

# SALES AND TARGET ANALYSIS

- BY  
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# SALES ANALYSIS KPIS

## 1. Sales Growth Rate

**Description:** Sales growth rate measures the percentage increase or decrease in sales over a specified period.

**Formula:** Sales Growth Rate = ((Current Sales - Previous Sales) / Previous Sales) \* 100.

## 2. Sales Year to Date (YTD)

**Description:** Year to date (YTD) refers to the period of time beginning on the first day of the current calendar year or fiscal year and extending up to the current date. In essence, YTD sales provide a snapshot of a company's sales performance up to the current date.

## 3. Average Sales per Customer

**Description:** Average Sales per Customer is an important CRM metric that helps ecommerce businesses understand how well they are doing when it comes to acquiring and servicing customers.

**Formula:** Average Sales per Customer = Total Sales Generated / Total Number of Customers.

## 4. Average Order Value (AOV)

**Description:** Average order value is the average amount of money spent each time a customer places an order.

**Formula:** AOV = Total Revenue / Number of Orders

# TARGET ANALYSIS KPI'S

## 1. Variance

**Description:** Variance analysis involves comparing planned or budgeted figures with actual results to identify discrepancies and understand the reasons behind them. The variance formula is used to calculate the difference between a forecast or target and the actual result.

**Formula:** Variance = Actual Sales - Target Sales

## 2. Variance Percentage

**Description:** Variance percentage is a measure that expresses the variance as a percentage of the target or budgeted value. It provides a standardized way to understand the magnitude of the variance in relation to the target. The formula for variance percentage is:

**Formula:** Variance Percentage = (Variance / Target Value) \* 100

## 3. Percentage of Target Reached

**Description:** The percentage of target reached is a KPI that indicates the proportion of the target that has been achieved. It is calculated by comparing the actual performance to the target and expressing it as a percentage.

**Formula:** Percentage of Target Reached = (Actual Value / Target Value) \* 100

## 4. Months Target Reached

**Description:** The months target reached KPI measures the number of months within a specified period in which the target has been reached. This KPI is particularly useful for tracking the timeliness of achieving targets.

SUMMARY

SALES ANALYSIS

TARGET ANALYSIS

PRODUCT INSIGHTS

CUSTOMER INSIGHTS

MANAGER INSIGHTS

QUERIES

# SALES ANALYSIS DASHBOARD

**260K**

Total Quantity Sold

**53K**

Total Orders

**\$17.91M**

Total Sales

**1272**

Total Customers

**75.15%**

Target Reached %

**\$23.83M**

Total Target Sales

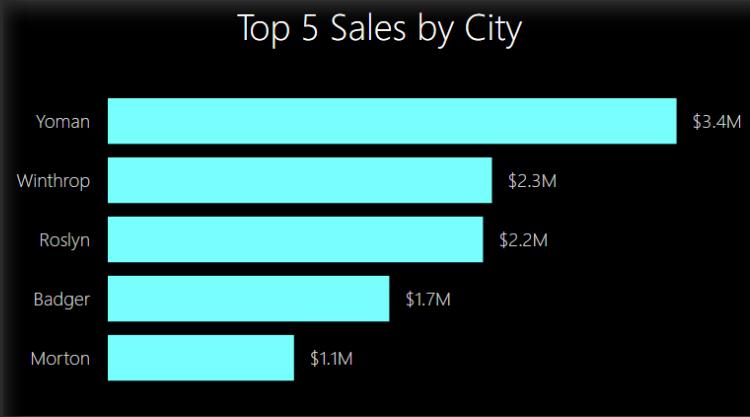
# DASHBOARD

Year	Month	Category	Manager	Team	Line of Business	City	
All	All	All	All	All	All	All	Clear all slicers

