

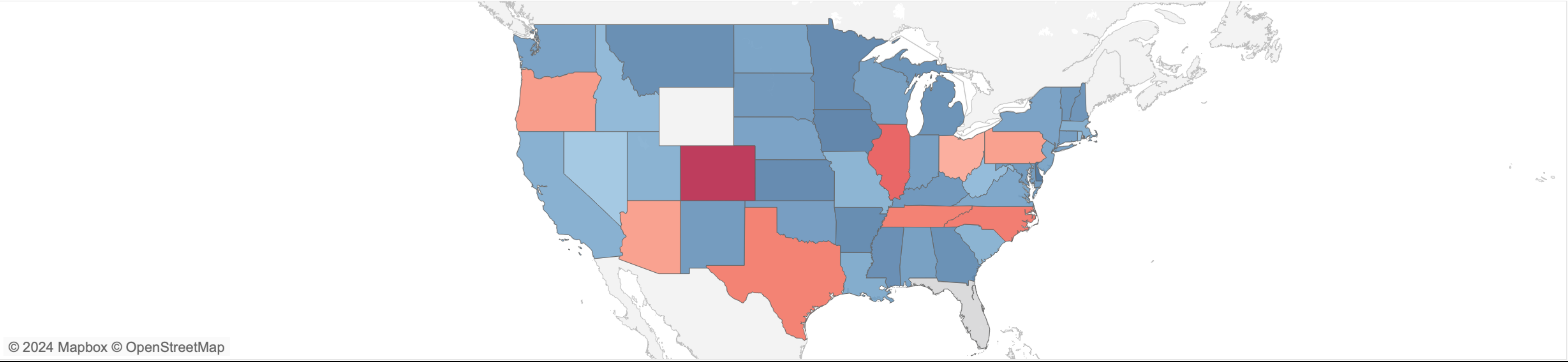
Executive Dashboard | Overall Sales Performance

Go to Customers Dashboard

Total Revenue	Total Profit	Profit Margin	Total Quantity Sold	Avg. Profit per Order	Avg. Discount
\$733,215	\$93,439	12.74%	12,476	\$55.39	15.65%

Profit Margin by State in Year 2022

Click on any state(s) on the map to filter



Dashboard Filters

Year
Select year to filter for all charts

2019

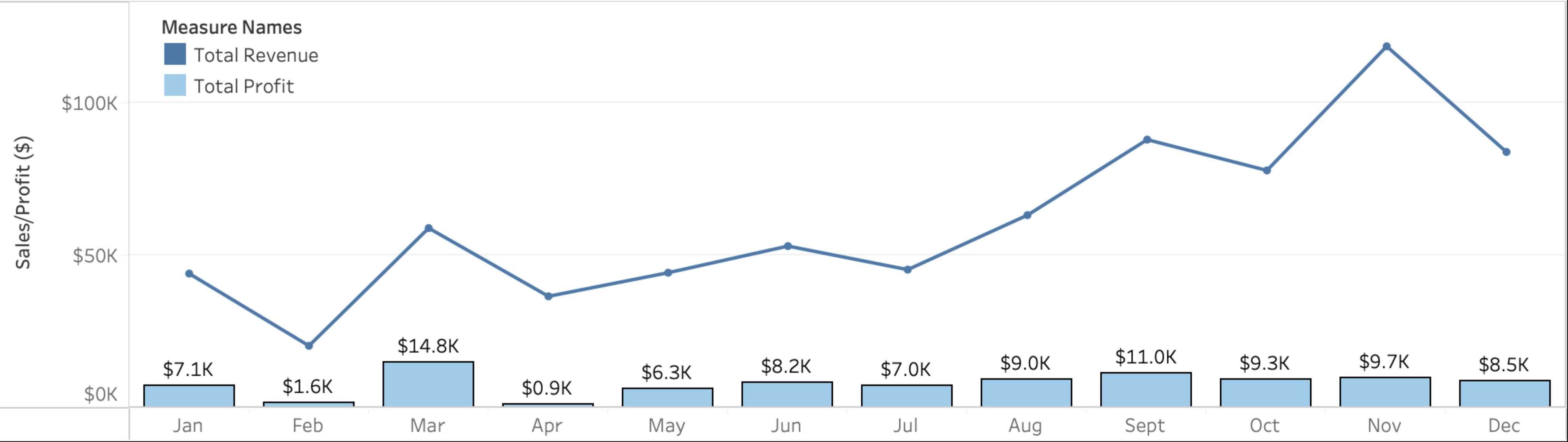
2020

2021

2022

Profit Margin Scale
-43.07% 45.09%

Monthly Sales and Profit for All State in Year 2022



Monthly Sales and Profit Table

	Total Revenue	Total Profit	Profit Margin
January	\$43,971	\$7,140	16.24%
February	\$20,301	\$1,614	7.95%
March	\$58,872	\$14,752	25.06%
April	\$36,522	\$933	2.56%
May	\$44,261	\$6,343	14.33%
June	\$52,982	\$8,223	15.52%
July	\$45,264	\$6,953	15.36%
August	\$63,121	\$9,041	14.32%
September	\$87,867	\$10,992	12.51%
October	\$77,777	\$9,275	11.93%
November	\$118,448	\$9,690	8.18%
December	\$83,829	\$8,483	10.12%

