



Sales Performance Analytics Dashboard



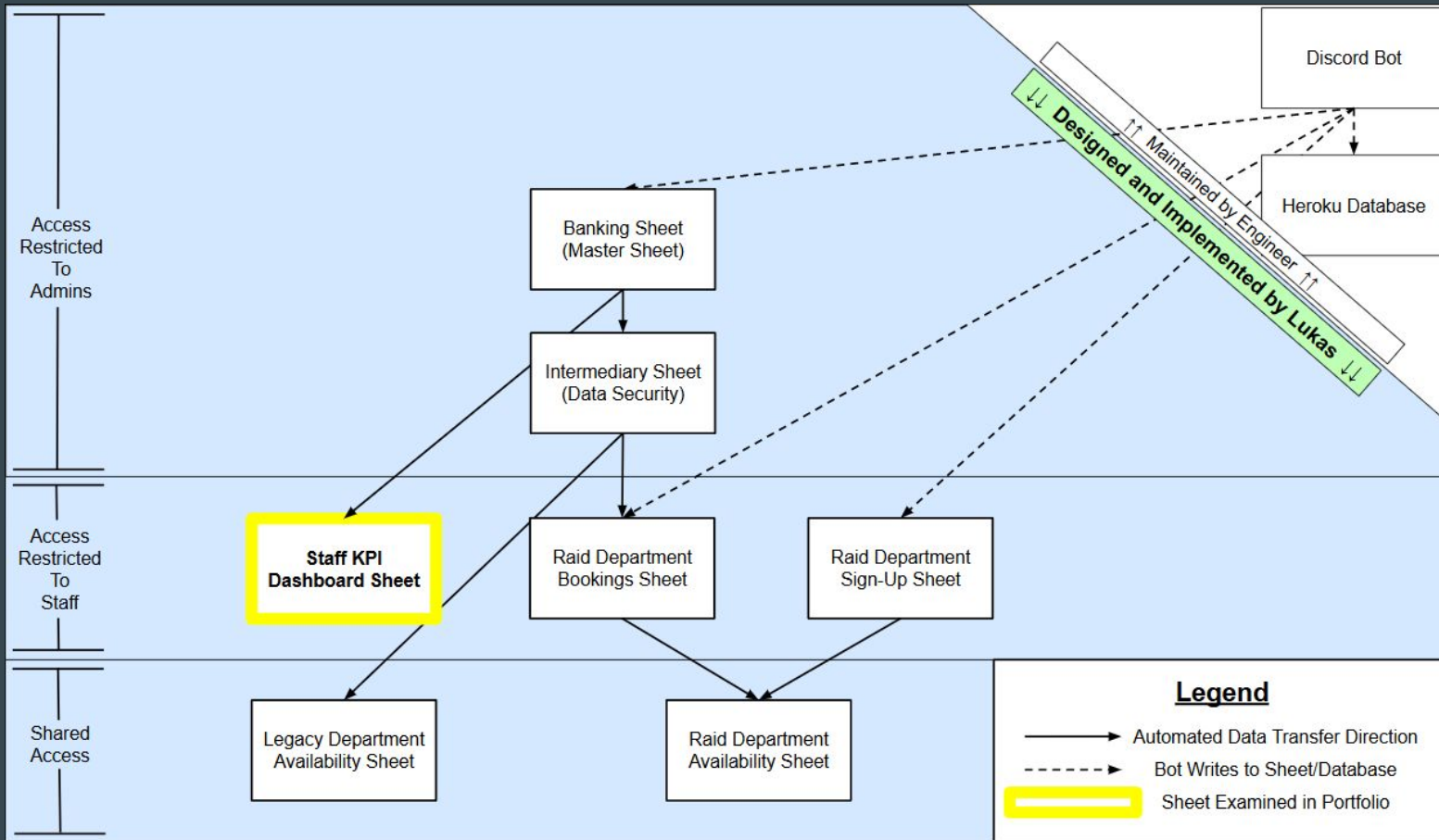
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Data Flow Overview



