

PROJECT PORTFOLIO

Screenshots of some dashboards and visualizations

Created and developed by

Fernando Daniel Tapia Lozano

fdtapia@gmail.com

EXAMPLE OF A SUMMARY

EXECUTIVE SCORECARD

Gauges All Year

Bars Year To Date

Year To Date

4/28

Company Sales

Actual	\$18,778K
Past Year	\$15,943K
Commitment	\$13,761K
New Budget	\$17,012K

Name Brands

Actual	\$11,093K
Past Year	\$10,032K
Commitment	\$7,367K
New Budget	\$5,783K

Own Brands

Actual	\$7,667K
Past Year	\$5,431K
Commitment	\$6,394K
New Budget	\$7,683K

Merchandising	Delta	%Delta	Actual
Actual Sales vs Past Year	\$2,834,361	18%	\$18,777,754
Actual Sales vs Commit.	\$5,016,602	36%	\$18,777,754
Actual Sales vs New Budget	\$1,765,424	10%	\$18,777,754
Actual Sales YTG		25.13%	
AOV		\$44.1	

Marketing	Delta	%Delta	Actual
% PPC Ad. Sales vs Past Y.	1%		70%
PPC Spend vs Past Year	\$329,356	95%	\$677,697
Blended ACOS vs Past Year	1%	65%	4%
Direct ACOS vs Past Year	7%	68%	18%
Total ACOS vs Past Year	5%	170%	13%
TACOP vs Past Year	4%	27%	16%
Direct ACOP vs Past Year	5%	6%	79%

Finance	Delta	%Delta	Actual
AGP vs Past Year	\$1,433,214	53%	\$4,158,478
AGP vs Commitment	\$807,589	24%	\$4,158,478
AGP vs New Budget	(\$817,252)	-13%	\$4,158,478
CM vs Past Year	\$1,103,857	46%	\$3,480,780
CM vs Commitment	\$718,548	26%	\$3,480,780
CM vs New Budget	(\$540,042)	-13%	\$3,480,780
AGM			22%
CMR			19%