Executive Dashboard | Customers Overview

Go to Products Dashboard

Total Customers

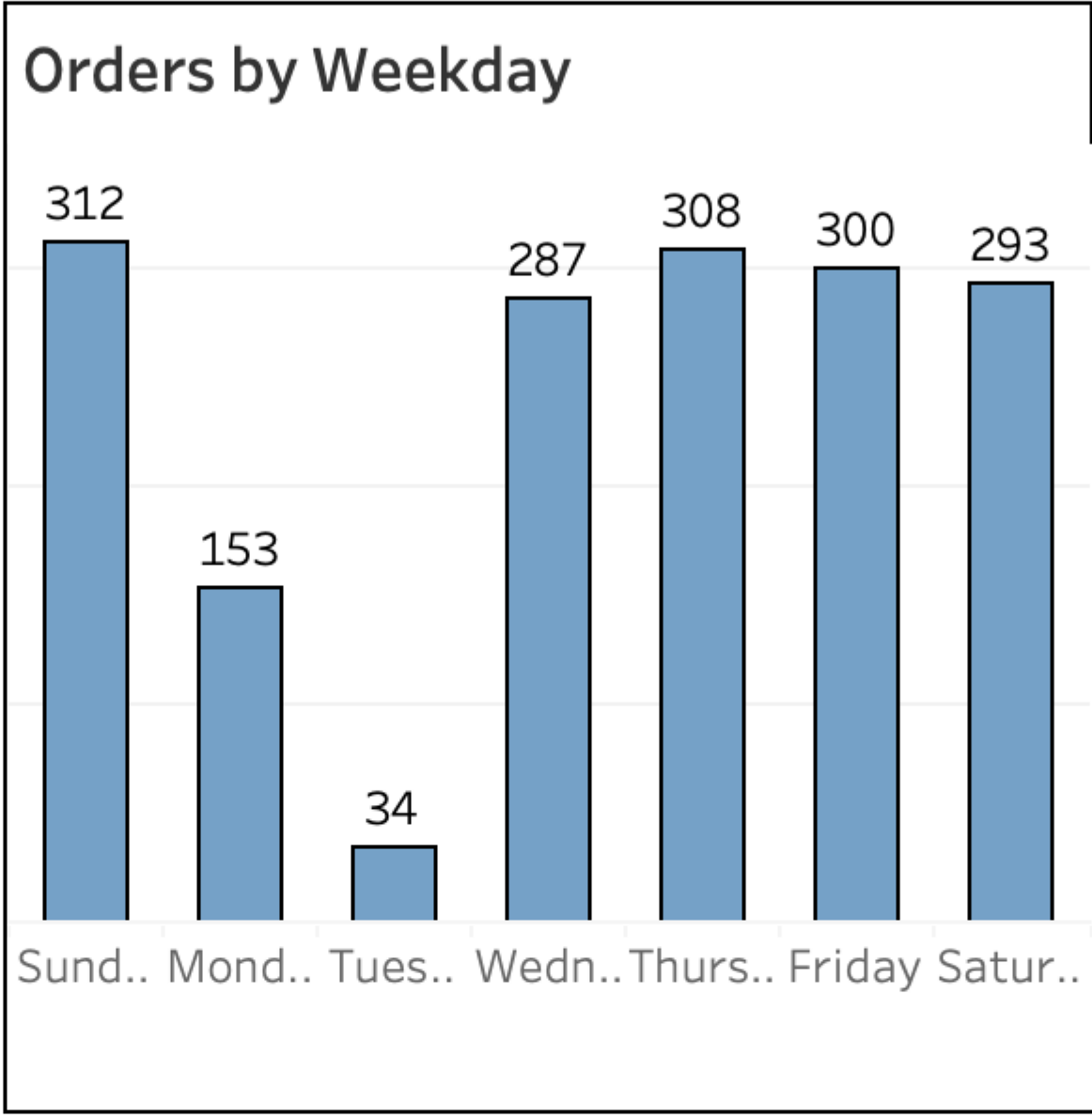
