

**Sales Orders Sheet+ (Regional\_Sales)**

Connection: Live | Extract  
Filters: 0 | Add

**Sales Orders Sheet** is made of 6 tables.

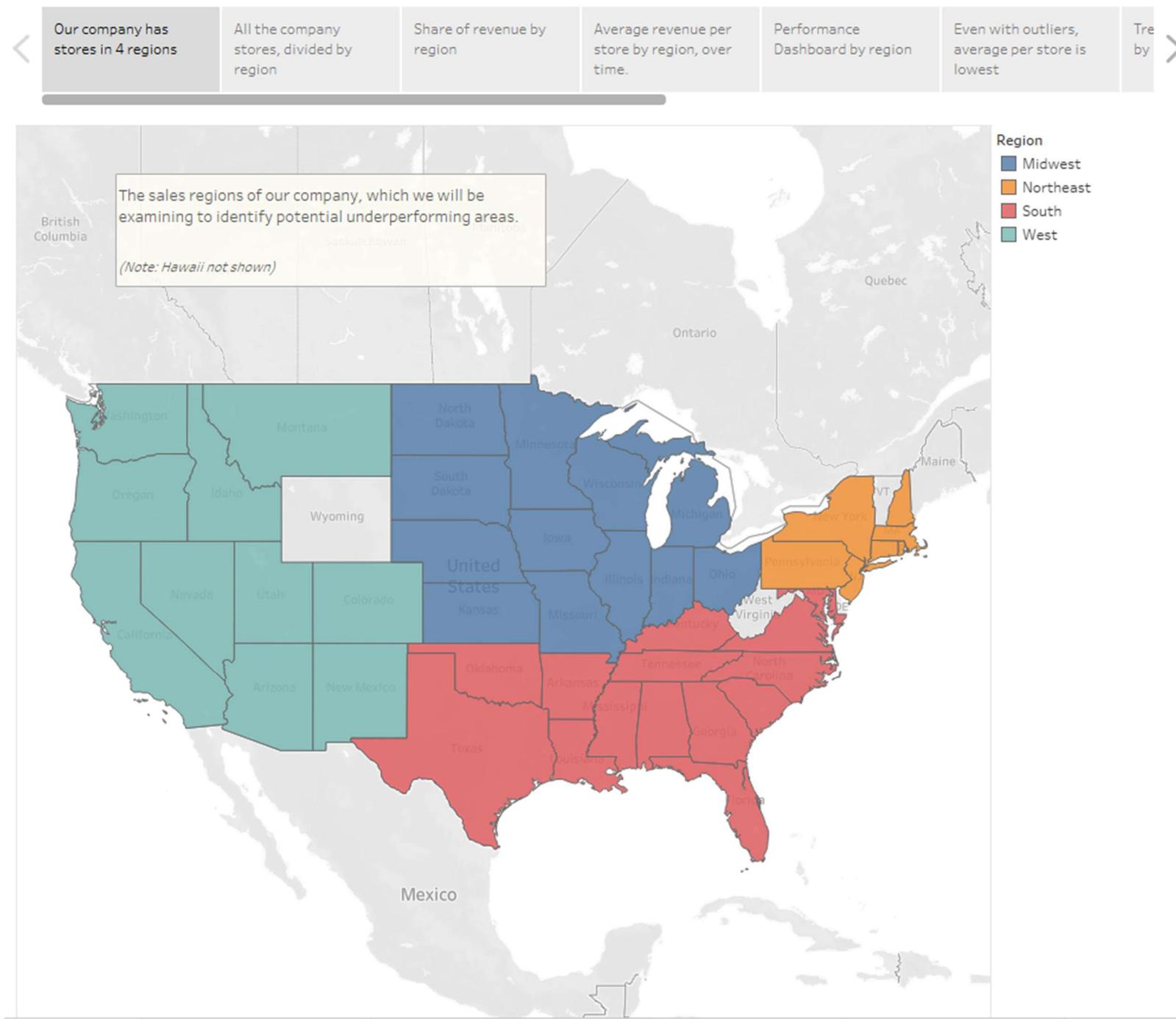
```

graph TD
    SO[Sales Orders Sheet] --- CS[Categories Sheet]
    SO --- CS[Customers Sheet]
    SO --- STS[Sales Team Sheet]
    STS --- SLS[Store Locations Sheet]
    SLS --- RS[Regions Sheet]
  