Supply Chain

	Actual
Total Inventory Value FBA	\$8,951,274
Total Inventory Qty FBA	841,439

EXAMPLE OF TREND IN SALES ANALYSIS

OVER TIME GENERAL OVERVIEW

Sub Company

Acquisition

Marketplace

Account

Main Cat

Brand

Merch. Label

Asin

Date

All

All

All

All

All

All

All

All

10/12

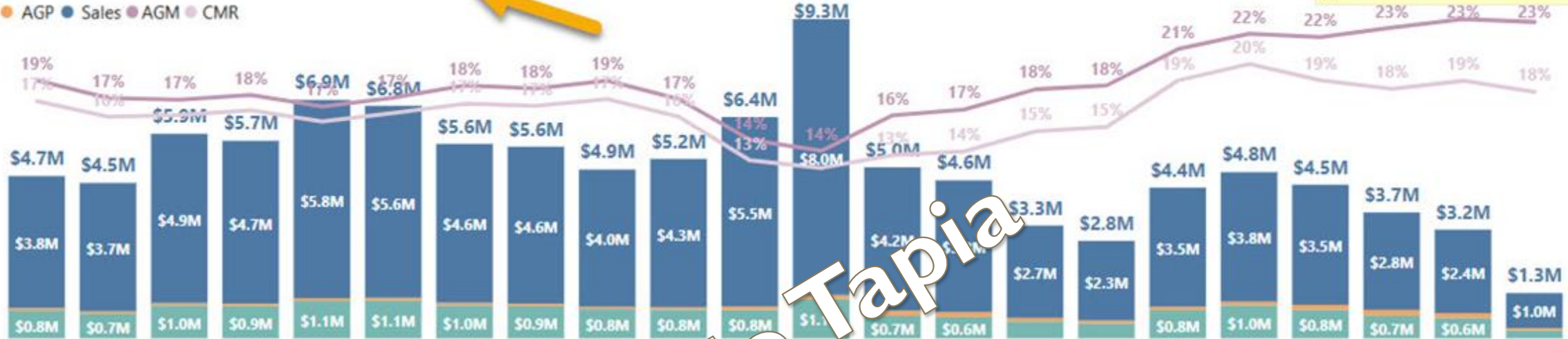
Title

Months

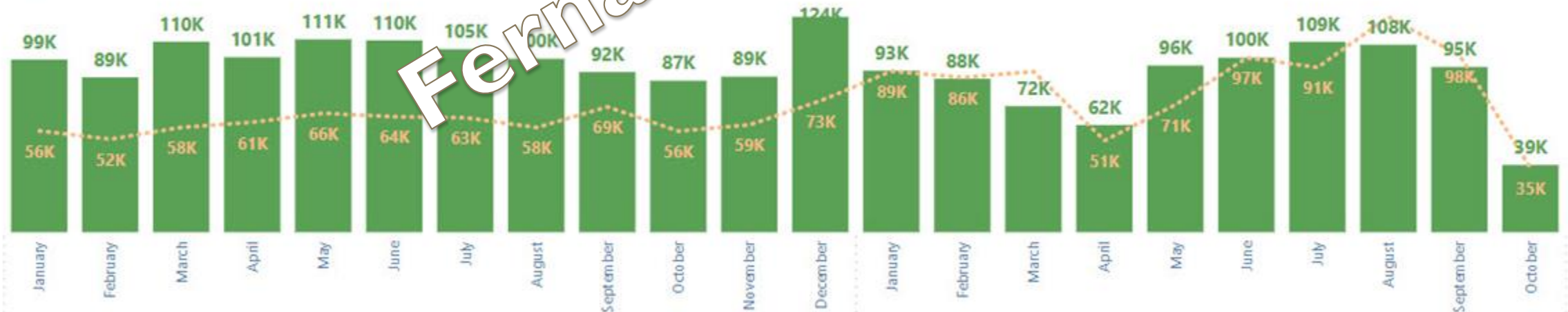


Days of the current month

CM AGP Sales AGM CMR



Qty Sold Qty Committed



OVER TIME GENERAL OVERVIEW

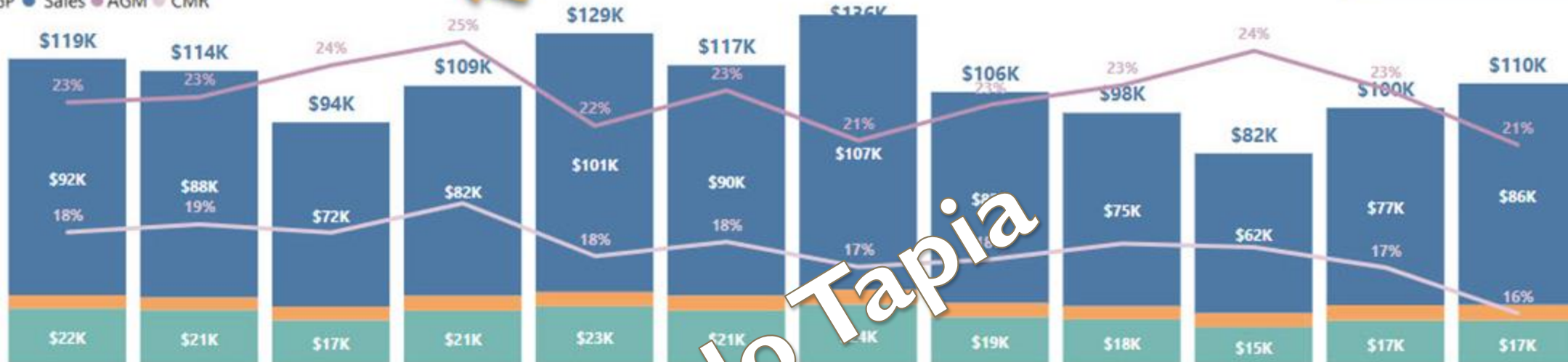
Sub Company Acquisition Marketplace Account Main Cat Brand Merch. Label Asin Date

All All All All All All All All 10/12

Months ☒ Days of the current month

All

CM AGP Sales AGM CMR



Qty sold Qty Committed



October
202

EXAMPLE OF INVENTORY AND SALES ANALYSIS

Sales KPI - Aggregated Metrics

BRAND
TYPE

Detail	Sales Act	Contribution Act	Sales MTD Act
BRANDS	\$2,893,242.50	\$333,113.67	\$2,893,242
BRANDS	\$0,12,714.26	\$0,00,559.00	\$0,12,714
Total	\$3,735,956.86	\$593,671.67	\$3,735,957