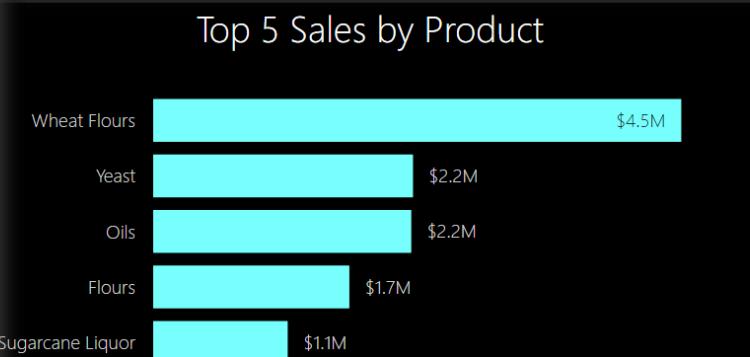
## SUMMARY



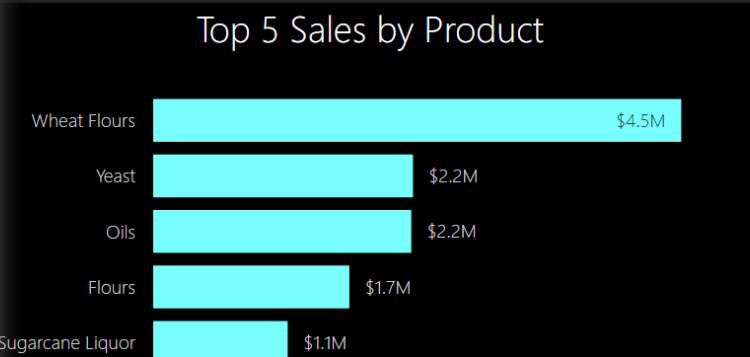
## SALES ANALYSIS



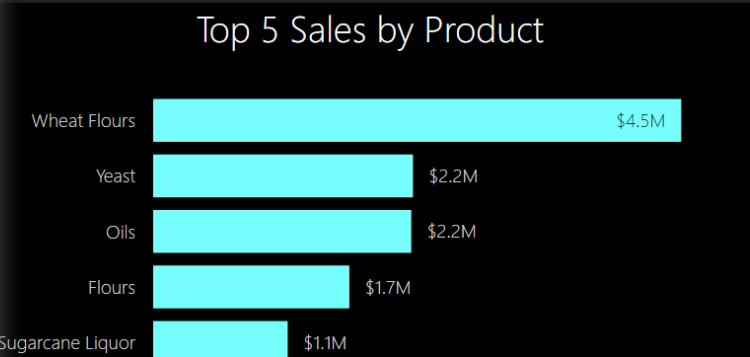
## TARGET ANALYSIS



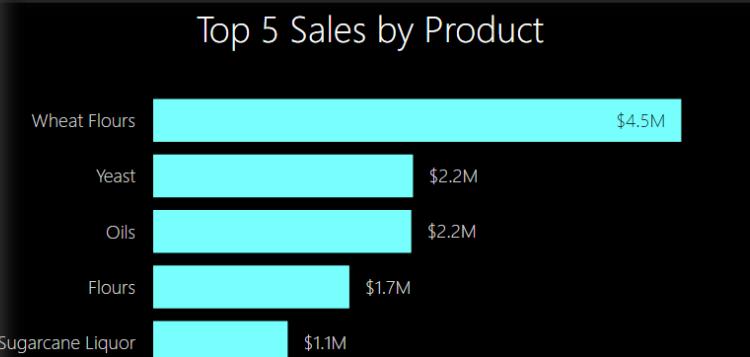
## PRODUCT INSIGHTS



## CUSTOMER INSIGHTS



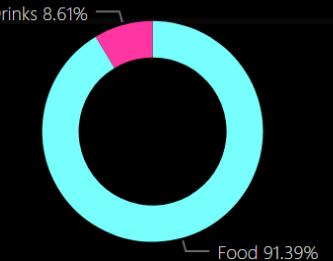
