

Sales dashboard

KPI's

140,60M

Revenue

4,62K

Avg Revenue per Order

30,44K

SalesOrder Count

2001.07.01

2004.06.29

108,27M

Offline Revenue

32M

Online Revenue

7

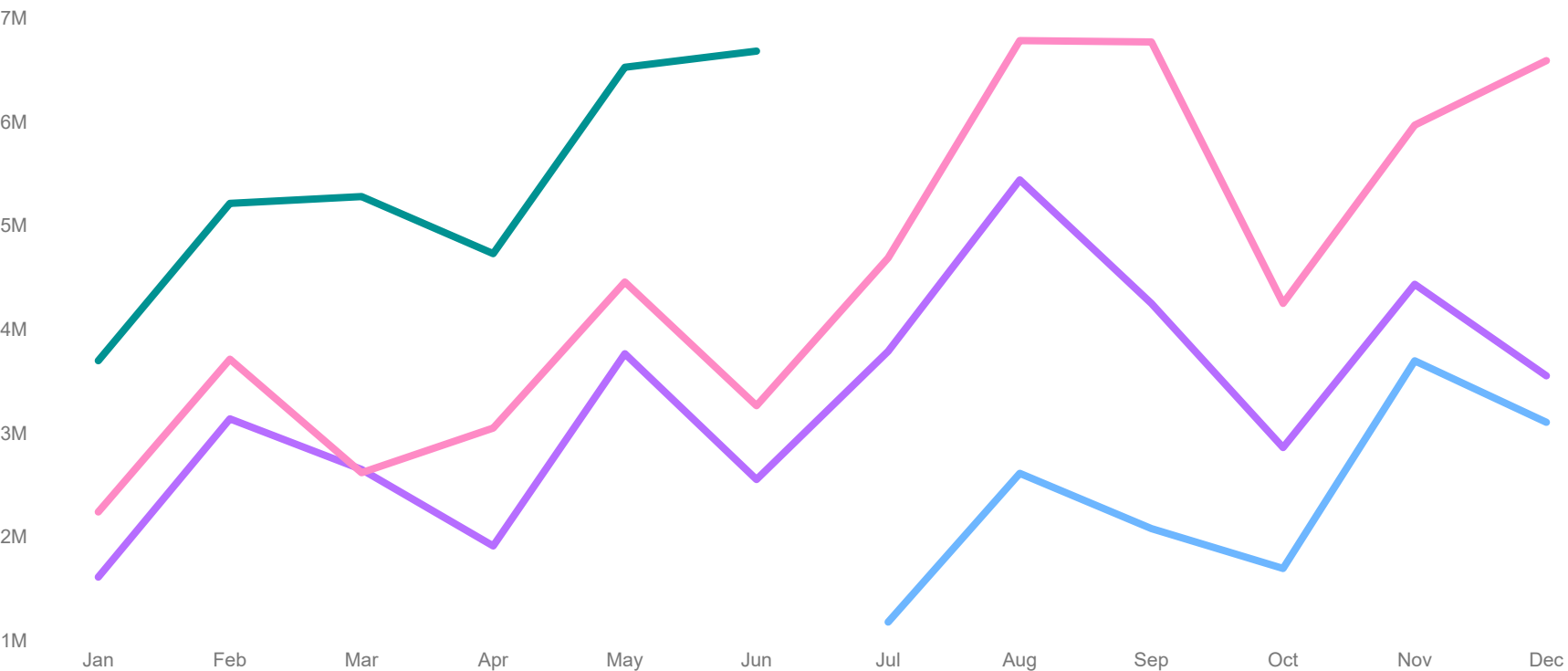
Avg Days to Ship

Linda Mitchell

Top Salesperson

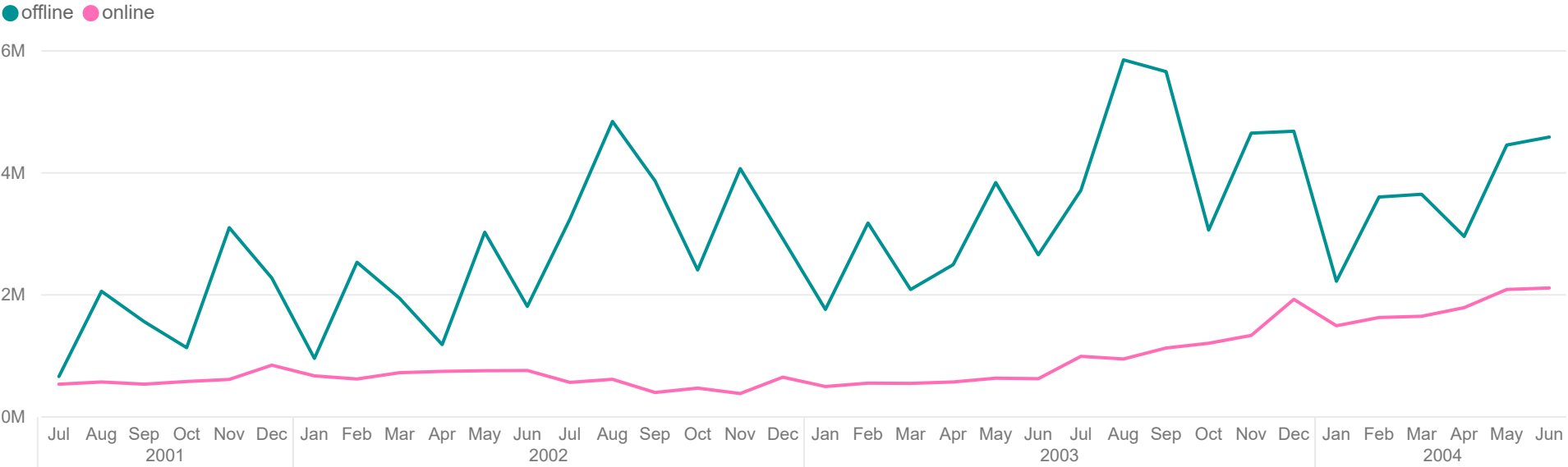
Revenue by Month and Year

