





Page 1 | MAIN DASHBOARD | Sales & Customer Analysis | OVERALL INFORMATION | +

**844.02K**

Total Sales

**1.39M**

Total Cost

**5502**

Total Quantity

**-545.79K**

Profit

**4.26K**

Average sales per customer

**198**

Total Customers

**816.74K**

Sales PM

**39.68K**

Sales PY

**373.11K**

Sales YTD

**0.03**

Sales MOM %

**20.27**

Sales YOY %

**50**

Total Returns

**0.01**

Return Rate %

**Below Target**

Sales KPI

**-0.65**

Profit Margin %

**1.00**

Sales Contribution %

✓ A. Measures Table

- Average sales per customer
- Column1
- Customer Name Max Profit
- CustomerID Max Profit
- Max Customer Profit
- Profit
- Profit Class
- Profit Margin %
- Return Rate %
- Sales Contribution %
- Sales KPI
- Sales MOM %
- Sales PM
- Sales PY
- Sales YOY %
- Sales YTD
- Total Cost
- Total Customers
- Total Orders
- Total Quantity
- Total Returns
- Total Sales

✓ Customer\_Dim

- CustomerID
- Email
- First Full Name max per Total Cost
- FirstName
- Full Name
- LastName
- Region
- Segment

✓ Date\_Dim

- >  Date
- DateID
- Month
- Quarter
- $\Sigma$  Year
- YearMonth

✓ Product\_Dim

- Category
- Price
- ProductID
- ProductName
- SubCategory

✓ Region\_Dim

- ManagerName
- RegionID
- RegionName

✓ Returns\_Dim

- ReturnDate
- $\sum$  ReturnID
- ReturnReason
- SaleID

✓ Sales\_Fact

- CustomerID
- DateID
- ProductID
- Profit
- Profit Class
- SaleID
- Sales KPI
- Total Cost
- $\sum$  TotalAmount
- $\sum$  UnitsSold