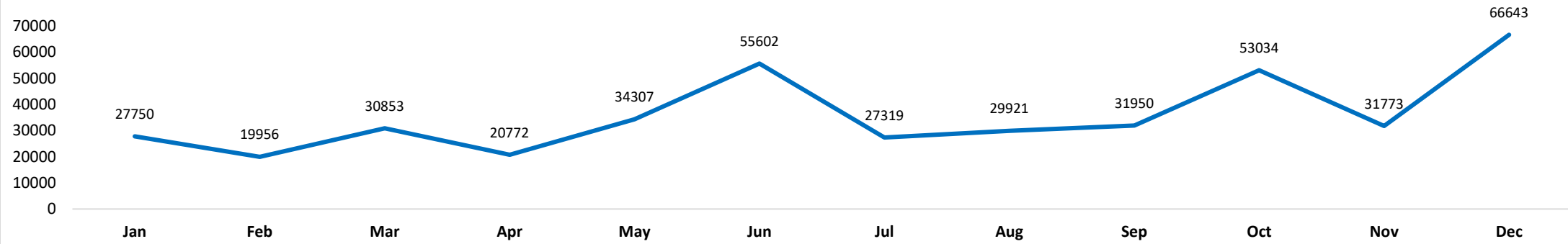
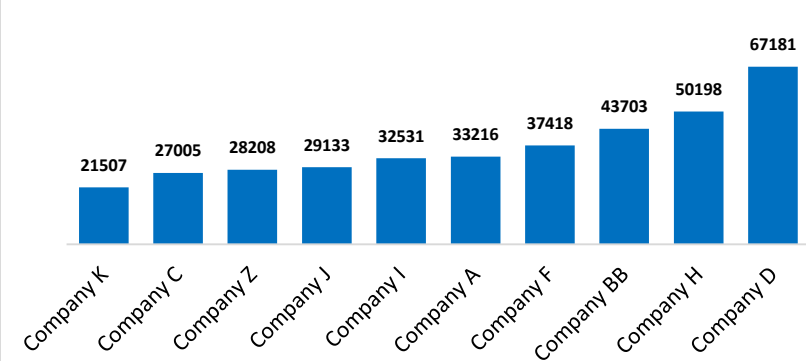


ONLINE GROCERY STORE SALES PERFORMANCE DASHBOARD 2014

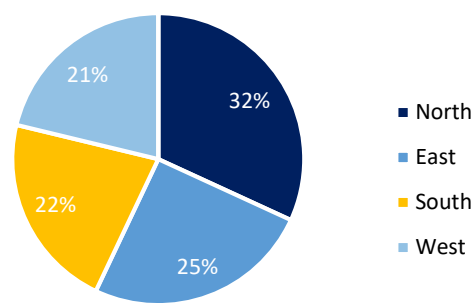
Sales trend



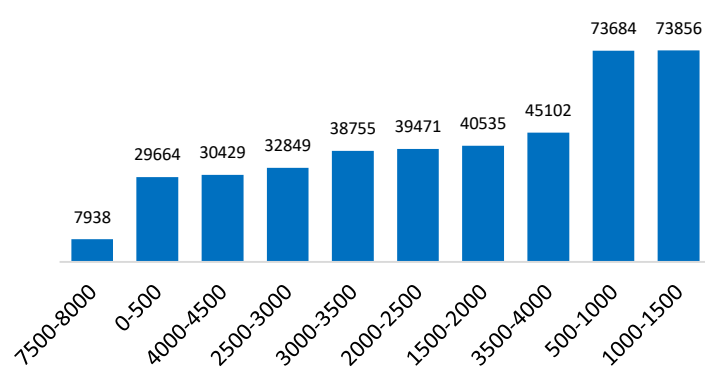
Top 10 customers



Sales by Region



Transaction by Amount



Salesperson

| | |
|-----------|-----------|
| Andre... | Anne L... |
| Jan Ko... | Laura ... |
| Mariy... | Micha... |
| Nancy ... | Robert... |

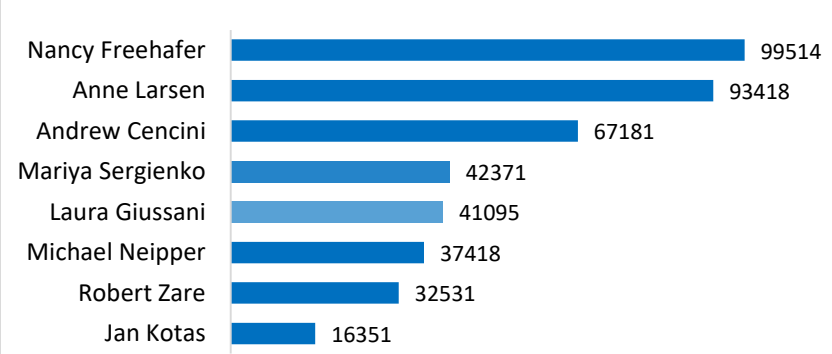
Customer Name

| |
|------------|
| Company A |
| Company AA |
| Company BB |

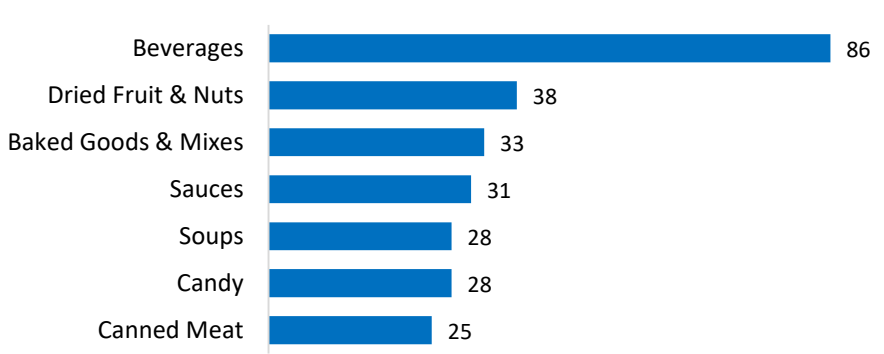
Region

| |
|-------|
| East |
| North |
| South |
| West |

Top 5 Revenue by Salesperson



Sales by product category



RECOMMENDATIONS

1. Maximise sales in peak moments
2. Enhance underperforming months by targeting lower sale months like feb & April to improve sales.
3. Strengthen sales team performance, promote top salespersons and offer incentives to new customers.
4. Strengthen sales in all the region and target more sales in the north, and explore more sales strategies in the weaker regions.