BRAND

Brand	Sales Act	Contribution Act	Sales MTD Act
	\$1,550,096.47	\$208,672.36	\$1,550,096
	\$828,903.77	\$70,987.21	\$828,904
	\$582,351.39	\$155,689.91	\$582,351
	\$286,300.91	\$44,304.34	\$286,301
	\$254,210.34	\$104,362.33	\$254,210
	\$214,712.35	\$7,399.64	\$214,712
	\$13,229.00	\$1,750.12	\$13,229
	\$3,268.91	\$832.55	\$3,269
	\$2,523.99	\$379.42	\$2,524
Total	\$3,735,956.86	\$593,671.67	\$3,735,957

CAT

Category	Sales Act	Contribution Act	Sales MTD Act
Lenses	\$2,132,914.22	\$293,324.76	\$2,132,914
Cameras	\$825,547.72	\$64,198.76	\$825,548
Cleaning Supplies	\$358,937.65	\$138,334.30	\$358,938
Accessories	\$120,193.08	\$35,293.25	\$120,193
Flash & Lighting	\$106,812.30	\$17,017.33	\$106,812
Filters	\$99,920.52	\$32,466.66	\$99,921
Tripods and Support	\$50,126.70	\$2,711.11	\$50,127
Bags and Cases	\$35,030.57	\$7,111.11	\$35,031
Total	\$3,735,956.86	\$593,671.67	\$3,735,957

SUBCAT

dpt_subcategory	Sales Act	Contribution Act	Sales MTD Act
DSLR Lenses	\$1,057,585.18	\$125,993.14	\$1,057,585
Mirrorless Lenses	\$988,994.02	\$142,945.23	\$988,994
Mirrorless Cameras	\$441,168.15	\$38,872.20	\$441,168
DSLR Cameras	\$381,434.57	\$25,102.61	\$381,435
Cleaning Cloths	\$249,420.01	\$102,829.28	\$249,420
Filter Kits	\$99,039.65	\$32,151.40	\$99,040
Cleaning Kits	\$91,714.34	\$29,164.85	\$91,714
Auxiliary Lenses	\$86,335.02	\$24,386.35	\$86,335
Total	\$3,735,956.86	\$593,671.67	\$3,735,957

Sales vs AGP by CT

Brand Type BRANDS BRANDS



INVENTORY HEALTH

Sub Company

Acquisition

Marketplace

Account

Main Cat

Brand

Brand Type

Merch. Label

Ad Code

Date

All

All

All

All

All

All

All

Multiple s...

All

10/1/20

10/29/20

Asin and Merch. Label	AVG Rotation L7D	AVG Rotation L30D	CM L30D Actual	Units ordered vs committed	WH [Qty]	In Transit FBA [Qty]	FBA Available [Qty]	Total Inventory [Qty]	DOI L7D [day]	DOI L30D [day]	Total Inventory [USD]	Inv. Type
Total	3,151.29	3324.87	\$591,580	79%	16,837	63,719	154,795	235,351	75	71	\$4,526,417	Over Stock
	0.29	0.20	(\$7)	0%	462		219	681	2,384	3,405	\$3,891	Over Stock
	0.57	1.13	\$53	-61%	577	341	166	1,084	1,897	956	\$2,155	Over Stock
	0.29	0.17	(\$53)	0%	296		220	516	1,806	3,096	\$2,552	Over Stock
	0.14	0.10	\$16	0%	32	64	127	223	1,561	2,230	\$4,056	Over Stock
	0.14	0.40	\$88	-31%		50	138	188	1,316	470	\$157	Over Stock
	0.86	0.70	(\$248)	-50%	840		170	1,010	1,178	1,443	\$90,937	Over Stock
	0.29	0.37	(\$226)	0%	160		173	333	1,166	908	\$2,815	Over Stock
	0.43	0.20	\$60	0%		6	488	494	1,153	2,470	\$9,617	Over Stock
	0.29	0.60	(\$210)	0%		14	281	295	1,033	492	\$1,317	Over Stock
	0.14	0.37	\$98	157%	100		29	129	903	352	\$1,144	Over Stock
	2.14	1.73	\$225	-9%	1,700		111	1,811	845	1,116	\$2,349	Over Stock
	0.14	0.03	(\$45)	0%	12	9	99	120	903	1,116	\$1,841	Over Stock
	0.43	0.13	\$41	0%		286	55	341	796	1,208	\$2,425	Over Stock
	0.14	0.43	\$94	-81%		26	86	112	784	258	\$113	Over Stock
	1.57	0.57	(\$51)	0%	1,018		186	200	766	2,125	\$5,994	Over Stock
	1.29	1.17	(\$131)	0%	608		295	903	702	774	\$7,676	Over Stock

