

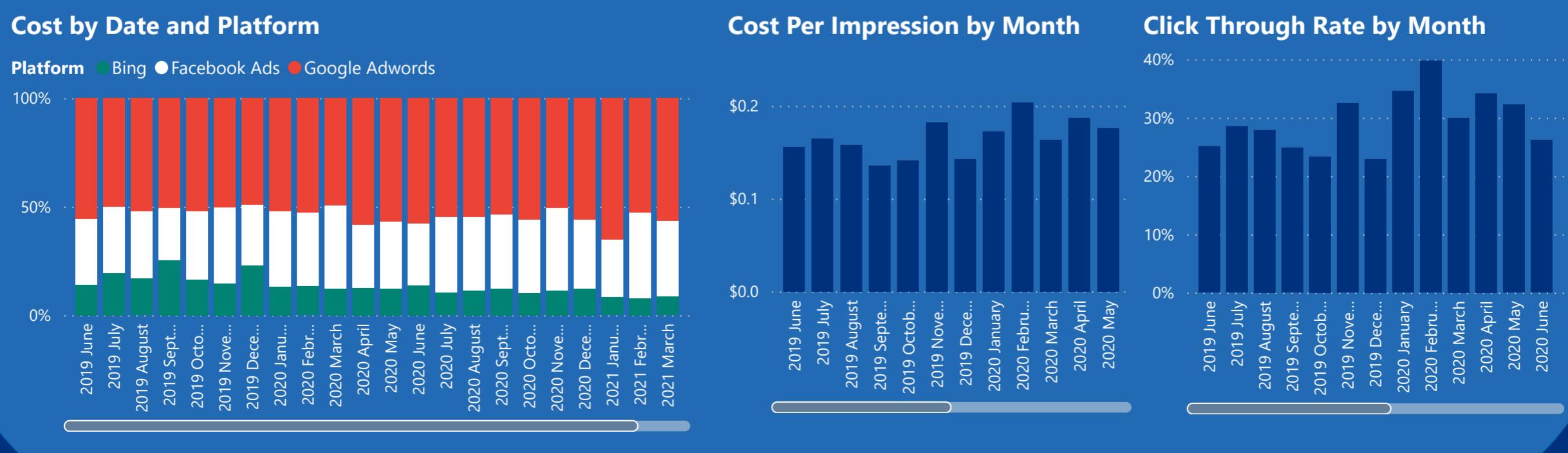
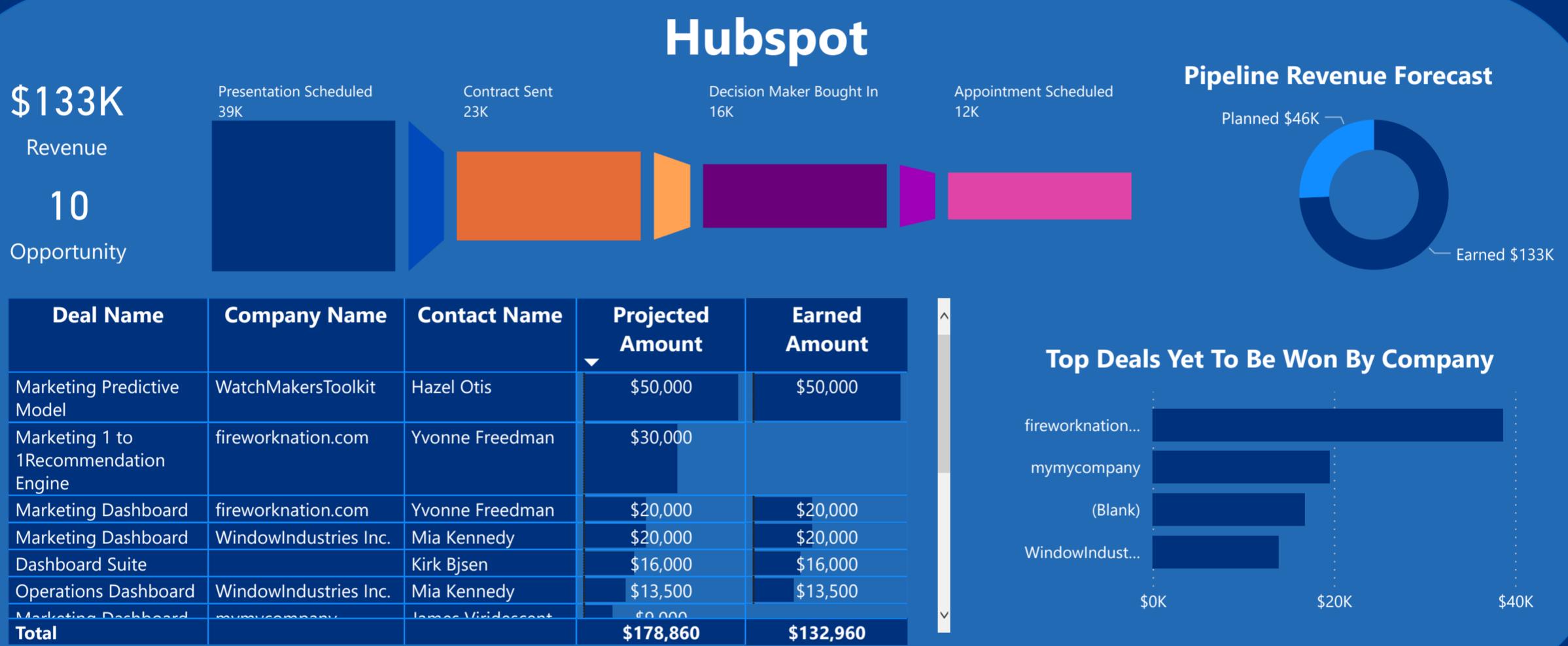
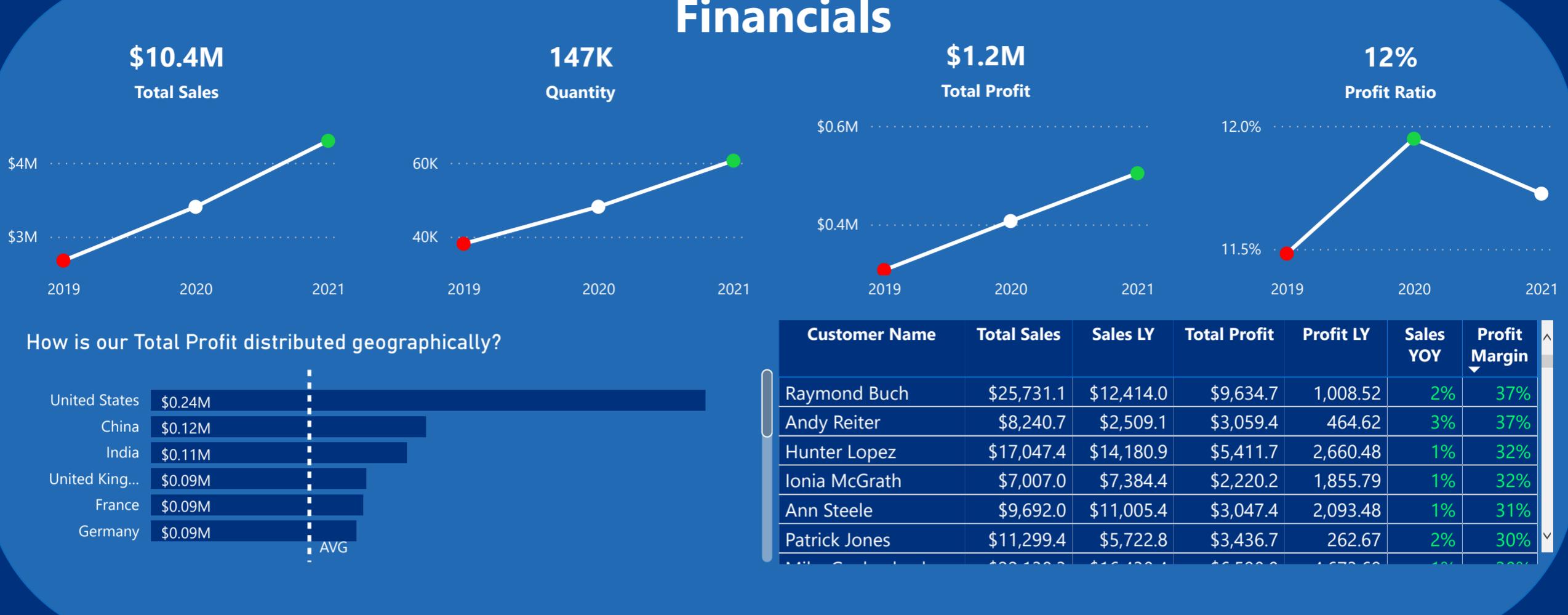
Executive Summary