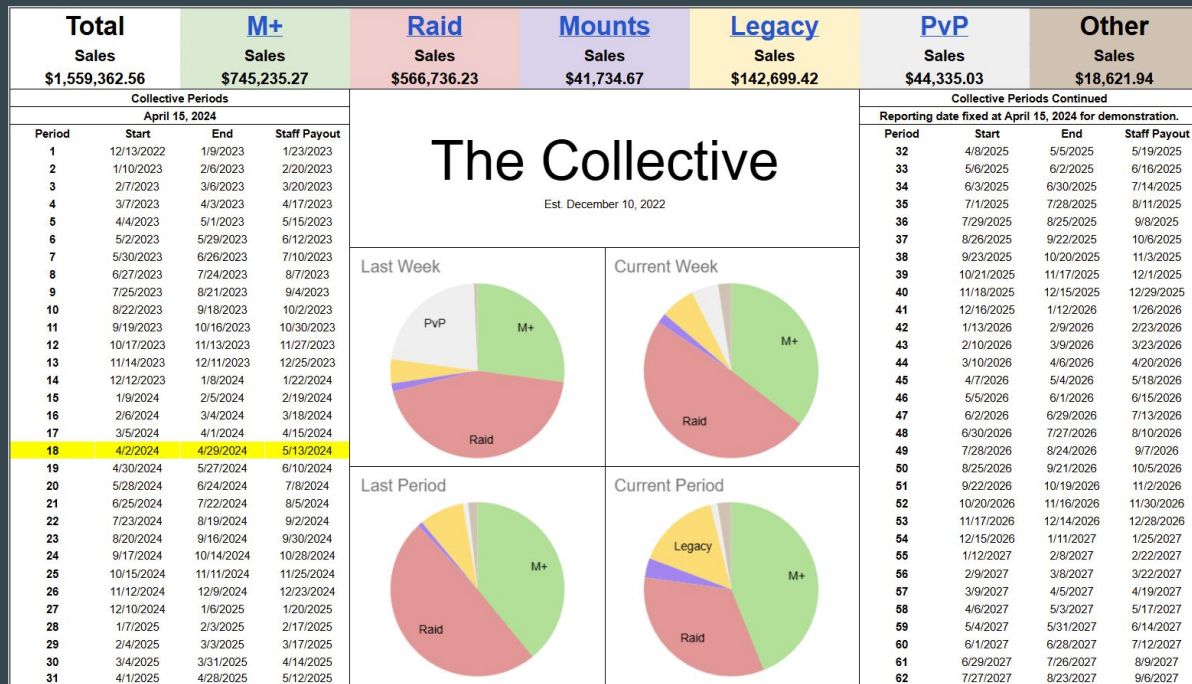
Project Summary

I created and used this KPI and Sales Dashboard to transform raw transaction data into a strategic roadmap for growth. By identifying hourly sales patterns and contractor engagement, I enabled the organization to scale to \$1.5M in total GMV revenue with a lean administrative staff.