Select one product

Select one product

Master Id

Select one product

Ad Code

Select one product

Brand Type

Select one product

Brand

Select one product

Category

Select one product

Sub Category

Select one product

URL Country



UK



UK



UK



UK



UK

Quantity Sold

Actual 96,586

Commited 54,090

Budgeted 82,639

Sales

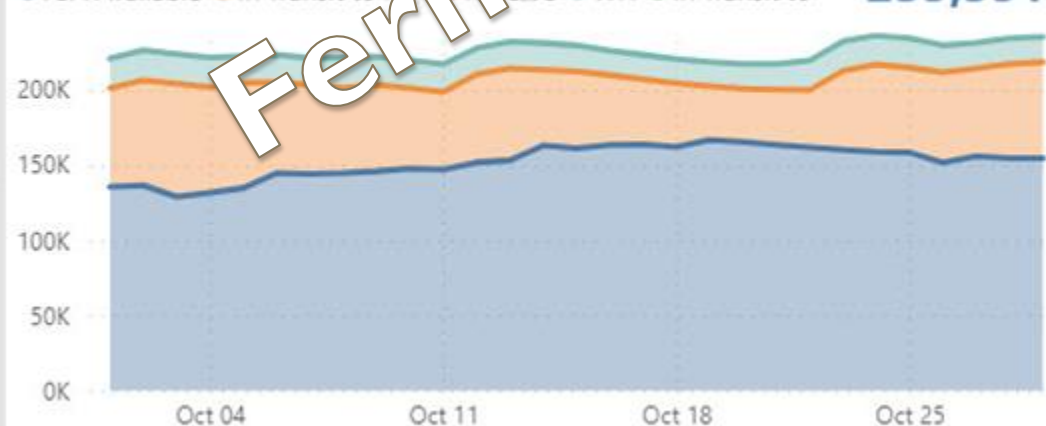
Actual \$3,331,727

Commited \$1,733,358

Budget \$2,818,801

Stock Level in Quantity

● FBA Available ● In Transit to FBA ● In Transit to Merch ● WH ● In Transit to 1



Total Q in Stock

235,351

FBA Overstock
(High DOI)FBA Low Stock
(5 <= DOI < 25)FBA Out of Stock
(0 <= DOI < 5)

EXAMPLE OF DIGITAL MARKETING TREND ANALYSIS

PPC - ADVERTISED & ATTRIBUTED

Data Until 3/4/20

● CPC ● Conversion Attributed (adv+oth)

\$1.0

CTR

0.5%

0.4%

● ACoS Attributed (adv+oth) ● ACoS Advertised ASIN

8%

6%

4%

● ACoS Attributed (adv+oth) ● ACoS Advertised ASIN

8%

6%

4%

2%

0%

● ACoS Attributed (adv+oth) ● ROAS Advertised ASIN

25

20

15

10

Select a range of dates:

5/1/20

3/4/20

Group By:

1D

7D

14D

30D

Day Name

All

Category

All

SubCategory

All

Brand

All

Brand Classificati...