Year

Multiple selections

Month

All



Executive Summary

Year

All

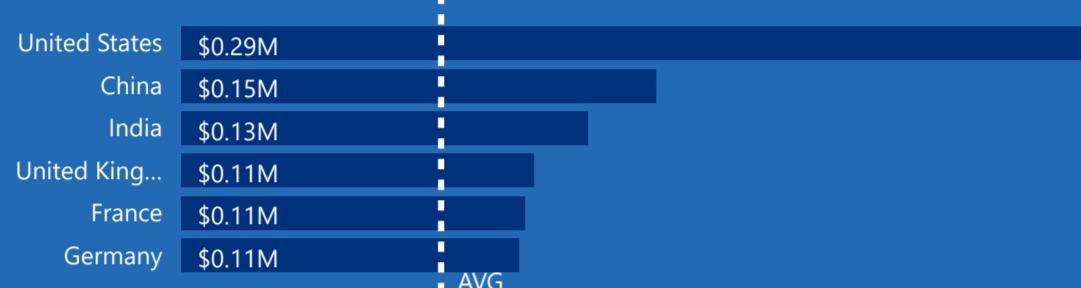
Month

All

Financials



How is our Total Profit distributed geographically?



Customer Name	Total Sales	Sales LY	Total Profit	Profit LY	Sales YOY	Profit Margin
Andy Reiter	\$8,545.6	\$2,509.1	\$3,139.1	464.62	3%	37%
Sanjit Chand	\$26,521.1	\$24,061.4	\$8,205.4	7,267.91	1%	31%
Raymond Buch	\$29,602.1	\$12,414.0	\$8,453.0	1,008.52	2%	29%
Patrick Jones	\$14,440.9	\$5,722.8	\$4,019.1	262.67	3%	28%
Mike Gockenbach	\$23,377.1	\$16,430.4	\$6,458.7	4,673.69	1%	28%
George Zrebassa	\$15,292.1	\$8,339.1	\$4,105.6	2,183.42	2%	27%

Hubspot

\$133K

Revenue

10

Opportunity



Presentation Scheduled

39K

Contract Sent

23K

Decision Maker Bought In

16K

Appointment Scheduled

12K

Pipeline Revenue Forecast



Deal Name	Company Name	Contact Name	Projected Amount	Earned Amount
Marketing Predictive Model	WatchMakersToolkit	Hazel Otis	\$50,000	\$50,000
Marketing 1 to 1 Recommendation Engine	fireworknation.com	Yvonne Freedman	\$30,000	
Marketing Dashboard	fireworknation.com	Yvonne Freedman	\$20,000	\$20,000
Marketing Dashboard	WindowIndustries Inc.	Mia Kennedy	\$20,000	\$20,000
Dashboard Suite		Kirk Bjsen	\$16,000	\$16,000
Operations Dashboard	WindowIndustries Inc.	Mia Kennedy	\$13,500	\$13,500
Marketing Dashboard	mymycompany	Lamont Viridovant	\$8,000	
Total			\$178,860	\$132,960

Top Deals Yet To Be Won By Company



Advertising

Bing ads

569 **24.5%** **\$370** **24.6%**

Ad Clicks **Ad Cost**



3293 **53.3%** **\$1,743** **51.0%**

Ad Clicks **Ad Cost**

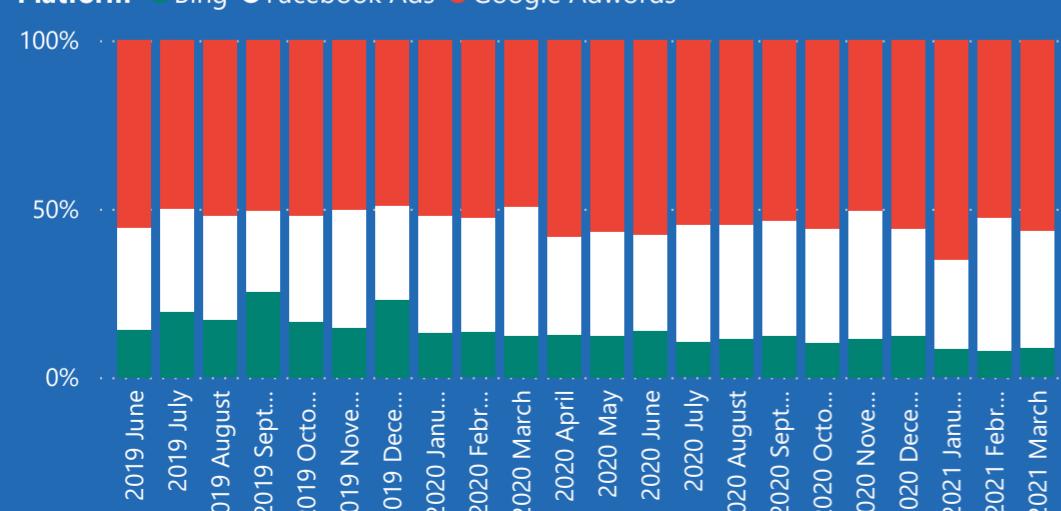


1960 **51.1%** **\$1,047** **49.1%**

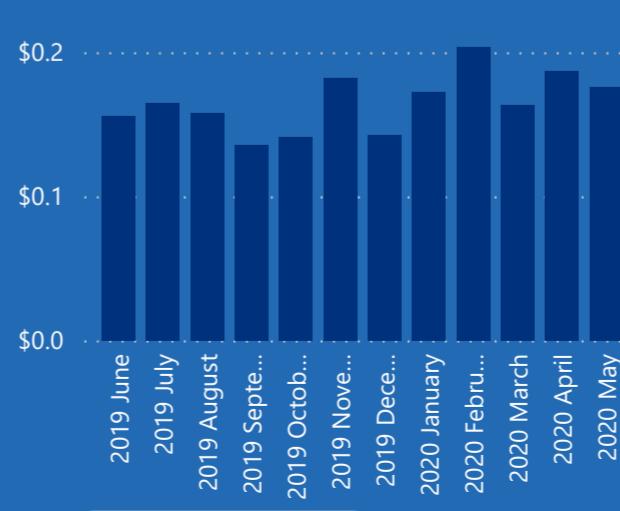
Ad Clicks **Ad Cost**

Cost by Date and Platform

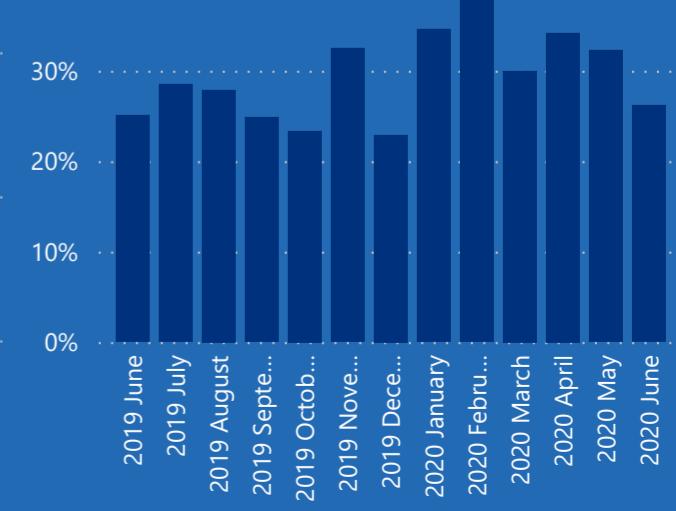
Platform ● Bing ● Facebook Ads ● Google Adwords