## MANAGER INSIGHTS



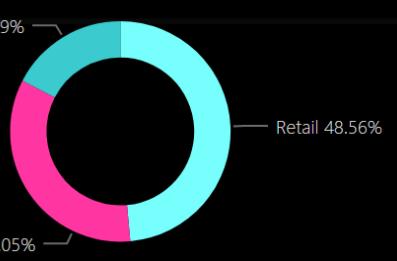
## QUERIES



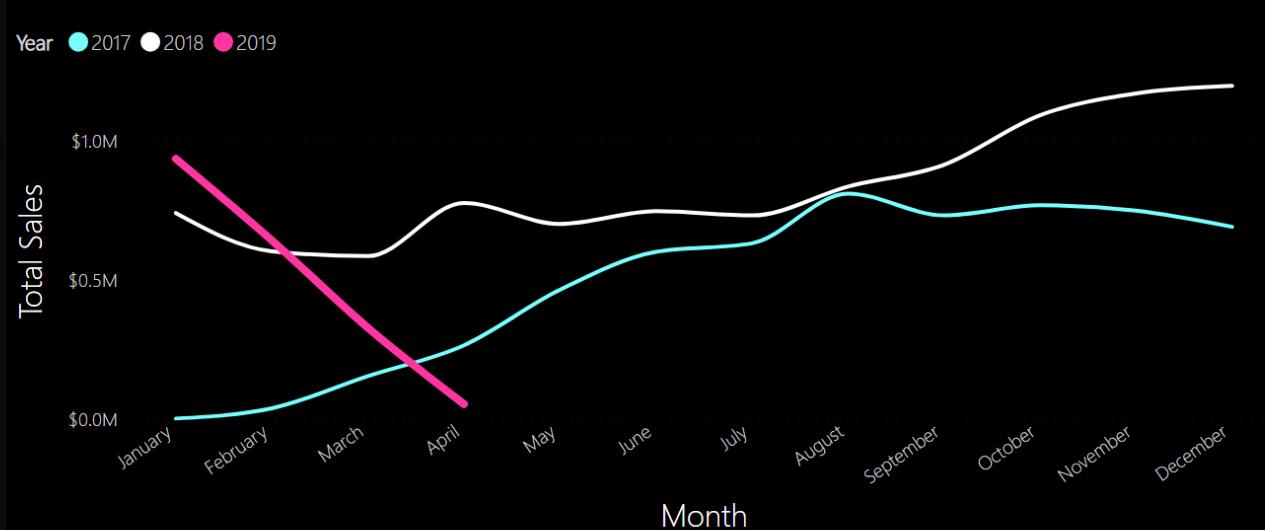
### Sales by Category



### Sales by Team



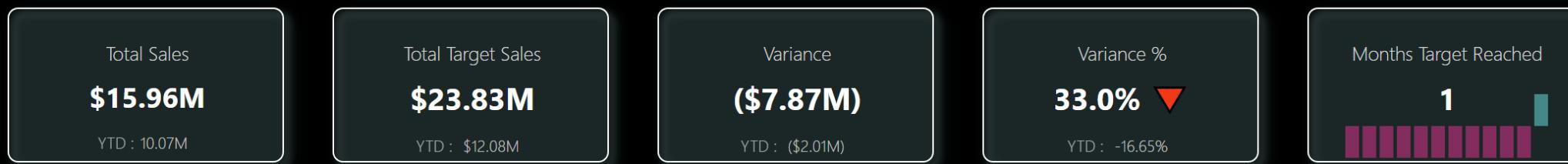
### Year on Year Sales



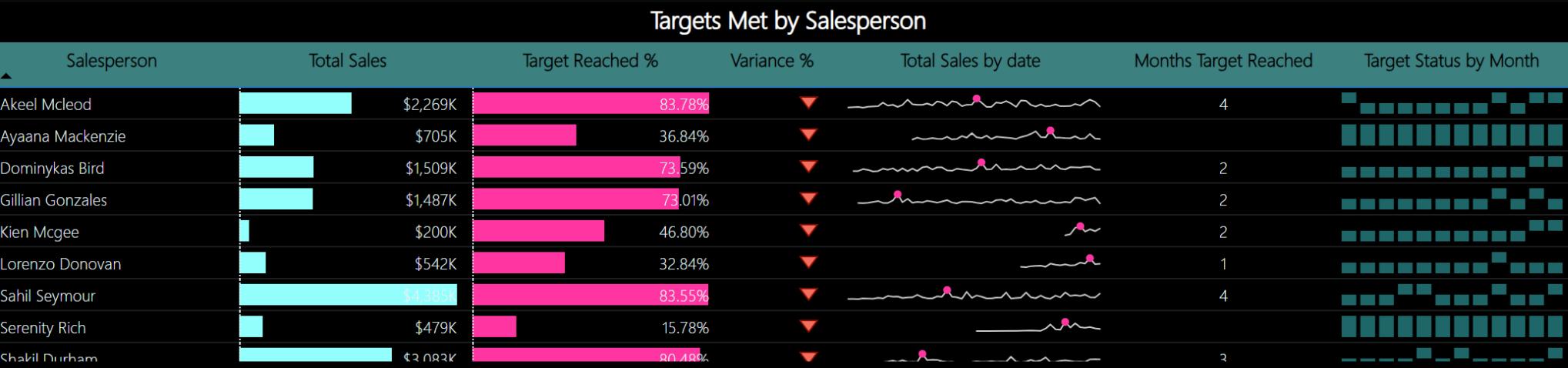
# DASHBOARD

Year	Month	Category	Manager	Team	Line of Business	City
All	All	All	All	All	All	All