All

ASIN

All

Search CT

Search

Search ASIN

Search

Fernando Tapia

ADVERTISING ANALYSIS

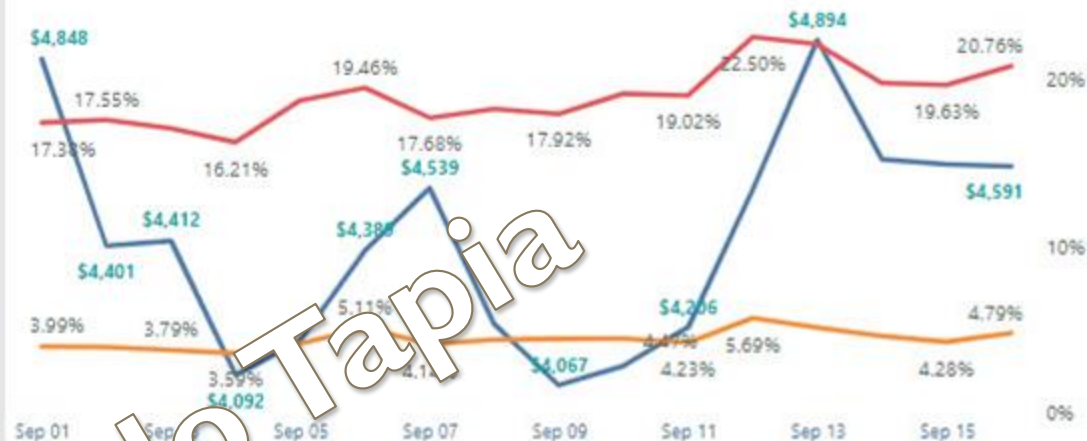
Sub Company Acquisition Marketplace Account Main Cat Brand Merch. Label Asin Date

All All All All All All All All 9/1/20 9/16/20

● Total Sales ● Attributed Sales ● Direct Sales



● PPC Spend ● Total Acos ● Total Acop



Select one product

Select one product

Master Id

Select one product

Ad Code

Select one product

Brand Type

Select one product

Brand

86,760

Clicks

24,444,829

Impressions

0.35%

CTR

15.10%

Conversion %

13,100

Orders

\$70,679

Spend

\$0.81

CPC

21.85%

Direct ACOS

\$1,614,476

Total Sales

\$323,527

Direct Sales

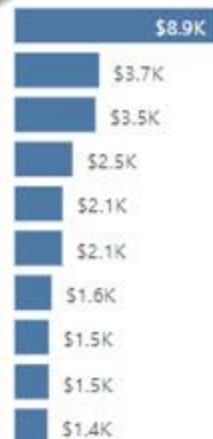
\$5.40

CPA

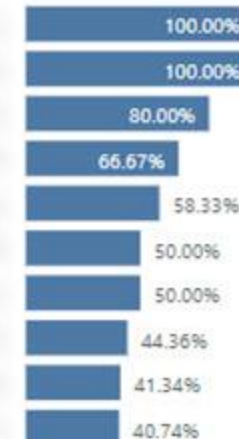
4.38%

Total ACOS

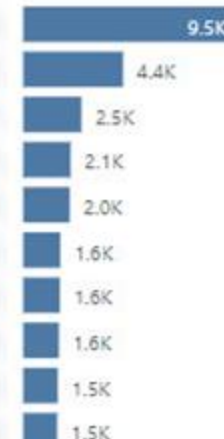
Top Ad



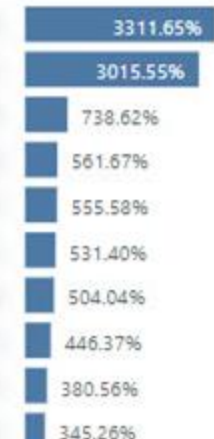
Top Conversion Rate



Top Clicks



Top Acop



EXAMPLE OF COST ANALYSIS

Range of Dates

5/1/20

7/28/20

CT

ASIN

Title

COST STRUCTURE ANALYSIS

Data until 7/28/20

PRICE AND UNIT COSTS [\$/u]

	FIRST COST STRUCTURE AS OF	LAST COST STRUCTURE AS OF	INCREASE OR DECREASE	NEW ESTIMATED COST STRUCTURE
	05/01/	07/28/		
RETAIL PRICE	\$8.99	\$8.99	\$0.0	\$8.99
COST OF GOODS SOLD	\$0.83	\$0.82		\$1.82
PRODUCT COST (AFTER DISCOUNTS)	\$0.68	\$0.68	\$1.00	\$1.68
INBOUND COST	\$0.09	\$0.09	\$0.00	\$0.09
OPERATION COST	\$0.03	\$0.02	\$0.00	\$0.03
OUTBOUND COST	\$0.03	\$0.03	\$0.00	\$0.03
GROSS PROFIT	\$8.16	\$8.17		\$7.17
GROSS MARGIN	90.7%	90.9%		79.7%
FBA FEE	\$2.41	\$2.41	\$0.00	\$2.41
REFERRAL FEE	\$1.35	\$1.35		\$1.35
OTHERS FBA (RETURNS+ UNFULFILLABLE)	\$0.04	\$0.04	\$0.00	\$0.04
VARIABLE COST	\$4.63	\$4.62		\$5.62
ADJUSTED GROSS PROFIT	\$4.36	\$4.37		\$3.37
ADJUSTED GROSS MARGIN	48.5%	48.6%		37.5%