Cost Per Impression by Month



Click Through Rate by Month



Executive Summary

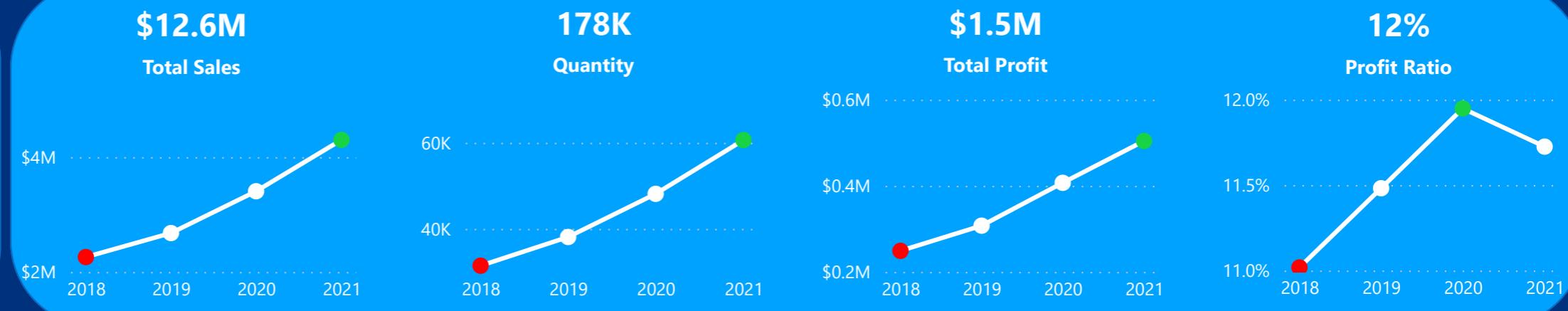
Year

All

Month

All

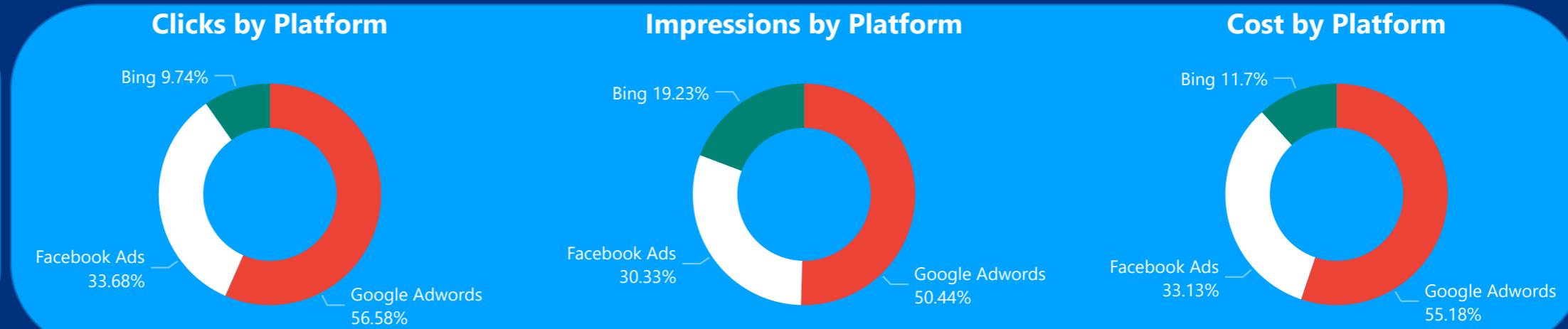
Financials



Hubspot



Advertising



Customer Segmentation Detail Dashboard

As of Date: 12/31/2019 12:00:00 AM

2019

2020

2021

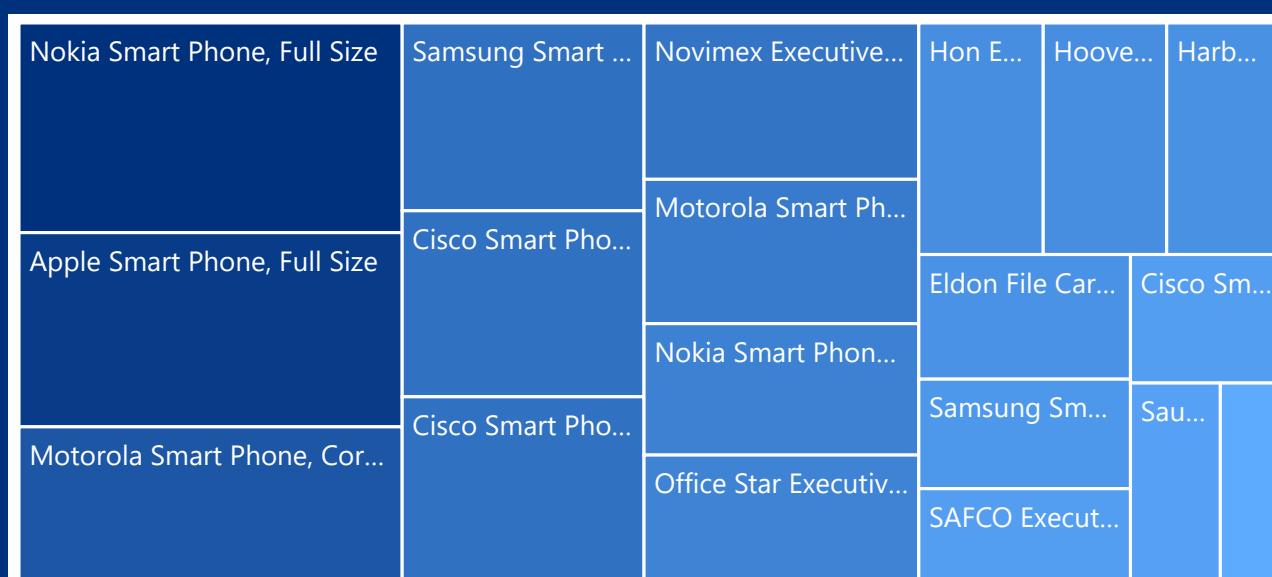
Clear



Region-Wise Sales Analysis By Month



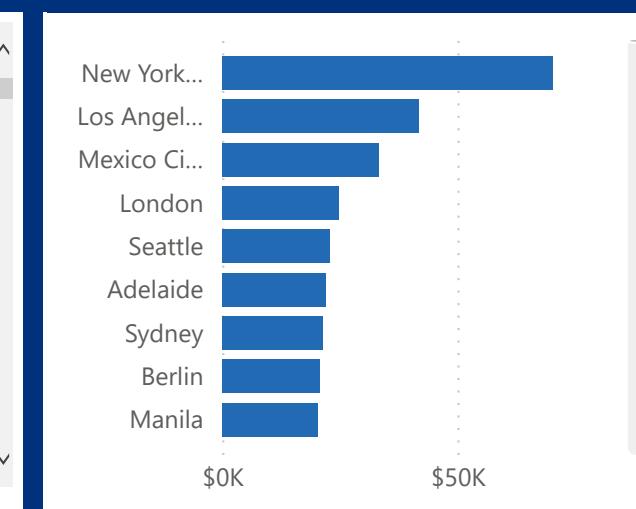
Product-Wise Sales Analysis



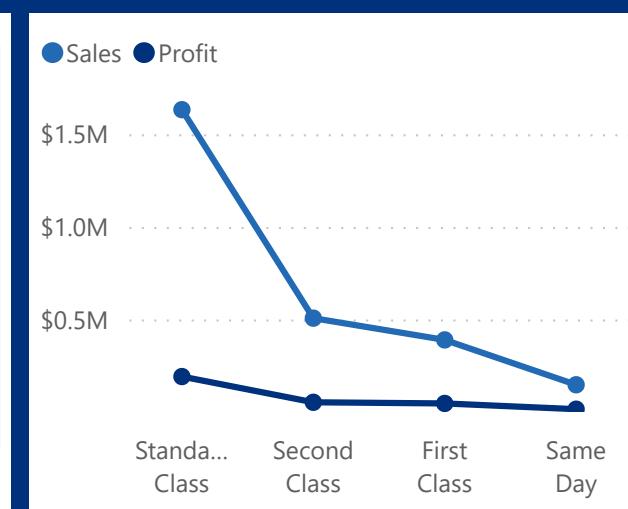
Customer Specific Growth & Profit Statistic

Customer Name	Total Sales	Sales LY	Total Profit	Profit LY	Sales YOY	Profit Margin
Cyra Reiten	\$3,039.4	\$699.0	\$1,374.7	228.52	4%	45%
Shirley Daniels	\$6,197.3	\$3,296.8	\$2,765.4	-119.84	2%	45%
Allen Rosenblatt	\$239.7	\$3,192.8	\$105.5	-565.70	0%	44%
Christopher Martinez	\$7,373.1	\$6,918.0	\$3,201.8	-279.99	1%	43%
Laurel Workman	\$903.7	\$2,163.3	\$369.5	464.66	0%	41%
Frank Carlisle	\$1,101.1	\$2,324.2	\$449.4	-79.97	0%	41%
Dean percer	\$3,055.1	\$6,993.0	\$1,242.2	1,920.34	0%	41%
Cynthia Voltz	\$1,218.8	\$6,342.4	\$489.2	985.92	0%	40%
Karen Ferguson	\$925.1	\$771.7	\$371.1	145.86	1%	40%