2001 2002 2003 2004

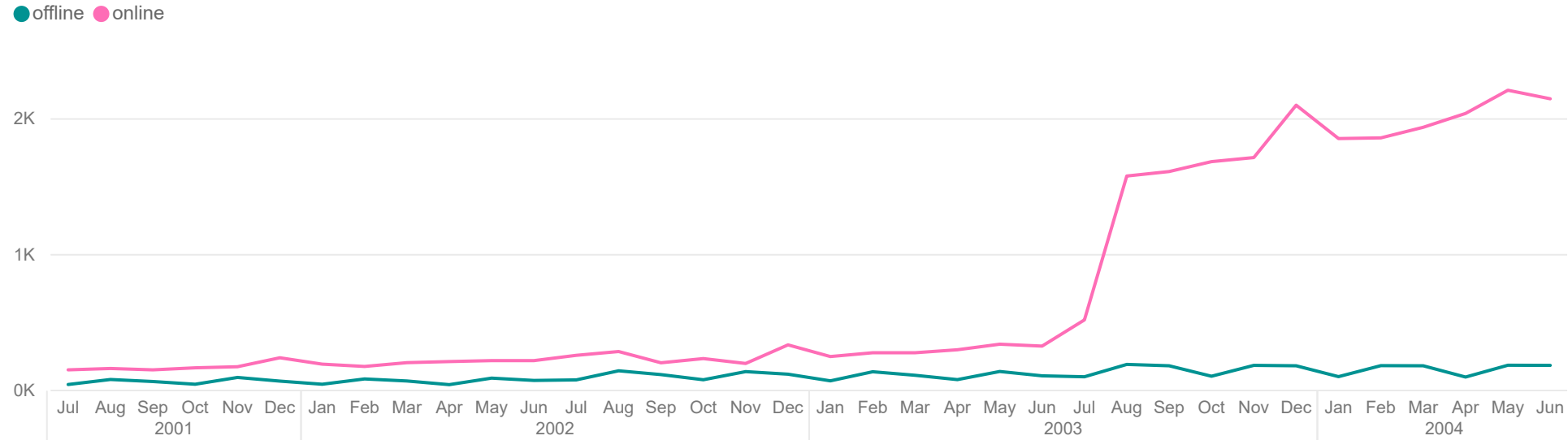


# Online vs Offline sales by Volume and Revenue

Revenue by Year, Month and Sales Type



Volume (Sales Order Count) by Year, Month and Sales Type



2001.07.01 2004.06.29

Sum of TotalDue/Revenue	Sales Type
108.266.245,70	offline
32.331.705,46	online
140.597.951,16	