DAILY SALES [\$] (Q x Unit Cost & Price)

FIRST	LAST	ESTIMAT.
Target Quantity 4	AVG Daily Sale... 504	Target Quantity 5
7	4	5
\$63	\$36	\$45
\$6	\$3	\$9
\$5	\$3	\$8
1	\$0	\$0
\$0	\$0	\$0
\$0	\$0	\$0
\$57	\$33	\$36
90.7%	90.9%	79.7%
\$17	\$10	\$12
\$9	\$5	\$7
\$0	\$0	\$0
\$32	\$18	\$28
\$30	\$17	\$17
48.5%	48.6%	37.5%

QUANTITIES



PRICE



UNIT COSTS



UNIT AGP



EXAMPLE OF A/B TEST ANALYSIS

TIME COMPARISON TOOL

OWN BRANDS

Brand Type

Altura Photo

Brand

Bags and Cases

Category

Bags

Sub Category

Sub Company	Marketplace	Main Cat	Account	Brand Type	SKU
All	All	All	All	All	All
Acquisition	Region	Brand	Merch. Label	Master Id	Asin
All	All	All	All		All

Metrics	Before 7 Days		After 7 Days		KPI	Delta	% Delta
	10/15/20	10/21/20	10/22/20	10/28/20			
Sales [USD]		\$5,968		\$6,088	▲	\$120	2%
Orders [u]		198		199	▲	1	1%
Quantity [u]		199		203	▲	4	2%
AGP [USD]		\$206		\$107	▼	(\$99)	-48%
AGM [%]		3%		2%	▼	-2%	-49%
CM [USD]		(\$2,119)		(\$2,457)	▼	(\$58)	2%
CMR [%]		-40%		-40%	▲	-0%	0%
Sales Achiev [%]		139%		141%	▲	2%	2%
PPC Spend [USD]		\$2,606		\$2,564	▼	(\$41)	-2%
Click Through Rate [%]		0.17%		0.16%	▼	-0.01%	-3%
Blended ACOS [%]		44%		42%	▼	-2%	-4%

PERIOD OVER PERIOD BRAND ANALYSIS

Sub Company	Marketplace	Main Cat	Account	Category	Brand Type	Sku
All	All	All	All	All	All	All
Acquisition	Region	Brand	Merch. Label	Subcategory	Master Id	Asin
All	All	All	All	All	All	All