```

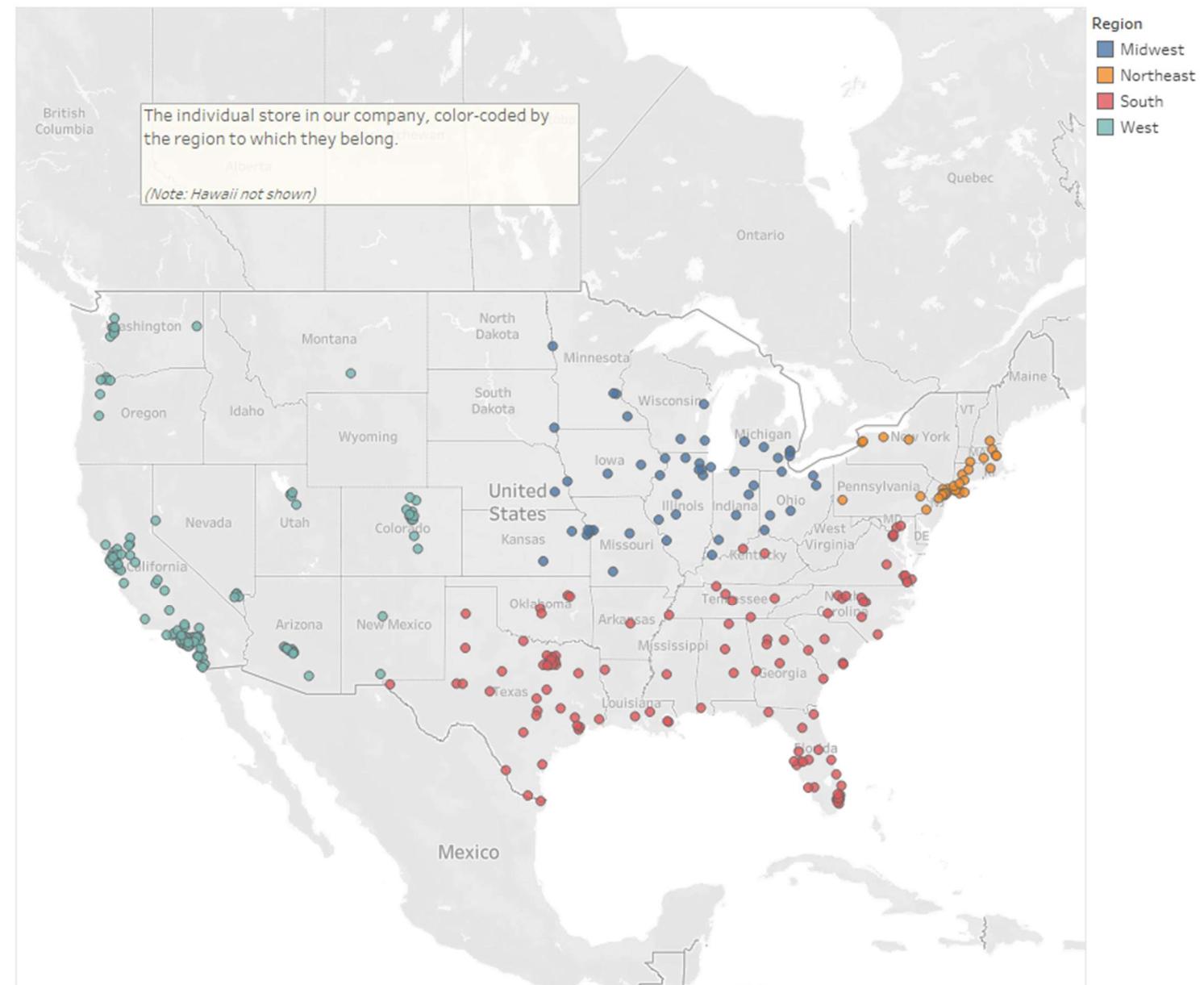
**Sales Orders Sheet** (53 fields, 7983 rows)

Name	Fields									
Type	Field Name	Physical Table	Remot...	Abc	Abc	Abc	Abc	Abc	Abc	Abc
Abc	Sales Orders Sheet	Sales Orders Sheet	Sales Channel	Order Number	Sales Orders Sheet	Sales Channel	Warehouse Code	Order Date	Sales Orders Sheet	Sales Orders Sheet
Abc	Order Number	Sales Orders Sheet	OrderNu...	SO - 0001877	Distributor	WARE-PUJ1005	12/26/2018	1/3/2019	1/13/2019	USD
Abc	Sales Channel	Sales Orders Sheet	SalesCh...	SO - 0003704	Online	WARE-UHY1004	7/29/2019	8/18/2019	8/27/2019	USD
Abc	Warehouse Code	Sales Orders Sheet	Warehou...	SO - 0004064	In-Store	WARE-XYS1001	9/12/2019	9/23/2019	9/29/2019	USD
Abc	Order Date	Sales Orders Sheet	OrderDate	SO - 0004451	Wholesale	WARE-NMK1003	10/31/2019	11/10/2019	11/17/2019	USD
Abc	Ship Date	Sales Orders Sheet	ShipDate	SO - 0005366	Distributor	WARE-NMK1003	2/16/2020	2/26/2020	2/28/2020	USD
Abc	Delivery Date	Sales Orders Sheet	Delivery...	SO - 0005910	Distributor	WARE-PUJ1005	4/20/2020	5/12/2020	5/22/2020	USD
Abc				SO - 0001869	Online	WARE-NMK1003	12/26/2018	1/9/2019	1/16/2019	USD
Abc				SO - 0002128	Online	WARE-XYS1001	1/20/2019	2/7/2019	2/10/2019	USD
Abc				SO - 0003232	Distributor	WARE-MKL1006	6/1/2019	6/28/2019	7/3/2019	USD
Abc				SO - 0004508	Distributor	WARE-NMK1003	11/7/2019	12/1/2019	12/2/2019	USD