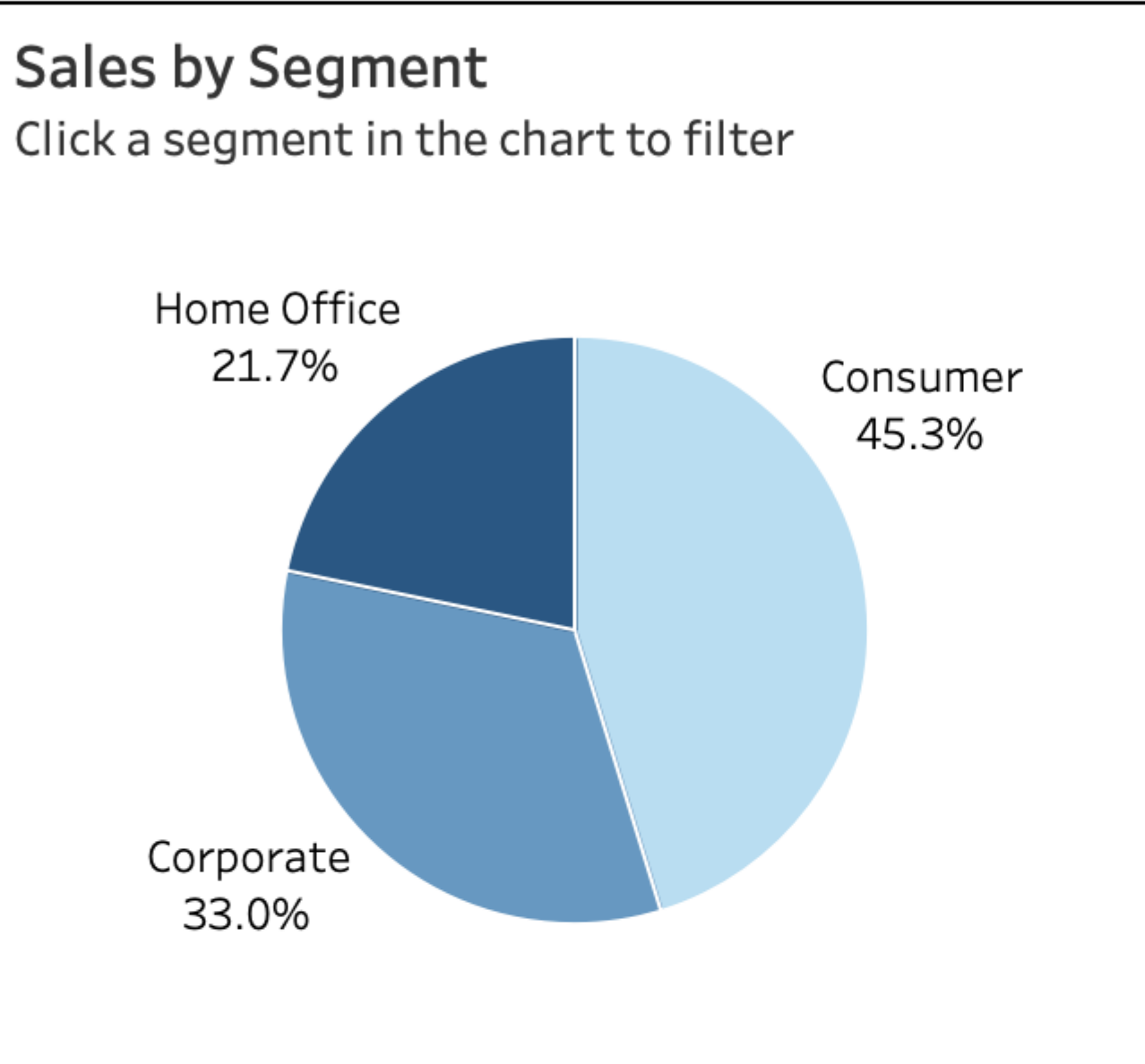
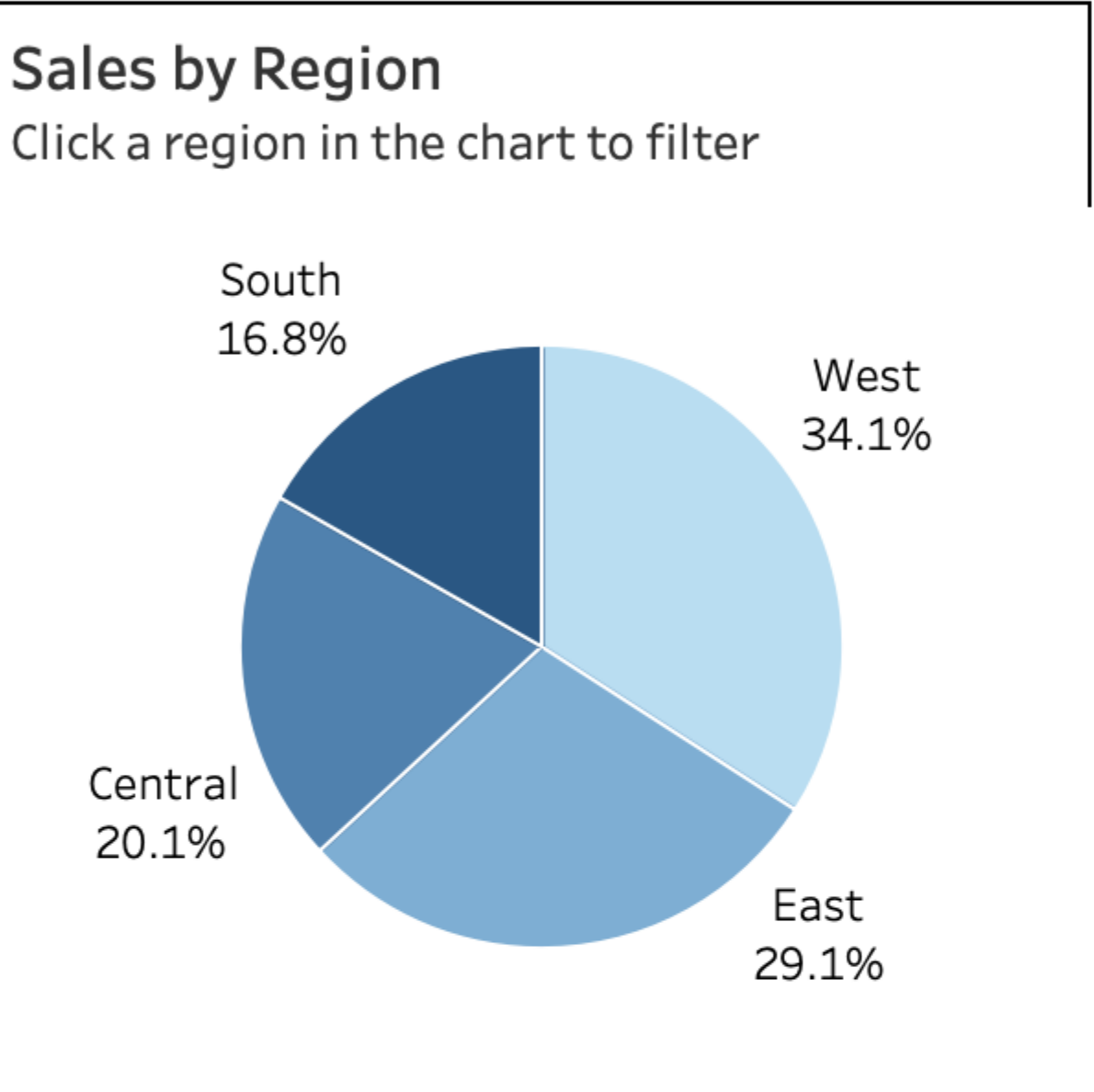
693

