



Sales Performance Analytics Dashboard

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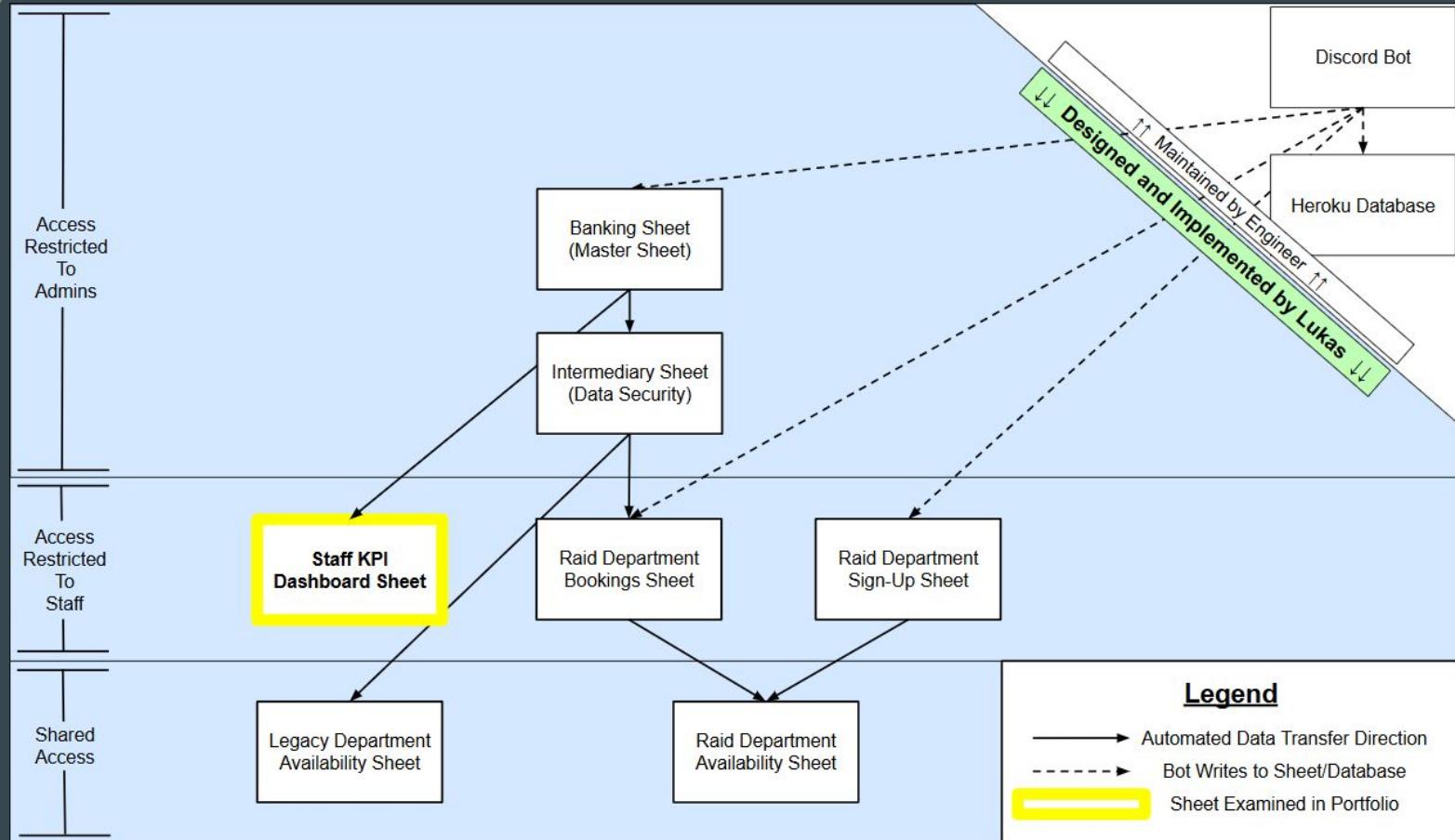
Lukas Ishihara