## What is driving low revenue in the Northeast?



## What is driving low revenue in the Northeast?



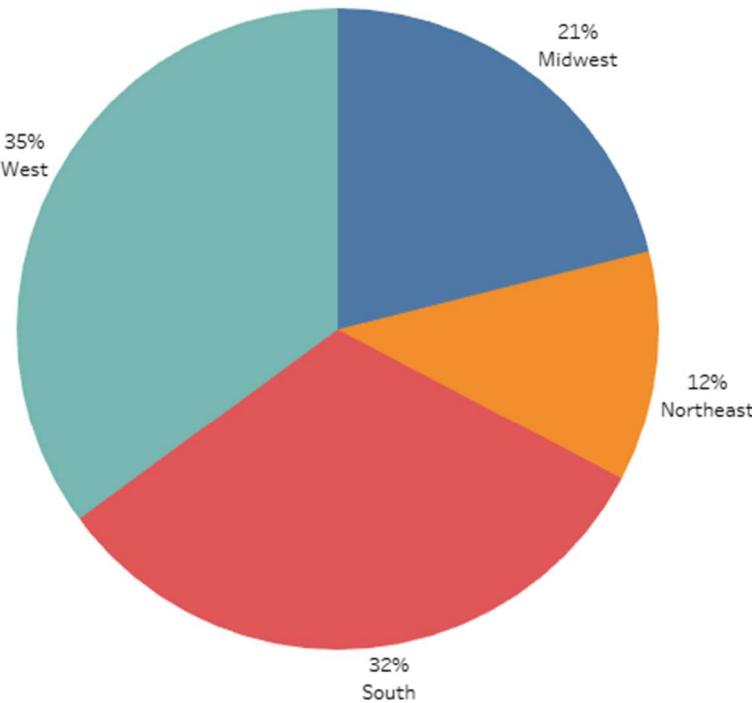
## What is driving low revenue in the Northeast?



West and Southwest Region represent the largest share of Revenue, while Midwest and especially Northeast contribute much less. We will drill down into the regions to see if any are underperforming, and to what extent.