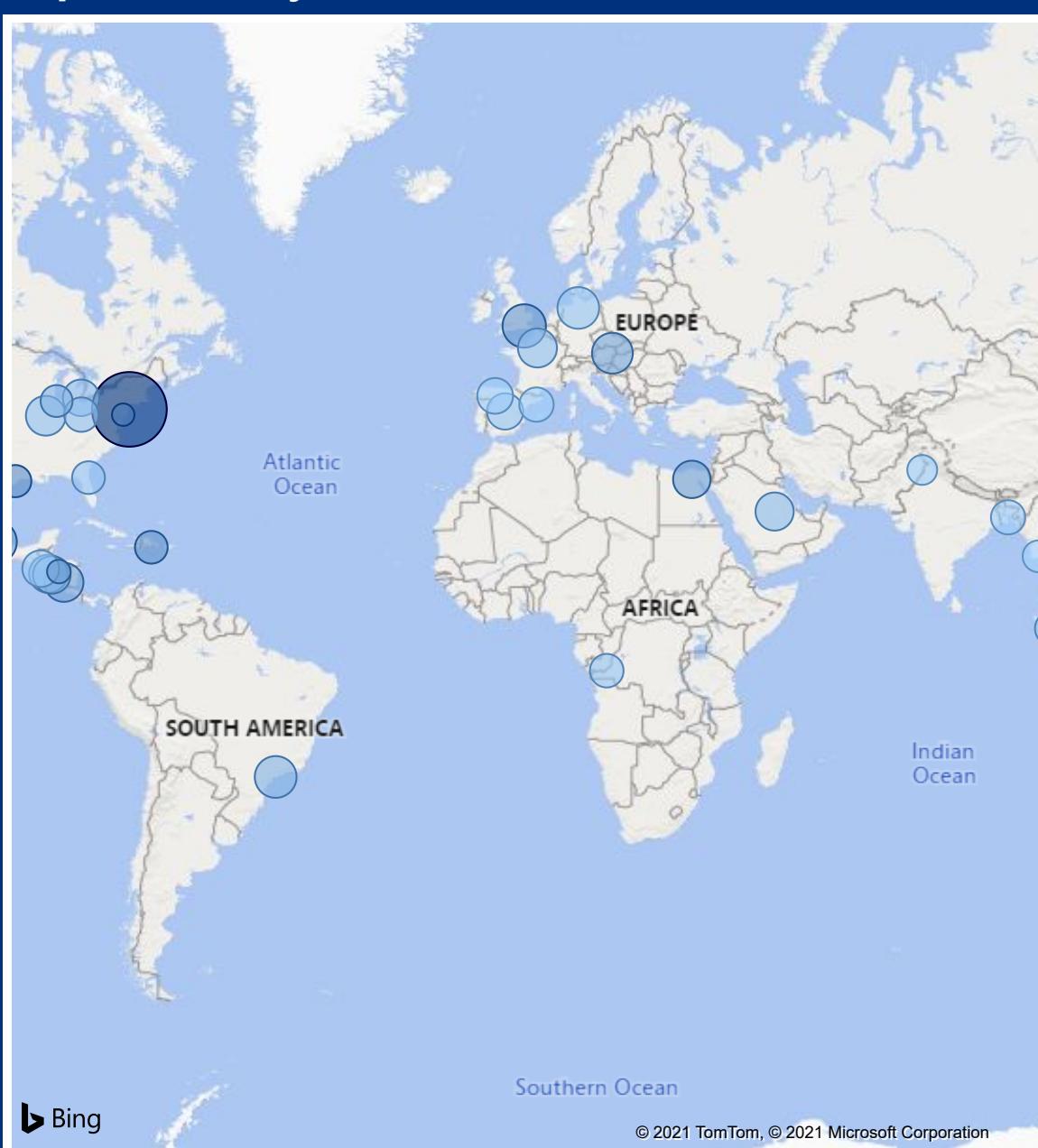
Sales By City



Shipment Type Sales & Profit



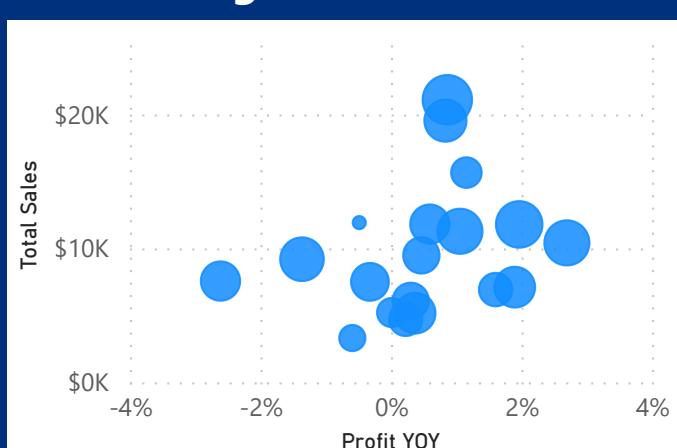
Top 50 Cities By Profit



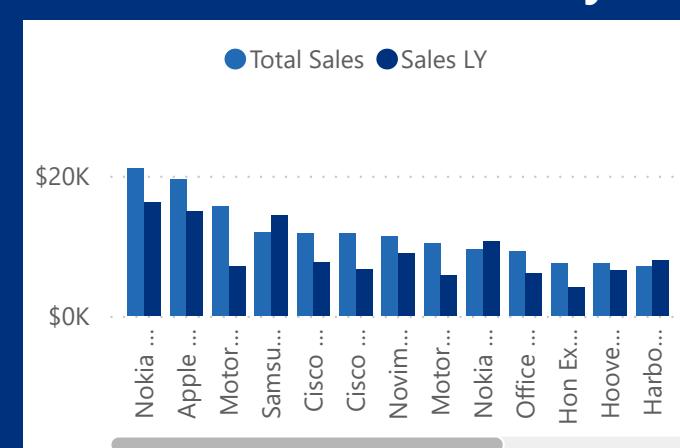
City-Wise Performance

City	Total Sales	Sales LY	Total Profit	Profit LY	Profit YOY
New York City	\$70,243.4	\$44,361.1	\$17,080.5	10,196.17	1.68%
Los Angeles	\$41,694.2	\$28,882.7	\$7,169.3	4,096.55	1.75%
Seattle	\$22,859.2	\$23,532.0	\$5,241.9	5,074.84	1.03%
Mexico City	\$33,353.2	\$11,804.9	\$4,577.2	1,896.72	2.41%
London	\$24,764.0	\$21,055.8	\$4,563.5	4,905.98	0.93%
Sydney	\$21,470.9	\$13,767.5	\$4,493.0	1,101.82	4.08%
São Paulo	\$14,421.7	\$3,121.0	\$3,934.7	638.77	6.16%
Hamburg	\$13,042.1	\$11,760.0	\$3,905.0	2,398.70	1.63%
Vienna	\$16,314.4	\$16,997.3	\$3,545.4	4,072.56	0.87%
Melbourne	\$16,282.2	\$7,545.8	\$3,500.9	860.69	4.07%
Newcastle	\$15,493.1	\$4,961.4	\$3,302.2	950.17	3.48%
Springfield	\$11,723.6	\$7,812.5	\$3,139.3	1,552.76	2.02%
Singapore	\$13,839.0	\$8,311.9	\$2,889.1	1,949.94	1.48%
Managua	\$17,413.4	\$18,388.0	\$2,859.9	4,708.64	0.61%
Paris	\$12,756.4	\$8,249.2	\$2,826.8	1,121.00	2.52%