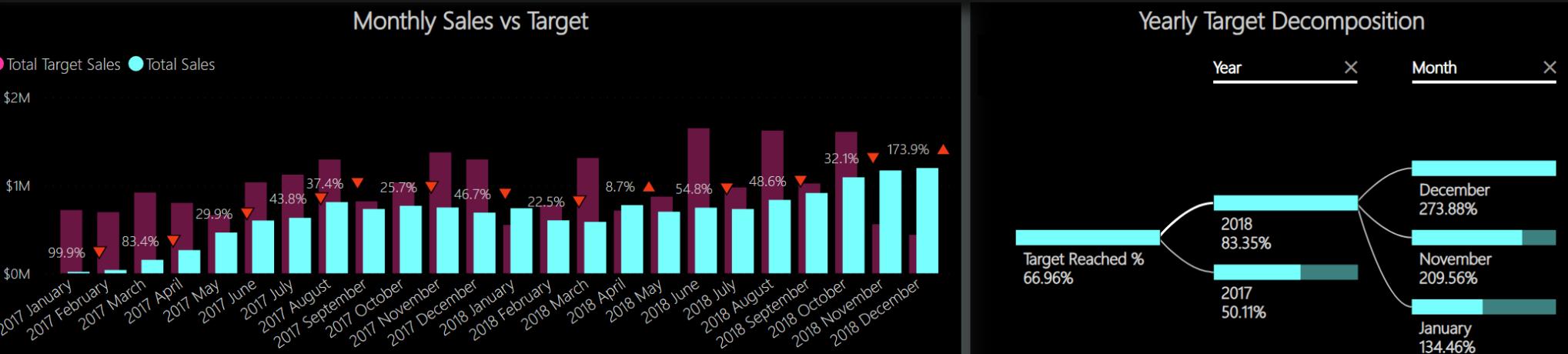
## SUMMARY



## SALES ANALYSIS



## TARGET ANALYSIS



## MANAGER INSIGHTS

## QUERIES

# DASHBOARD

Year All	Month All	Category All	Manager All	Team All	Line of Business All	City All	<a href="#">Clear all slicers</a>
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## SUMMARY