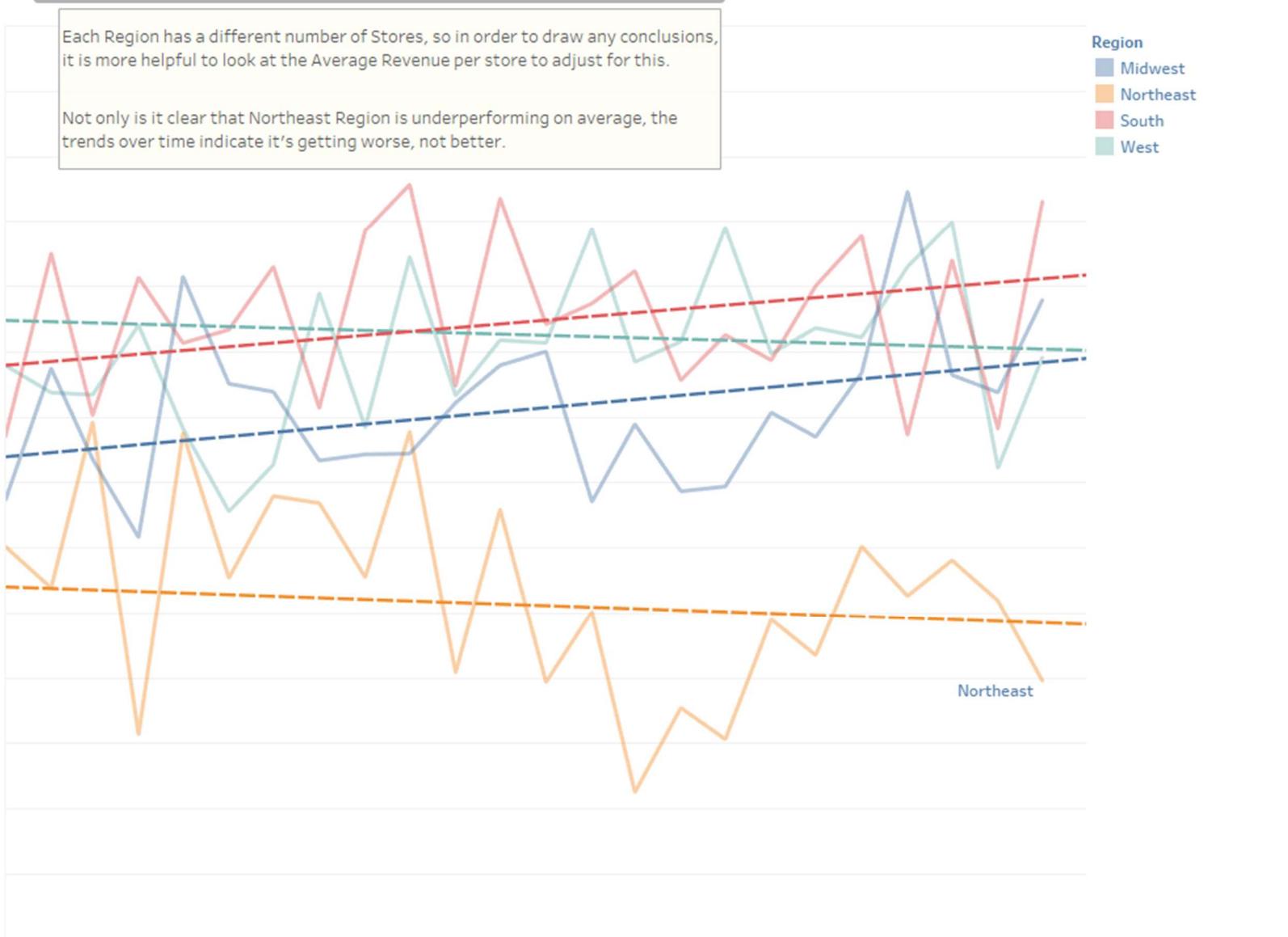
Region

- Midwest
- Northeast
- South
- West



## What is driving low revenue in the Northeast?

Our company has stores in 4 regions	All the company stores, divided by region	Share of revenue by region	Average revenue per store by region, over time.	Performance Dashboard by region	Even with outliers, average per store is lowest	Tre by
-------------------------------------	---	----------------------------	---	---------------------------------	---	--------



## What is driving low revenue in the Northeast?



### Northeast Dashboard

Select P&L Item

Revenue

#### P&L Totals for Northeast

Select Region

Northeast

37.29 %

Gross Margin

\$ 5,853,902

Cost of Sales

\$ 3,480,893

Profit

\$ 9,334,795

Revenue

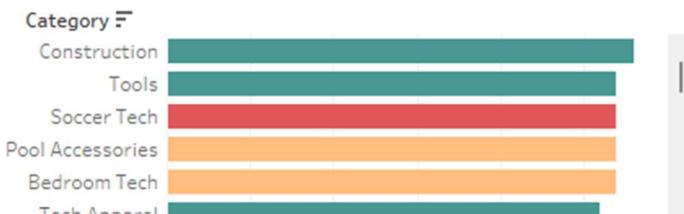
### Northeast Performance Scorecard

Region Revenue Performance	Region COS Performance	Region GM Performance	Region Profit Performance
93%	93%	100%	92%

### Revenue over time: Northeast



### Orders by Category for Northeast



### Total Revenue by Category for Northeast



## What is driving low revenue in the Northeast?



The average total sales per store in each region confirm the variances between regions, but they don't tell us what the drivers are.

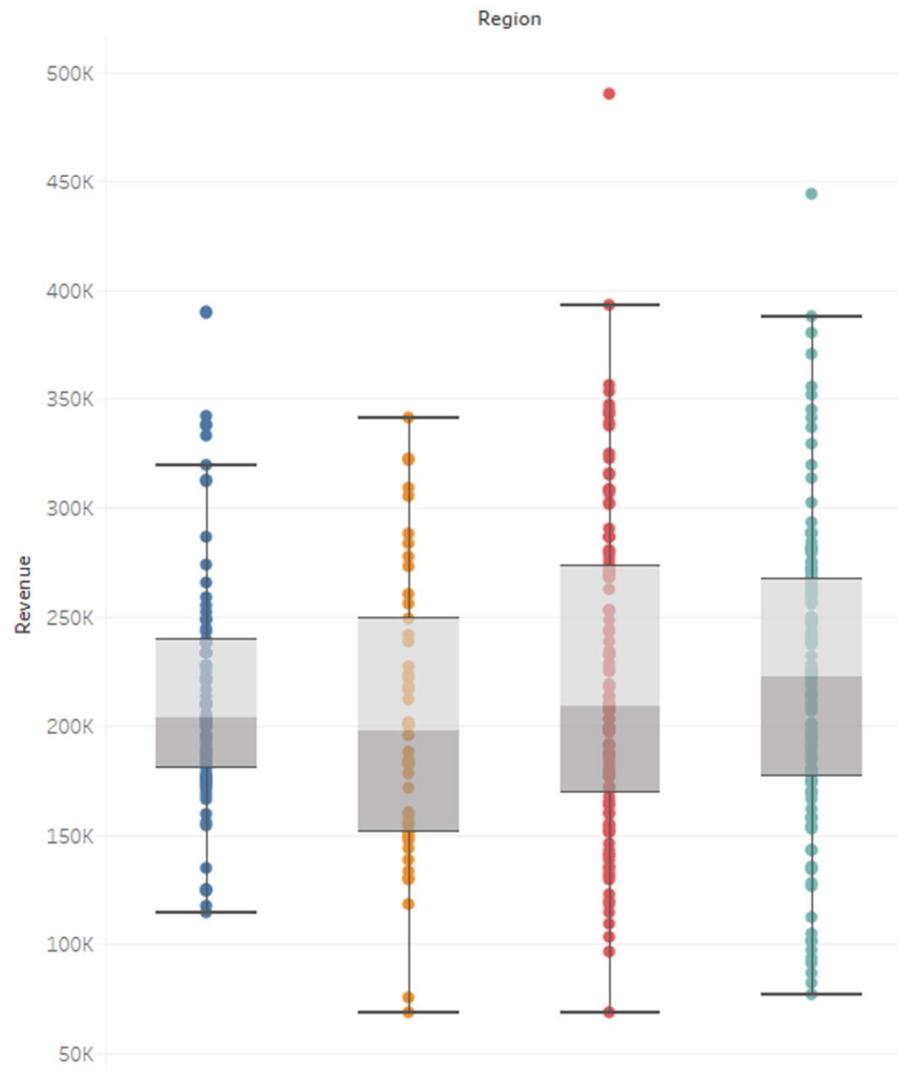
By looking at the individual stores in each region, we can see a much larger variability between regions and between stores in each region.

