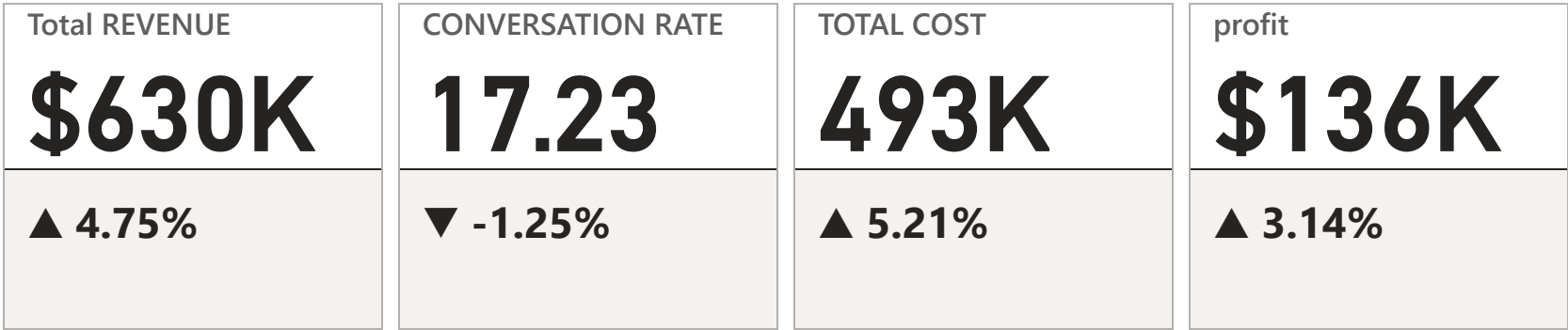


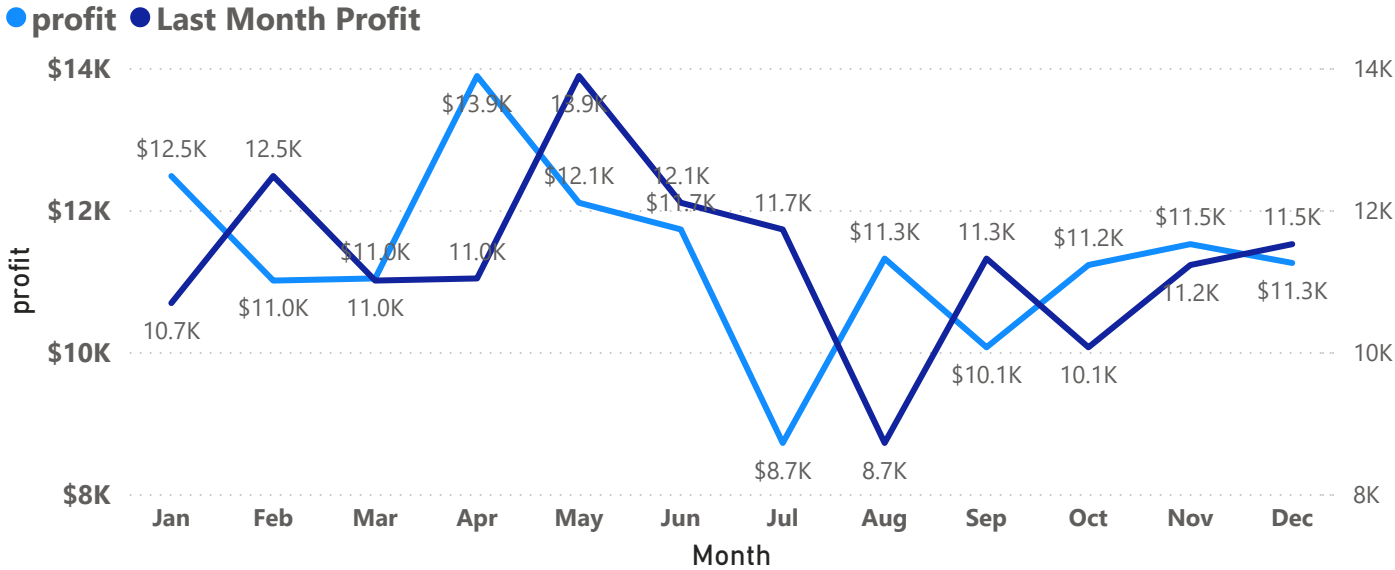
Sales Dashboard

Month

