



Sales Performance Analytics Dashboard

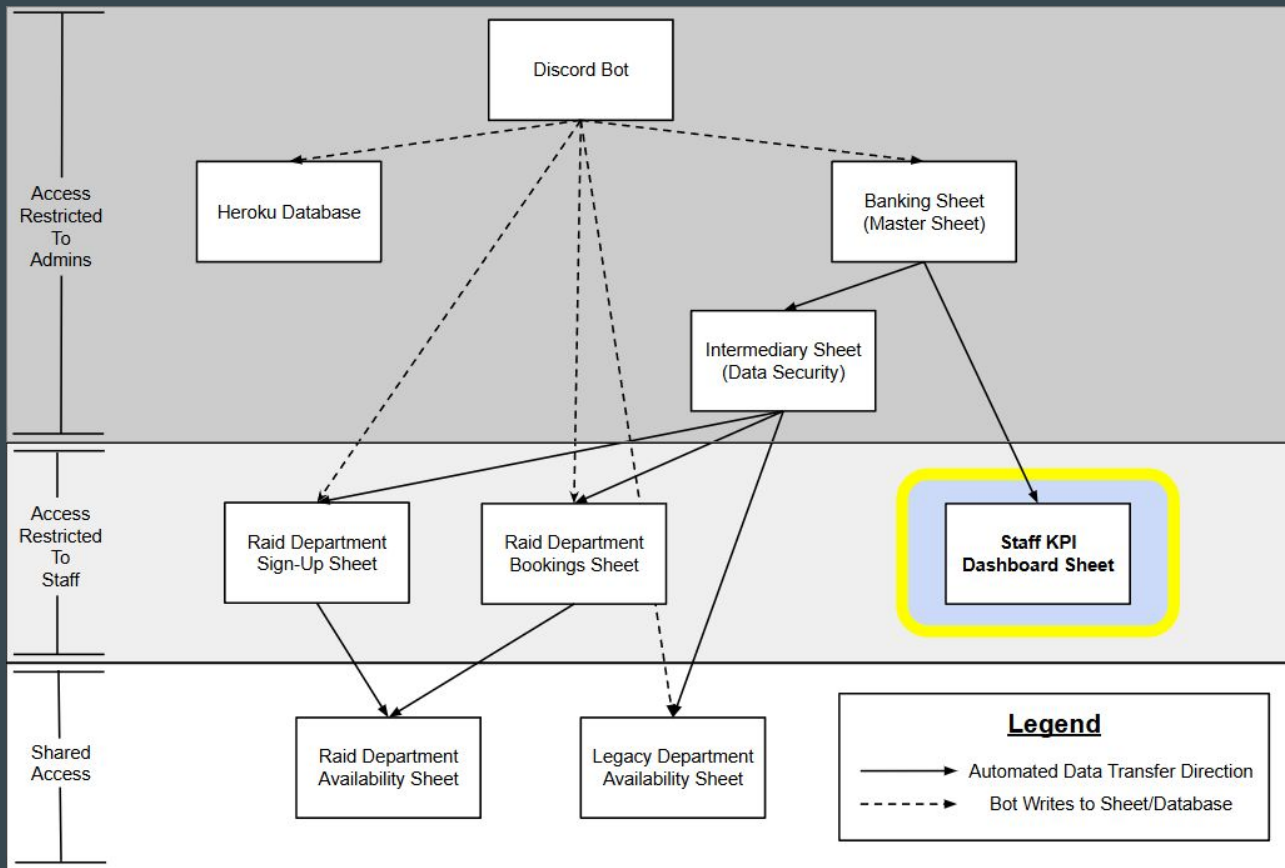


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Founder / Head of Analytics and Automation, The Collective