There are a number of outliers in each region. All regions except the Northeast have a number of ultra high performing stores, while Northeast has some of the lowest performing stores.

### Average store revenue by region by year, percentage vs. West (top revenue region)

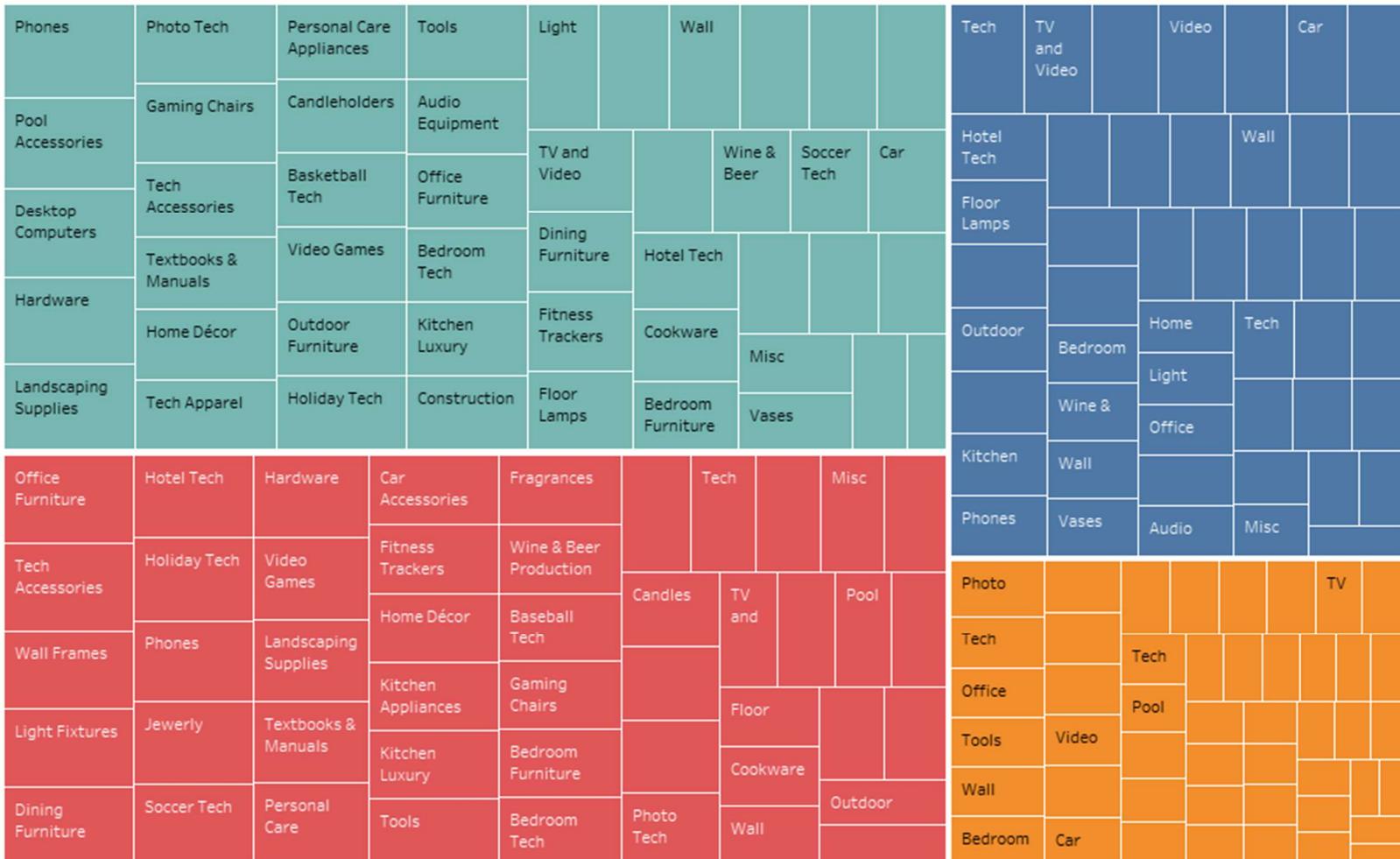
Region	Revenue	Change	Revenue	Change	Revenue	Change
West	232,227	0.00%	229,232	0.00%	229,232	0.00%
South	228,150	-1.76%	227,750	-0.65%	227,750	-0.65%
Midwest	224,066	-3.51%	224,386	-2.11%	224,386	-2.11%
Northeast	208,337	-10.29%	212,004	-7.52%	208,337	-9.12%

Average Store Performance by Region



## What is driving low revenue in the Northeast?

Is the company stores, divided by region	Share of revenue by region	Average revenue per store by region, over time.	Performance Dashboard by region	Even with outliers, average per store is lowest	Treemap of categories by region	Categorize revenue
--	----------------------------	---	---------------------------------	---	---------------------------------	--------------------