Period	7 Days
1/6/2021	1/12/2021
Prior Period	7 Days
12/30/2020	1/5/2021

Brand	Qty Period	Qty Prior Period	Qty Difference	Qty %Difference	Sales Period	Sales Prior Period	Sales Difference	Sales %Difference	AGP Period	AGP Prior Period	AGP Difference	AGP %Difference	CM Period	CM Prior Period	CM Difference	CM %Difference
	7,898.00	8,309.00	-411.00	-4.95%	\$79,886	\$81,671	(\$1,785)	-2.19%	\$37,885	\$38,424	(\$539)	-1.40%	\$32,855	\$32,878	(\$23)	-0.07%
	5,178.00	5,835.00	-657.00	-11.26%	\$119,350	\$132,171	(\$12,821)	-9.70%	\$38,066	\$40,640	(\$1,753)	-4.31%	\$30,275	\$31,549	(\$1,274)	-4.04%
	3,856.00	3,324.00	532.00	16.00%	\$59,787	\$54,687	\$5,100	9.33%	\$21,906	\$20,493	\$1,453	7.09%	\$16,333	\$15,456	\$877	5.67%
	1,869.00	2,099.00	-230.00	-10.96%	\$27,456	\$29,808	(\$2,352)	-7.89%	\$13,551	\$13,551	\$348	2.57%	\$10,711	\$10,104	\$607	6.01%
	1,654.00	1,874.00	-220.00	-11.74%	\$29,541	\$33,943	(\$4,402)	-13.00%	\$12,741	\$12,741	(\$1,895)	-14.87%	\$7,886	\$9,455	(\$1,569)	-16.60%
	909.00	1,013.00	-104.00	-10.27%	\$33,367	\$36,286	(\$2,919)	-8.05%	\$12,094	\$12,094	(\$882)	-7.29%	\$8,499	\$9,081	(\$583)	-6.42%
	819.00	809.00	10.00	1.24%	\$434,622	\$420,219	\$14,403	3.43%	\$49,467	\$47,622	\$1,845	3.87%	\$46,846	\$44,460	\$2,387	5.37%
	756.00	584.00	172.00	29.45%	\$18,718	\$13,137	\$5,581	42.48%	\$5,423	\$3,690	\$1,734	46.99%	\$5,423	\$3,690	\$1,734	46.99%
	593.00	569.00	24.00	4.22%	\$10,830	\$9,715	\$1,114	11.47%	\$2,830	\$2,382	\$448	18.79%	\$1,637	\$1,090	\$547	50.20%
	414.00	483.00	-69.00	-14.29%	\$14,361	\$17,800	(\$3,439)	-19.32%	\$6,530	\$8,043	(\$1,513)	-18.81%	\$5,879	\$7,462	(\$1,583)	-21.21%
	252.00	281.00	-29.00	-10.32%	\$8,294	\$8,083	\$211	2.61%	\$2,862	\$2,987	(\$125)	-4.18%	\$1,914	\$1,723	\$190	11.03%
	314.00	251.00	63.00	25.10%	\$7,492	\$5,566	\$1,926	34.60%	\$3,358	\$2,576	\$782	30.34%	\$1,983	\$1,381	\$602	43.59%
	118.00	134.00	-16.00	-11.94%	\$87,355	\$9,555	(\$77,800)	-88.74%	\$9,764	\$13,280	(\$3,516)	-26.48%	\$9,325	\$12,770	(\$3,445)	-26.98%
	10.00	118.00	-108.00	-91.53%	\$2,906	\$862	\$2,045	237.28%	\$2,906	\$862	\$2,045	237.28%	\$2,906	\$862	\$2,045	237.28%
	93.00	86.00	7.00	8.14%	\$8,739	\$8,739	\$785	8.98%	\$2,901	\$2,397	\$505	21.07%	\$1,973	\$1,572	\$401	25.50%
	61.00	76.00	-15.00	-19.74%	\$1,038	\$1,279	(\$240)	-18.79%	\$236	\$284	(\$48)	-16.78%	\$59	\$32	\$27	83.87%
	56.00	72.00	-16.00	-22.22%	\$2,350	\$2,605	(\$255)	-9.80%	\$345	\$292	\$53	18.22%	\$194	\$69	\$126	183.64%
	68.00	64.00	4.00	6.25%	\$3,896	\$3,771	\$125	3.31%	\$277	\$288	(\$11)	-3.78%	(\$142)	(\$167)	\$24	-14.60%
	66.00	60.00	6.00	10.00%	\$1,624	\$1,483	\$141	9.50%	\$333	\$282	\$52	18.36%	\$118	\$130	(\$12)	-9.50%
	16.00	22.00	-6.00	-27.27%	\$480	\$660	(\$180)	-27.27%	\$124	\$149	(\$25)	-16.90%	\$107	\$130	(\$23)	-17.85%
	14.00	10.00	4.00	40.00%	\$392	\$280	\$112	40.00%	\$86	\$33	\$53	159.16%	\$86	\$33	\$53	159.16%
	5.00	7.00	-2.00	-28.57%	\$250	\$350	(\$100)	-28.57%	\$53	\$61	(\$9)	-13.97%	\$26	\$44	(\$18)	-41.19%
	1.00	5.00	-4.00	-80.00%	\$247	\$6,685	(\$6,438)	-96.31%	(\$4)	\$302	(\$306)	-101.19%	(\$40)	\$259	(\$299)	-115.30%
	2.00	3.00	-1.00	-33.33%	\$16	\$23	(\$7)	-30.43%	(\$1)	(\$0)	(\$1)	451.68%	(\$11)	(\$5)	(\$5)	94.10%
	4.00	2.00	2.00	100.00%	\$4,572	\$2,208	\$2,364	107.07%	\$906	\$192	\$714	372.17%	\$903	\$188	\$715	380.02%
	5.00	1.00	4.00	400.00%	\$90	\$18	\$72	400.00%	\$20	\$4	\$16	446.64%	\$11	(\$4)	\$15	-347.13%
		1.00	-1.00	-100.00%		\$1,299	(\$1,299)	-100.00%		\$131	(\$131)	-100.00%		\$131	(\$131)	-100.00%
Total	25,031.00	26,092.00	-1,061.00	-4.07%	\$958,443	\$993,928	(\$35,485)	-3.57%	\$223,090	\$223,797	(\$707)	-0.32%	\$185,757	\$184,374	\$1,384	0.75%