Revenue by Sales Type

offline  
108.266.245,70  
Sum of TotalDue/Revenue

online  
32.331.705,46  
Sum of TotalDue/Revenue

Volume by Sales Type

offline  
3806  
Count of TotalDue/Revenue

online  
26631  
Count of TotalDue/Revenue

Online vs Offline sales by Regions and Countries

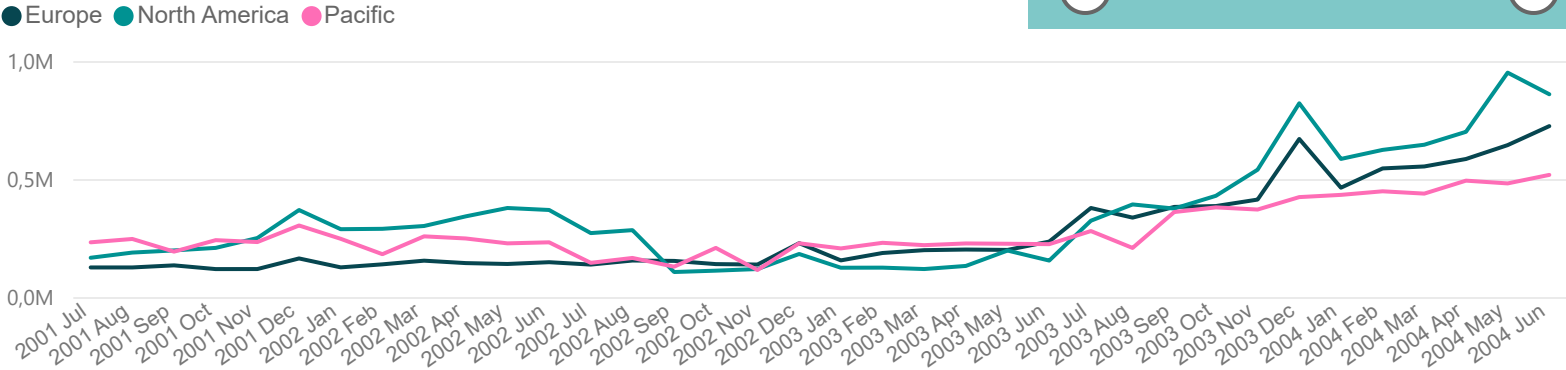
Online Revenue and %GT

Group	Country Name	Online Revenue	%GT
Pacific	Australia	9989734	30,90%
North America	Southwest	6300890	19,49%
North America	Northwest	4017568	12,43%
Europe	United Kingdom	3730530	11,54%
Europe	Germany	3187527	9,86%
Europe	France	2916850	9,02%
North America	Canada	2164675	6,70%
North America	Southeast	13398	0,04%
North America	Northeast	7218	0,02%
North America	Central	3316	0,01%
Total		32331705	100,00%