**14,080**

Avg Sales per Customer

**\$340.7**

Avg Order Value

**1,272**

Count of Customer\_ID

**52.6K**

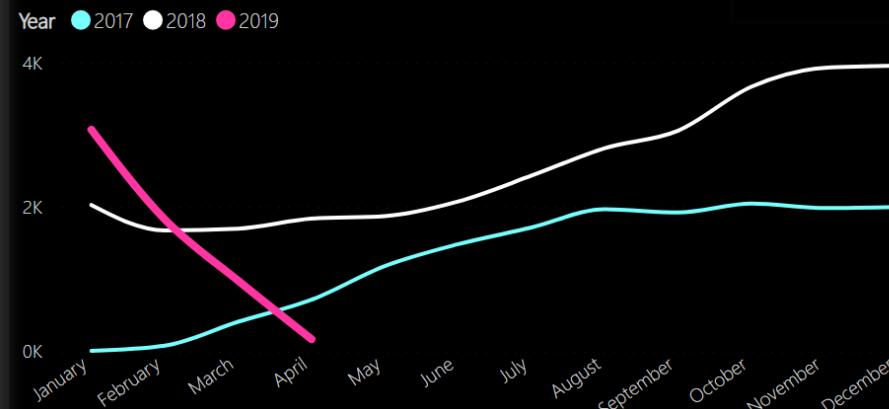
Total Orders

**\$17.91M**

Total Sales

## SALES ANALYSIS

Year on Year Orders



## TARGET ANALYSIS

## PRODUCT INSIGHTS

## CUSTOMER INSIGHTS

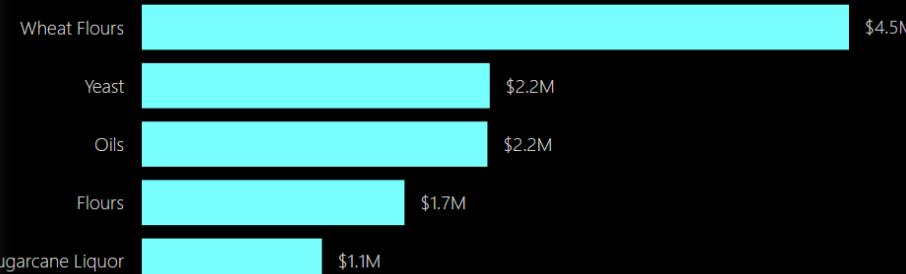
## MANAGER INSIGHTS

## QUERIES

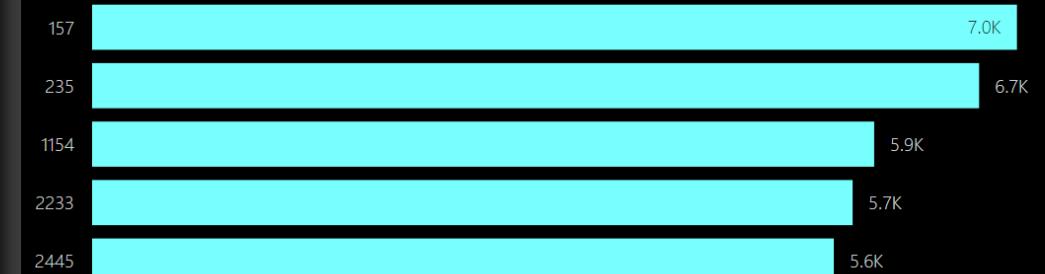
Total Quantity and Total Orders by Year



Top 5 Sales by Product



Top 5 Products Ordered



# DASHBOARD

Year	Month	Category	Manager	Team	Line of Business	City
All	All	All	All	All	All	All

