



DASHBOARD SALES KPI



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44,365,028

Total Revenue



31,689,306

Total Cost



48

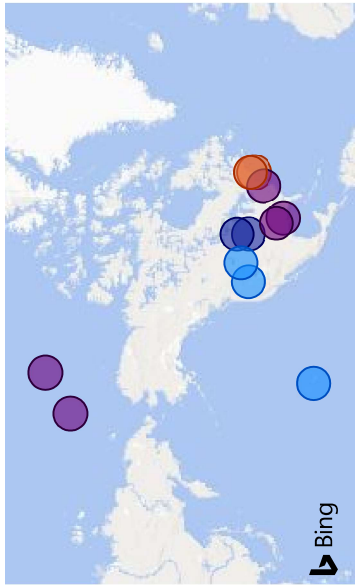
N State



47

N Product

Region ● Midwest ● Northeast ● South ● West



State

- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia



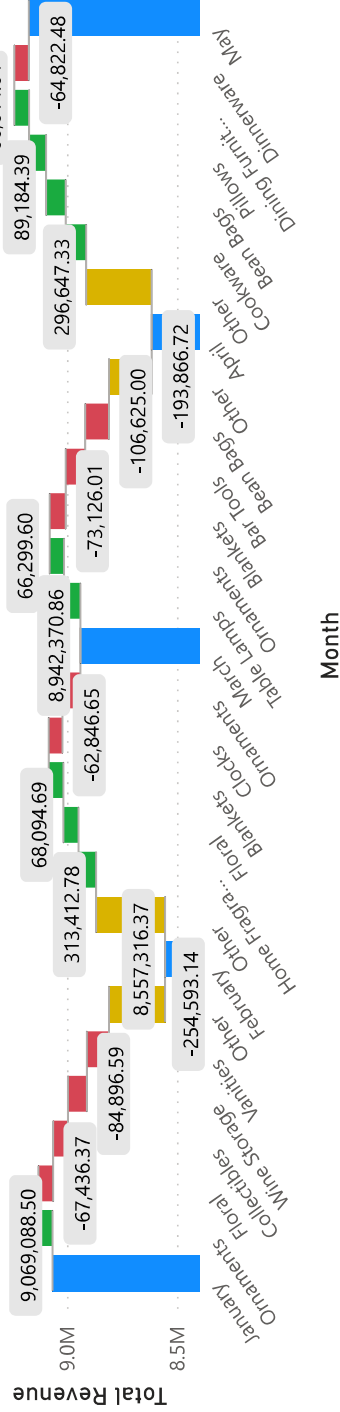
Accessories

- ☐ Audio
- ☐ Bakeware
- ☐ Bar Tools
- ☐ Baseball
- ☐ Basketball
- ☐ Bathroom Furniture
- ☐ Bean Bags
- ☐ Bedroom Furniture

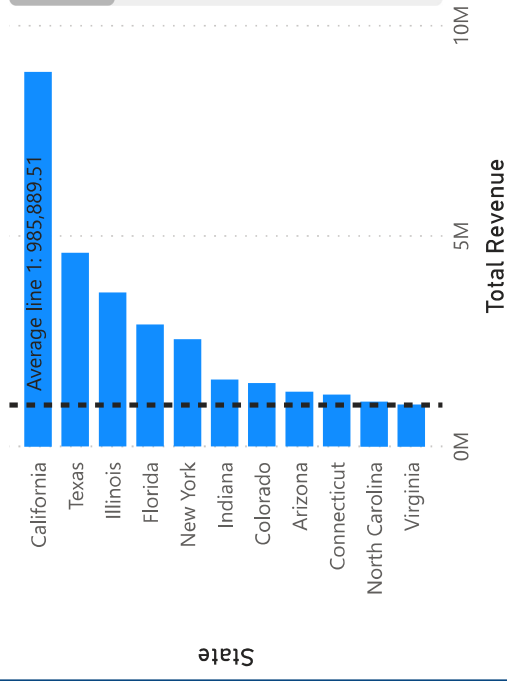
State	Total Revenue	Total Cost	EBT	KPI
California	8,905,982.36	6,361,415.97	2,544,566.39	▲
Texas	4,598,704.96	3,284,789.25	1,313,915.70	▲
Illinois	3,655,157.17	2,610,826.55	1,044,330.62	▲
Florida	2,894,003.53	2,067,145.38	826,858.15	▲
New York	2,538,968.14	1,813,548.67	725,419.47	▲
Indiana	1,587,358.48	1,133,827.49	453,530.99	▲
Colorado	1,505,652.50	1,075,466.07	430,186.43	▲
Arizona	1,297,449.42	926,749.59	370,699.83	▲
Connecticut	1,230,929.26	879,235.19	351,694.08	▲
Total	44,365,028.02	31,689,305.73	12,675,722.29	▲