Total Orders

1,687

Avg. Order Value

\$434.63



Dashboard Filters

Year

Select year to filter for all charts

2019

2020

2021

2022

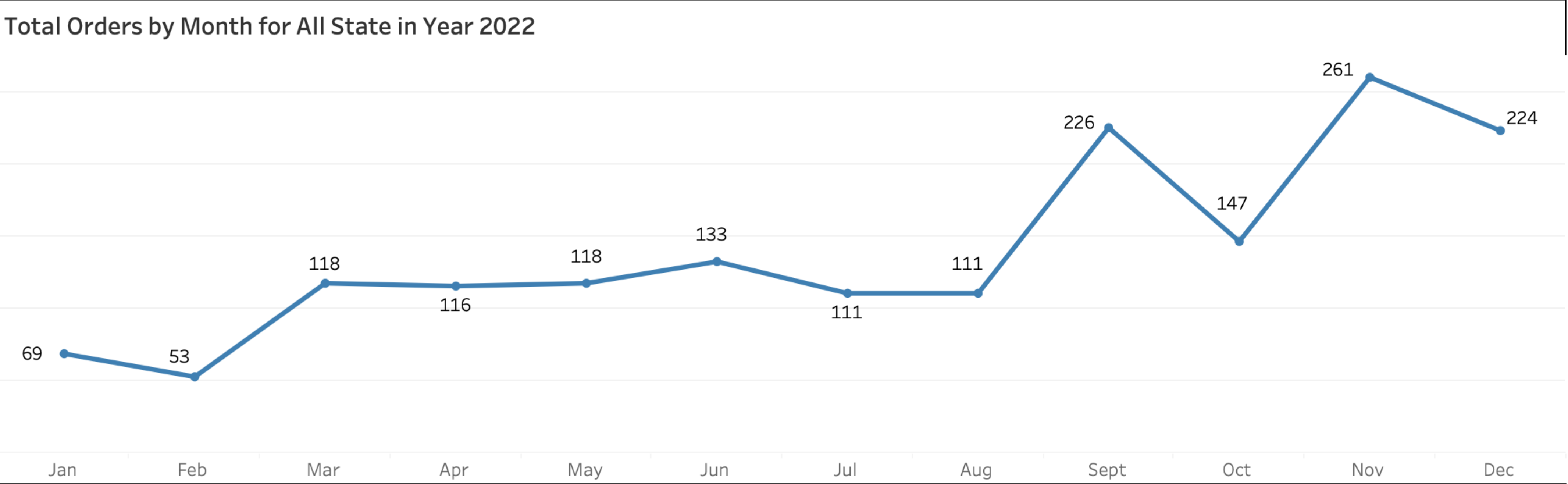
State

Select state to filter

All

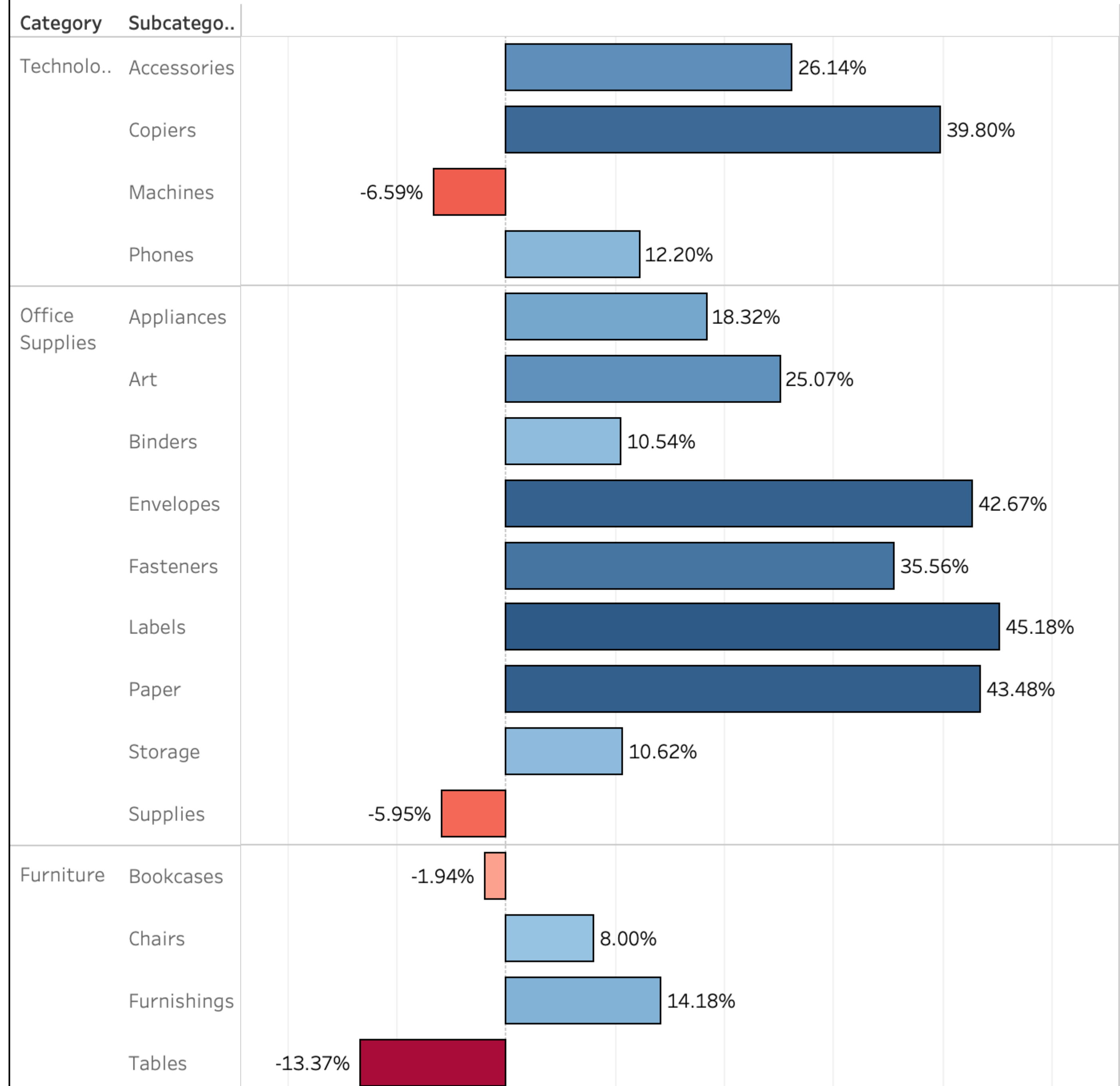
Top Customers by Spending

Customer Name	Total Revenue	Total Profit
Raymond Buch	\$14,203	\$6,781
Tom Ashbrook	\$13,723	\$4,599
Hunter Lopez	\$10,523	\$5,046
Seth Vernon	\$8,460	\$1,570
Grant Thornton	\$8,167	-\$3,825
Helen Wasserman	\$8,166	\$1,947
Todd Sumrall	\$6,702	\$1,218
Rick Wilson	\$6,193	\$1,661
Pete Kriz	\$5,979	\$1,617
Karen Ferguson	\$5,825	\$1,207
Andy Reiter	\$5,821	\$2,608
Nick Crebassa	\$5,773	\$607
Caroline Jumper	\$5,723	-\$524
Brian Moss	\$5,683	\$1,938
Alan Dominguez	\$5,434	\$1,867
Jane Waco	\$5,385	\$1,953
Yana Sorensen	\$5,340	\$1,524