Profit Margin VS Total Sales



Product Performance Analysis



Year

Multiple selections

Category

All

Order Priority

All

Shipment Mode

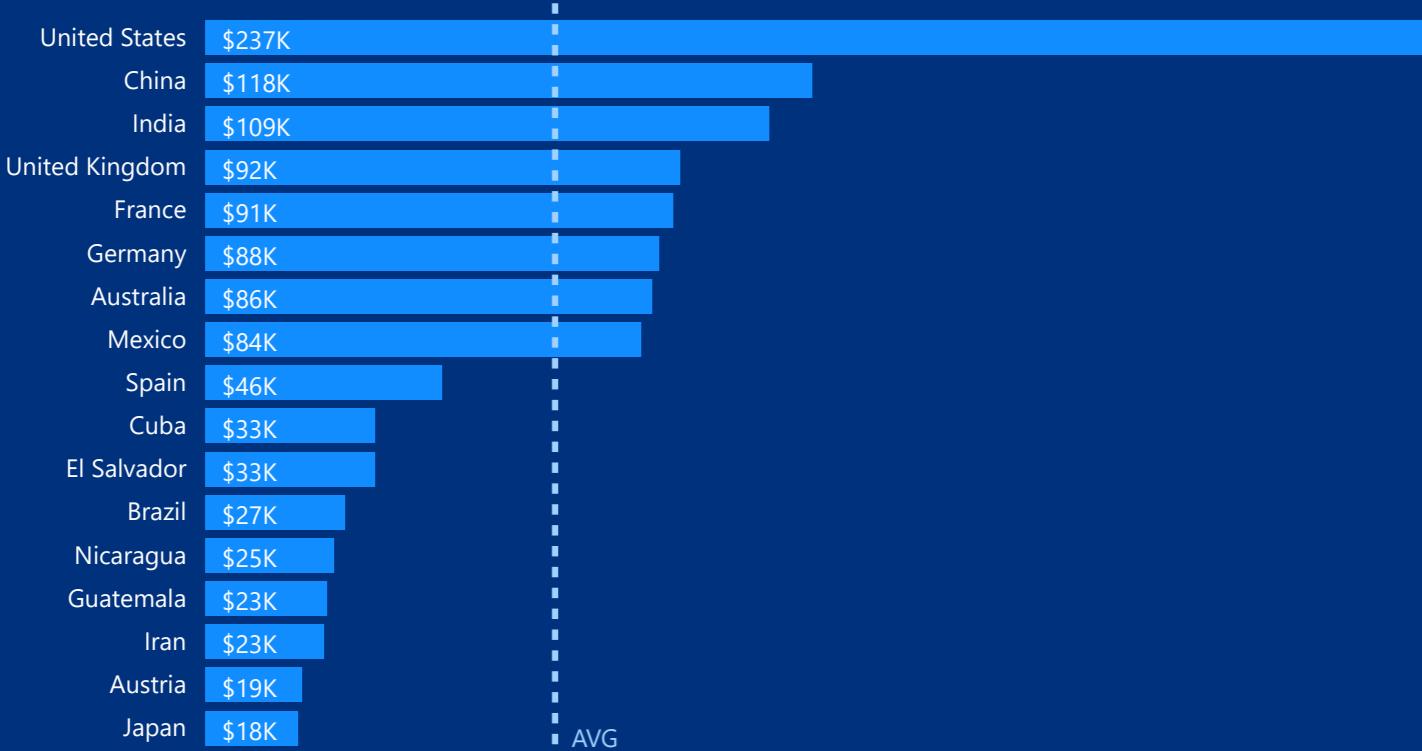
All



What is our YOY% change in Total Profit?



How is our Total Profit distributed geographically?



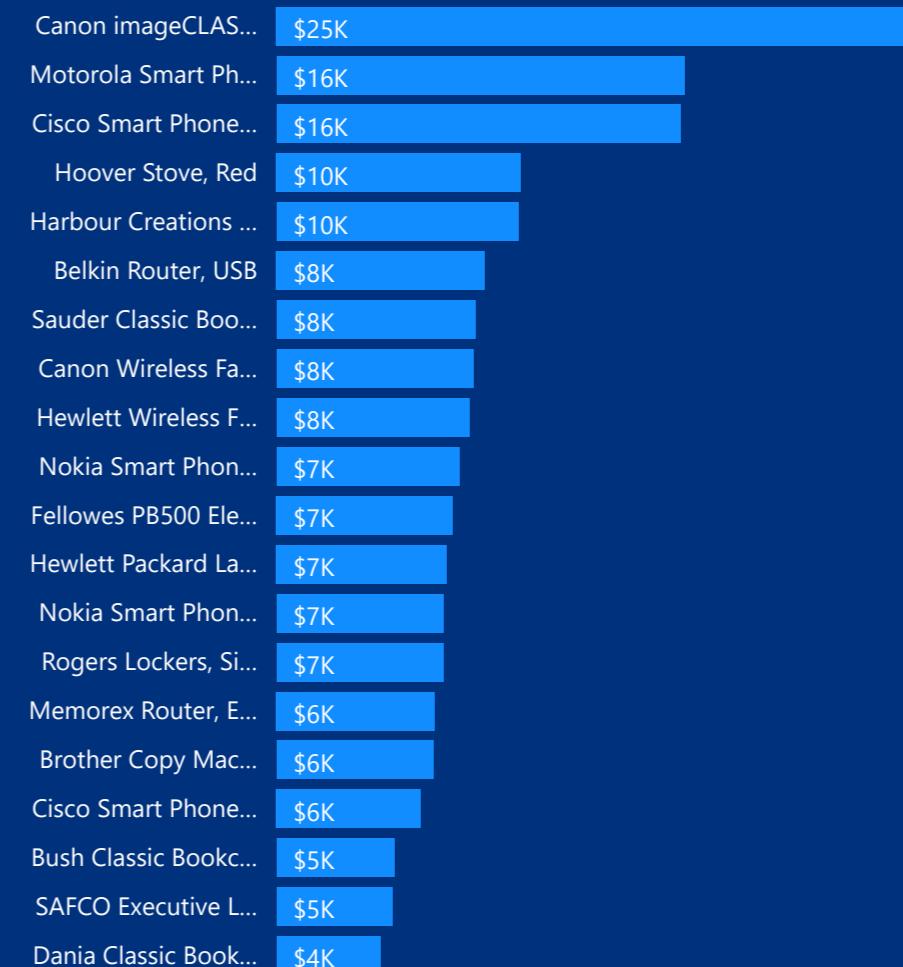
How close are we to our planned Total Profit?



What is my Running Total by Total Profit?



What are my Top Products by Total Profit?



Superstore Global Analysis

As of Date: 12/31/2021 12:00:00 AM

 Year:
 Multiple selections

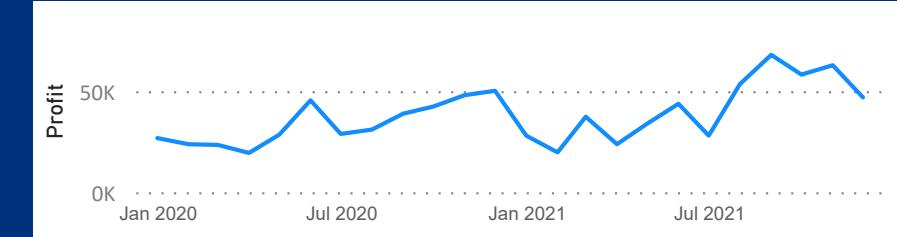
 Date:
 All

TOTAL SALES
\$7.7M
PROFIT
\$911.1K
PROFIT RATIO
12%

Sales Trend For

Total Sales

Profit



Sales By Country

Country	Sales	Profit Ratio
United States	\$1,342.4K	13%
Australia	\$583.7K	10%
France	\$538.6K	13%
China	\$414.6K	22%
Germany	\$364.0K	17%
India	\$356.8K	23%
Mexico	\$354.3K	17%
United Kingdom	\$318.1K	20%
Indonesia	\$249.2K	5%
Brazil	\$212.5K	8%
Italy	\$189.6K	9%
Spain	\$186.9K	20%

Total Sales By City

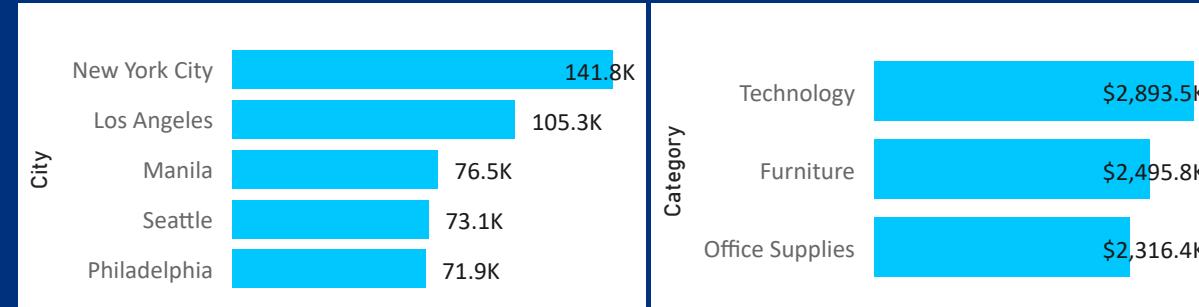


Sales By Category

Category	Sales	Profit Ratio
Technology	\$2,893.5K	14%
Furniture	\$2,495.8K	7%
Office Supplies	\$2,316.4K	14%