## SUMMARY

Total Customers

**1272**

Total Sales

**\$17.91M**

YTD : 1.95M

Avg Order Value

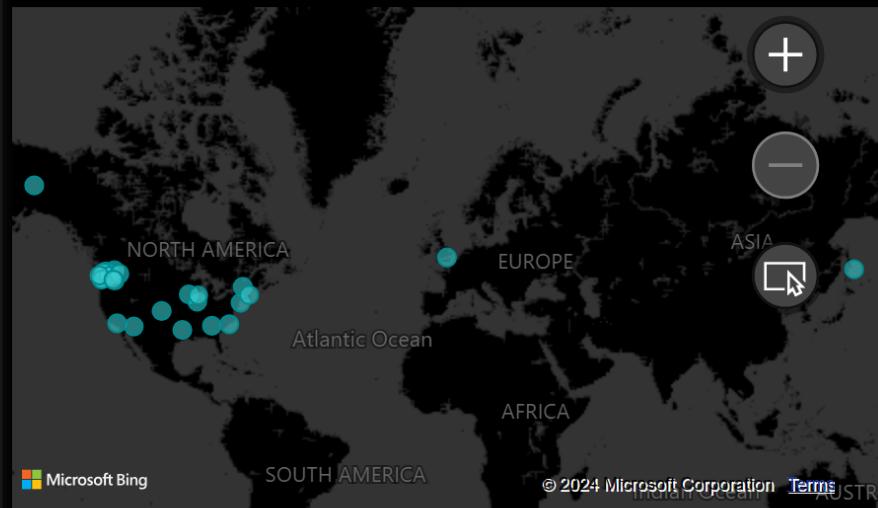
**\$340.7**

Avg Sales per Customer

**14.08K**

## SALES ANALYSIS

Total Sales by City



Distribution of Sales by City and Line of Business



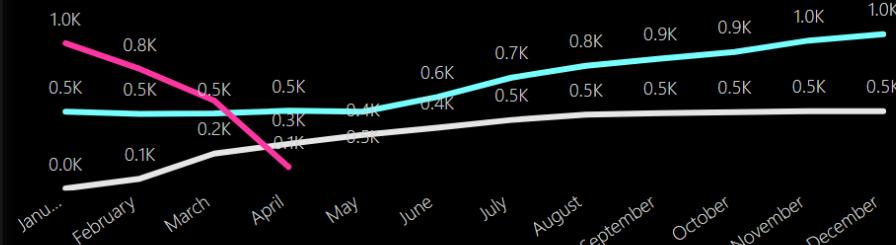
## TARGET ANALYSIS

## PRODUCT INSIGHTS

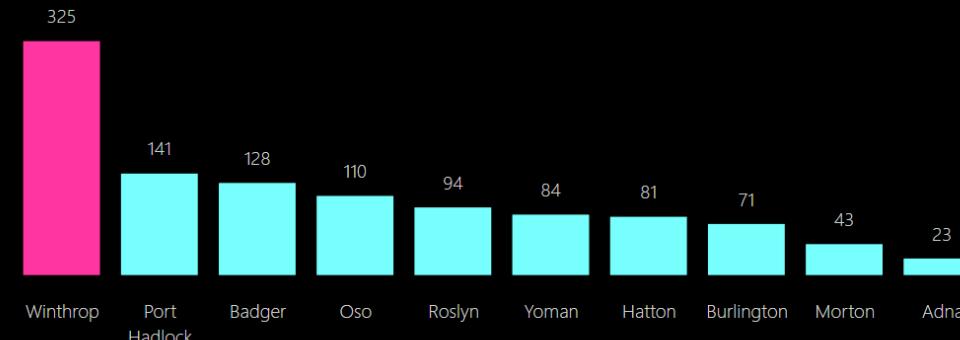
## CUSTOMER INSIGHTS

Total Customers by Month and Year

Year ● 2017 ● 2018 ● 2019



Top 5 Cities with highest Customers



## MANAGER INSIGHTS

## QUERIES

# DASHBOARD

Year

## Month

# Category

# Manager

team

## Line of Business

## City

All

All

All

All

All

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**Clear all slicers**

## SUMMARY

## SALES ANALYSIS

# TARGET ANALYSIS

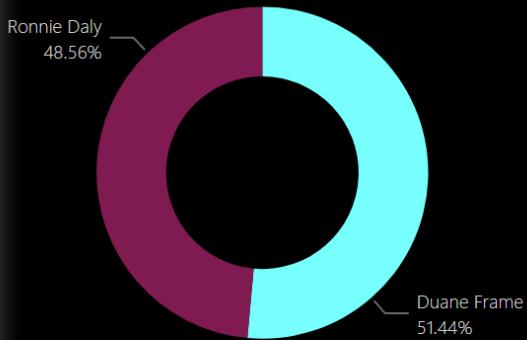
## PRODUCT INSIGHTS

## CUSTOMER INSIGHTS

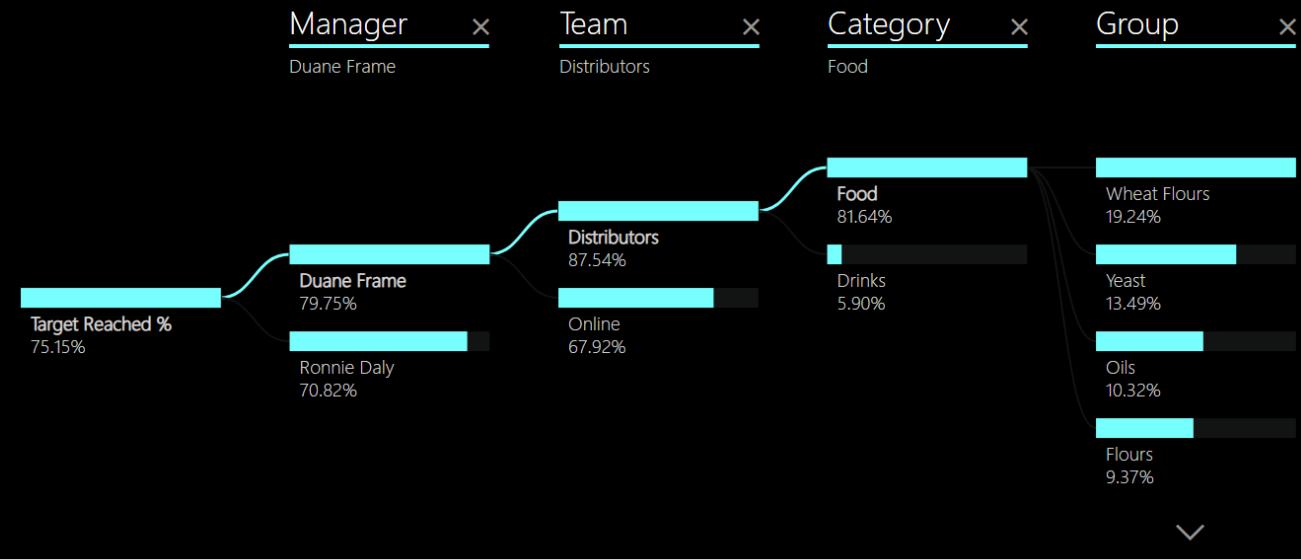
MANAGER INSIGHTS

## QUERIES

## Total Sales by Managers



## Sales Decomposition by Manager and Category Products



## Manager-wise Yearly Sales

Year	2017			2018			2019			
	Manager	Sales	Quantity Sold	Target	Sales	Quantity Sold	Target	Sales	Quantity Sold	Target
⊖ Duane Frame										
⊕ Distributors	\$2.24M	32829	▼	\$3.31M	49920	▼	\$0.55M	8836	▲	
⊕ Online	\$0.54M	11277	▼	\$1.98M	38631	▼	\$0.59M	9534	▲	
⊖ Ronnie Daly										