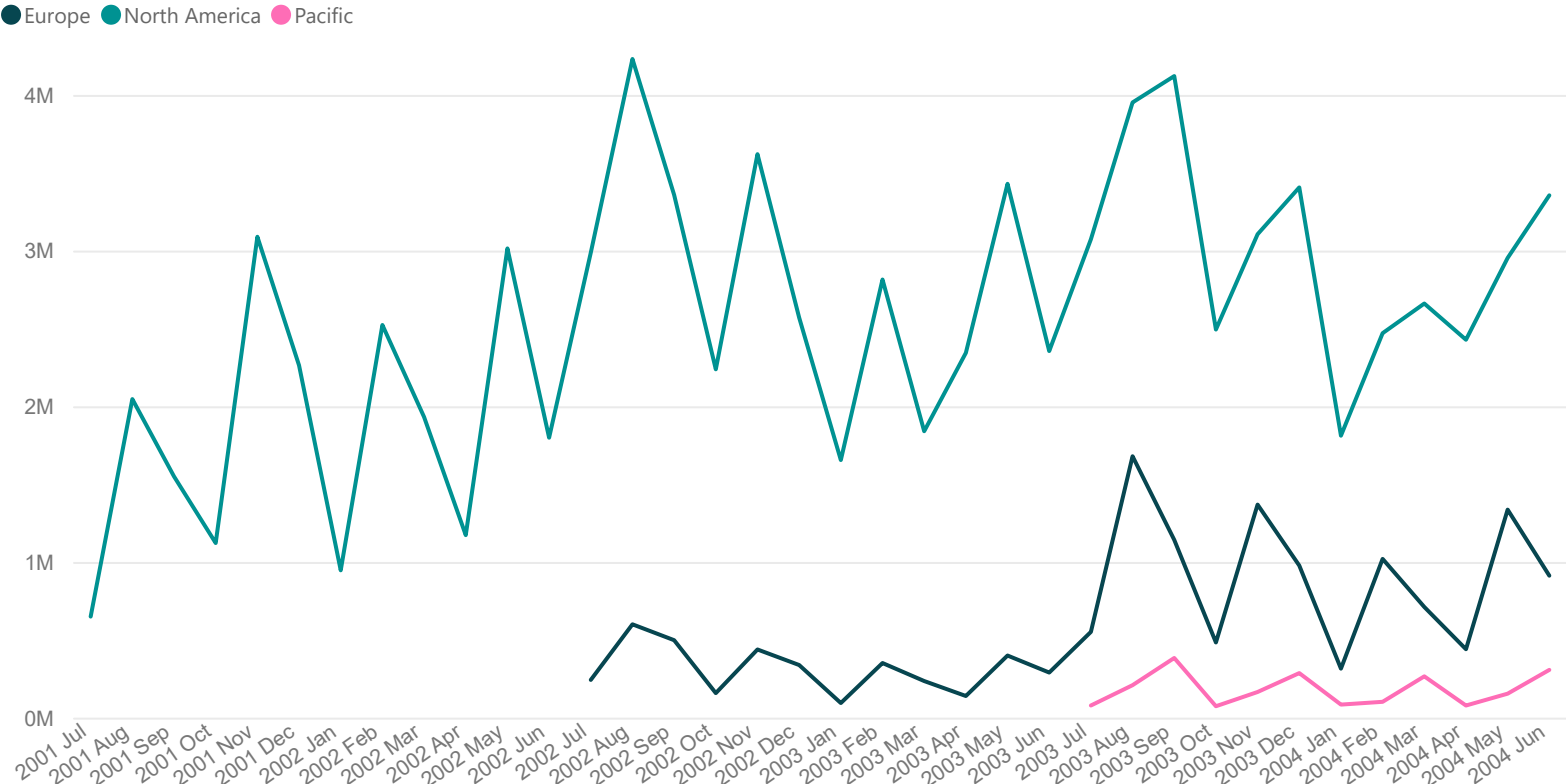
Online Revenue and %GT

Group	Country Name	OfflineRevenue	%GT
North America	Southwest	24.894.902,77	22,99%
North America	Canada	19.316.293,79	17,84%
North America	Northwest	16.769.498,13	15,49%
North America	Central	10.565.643,27	9,76%
North America	Southeast	10.557.056,49	9,75%
North America	Northeast	9.262.522,93	8,56%
Europe	France	6.215.064,83	5,74%
Europe	United Kingdom	5.758.605,52	5,32%
Europe	Germany	2.741.548,29	2,53%
Pacific	Australia	2.185.109,67	2,02%
Total		108.266.245,70	100,00%