Sales VS Profit By Sales Category

Sub-Category	Total Sales	Sales	Total Profit	Profit	Profit Ratio
Phones	\$1,005.5K		\$117.6K		12%
Copiers	\$965.9K		\$176.3K		18%
Chairs	\$920.9K		\$81.7K		9%
Bookcases	\$889.2K		\$106.3K		12%
Storage	\$692.9K		\$71.0K		10%
Appliances	\$614.7K		\$94.5K		15%
Accessories	\$463.4K		\$80.4K		17%
Machines	\$458.7K		\$34.2K		7%
Tables	\$445.8K		(\$44.6K)		-10%
Binders	\$281.5K		\$43.9K		16%
Furnishings	\$239.8K		\$30.0K		13%



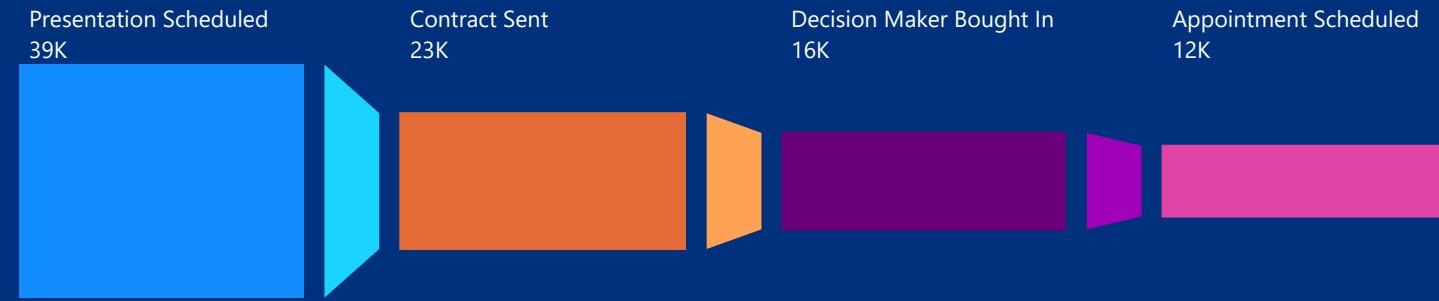
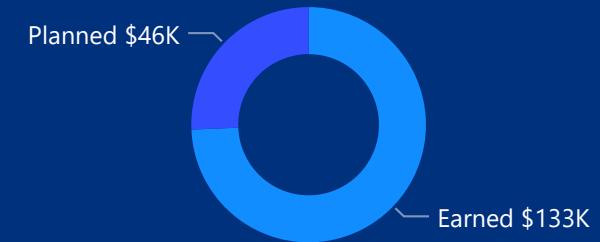
How much is my revenue open?

\$133K

Revenue

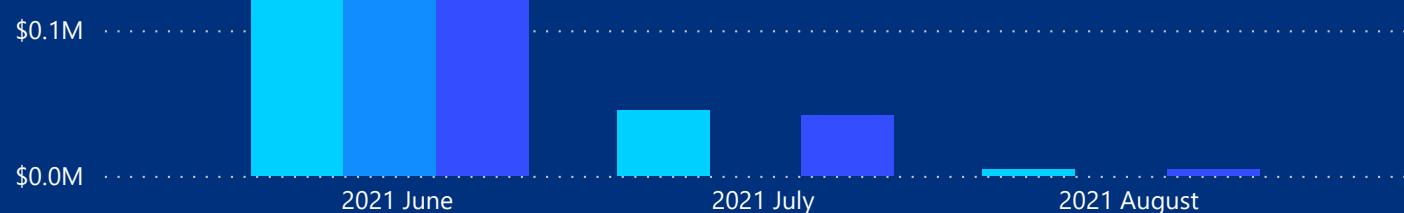
10

Opportunity


Pipeline Revenue Forecast

What are the top valued deals yet to be won?

What's my revenue forecast and how does it compare with targets/quotas?

● Target Amount ● Earned Amount ● Projected Amount



Contact Name	Deal Name	Company Name	Projected Amount	Earned Amount	Close Date	Days To Close	Priority	Deal Status	Deal Type
Hazel Otis	Marketing Predictive Model	WatchMakersToolkit	\$50,000	\$50,000	2021-06-02	0	Low	Closed Won	New Business
Yvonne Freedman	Marketing 1 to 1 Recommendation Engine	fireworknation.com	\$30,000		2021-07-09	31	High	Presentation Scheduled	blank
Mia Kennedy	Marketing Dashboard	WindowIndustries Inc.	\$20,000	\$20,000	2021-06-04	0	blank	Closed Won	blank
Yvonne Freedman	Marketing Dashboard	fireworknation.com	\$20,000	\$20,000	2021-06-08	0	High	Closed Won	blank
Kirk Bjsen	Dashboard Suite		\$16,000	\$16,000	2021-06-25	17	Medium	Decision Maker Bought In	blank
Mia Kennedy	Operations Dashboard	WindowIndustries Inc.	\$13,500	\$13,500	2021-06-16	8	Medium	Contract Sent	Existing Business
James Viridescent	Marketing Dashboard	mymycompany	\$9,000		2021-07-30	52	High	Contract Sent	blank
Total			\$178,860	\$132,960		310			

Hubspot Management

Year

All

Company Name

All

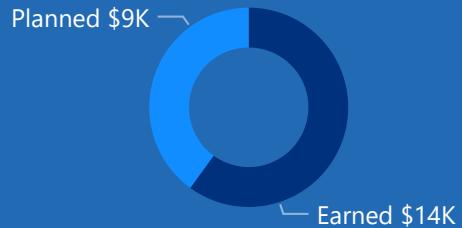
Deal Status

All

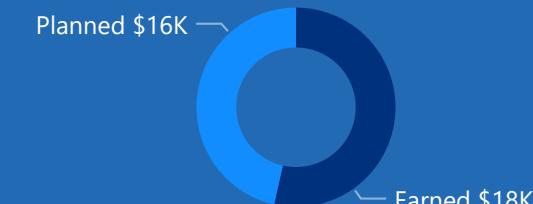
Priority

All

Pipeline Revenue Contract Sent



Pipeline Revenue App Sched



Pipeline Revenue Pres Sched



Earned Value

\$133K

Projected Value

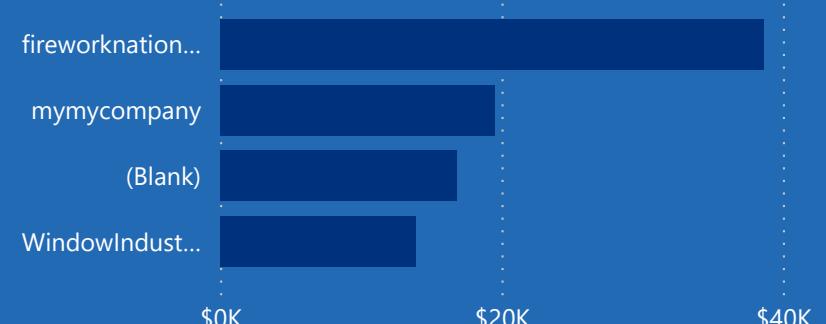
\$179K

Targeted Value

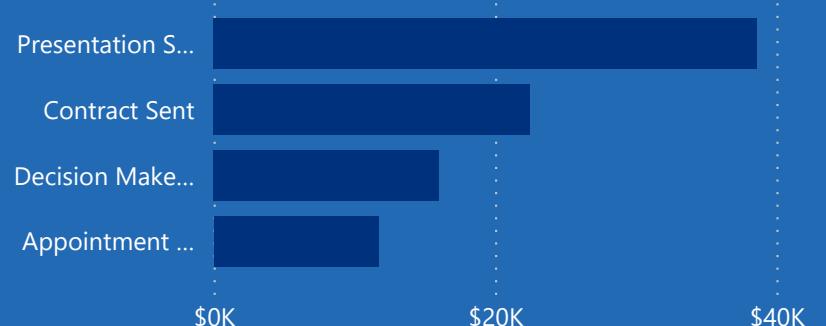
\$185K

Deal Name	Company Name	Contact Name	Projected Amount	Earned Amount
Marketing Predictive Model	WatchMakersToolkit	Hazel Otis	\$50,000	\$50,000
Marketing 1 to 1 Recommendation Engine	fireworknation.com	Yvonne Freedman	\$30,000	
Marketing Dashboard	fireworknation.com	Yvonne Freedman	\$20,000	\$20,000
Marketing Dashboard	WindowIndustries Inc.	Mia Kennedy	\$20,000	\$20,000
Dashboard Suite		Kirk Bjsen	\$16,000	\$16,000
Operations Dashboard	WindowIndustries Inc.	Mia Kennedy	\$13,500	\$13,500
Marketing Dashboard	mymycompany	James Viridescent	\$9,000	
Total			\$178,860	\$132,960