Dept-Level Dashboard Overview

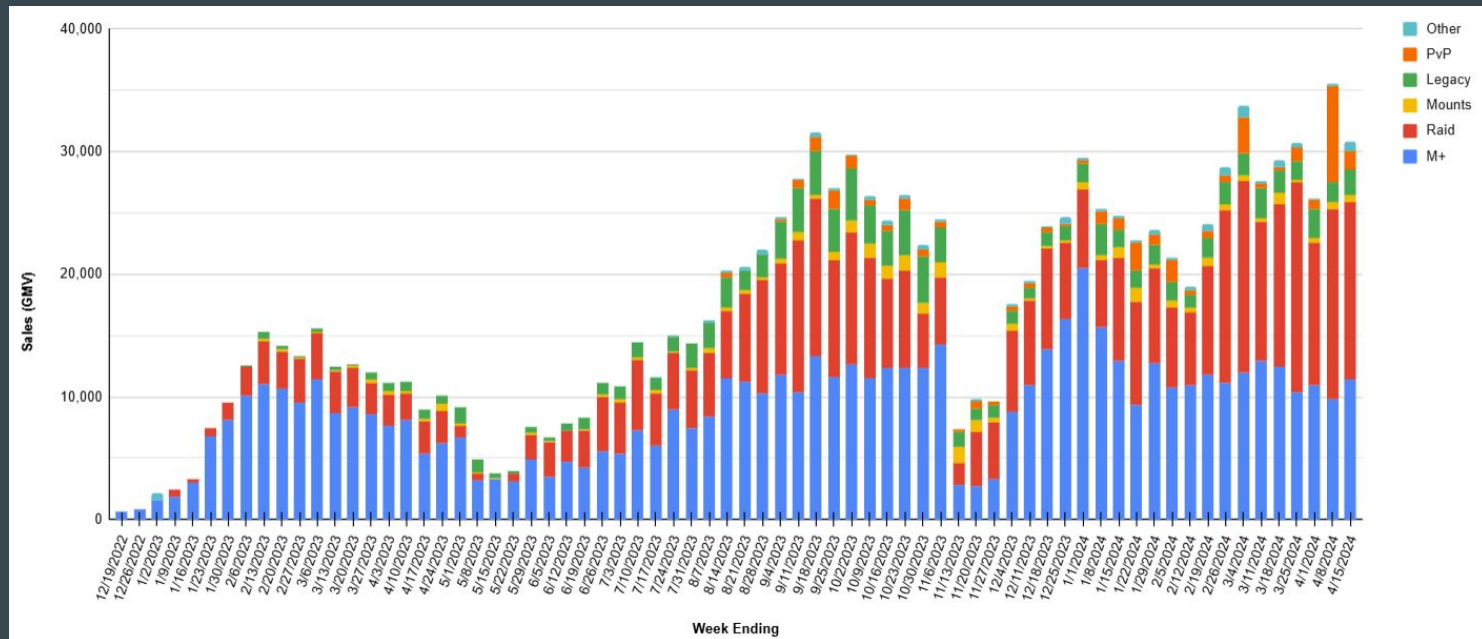
Organization Performance Dashboard



- Combines all department sales into one leadership view
- Compares department performance to drive accountability and competition
- Provides leadership visibility into ~\$1.5M in GMV sales



Weekly Sales Trend



- Shows how weekly sales evolve across departments as demand shifts, including predictable end-of-cycle increases in Mounts, PvP, and Legacy.
- Used to monitor continued growth and respond quickly to expected cyclical slowdowns and recoveries.



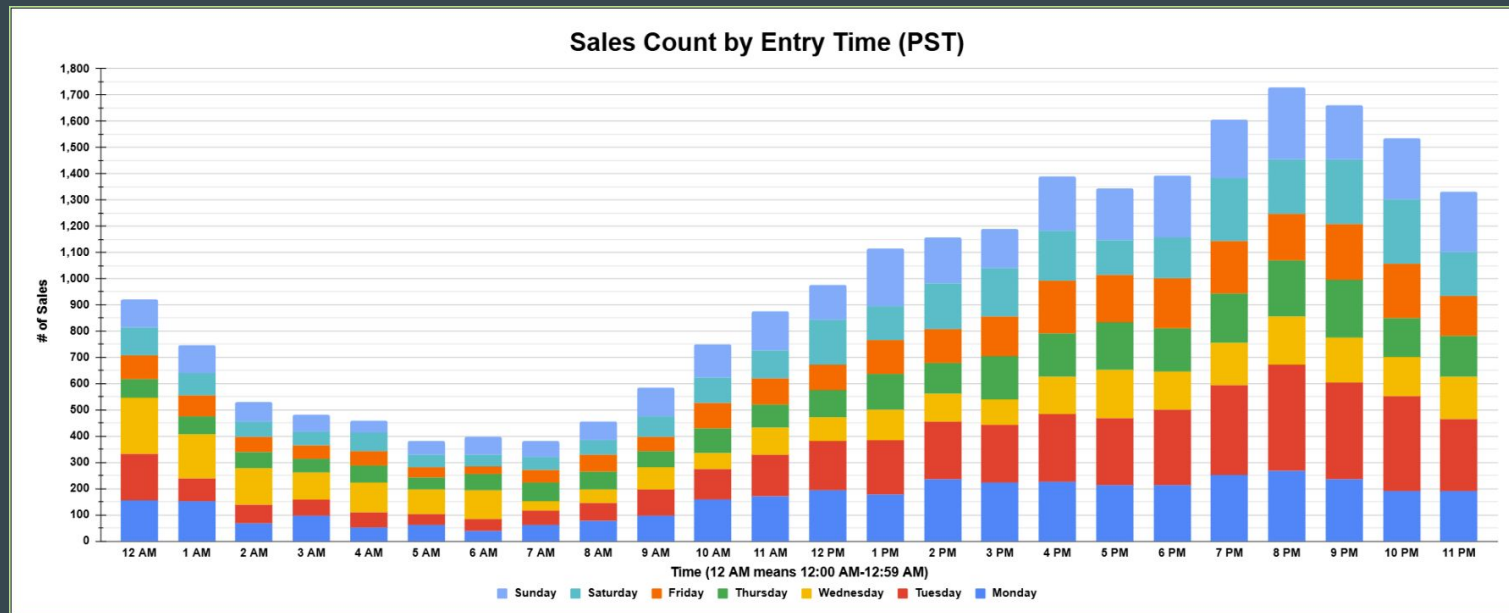
Department Dashboard - Weekly View



- Shows daily and weekly sales performance against prior results and growth targets.
- Highlights which days over or under performing relative to expected sales.
- Used by department leadership as a quick snapshot to assess performance and align deals and pricing with expected demand.



Time-of-Day Sales Patterns (PST)



- Shows when sales activity consistently peaks and slows throughout the day for the M+ department.
- Used to align staffing, availability, and deal timing with actual customer behavior.
- Uses a single time zone (PST) so distributed teams interpret timing consistently.