Patrick O’Brill	\$5,308	\$291
John Lee	\$5,302	\$837
Shahid Collister	\$5,259	\$270
Joseph Airdo	\$5,054	-\$1,031
Tom Prescott	\$4,827	-\$1,061
Cathy Prescott	\$4,743	\$231
Brenda Bowman	\$4,586	\$661
Justin Deggeller	\$4,508	\$1,117
Jim Kriz	\$4,151	\$981
Dan Reichenbach	\$4,132	\$1,087
Bill Eplett	\$4,102	\$1,441
Mick Hernandez	\$4,087	\$387
Jim Epp	\$4,074	\$1,704
Dean percer	\$4,033	-\$1,031
Keith Herrera	\$4,021	\$431
Bart Watters	\$3,819	\$721
Ted Trevino	\$3,813	\$423



Go to Shipping Dashboard

Dashboard Filters



Year

Year
Select year to filter
for all charts

○ 2019

© 2020

© 2021

© 2022

State

Select state to filter
for all charts

All

Category

Select category to filter ranking tables

All

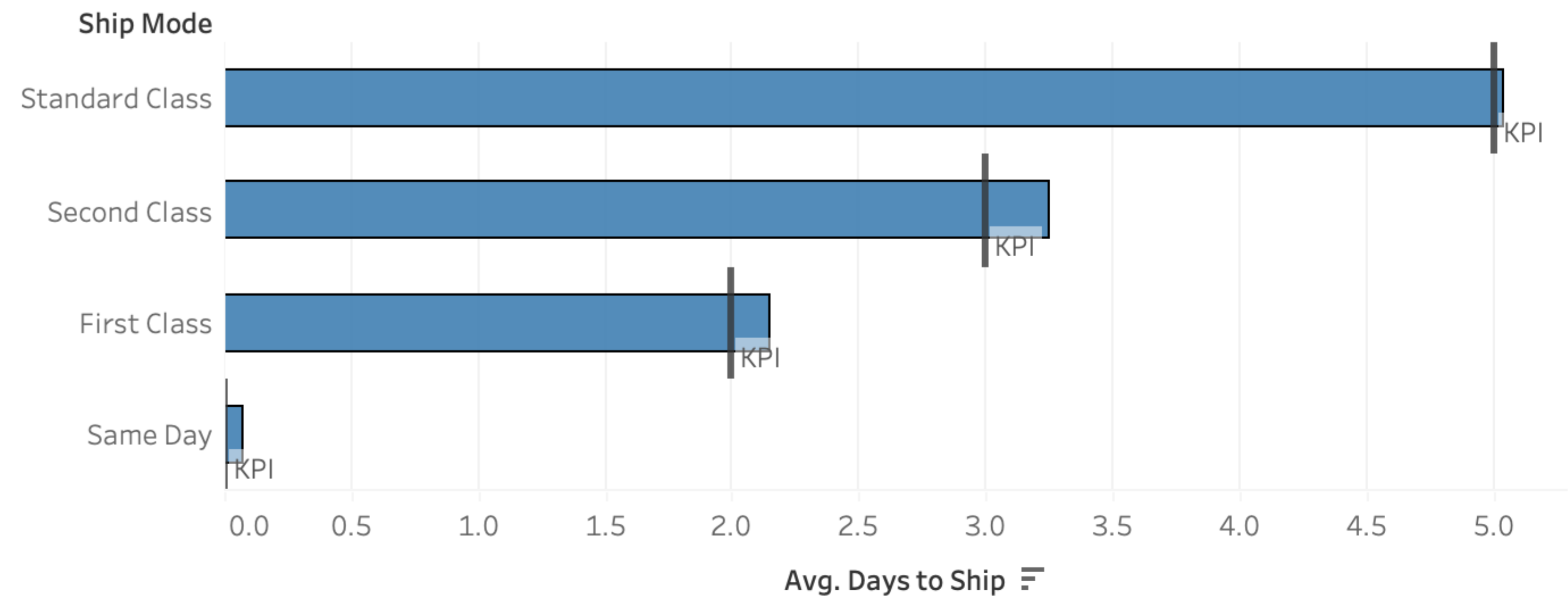
Least Profitable Products [All Category]

