



# Sales Dashboard | 2023

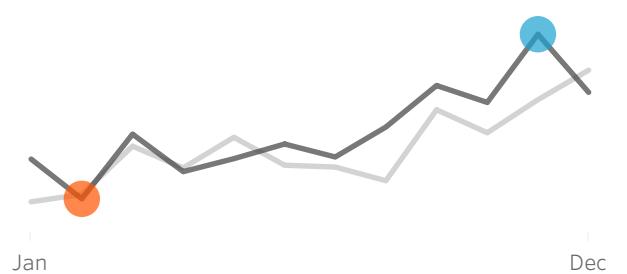
2023 vs. 2022 ● Highest Month ● Lowest Month



## Total Sales

**\$733K**

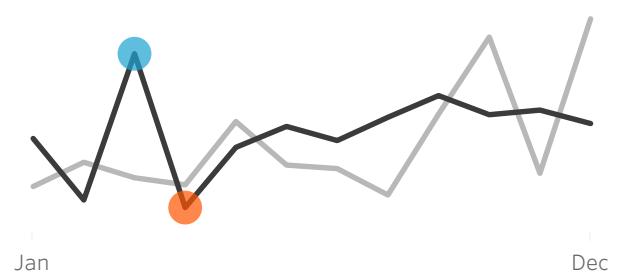
▲ 20.4% vs. PY



## Total Profit

**\$93K**

▲ 14.2% vs. PY



## Total Quantity

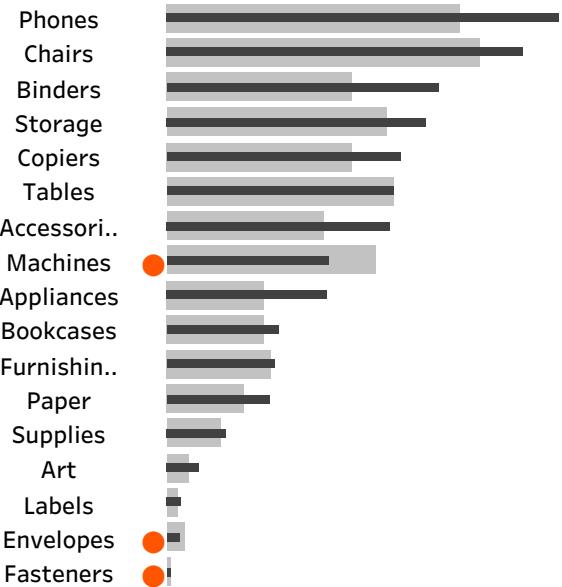
**12.5K**

▲ 26.8% vs. PY

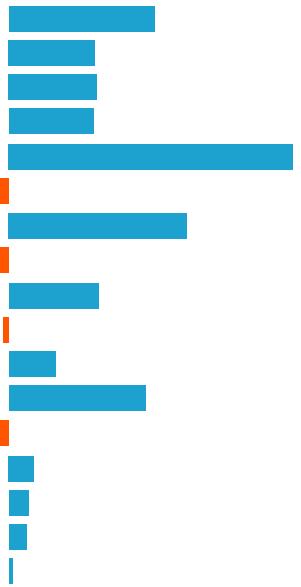


## Sales and Profit by Subcategory

2023 Sales vs. 2022 Sales

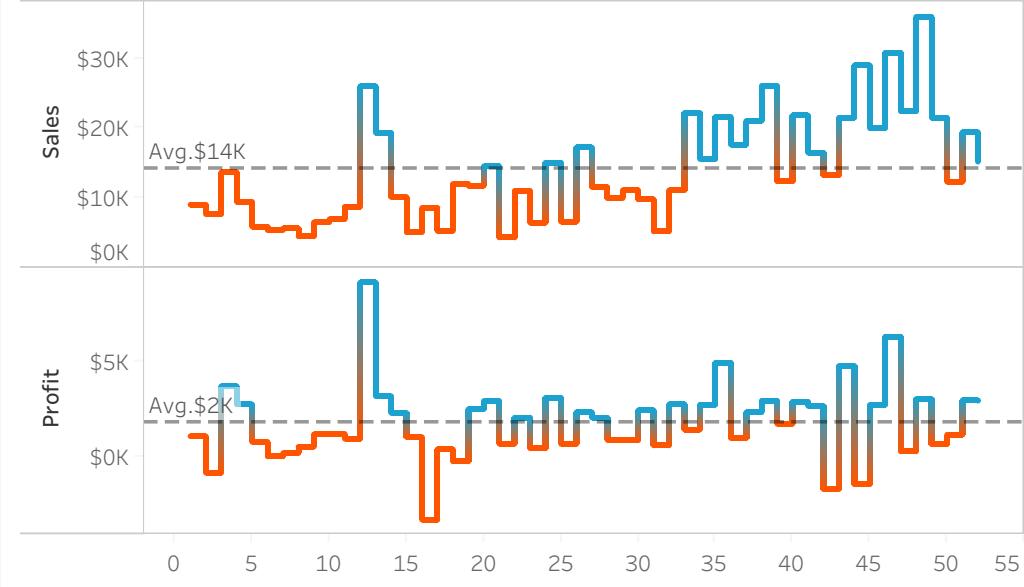


2023 ● Profit ● Loss



## Sales & Profit Trends over Time

2023 ● Above ● Below





# Customer Dashboard | 2023

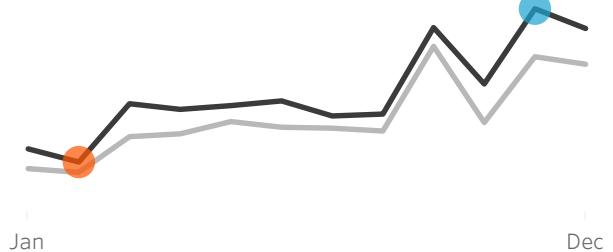
2023 vs. 2022 ● Highest Month ● Lowest Month



## Total Customers

**693**

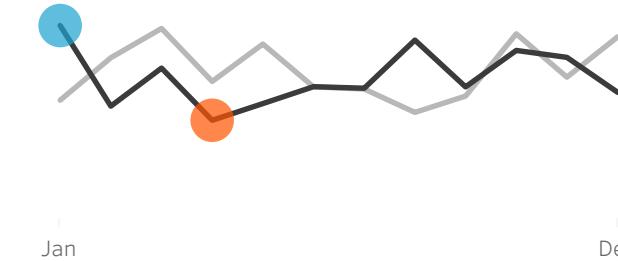
▲ 8.6% vs. PY



