

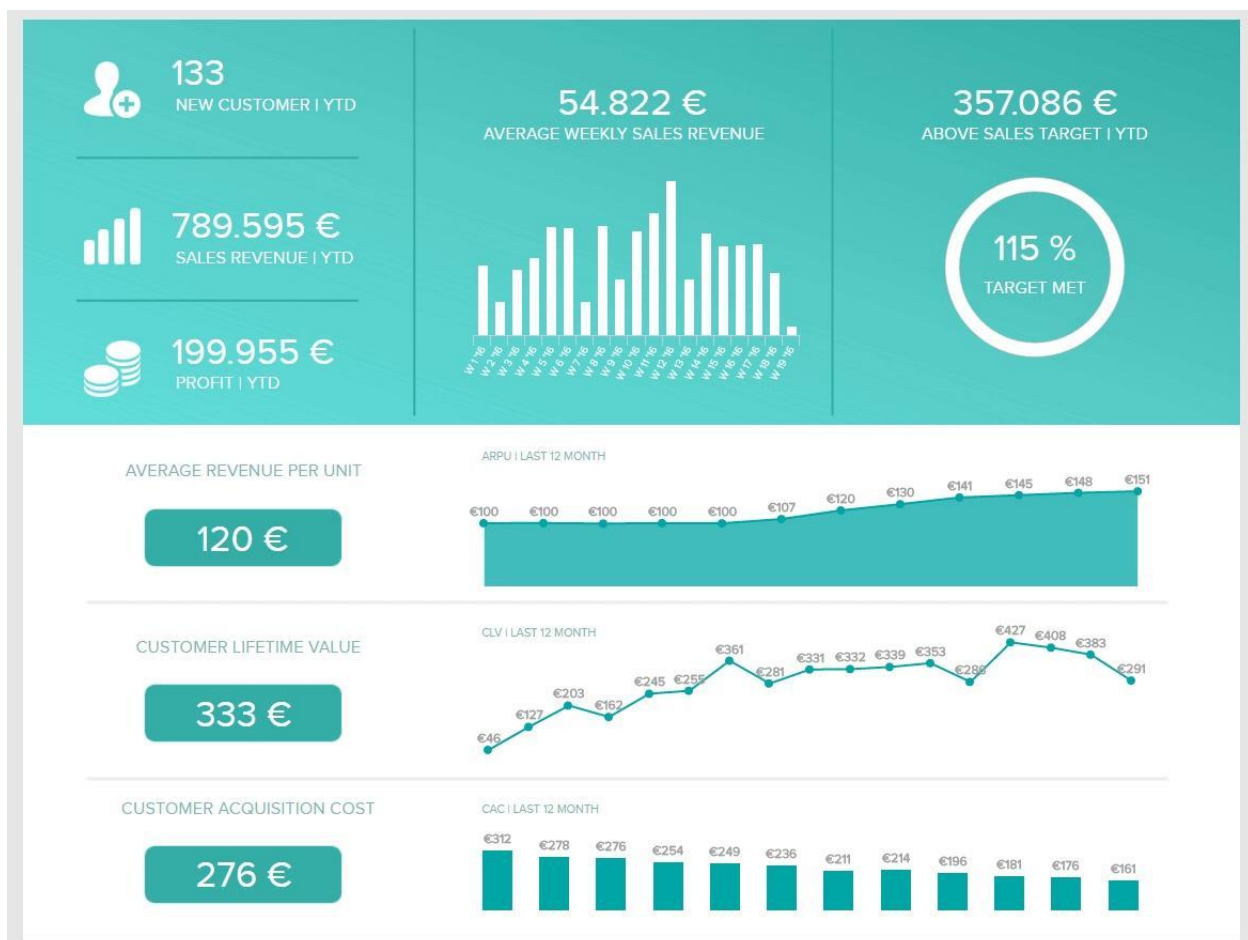
Global sales Data Analytics

Date	15-11-2022
Team id	PNT2022TMID45267
Project Name	Global sales Data Analytics

Sub category wise sales & profit using line & bar chart

1.Sales Graphs For Optimal Performance

If you're looking for a broad overview of your performance, this sales growth graph should do just the trick. It tells you how many new customers you've gotten this year, how much gain each one of those customers is driving, and how much each of those customers costs to acquire – along with many other useful sales KPIs and sales chart data.



Note that the mix of visuals in this example, allows you to present your sales trend analysis over time together with standard numbers. This gives the sales graph an overall sense of visual contrast which makes it much more digestible at a glance.

However, keep in mind that the graphs available on datapine are very customizable – so if certain KPIs on this template are too broad for your liking, you can make them more granular at will. Let's examine how you can do so with the following KPIs, created for a comprehensive

2.Customer Lifetime Value (CLV)

When it comes to sales development, gaining an insight into how much revenue you can expect to generate per customer is essential. This graph to present sales will help you do just that.



Typically, to calculate your CLV, you need to take away your customer acquisition cost (CAC) from the total level of revenue that you expect to generate from a new customer over the lifetime of your relationship.