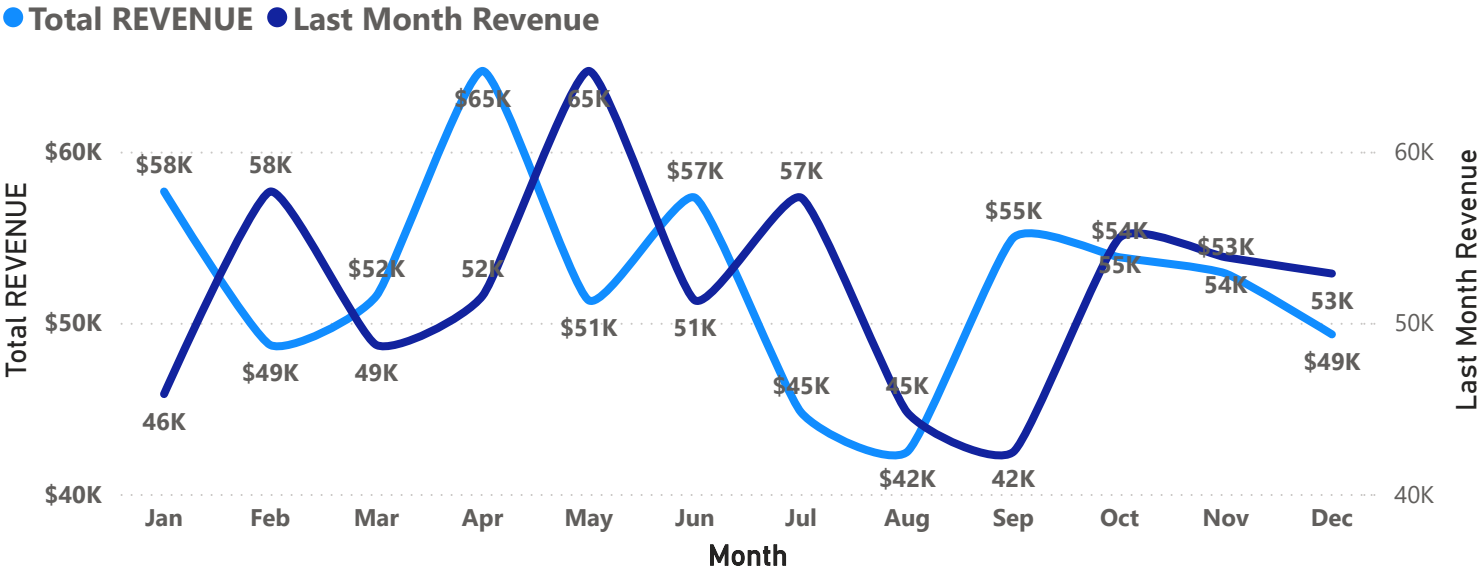
- ☐ Jan
- ☐ Feb
- ☐ Mar
- ☐ Apr
- ☐ May
- ☐ Jun
- ☐ Jul
- ☐ Aug
- ☐ Sep
- ☐ Oct
- ☐ Nov
- ☐ Dec