EXAMPLE OF PARETO ANALYSIS

TOP 80% BY CM

Revenue Type

Marketplace

Main Cat

Account

Category

Brand Type

SKU

Year + Month

All

All

All

All

All

All

All

202 (Year) + October (Month)

Acquisition

Region

Brand

Merch. Label

Subcategory

Master Id

ASIN

All

All

All

All

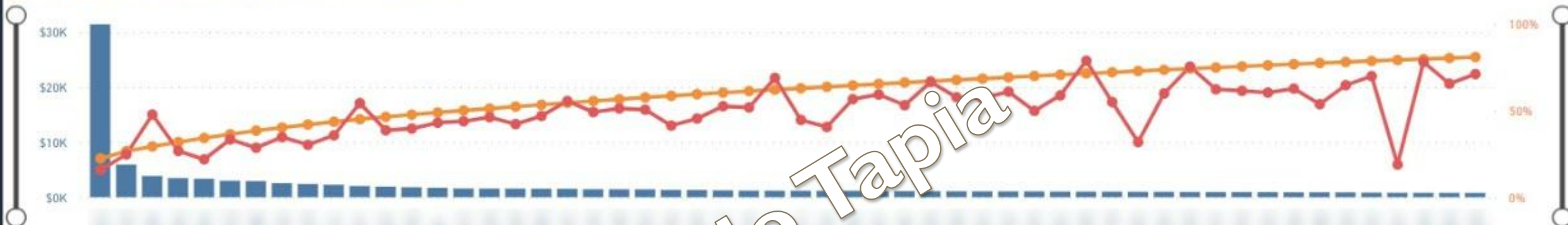
All

All

All

Contribution Margin vs Pareto (as filtered and Monthly) by ASIN

CM %Pareto Current Filter Monthly %Pareto Position



Contribution Margin by Month



ASIN	Brand	Short Title	Qty	Sales	AGP	PPC Spend	CM	CMR	%Pareto Current Filter	Monthly %Pareto Position
2,031			2,031	\$81,040	\$35,162	\$3,725	\$31,437	38.8%	22.4%	15.8%
2,610			2,610	\$23,295	\$10,422	\$4,490	\$5,932	25.5%	26.6%	24.8%
21			21	\$22,435	\$3,867		\$3,867	17.2%	29.4%	47.8%
18			18	\$16,418	\$3,488		\$3,488	21.2%	31.9%	26.8%
419			419	\$8,378	\$4,214	\$837	\$3,377	40.3%	34.3%	21.9%
29			29	\$20,850	\$3,003		\$3,003	14.4%	36.4%	33.4%
62			62	\$23,216	\$2,936		\$2,936	12.6%	38.5%	28.6%
29			29	\$26,581	\$2,855	\$308	\$2,547	9.6%	40.3%	34.7%
108			108	\$3,210	\$2,792	\$391	\$2,401	74.8%	42.0%	30.3%
12			12	\$2,280	\$2,280	\$16	\$2,264	99.3%	43.6%	35.8%
191			191	\$4,577	\$2,460	\$420	\$2,040	44.6%	45.1%	54.4%
267			267	\$9,333	\$3,152	\$1,213	\$1,939	20.8%	46.5%	38.7%
138			138	\$4,804	\$1,918	\$96	\$1,821	37.9%	47.8%	39.7%
Total			16,975	\$632,796	\$172,550	\$32,140	\$140,410	22.2%		75.5%

THANKS!!

Fernando Daniel Tapia Lozano | fdtapia@gmail.com