⊕ Retail	\$3.10M	37424	▼	\$4.78M	61765	▼	\$0.81M	9880	▲	

# DASHBOARD

SUMMARY

Ask a question about your data

Try one of these to get started

SALES ANALYSIS

top cities by total sales

top cities by total customers

what is the total sales by city

what is the total orders by city

TARGET ANALYSIS

Show all suggestions

PRODUCT INSIGHTS

CUSTOMER INSIGHTS

MANAGER INSIGHTS

QUERIES

# DASHBOARD SHOWS THE FOLLOWING INSIGHTS:

- ✓ IMPORTANT METRICS SUCH AS REVENUE, TARGET, VARIANCE%, SALES QUANTITY, AVERAGE ORDER VALUE AND CUSTOMERS ARE PLACED ABOVE THE PAGE.
- ✓ ACCORDING TO THE DATA, THE COMPANY **RARELY ACHIEVES** ITS TARGETS.
- ✓ THE TOP-SELLING PRODUCT OF THE COMPANY IS "**WHEAT FLOURS**".
- ✓ CUSTOMERS ARE MOSTLY LOCATED IN NORTH AMERICA.
- ✓ "FOOD" CONTRIBUTES **91.39%** TO THE COMPANY'S ENTIRE REVENUE.
- ✓ THE "**RETAIL TEAM**" HAS GARNERED THE **MOST REVENUES** FOR THE COMPANY.
- ✓ THE COMPANY EARNS A SIGNIFICANT AMOUNT FROM **SUPERMARKETS**, SPECIFICALLY BIGGER SUPERMARKETS.
- ✓ BETWEEN THE TWO MANAGERS, **DUANE FRAME** HAS PERFORMED BETTER THAN RONNIE DALY IN TERMS OF REVENUE.
- ✓ OTHER INSIGHTS MAY BE POINTED OUT THROUGH THE MATRICES ON THE DASHBOARDS.
- ✓ WHEN YOU HOVER TO THE DESIRED DATA IN THE MATRIX. IT PROVIDE THE USERS WITH QUICK ACCESS TO DETERMINE IF THE REVENUE OF EACH ROW REACHED ITS TARGET. OVERALL, THE COMPANY ONLY **REACHED 75.1% OF ITS TARGET REVENUES**.