	Page Navigator - Navigator	It will have list of all reports/pages, using which user can navigate to the different reports/pages						
Features on all Reports	Date - Filter	It will have calendar for selecting the From Date and To Date						
Features on all Reports	Fiscal Year - Filter	It will have list of Fiscal Years, for example - FY23-24, FY24-25 (Apr to Mar)						
Features on all Reports	Quarter - Filter	It will have list of Quarters, for example - 2024-Q1, 2024-Q2 (Apr to Jun will be Q1)						
Features on all Reports	Month - Filter	It will have list of Months, for example - 2024-Jan, 2024-Feb						
Features on all Reports	Cluster - Filter	It will have list of Clusters, for example -						
Features on all Reports	Zone - Filter	It will have list of Zones, for example - East, West, South and North						
Features on all Reports	Regional Office - Filter	It will have list of Regional Offices, for example -						
Features on all Reports	State - Filter	It will have list of States, for example - Maharashtra, Madhya Pradesh etc.						
Features on all Reports	Dealer - Filter	It will have list of Dealers, for example -						
Features on all Reports	Prod. Subcat. - Filter	It will have list of Product Subcategories, for example - Agriculture, Domestic, Industry, Export, Spares						
Features on all Reports	Clear Filter	It will remove/clear all modified filters and back to the default filters						
Features on all Reports	Reset Page/View	It will reset all the charts to the default view, if user have clicked one of bar/slice of the chart						
Features on all Reports	i button (Added in all the charts)	It will have detailed information about the particular chart, for example - "This visual displays the Actual Sales for the Fiscal Year with drill-down options for Quarter, Month, and Day, while metrics like Same Period Last Year Sales and AOP Sales enable comparative analysis against the Actual Sales performance"						
Sales Performance	Gauge/Speedometer Chart	It will display the progress of Total Sales comparing with the AOP Sales (Annual Operating Plan). This chart will also have the Categorical Filters interactions						
Sales Performance	Total Sales - KPI Card	It will display Total Sales and AOP Sales (Annual Operating Plan) in Values & Percentage						
Sales Performance	MTD Sales - KPI Card	It will display MTD Sales (Month to Date) in Values & Percentage, comparing with the Previous Month's Actual Sales						
Sales Performance	YTD Sales - KPI Card	It will display YTD Sales (Year to Date) in Values & Percentage, comparing with the Last Year Actual Sales						
Sales Performance	Rolling Sales - KPI Card	It will display Rolling Sales (Last 12 Months Sales from the Current Month) in Values & Percentage, comparing with the Last Rolling Sales (Last to Last 12 Months Rolling Sales)						
Sales Performance	LY Sales - KPI Card	It will display LY Sales (Last Year) in Values & Percentage, comparing with the LLY Sales (Last to Last Year)						
Sales Performance	LLY Sales - KPI Card	It will display LLY Sales (Last to Last Year) in Values & Percentage, comparing with the YTD Sales (Year to Date)						
Sales Performance	Chart Navigator/Buttons	It will have 3 options, using which user can change the SPLY, AOP and Actual Sales chart by Fiscal Year, Zones, Product Category						