## Total Sales Per Customers

**\$1,058**

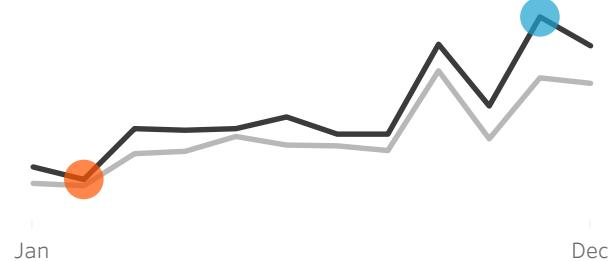
▲ 10.8% vs. PY



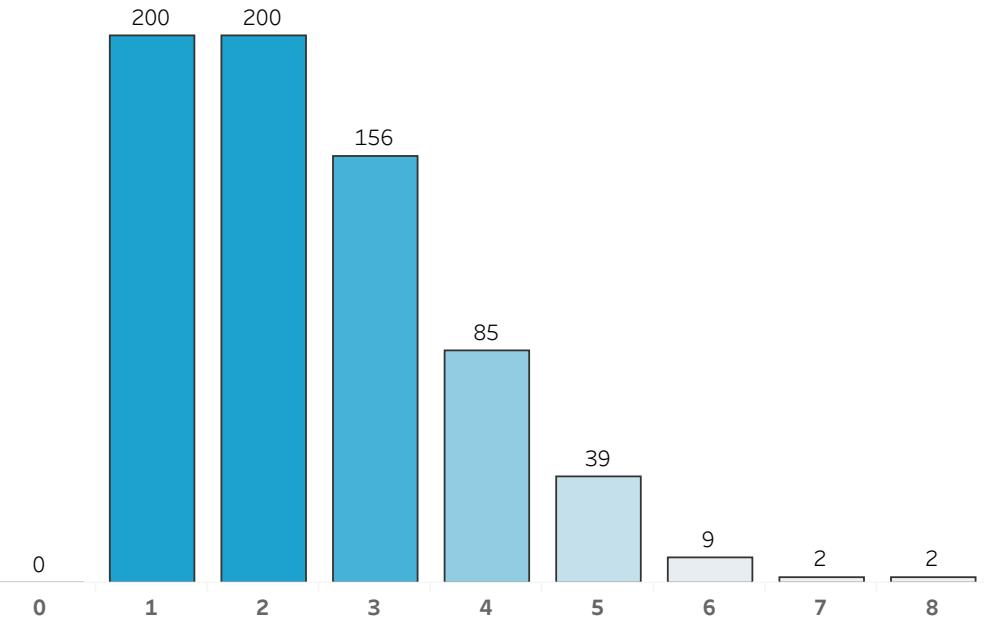
## Total Orders

**1,687**

▲ 28.3% vs. PY



## Customer Distribution by Nr. of Orders



## Top 10 Customers by Profit

Rank	Customers	Last Order	2023 Profit	2023 Sales	Orders
#1	Raymond Buch	25/09/2023	\$6,781	\$14,203	3
#2	Hunter Lopez	17/11/2023	\$5,046	\$10,523	2
#3	Tom Ashbrook	22/10/2023	\$4,599	\$13,723	2
#4	Andy Reiter	24/12/2023	\$2,608	\$5,821	2
#5	Jane Waco	18/11/2023	\$1,953	\$5,385	4
#6	Helen Wasserman	04/09/2023	\$1,947	\$8,166	5
#7	Brian Moss	27/11/2023	\$1,938	\$5,683	5
#8	Alan Dominguez	01/12/2023	\$1,867	\$5,434	4
#9	Jim Epp	12/11/2023	\$1,704	\$4,074	4
#10	Steven Roelle	17/06/2023	\$1,676	\$3,506	1