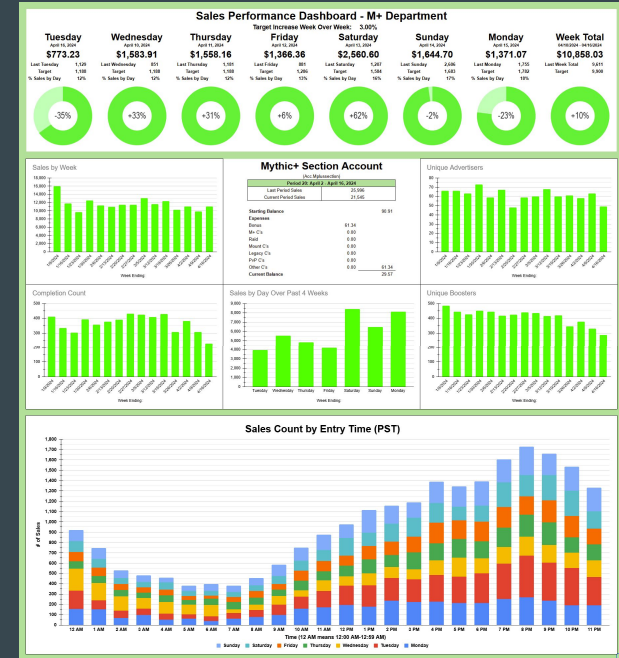
Data Flow Overview



Examining: Staff KPI Dashboard Sheet

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 revenue with a lean administrative staff.



Dept-Level Dashboard Overview

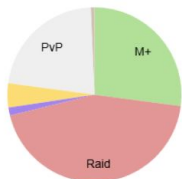
Organization Performance Dashboard

Total Sales		M+ Sales		Raid Sales		Mounts Sales		Legacy Sales		PvP Sales		Other Sales			
\$1,559,362.56		\$745,235.27		\$566,736.23		\$41,734.67		\$142,699.42		\$44,335.03		\$18,621.94			
Collective Periods				<div>The Collective</div> <div>Est. December 10, 2022</div> <div><div>Last Week</div><div>Current Week</div></div> <div><div>Last Period</div><div>Current Period</div></div>											
April 15, 2024												Collective Periods Continued			
Reporting date fixed at April 15, 2024 for demonstration.															
Period	Start	End	Staff Payout	Period	Start	End	Staff Payout								
1	12/13/2022	1/9/2023	1/23/2023	32	4/8/2025	5/5/2025	5/19/2025								
2	1/10/2023	2/6/2023	2/20/2023	33	5/6/2025	6/2/2025	6/16/2025								
3	2/7/2023	3/6/2023	3/20/2023	34	6/3/2025	6/30/2025	7/14/2025								
4	3/7/2023	4/3/2023	4/17/2023	35	7/1/2025	7/28/2025	8/11/2025								
5	4/4/2023	5/1/2023	5/15/2023	36	7/29/2025	8/25/2025	9/8/2025								
6	5/2/2023	5/29/2023	6/12/2023	37	8/26/2025	9/22/2025	10/6/2025								
7	5/30/2023	6/26/2023	7/10/2023	38	9/23/2025	10/20/2025	11/3/2025								
8	6/27/2023	7/24/2023	8/7/2023	39	10/21/2025	11/17/2025	12/1/2025								
9	7/25/2023	8/21/2023	9/4/2023	40	11/18/2025	12/15/2025	12/29/2025								
10	8/22/2023	9/18/2023	10/2/2023	41	12/16/2025	1/12/2026	1/26/2026								
11	9/19/2023	10/16/2023	10/30/2023	42	1/13/2026	2/9/2026	2/23/2026								
12	10/17/2023	11/13/2023	11/27/2023	43	2/10/2026	3/9/2026	3/23/2026								
13	11/14/2023	12/11/2023	12/25/2023	44	3/10/2026	4/6/2026	4/20/2026								
14	12/12/2023	1/8/2024	1/22/2024	45	4/7/2026	5/4/2026	5/18/2026								
15	1/9/2024	2/5/2024	2/19/2024	46	5/5/2026	6/1/2026	6/15/2026								
16	2/6/2024	3/4/2024	3/18/2024	47	6/2/2026	6/29/2026	7/13/2026								
17	3/5/2024	4/1/2024	4/15/2024	48	6/30/2026	7/27/2026	8/10/2026								
18	4/2/2024	4/29/2024	5/13/2024	49	7/28/2026	8/24/2026	9/7/2026								
19	4/30/2024	5/27/2024	6/10/2024	50	8/25/2026	9/21/2026	10/5/2026								
20	5/28/2024	6/24/2024	7/8/2024	51	9/22/2026	10/19/2026	11/2/2026								
21	6/25/2024	7/22/2024	8/5/2024	52	10/20/2026	11/16/2026	11/30/2026								
22	7/23/2024	8/19/2024	9/2/2024	53	11/17/2026	12/14/2026	12/28/2026								
23	8/20/2024	9/16/2024	9/30/2024	54	12/15/2026	1/11/2027	1/25/2027								
24	9/17/2024	10/14/2024	10/28/2024	55	1/12/2027	2/8/2027	2/22/2027								
25	10/15/2024	11/11/2024	11/25/2024	56	2/9/2027	3/8/2027	3/22/2027								
26	11/12/2024	12/9/2024	12/23/2024	57	3/9/2027	4/5/2027	4/19/2027								
27	12/10/2024	1/6/2025	1/20/2025	58	4/6/2027	5/3/2027	5/17/2027								
28	1/7/2025	2/3/2025	2/17/2025	59	5/4/2027	5/31/2027	6/14/2027								
29	2/4/2025	3/3/2025	3/17/2025	60	6/1/2027	6/28/2027	7/12/2027								
30	3/4/2025	3/31/2025	4/14/2025	61	6/29/2027	7/26/2027	8/9/2027								
31	4/1/2025	4/28/2025	5/12/2025	62	7/27/2027	8/23/2027	9/6/2027								