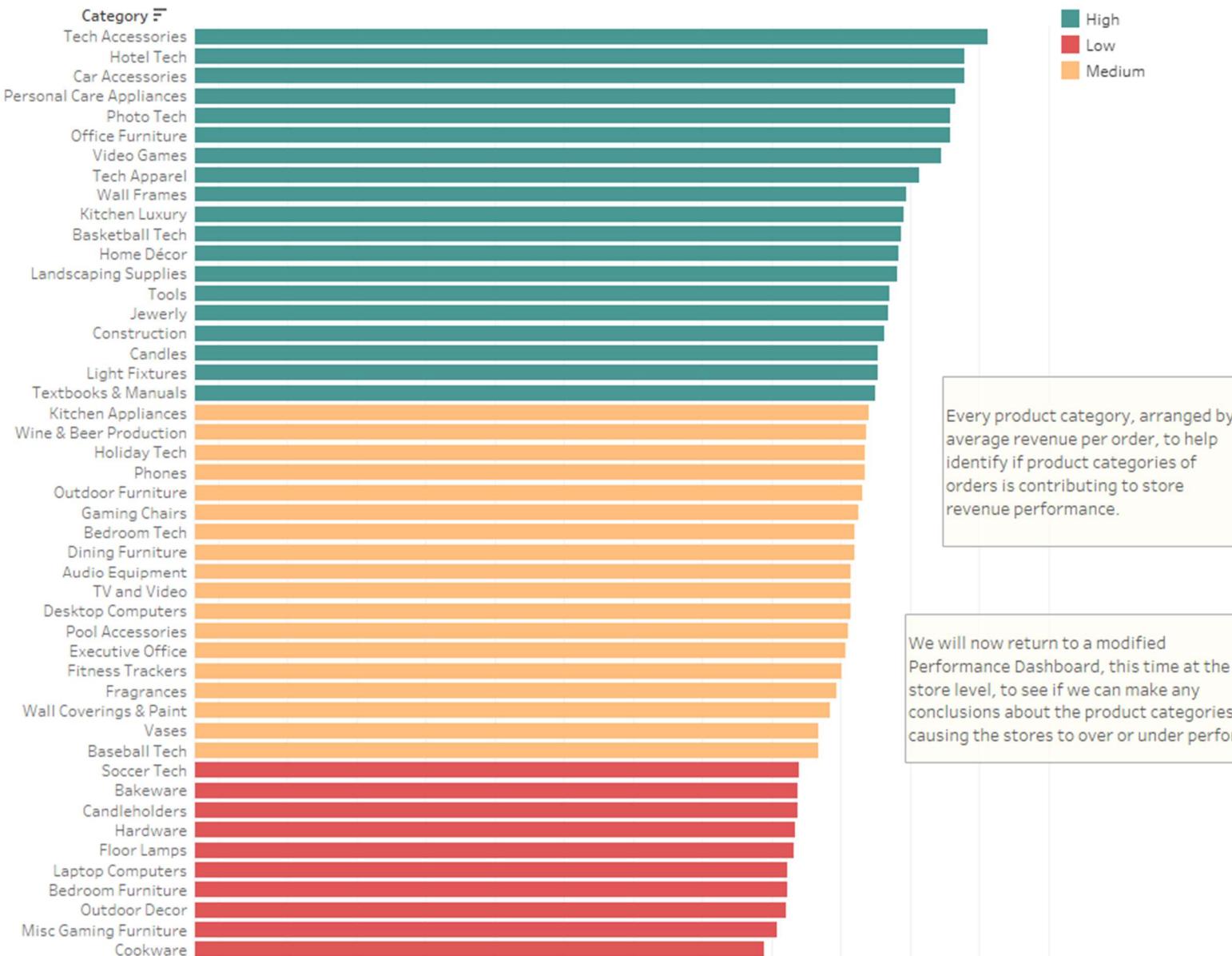
By looking at the treemap of product categories broken down by region, it is clear that there is a large amount of variability in the data.

We will look closer at this to see if this could be a driver of the revenue differences between stores.

First, we need to categorize the product category data to better understand it.

## What is driving low revenue in the Northeast?

<a href="#">Share of revenue by region</a>	Average revenue per store by region, over time.	Performance Dashboard by region	Even with outliers, average per store is lowest	Treemap of categories by region	Categories by average revenue per Order	<a href="#">Examining Detail</a>
--	---	---------------------------------	---	---------------------------------	---	----------------------------------