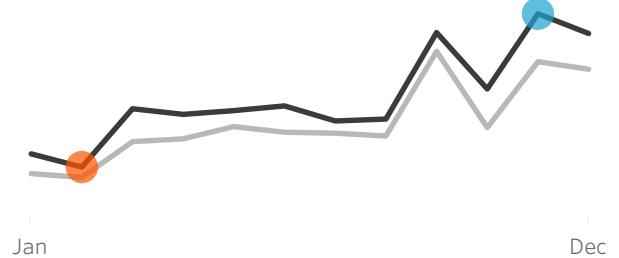
# Customer Dashboard | 2023

2023 vs. 2022 ● Highest Month ○ Lowest Month

## Total Customers

**693**

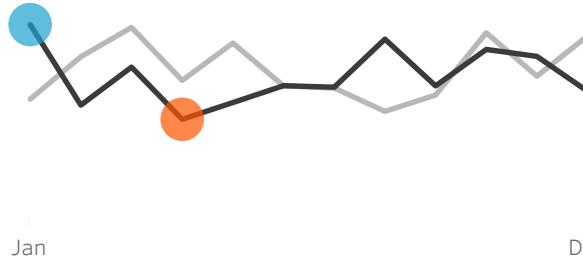
▲ 8.6% vs. PY



## Total Sales Per Customers

**\$1,058**

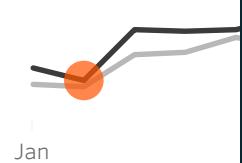
▲ 10.8% vs. PY



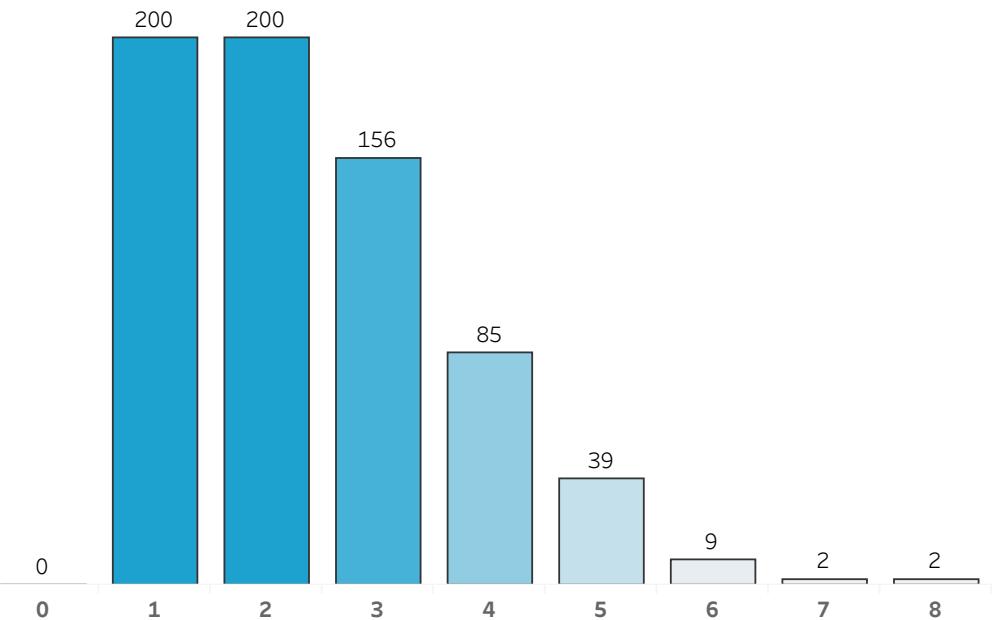
## Total Orders

**1,687**

▲ 28.3% vs. PY



## Customer Distribution by Nr. of Orders



## Top 10 Customers by Profit

Rank	Customers	Last Order	2023 Prof.
#1	Raymond Buch	25/09/2023	\$600
#2	Hunter Lopez	17/11/2023	\$500
#3	Tom Ashbrook	22/10/2023	\$400
#4	Andy Reiter	24/12/2023	\$200
#5	Jane Waco	18/11/2023	\$150
#6	Helen Wasserman	04/09/2023	\$100
#7	Brian Moss	27/11/2023	\$100
#8	Alan Dominguez	01/12/2023	\$100
#9	Jim Epp	12/11/2023	\$100
#10	Steven Roelle	17/06/2023	\$100



## FILTERS

Select Year  
2023

## -- PRODUCT --

Category  
All

Sub-Category  
All

## -- LOCATION --

Region  
All

State  
All

City  
All