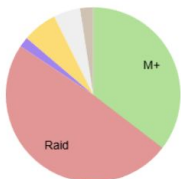
The Collective

Est. December 10, 2022

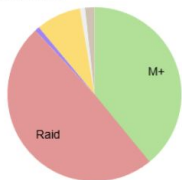
Last Week



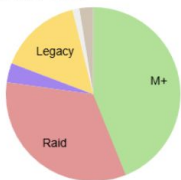
Current Week



Last Period



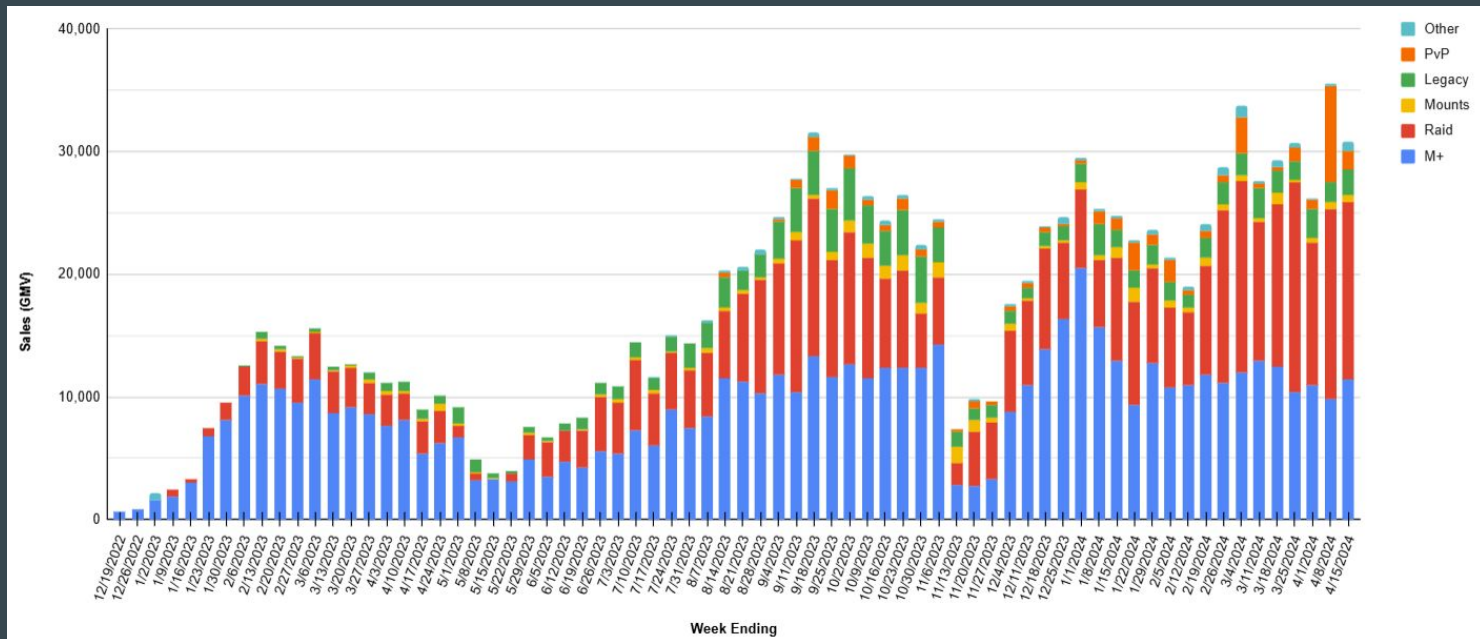