Rank	Product Name	
#1	Cubify CubeX 3D Printer Triple Head Print	-\$3,840
#2	Ibico EPK-21 Electric Binding System	-\$2,929
#3	Lexmark MX611dhe Monochrome Laser Printer	-\$2,720

Executive Dashboard | Shipping Performance

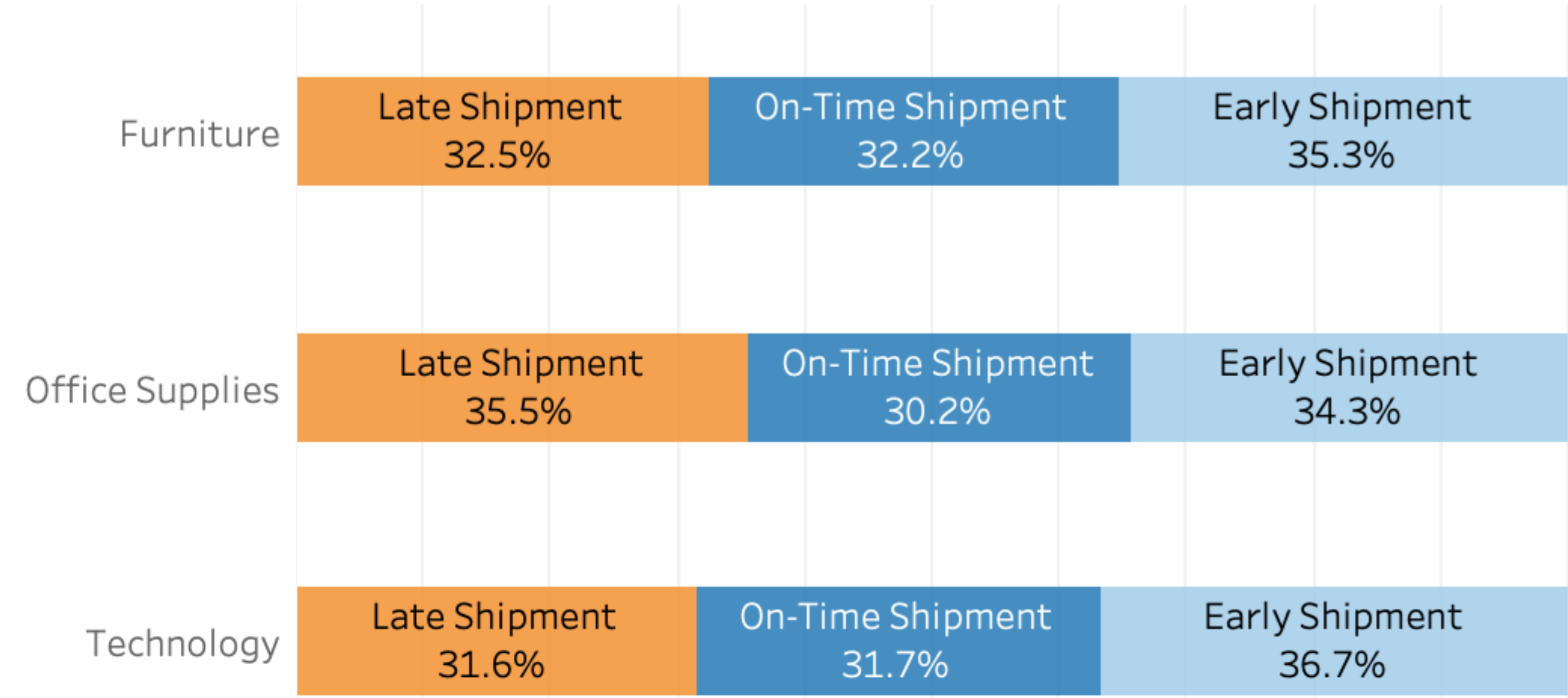
Go to Main Dashboard

Avg. Shipping Speed by Ship Mode in Year 2022



Percentage of Shipments by Shipping Status

Click category or shipping status in the chart to filter



Dashboard Filters

Year

Select year to filter all charts

- 2019
- 2020
- 2021
- 2022

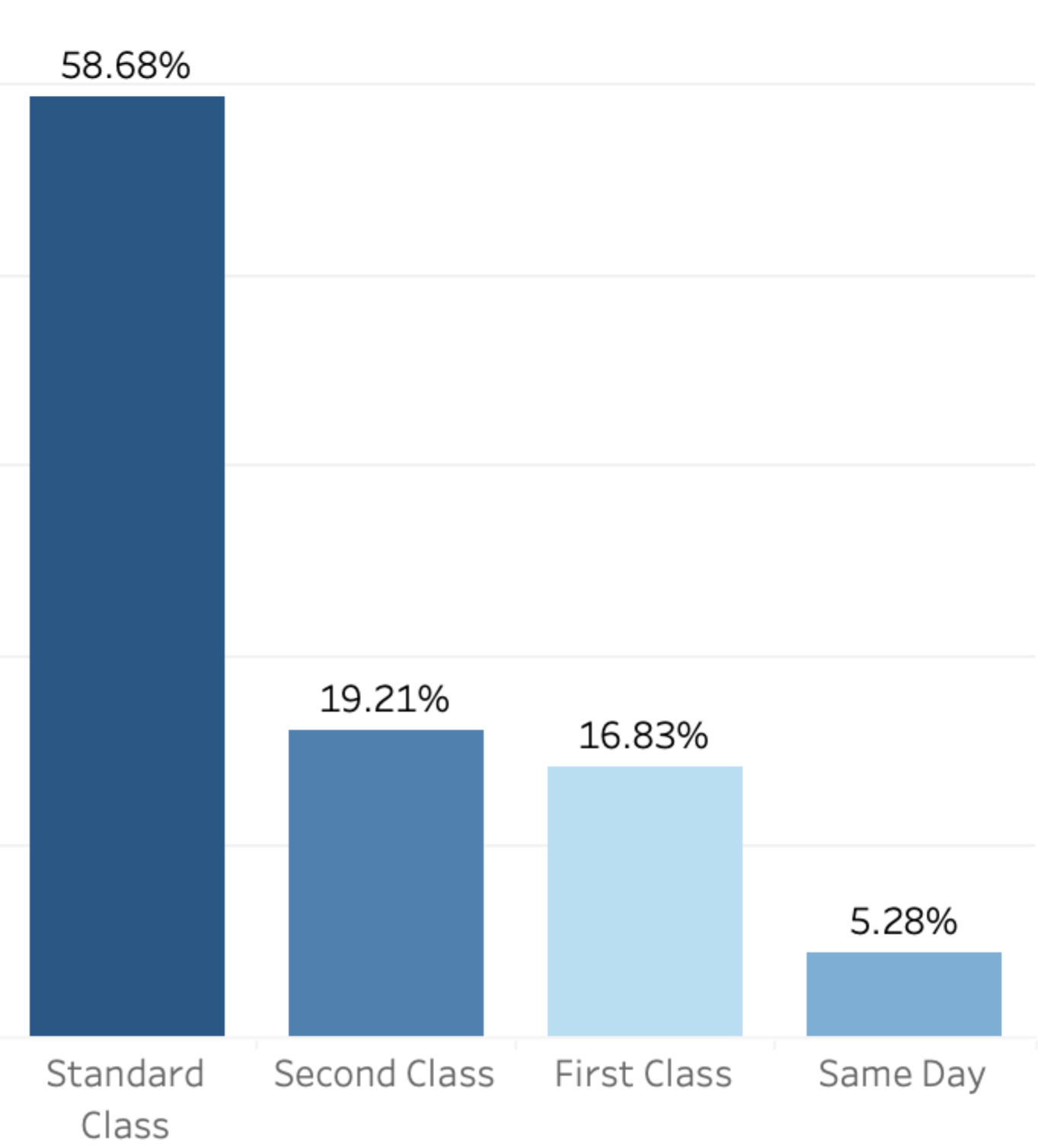
Region

All

State

All

Orders by Ship Mode in Year 2022



Monthly Breakdown of Shipments by Shipping Status and Category

Shipping St..	Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Early Shipment	Furniture	7	6	14	18	25	22	15	13	30	25	31	36
	Office Supplies	48	15	51	36	59	57	41	42	100	54	82	102
	Technology	7	4	20	12	20	20	15	12	39	18	31	31
Late Shipment	Furniture	9	11	12	9	10	21	16	18	30	20	31	36
	Office Supplies	32	21	45	43	43	60	37	53	112	64	91	109
	Technology	14	9	19	5	6	17	13	16	28	19	25	26
On-Time Shipment	Furniture	8	9	12	17	18	8	21	8	23	26	37	34
	Office Supplies	20	23	49	54	44	32	47	48	72	52	94	70
	Technology	10	9	16	9	17	8	21	8	25	20	37	18