Total Revenue by Month and Product Name

● Increase ● Decrease ● Total ● Other



Total Revenue by State





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N Product

48

N State

12,675,722.29

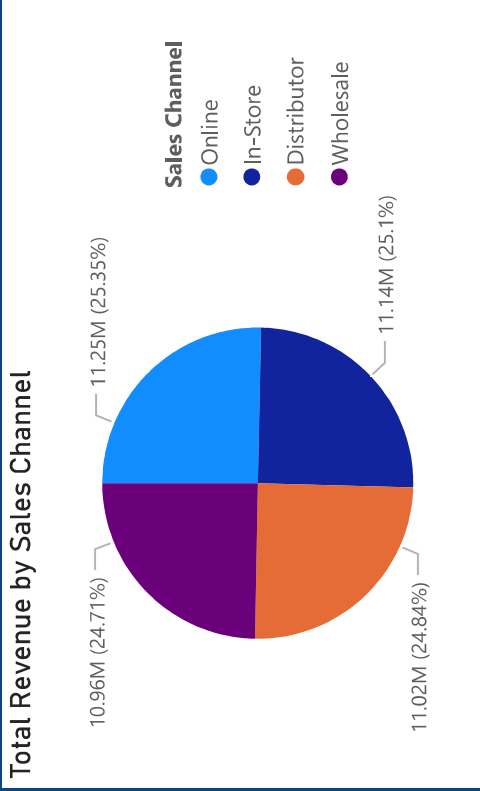
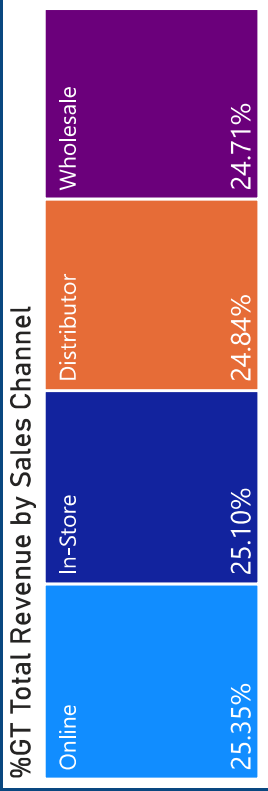
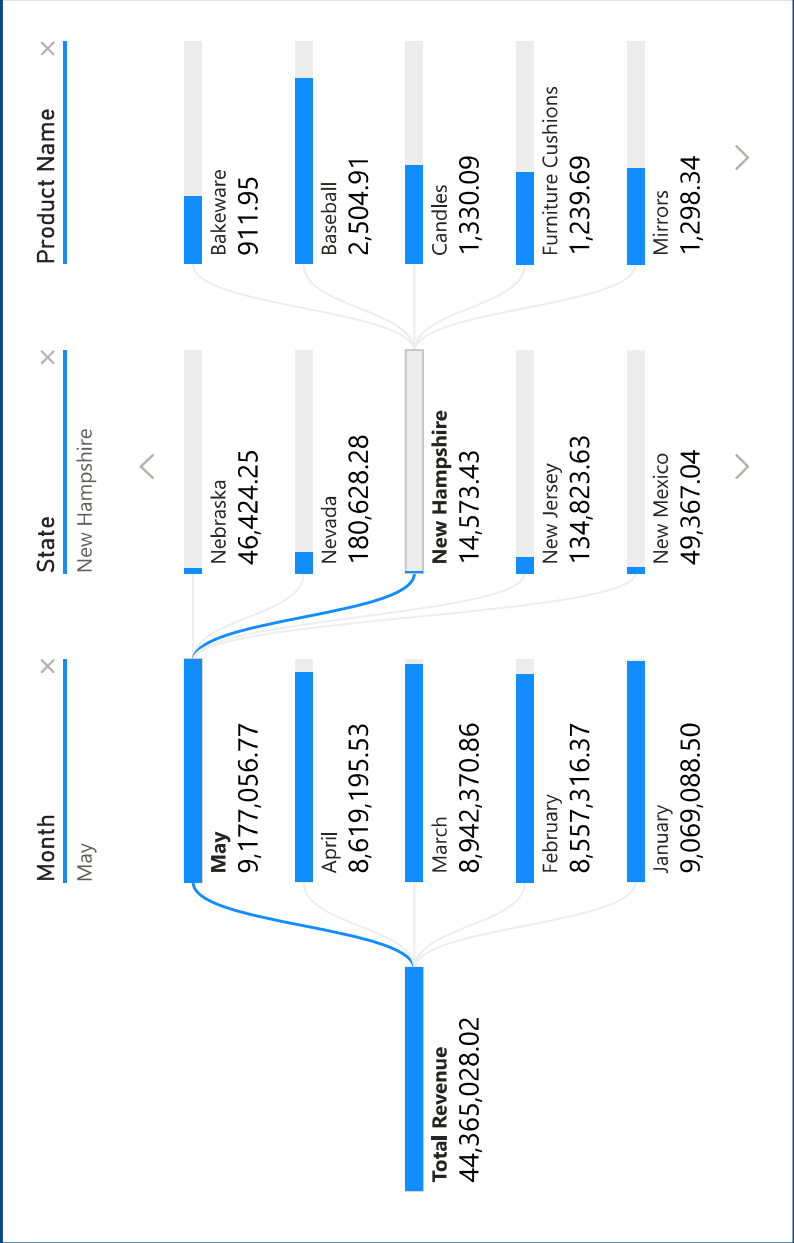
EBT