Current Period



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



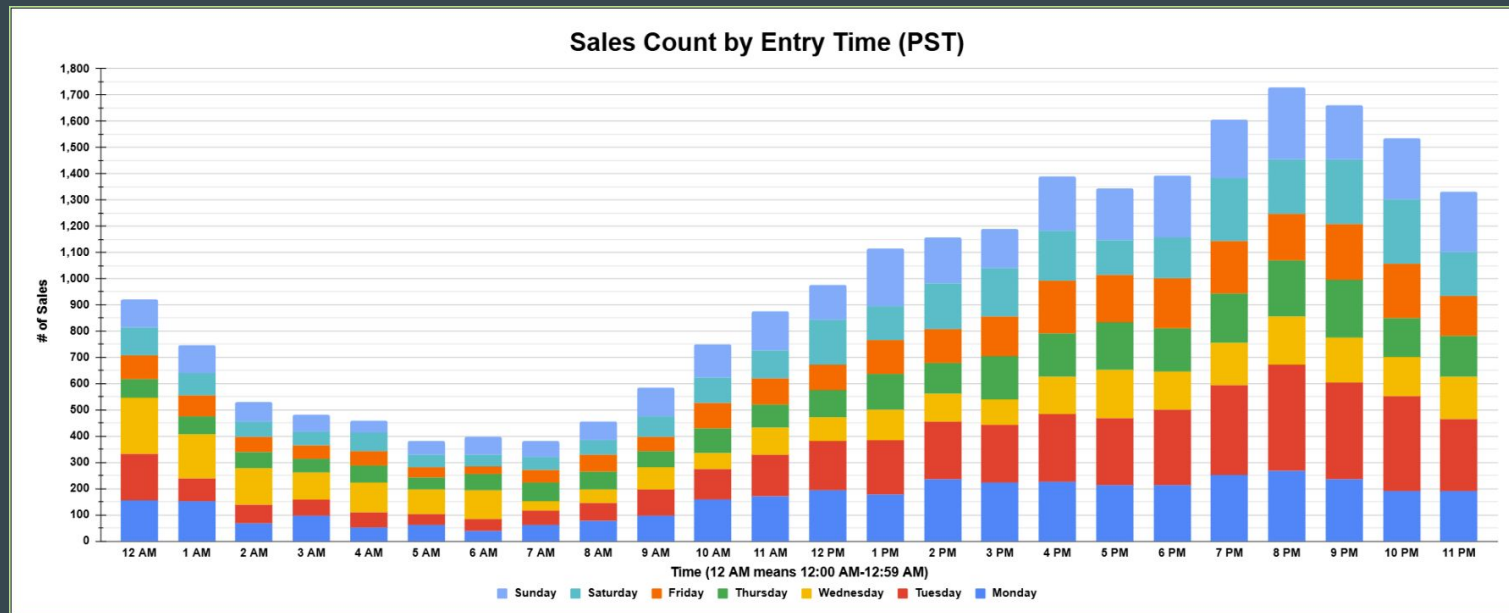
Department Dashboard - Weekly View



- 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.