## What is driving low revenue in the Northeast?



### #284 Broken Arrow, OK Dashboard

Select P&L Item

Revenue

#### P&L Totals for #284 Broken Arrow, OK

Select Store

#284 Broken Arrow, OK

39.96 %

Gross Margin

\$ 294,604

Cost of Sales

\$ 196,051

Profit

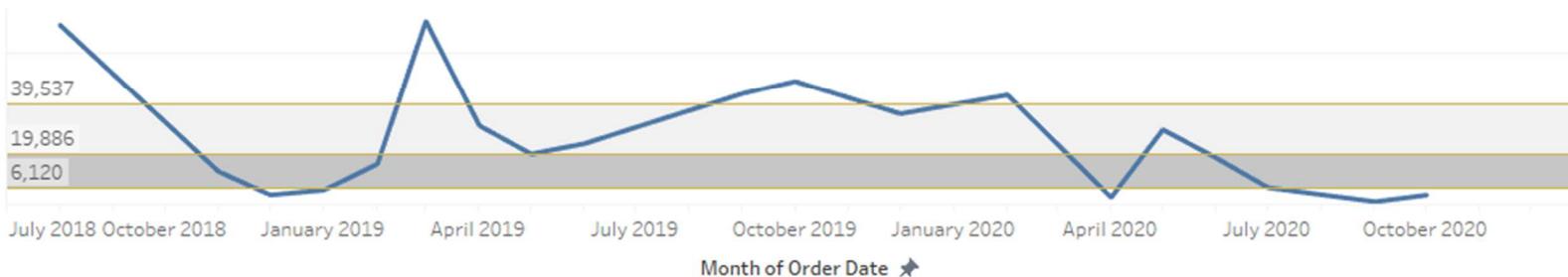
\$ 490,654

Revenue

### #284 Broken Arrow, OK Performance Scorecard

Store Revenue Performance	Store COS Performance	Store GM Performance	Store Profit Performance
218%	209%	107%	233%

### Revenue over time: #284 Broken Arrow, OK



### Orders by Category for #284 Broken Arrow, OK



### Revenue by Category for #284 Broken Arrow, OK



## What is driving low revenue in the Northeast?



### #108 New Haven (Town), CT Dashboard

Select P&L Item

Revenue

#### P&L Totals for #108 New Haven (Town), CT

Select Store

#108 New Haven (Town), CT

32.94 %

Gross Margin

\$ 50,837

Cost of Sales

\$ 24,974

Profit

\$ 75,811

Revenue

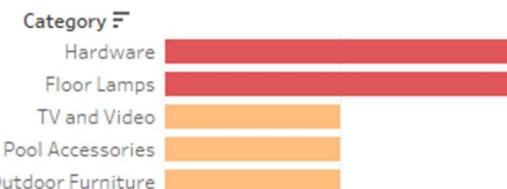
### #108 New Haven (Town), CT Performance Scorecard

Store Revenue Performance	Store COS Performance	Store GM Performance	Store Profit Performance
37%	39%	92%	34%

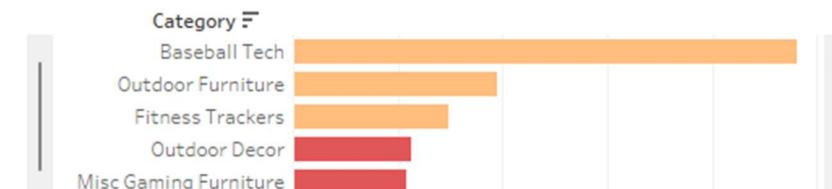
#### Revenue over time: #108 New Haven (Town), CT



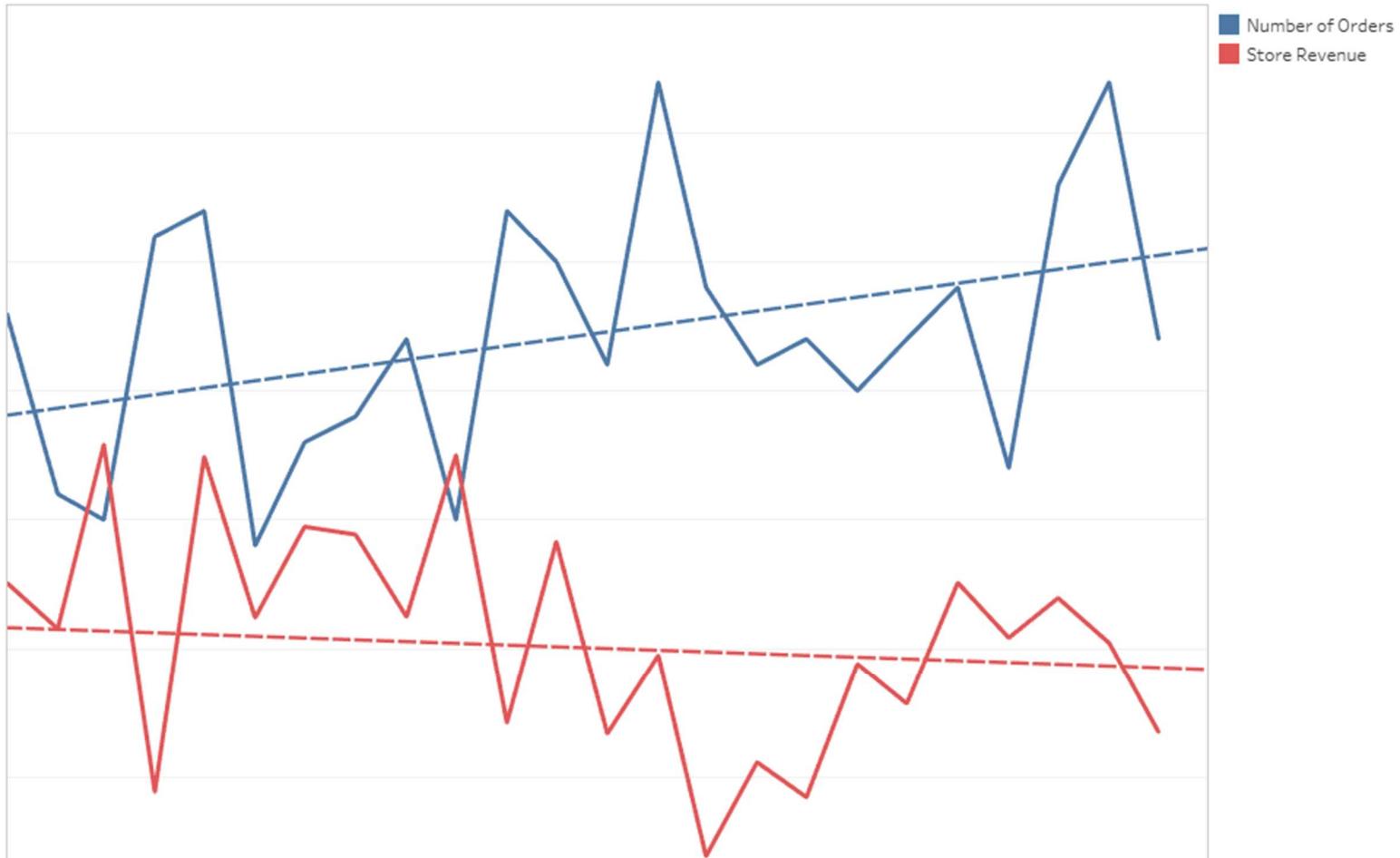
#### Orders by Category for #108 New Haven (Town), CT