Top Deals Yet To Be Won By Company



Top Deals Yet To Be Won By Deal Status



Year

2021

Month

Multiple selections

Platform

All



112 -14.5% \$73 -11.1%
Ad Clicks Ad Cost



1145 71.7% \$588 70.6%
Ad Clicks Ad Cost



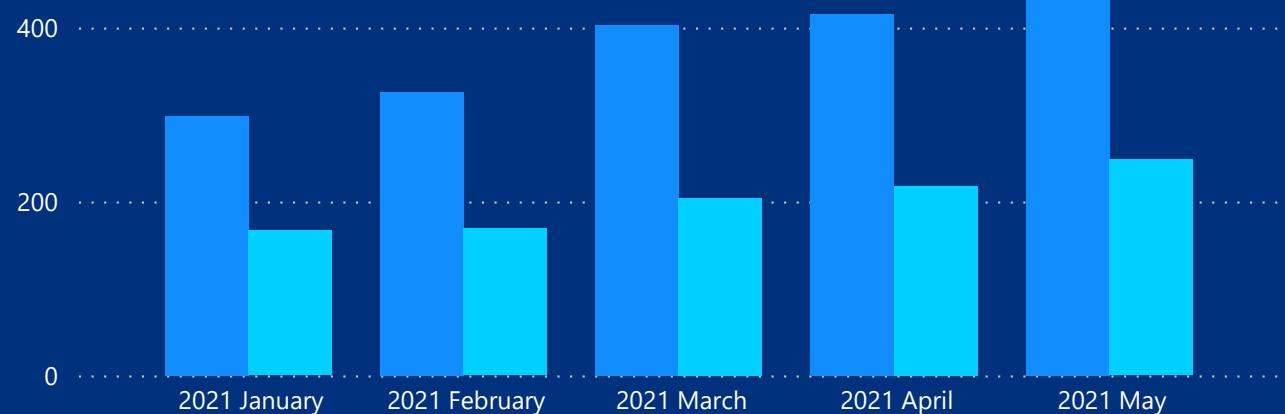
663 60.5% \$344 61.4%
Ad Clicks Ad Cost

Ad Clicks VS Target



Clicks and Cost By Month

● Clicks ● Cost



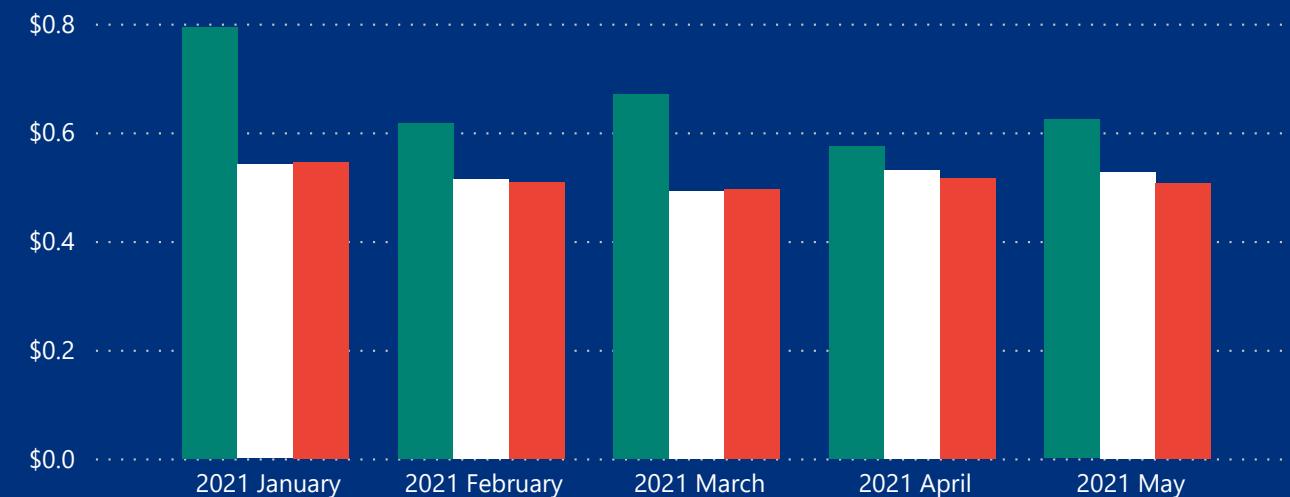
Ad Cost VS Target



Platform	Impressions	Clicks	Cost	CTR	CPI	CPC
Google Adwords	2,802	1,145	\$588	40.86%	\$0.21	\$0.51
Facebook Ads	1,652	663	\$344	40.13%	\$0.21	\$0.52
Bing	891	112	\$73	12.57%	\$0.08	\$0.65
Total	5,345	1,920	\$1,006	35.92%	\$0.19	\$0.52

Cost Per Click By Month

● Bing ● Facebook Ads ● Google Adwords



Year

2021

Month

Multiple selections

Platform

All



112 -14.5% \$73 -11.1%
Ad Clicks **Ad Cost**



1145 71.7% \$588 70.6%
Ad Clicks **Ad Cost**



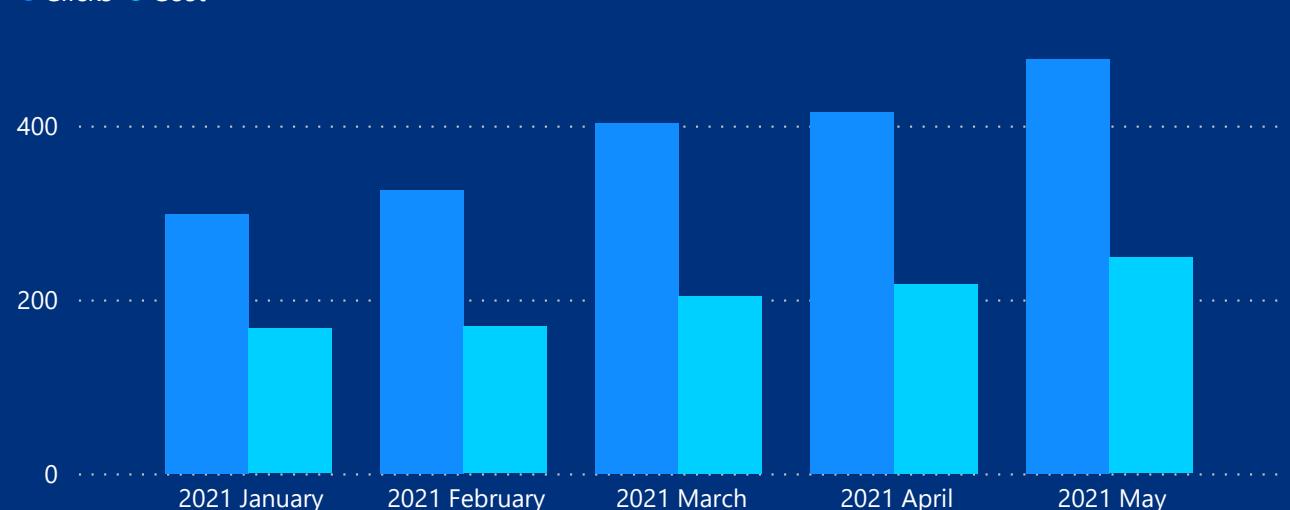
663 60.5% \$344 61.4%
Ad Clicks **Ad Cost**