The longer you retain your existing customers, and the more they spend, the healthier your sales revenue will be. When you can monitor your CLV with ease, you'll be able to nip any potential issues in the bud while gaining the information you need to formulate loyalty-boosting initiatives. This is an essential sales graph per week for any modern brand or organization.

3.Sales Target (Actual vs Forecasted Revenue)

Next, our rundown of sales chart examples hones in on targets. Setting goals and then keeping track of whether those goals are being met is a hallmark of high-performing teams. After all, if you have no idea what you're aiming for, it's pretty hard to achieve it.



This granular graph, created with a modern dashboard creator, shows you several KPIs related to sales revenue, including the number of new customers you've signed up for so far, your total revenue to date this year, and how your month-by-month projections have been tracked with your actual revenue.

It can be really useful to see if certain months are higher in revenue than others so that you can plan on those trends in the future and not be surprised by having some very low months and other peak months of revenue.

4.Customer Acquisition Cost

Your customer acquisition costs (CAC) are one of the most important KPIs you can keep track of. If all you kept track of was customer lifetime value and customer acquisition cost, you could see a lot of important data about your organization.



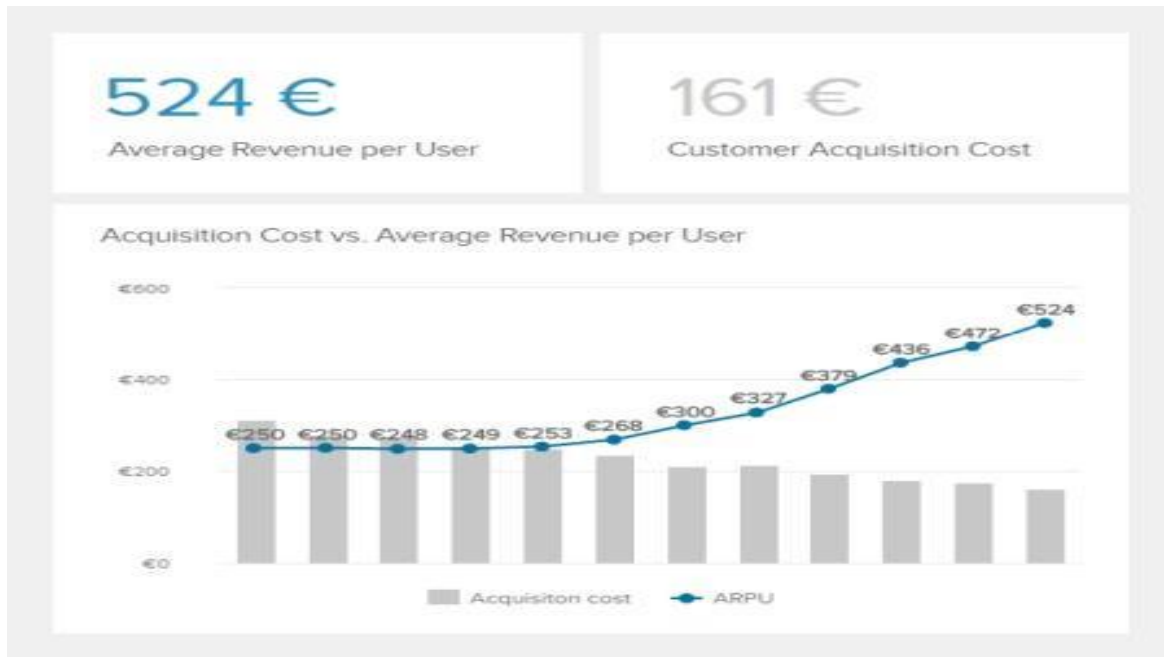
Fundamentally, it's ideal to have your CAC as low as possible. However, if you have a higher CLV than your competitors, you can beat them by being able to afford a higher CAC.

For example, let's say you have a website selling digital products of varying prices. If you can set up your email marketing and your marketing funnel to boost your CLV, then you can spend more on Google or Facebook Ads to get customers than your competitors can. In the long run, that's a pretty powerful competitive advantage.

All of this to say: CAC is important, but it should be viewed in relation to other KPIs and you don't necessarily need to make it as low as possible. With that being said, this sales chart template will allow you to see the trends in your CAC over time. If you haven't been strategically embracing a higher CAC, this graph can serve as an "early warning system" for a rising trend. A definitive sales graph example for any growing organization.

5.Average Revenue Per Unit

This sales graph is incredibly useful, as it shows you how your costs of acquiring new customers are compared to the revenue you're earning from each customer.



This sales chart template compares the CAC(customer acquisition costs) to the revenue generated by each customer

To calculate ARPU, you just divided your total monthly revenue by the total amount of customers you have that month. Again, this graph can serve as a warning system to make sure that you're staying profitable in the short term. CLV is great and all, but cash flow is king when it comes to keeping the lights on.

A sales graph example generated with a dashboard builder will prove invaluable regardless of your niche or sector.