#### Revenue by Category for #108 New Haven (Town), CT



## What is driving low revenue in the Northeast?



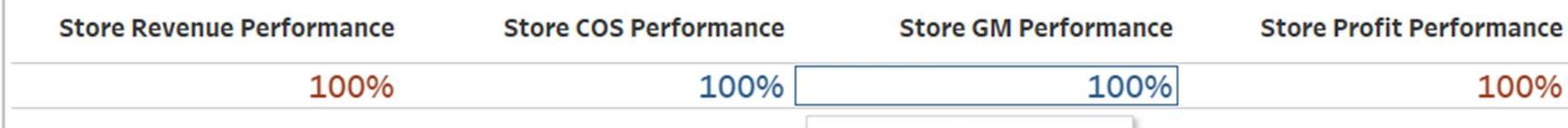
Finally, we can see that, over time, the number of orders for Northeast region is actually growing, while the average revenue per store is falling. This confirms the fact that the stores in the region have been seeing an increase in lower revenue orders, which is the primary driver of the falling revenue, relative to the company.

In order to bring revenue back in line with expectations, Northeast region should prioritize higher-revenue product orders going forward.

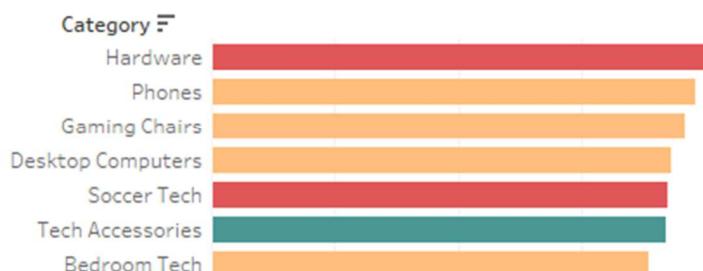
# All Stores Dashboard



## All Stores Performance Scorecard



## Orders by Category for All Stores



## Revenue by Category for All Stores



# All Regions Dashboard

Select P&L Item

Revenue

## P&L Totals for All Regions

Select Region

All Regions

37.36 %

Gross Margin

\$ 50,215,890

Cost of Sales

\$ 29,946,454

Profit

\$ 80,162,344

Revenue

## All Regions Performance Scorecard

### Region Revenue Performance

100%

### Region COS Performance

100%

### Region GM Performance

100%

### Region Profit Performance

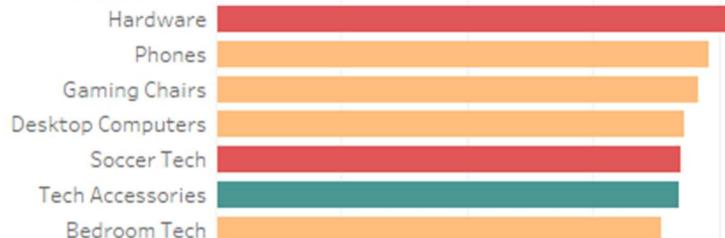
100%

## Revenue over time: All Regions



## Orders by Category for All Regions

### Category



## Total Revenue by Category for All Regions

### Category



### Average store revenue by region by year, percentage vs. West (top revenue region)

#### Region

	2018	2019	2020
West	232,227 0.00%	229,232 0.00%	229,232 0.00%
South	228,150 -1.76%	227,750 -0.65%	227,750 -0.65%
Midwest	224,066 -3.51%	224,386 -2.11%	224,386 -2.11%
Northeast	208,337 -10.29%	212,004 -7.52%	208,337 -9.12%

### Average Store Performance by Region

#### Region