31,689,305.....

Total Cost

44,365,028....

Total Revenue



Key influencers

Top segments

What influences Total Revenue to

Increase



?

When...

....the average of Total Revenue increases by

State is California



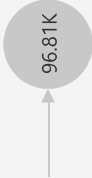
State is Texas



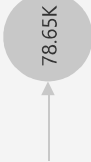
State is Illinois



State is Florida



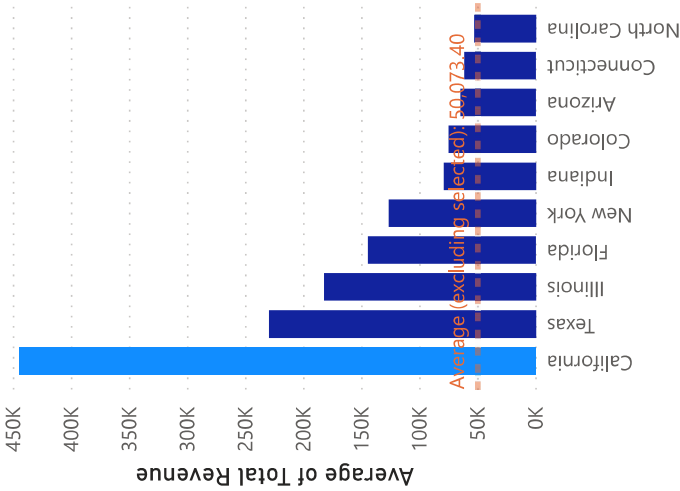
State is New York



State is Indiana



← Total Revenue is more likely to increase when State is California than otherwise (on average).



State

☐ Only show values that are influencers

State	Total Revenue	%GT Total Revenue
California	8,905,982.36	20.07%
Texas	4,598,704.96	10.37%
Illinois	3,655,157.17	8.24%
Florida	2,894,003.53	6.52%
New York	2,538,968.14	5.72%
Indiana	1,587,358.48	3.58%
Colorado	1,505,652.50	3.39%
Arizona	1,297,449.42	2.92%
Connecticut	1,230,929.26	2.77%
North Carolina	1,067,400.43	2.41%
Virginia	998,056.75	2.25%
Nevada	988,709.82	2.23%
Washington	909,522.70	2.05%
Georgia	903,209.41	2.04%
Michigan	810,223.71	1.83%
New Jersey	786,257.64	1.77%
Tennessee	700,550.41	1.58%
Missouri	672,818.94	1.52%
Kansas	658,820.89	1.49%
Ohio	649,094.55	1.46%
Oregon	578,894.65	1.30%
Louisiana	575,634.09	1.30%
Massachusetts	555,087.86	1.25%
Utah	477,901.22	1.08%
Oklahoma	476,966.02	1.08%
Alabama	452,629.06	1.02%
Pennsylvania	384,054.06	0.87%
Iowa	374,794.61	0.84%
South Carolina	363,224.14	0.82%
Wisconsin	356,409.05	0.80%
Minnesota	346,007.44	0.78%
Total	44,365,028.02	100.00%