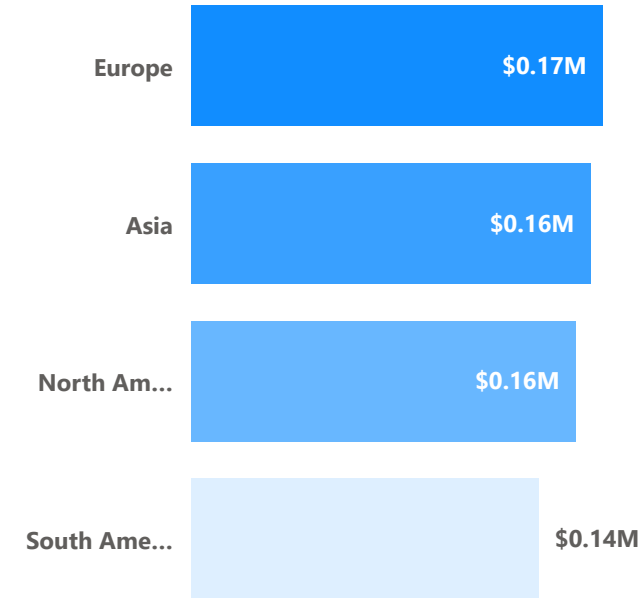
profit by month



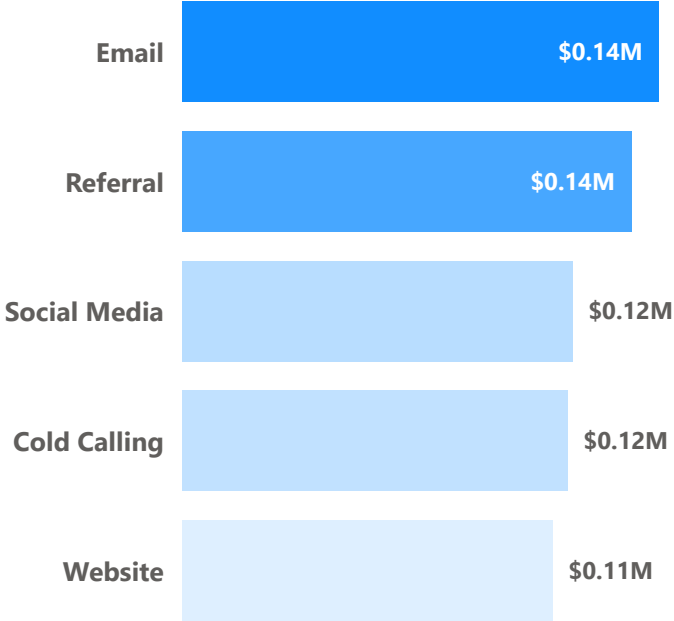
revenue by month



Total REVENUE by Region



Total REVENUE by Lead Source



Country

Total REVENUE	
United States	\$87,479
United Kingdom	\$78,725
South Korea	\$79,583
Japan	\$93,398
Germany	\$68,152
France	\$82,948
Canada	\$68,114
Brazil	\$71,111
Total	\$6,29,510

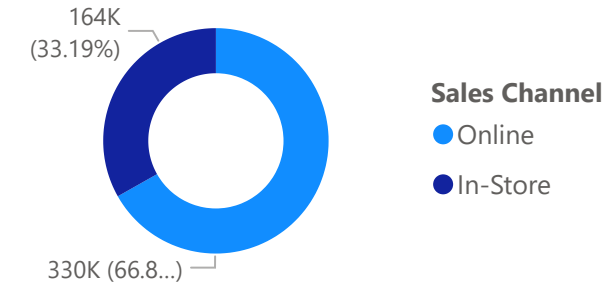
Total REVENUE by Country



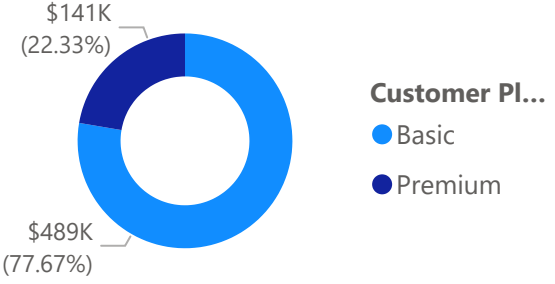
Year



TOTAL COST by Sales Channel



Total REVENUE by Customer Plan



Sales Dashboard

Year

2022

2023

2024

PRODUCT ID	Product	TOTAL QUANTITY	Customer Rating	Total View	Total REVENUE	YoY Growth % with Arrow	TOTAL COST	Cost YoY Growth % with Arrow	profit	Profit YoY Growth
1	Laptop Pro 14	98	3.89	627	\$6,665	▲ 36.41%	5273	▲ 36.15%	\$1,392	▲ 37.41%
2	Tablet Z	185	5.13	1020	\$12,273	▲ 23.06%	9769	▲ 24.46%	\$2,504	▲ 17.89%
3	Smartphone X	138	3.93	801	\$12,986	▲ 76.56%	10309	▲ 74.88%	\$2,677	▲ 83.36%
4	Headphones Plus	109	5.30	561	\$7,081	▲ 22.72%	5356	▲ 20.52%	\$1,725	▲ 30.09%
5	Smartwatch 3	133	4.75	397	\$7,150	▲ 32.60%	5659	▲ 32.25%	\$1,491	▲ 33.96%
6	Gaming Console Z	234	5.50	725	\$11,272	▲ 59.64%	8409	▲ 67.31%	\$2,863	▲ 40.69%
7	Wireless Speaker	123	5.50	823	\$10,070	▲ 53.23%	8381	▲ 54.83%	\$1,689	▲ 45.73%
8	Desktop PC Ultra	266	6.00	755	\$12,397	▲ 83.14%	9736	▲ 96.97%	\$2,661	▲ 45.73%
9	Monitor HD 24	271	4.92	681	\$11,535	▲ 15.50%	9459	▲ 13.21%	\$2,076	▲ 27.21%
10	Smart TV QLED	78	5.82	694	\$7,976	▲ 30.99%	6213	▲ 32.70%	\$1,763	▲ 25.30%
11	Camera Pro S	84	3.33	300	\$5,938	▲ 107.55%	4987	▲ 111.40%	\$951	▲ 89.44%
12	Drone Vision	261	5.27	771	\$10,693	▲ 23.21%	8574	▲ 20.02%	\$2,119	▲ 38.05%
13	Fitness Tracker X	152	4.77	877	\$12,057	▲ 78.94%	9761	▲ 80.23%	\$2,296	▲ 73.68%
14	Soundbar 360	172	5.55	708	\$8,562	▲ 112.19%	6630	▲ 111.96%	\$1,932	▲ 113.01%
15	VR Headset Pro	151	5.09	650	\$8,916	▲ 58.87%	7395	▲ 62.10%	\$1,521	▲ 44.86%
Total		2455	5.05	10390	\$1,45,571	▲ 48.88%	115911	▲ 49.82%	\$29,660	▲ 45.31%