Ad Clicks VS Target



Clicks and Cost By Month

● Clicks ● Cost



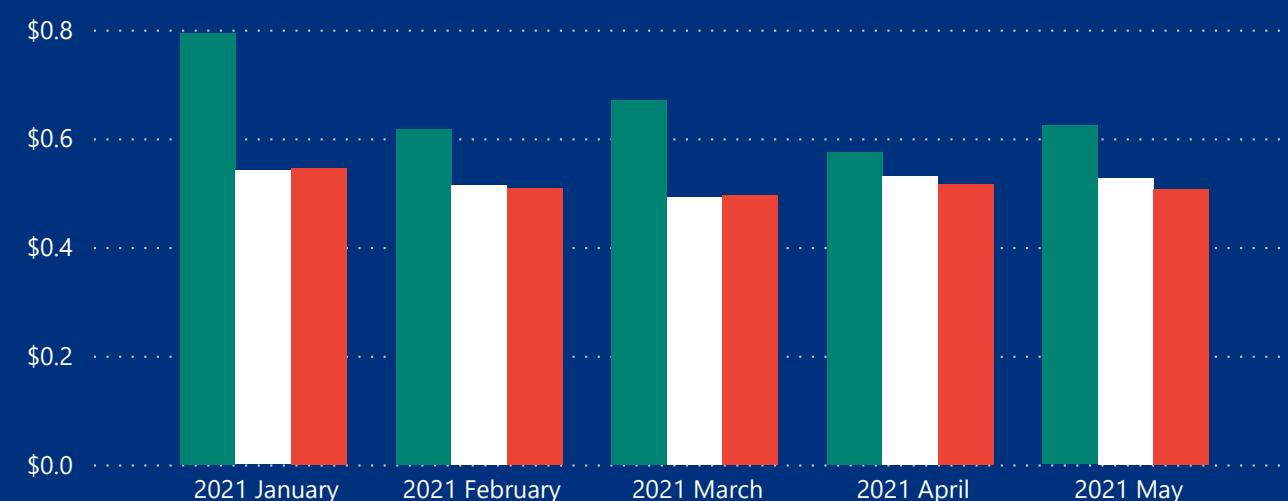
Ad Cost VS Target



Platform	Impressions	Clicks	Cost	CTR	CPI	CPC
Google Adwords	2,802	1,145	\$588	40.86%	\$0.21	\$0.51
Facebook Ads	1,652	663	\$344	40.13%	\$0.21	\$0.52
Bing	891	112	\$73	12.57%	\$0.08	\$0.65
Total	5,345	1,920	\$1,006	35.92%	\$0.19	\$0.52

Cost Per Click By Month

● Bing ● Facebook Ads ● Google Adwords



Advertising Campaign Analysis

29/12/2020 | 28/04/2021

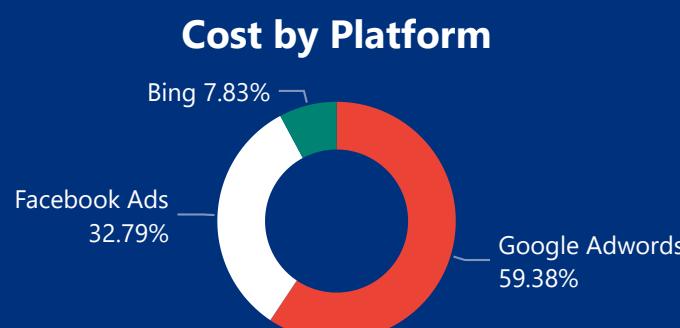
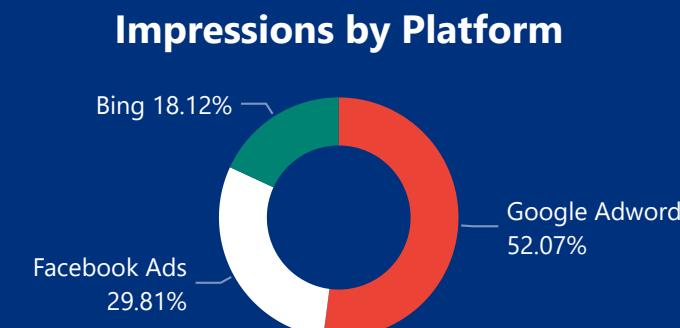
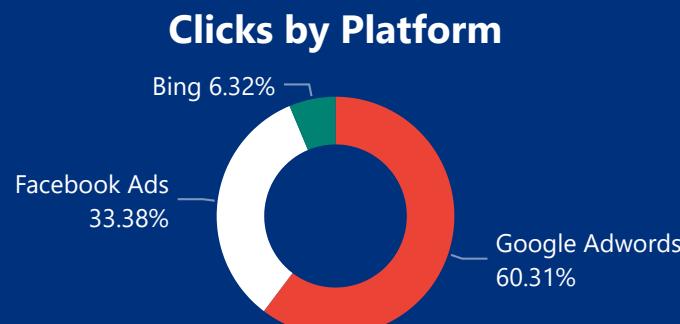


1,441
Total Clicks

4,062
Total Impressions

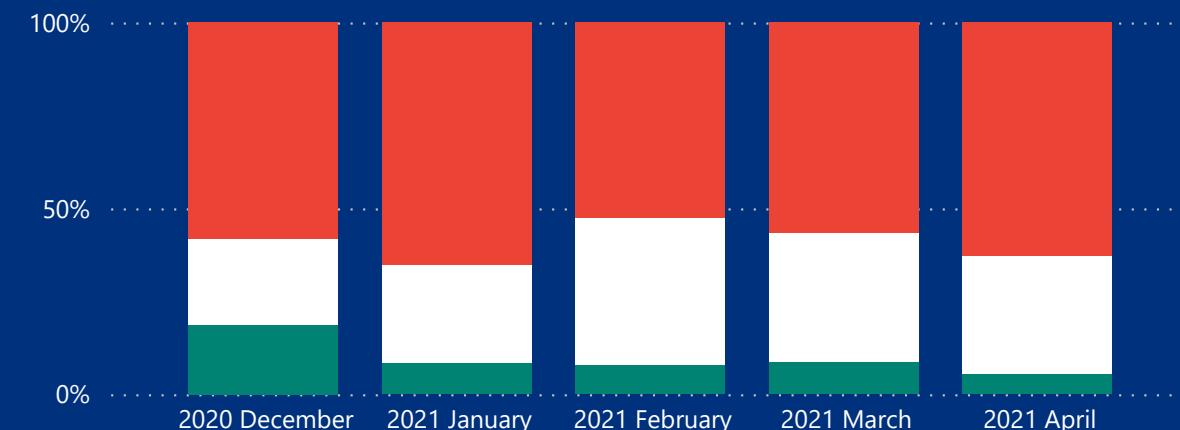
\$762
Total Cost

Bing ads



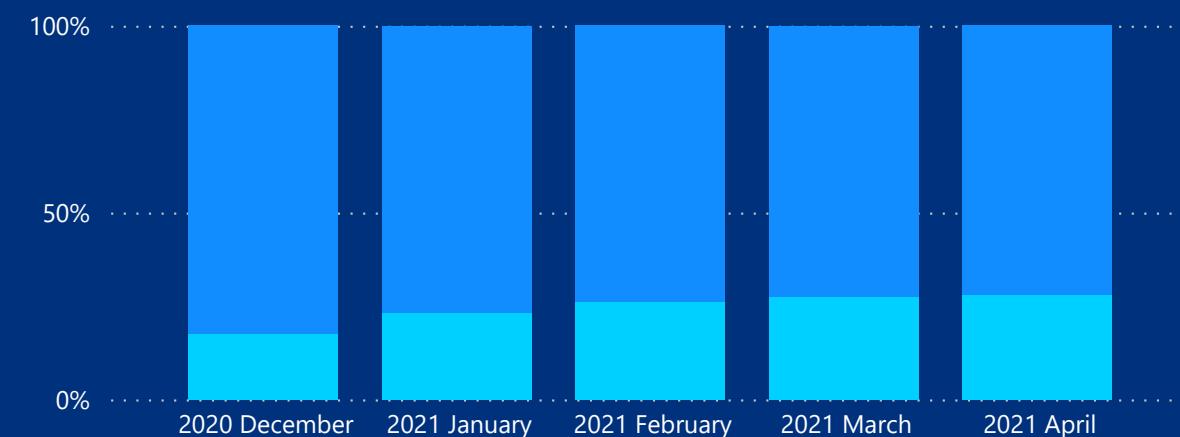
Cost by Date and Platform

Platform ● Bing ● Facebook Ads ● Google Adwords



Clicks VS Impressions by Date

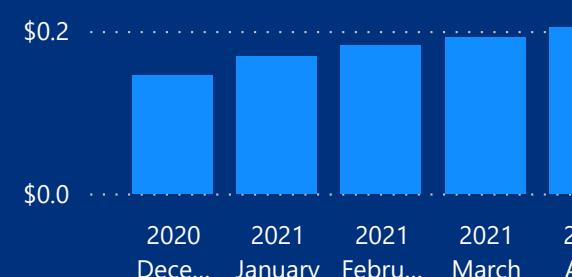
Platform ● Clicks ● Impressions



Cost Per Click by Month



Cost Per Impression by Month



Click Through Rate by Month