Online Revenue



Offline Revenue



2001.07.01

2004.06.29

Cumulative %

23,06 %100,00 %

Linda Mitchell

Top Salesperson

Revenue and Cumulative % by SalesPerson

● Revenue ● Cumulative %

SalesPerson	Revenue (M)	Cumulative %
Online	32.44	23.06
276	13.97	32.99
277	13.43	42.54
275	12.43	51.37
285	11.38	59.46
279	9.62	66.31
281	8.76	72.53
282	7.96	78.20
286	6.08	82.52
283	5.02	86.10
278	4.84	89.54
280	4.45	92.70
287	3.11	94.91
289	2.47	96.67
290	1.94	98.05
268	1.51	99.13
284	0.98	99.83
288	0.24	100.00

ID	Name	Rank	Revenue	Revenue GT%	Cum Revenue	Cum %
Online	Online	1	32441339	23,06 %	32441339	23,06 %
276	Linda Mitchell	2	13975741	9,93 %	46417080	32,99 %
277	Jillian Carson	3	13434510	9,55 %	59851590	42,54 %
275	Michael Blythe	4	12433503	8,84 %	72285093	51,37 %
285	Jae Pak	5	11384513	8,09 %	83669606	59,46 %
279	Tsvi Reiter	6	9629927	6,84 %	93299533	66,31 %
281	Shu Ito	7	8761727	6,23 %	102061260	72,53 %
282	José Saraiva	8	7967769	5,66 %	110029029	78,20 %
286	Ranjit Varkey Chudukatil	9	6083691	4,32 %	116112720	82,52 %
283	David Campbell	10	5029847	3,57 %	121142567	86,10 %
278	Garrett Vargas	11	4840689	3,44 %	125983256	89,54 %
280	Pamela Ansman-Wolfe	12	4453082	3,16 %	130436338	92,70 %
287	Tete Mensa-Annan	13	3110530	2,21 %	133546868	94,91 %
289	Rachel Valdez	14	2476530	1,76 %	136023398	96,67 %
290	Lynn Tsoflias	15	1943016	1,38 %	137966414	98,05 %
268	Stephen Jiang	16	1513435	1,08 %	139479849	99,13 %
284	Amy Alberts	17	985642	0,70 %	140465491	99,83 %
288	Syed Abbas	18	242093	0,17 %	140707584	100,00 %

Average Profit and Sales Volume per Cutomer

country\_code

Deselect all

AU

CA

DE

FR

GB

US

2001.07.01

2004.06.29

Avg Profit per Customer by Country

● AU ● CA ● DE ● FR ● GB ● US

Individual	Country	Avg Profit (K)
Pamela Ansman-Wolfe	US	32K
Ranjit Varkey Chudukatil	FR	25K
Shu Ito	US	24K
Linda Mitchell	US	23K
Jae Pak	CA	23K
Stephen Jiang	CA	20K
José Saraiva	CA	17K
Jillian Carson	US	19K
David Campbell	US	19K
Michael Blythe	US	18K
Amy Alberts	DE	20K
Tsvi Reiter	US	14K
Tete Mensa-Annan	US	14K
Garrett Vargas	CA	13K
Rachel Valdez	DE	13K
Lynn Tsoflias	AU	10K
Syed Abbas	AU	8K
(Blank)	FR	5K

Average Profit and %GT per Customer

Year	offline	online	Total
2001	18.922,15	1.367,18	6.026,44
2002	21.609,13	979,31	6.650,84
2003	19.516,29	377,45	2.721,55
2004	15.718,78	352,88	1.424,20
Total	19.118,29	464,51	2.797,07

Profit and Avg Profit by Country

Country	Profit Online	Online Customer Count	Online Avg Profit	Profit Offline	Offline Customer Count	Offline Avg Profit
AU	575,87	3527	0,16	9.761,68	34	287,11
CA	269,01	1534	0,18	18.704,31	106	176,46
DE	504,72	1709	0,30	13.099,27	32	409,35
FR	459,19	1738	0,26	23.566,23	34	693,12
GB	483,31	1868	0,26	20.953,60	38	551,41
US	437,52	7516	0,06	19.567,54	391	50,04
Total	464,51	17892	0,03	19.118,29	635	30,11