

Sales Performance & Profitability Analytics Platform

Detailed Project Documentation with KPI Definitions

KPI Definition & Business Interpretation

KPI Name	Definition	Business Question Answered	Calculation Logic	Used By	Decision Supported
Total Sales	Total revenue from all completed sales transactions	How much revenue did we generate?	SUM(SalesAmount)	Leadership, Sales	Revenue tracking, growth assessment
Sales YTD	Cumulative sales from start of the year to selected date	How are we performing this year?	TOTALYTD(Total Sales)	Leadership	Annual performance monitoring
Sales MTD	Sales from start of current month to latest date	How are we performing this month?	Fact-based MTD calculation	Sales Managers	Monthly target tracking
Sales YoY %	Year-over-year percentage growth in sales	Are we growing compared to last year?	(CY-LY)/LY	Leadership	Growth evaluation
Total Profit	Revenue minus cost	How much profit are we making?	SalesAmount - Cost	Finance, Leadership	Profitability analysis
Profit Margin %	Profit as a percentage	How efficient is our business?	Profit / Sales	Finance	Cost & pricing decisions

Orders	Count of unique sales orders	How many orders were placed?	DISTINCTCOUNT(OrderID)	Sales Managers	Volume analysis
AOV	Average revenue per order	What is the average deal size?	Sales / Orders	Sales Managers	Upselling strategy
ASP	Average selling price per unit	How effective is pricing?	Sales / Quantity	Product, Finance	Pricing optimization
Active Customers	Distinct customers with at least one transaction	How many active customers do we have?	DISTINCTCOUNT(CustomerID)	Sales, Marketing	Customer engagement tracking