Month

- ☐ Jan
- ☐ Feb
- ☐ Mar
- ☐ Apr
- ☐ May
- ☐ Jun
- ☒ Jul
- ☐ Aug
- ☐ Sep
- ☐ Oct
- ☐ Nov
- ☐ Dec

Region

- ☐ Asia
- ☐ Europe
- ☐ North Amer...
- ☐ South Amer...

Sales Dashboard

Year		
2022	2023	2024

Month

- ☐ Jan
- ☐ Feb
- ☐ Mar
- ☐ Apr
- ☐ May
- ☐ Jun
- ☐ Jul
- ☐ Aug
- ☐ Sep
- ☐ Oct
- ☐ Nov
- ☐ Dec

Region

- ☐ Asia
- ☐ Europe
- ☒ North Amer...
- ☐ South Amer...

REP ID	Sales Rep	Customer Rating	Total View	Total REVENUE	YoY Growth % with Arrow	TOTAL COST	Cost YoY Growth % with Arrow	profit	Profit YoY Growth
1	Alice Johnson	4.47	956	\$16,707	▲ 43.90%	13889	▲ 54.68%	\$2,818	▲ 7.11%
2	Sarah Wilson	5.96	1584	\$21,882	▲ 68.49%	18010	▲ 78.65%	\$3,872	▲ 33.24%
3	Bob Martin	6.29	1767	\$23,287	▼ -4.53%	17817	▼ -6.08%	\$5,470	▲ 0.90%
4	Chandler Bing	5.70	1668	\$20,796	▲ 46.60%	15944	▲ 46.79%	\$4,852	▲ 45.97%
5	Joey Tribbiani	5.52	1683	\$22,721	▲ 61.99%	17267	▲ 64.70%	\$5,454	▲ 53.98%
6	Monica Bell	5.32	1954	\$23,023	▲ 40.60%	17386	▲ 35.79%	\$5,637	▲ 57.85%
7	Rachel Green	5.67	1074	\$13,135	▼ -39.40%	10268	▼ -43.85%	\$2,867	▼ -15.38%
8	Robert Brown	5.90	1097	\$15,316	▲ 17.88%	11792	▲ 22.43%	\$3,524	▲ 4.85%
Total		5.64	11783	\$1,56,867	▲ 22.32%	122373	▲ 22.25%	\$34,494	▲ 22.56%
Marketing Campaign		Customer Rating	Total View	Total REVENUE	YoY Growth % with Arrow	TOTAL COST	Cost YoY Growth % with Arrow	profit	Profit YoY Growth
Fall Sales Campaign		5.19	1911	\$22,685	▼ -10.96%	16904	▼ -9.53%	\$5,781	▼ -14.87%
New Year Campaign		5.78	2285	\$31,408	▲ 38.78%	25225	▲ 45.15%	\$6,183	▲ 17.70%
Spring Promo 2024		5.93	2768	\$38,425	▲ 25.86%	30541	▲ 26.16%	\$7,884	▲ 24.73%
Summer Deals 2024		4.98	2610	\$35,165	▲ 118.35%	27028	▲ 111.80%	\$8,137	▲ 143.33%
Winter Promo 2023		6.29	2209	\$29,184	▼ -12.89%	22675	▼ -16.22%	\$6,509	▲ 1.15%
Total		5.64	11783	\$1,56,867	▲ 22.32%	122373	▲ 22.25%	\$34,494	▲ 22.56%