Business Operations Analyst, The Collective

lukas.ishihara@gmail.com

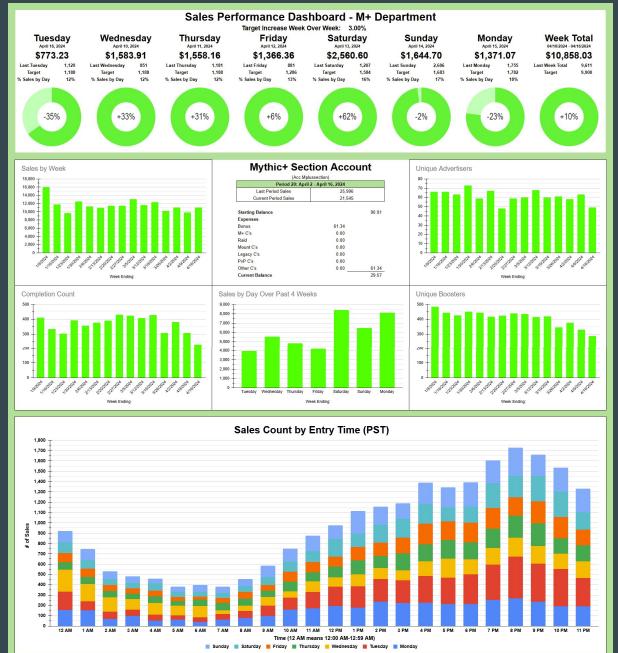


Data Flow Overview



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

Total	M+	Raid	Mounts	Legacy	PvP	Other
Sales	Sales	Sales	Sales	Sales	Sales	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						
April 15, 2024						
Period	Start	End	Staff Payout			
1	12/13/2022	1/9/2023	1/23/2023			
2	1/10/2023	2/6/2023	2/20/2023			
3	2/7/2023	3/6/2023	3/20/2023			
4	3/7/2023	4/3/2023	4/17/2023			
5	4/4/2023	5/1/2023	5/15/2023			
6	5/2/2023	5/29/2023	6/12/2023			
7	5/30/2023	6/26/2023	7/10/2023			
8	6/27/2023	7/24/2023	8/7/2023			
9	7/25/2023	8/2/2023	9/4/2023			
10	8/22/2023	9/18/2023	10/2/2023			
11	9/19/2023	10/16/2023	10/30/2023			
12	10/17/2023	11/13/2023	11/27/2023			
13	11/14/2023	12/11/2023	12/25/2023			
14	12/12/2023	1/8/2024	1/22/2024			
15	1/9/2024	2/5/2024	2/19/2024			
16	2/6/2024	3/4/2024	3/18/2024			
17	3/5/2024	4/1/2024	4/15/2024			
18	4/2/2024	4/29/2024	5/13/2024			
19	4/30/2024	5/27/2024	6/10/2024			
20	5/28/2024	6/24/2024	7/8/2024			
21	6/25/2024	7/22/2024	8/5/2024			
22	7/23/2024	8/19/2024	9/2/2024			
23	8/20/2024	9/16/2024	9/30/2024			
24	9/17/2024	10/14/2024	10/28/2024			
25	10/15/2024	11/11/2024	11/25/2024			
26	11/12/2024	12/9/2024	12/23/2024			
27	12/10/2024	1/6/2025	1/20/2025			
28	1/7/2025	2/3/2025	2/17/2025			
29	2/4/2025	3/3/2025	3/17/2025			
30	3/4/2025	3/31/2025	4/14/2025			
31	4/1/2025	4/28/2025	5/12/2025			

The Collective
Est. December 10, 2022

Last Week

Department	Sales
Raid	~45%
M+	~40%
PvP	~15%

Current Week

Department	Sales
Raid	~55%
M+	~30%
PvP	~15%

Last Period

Department	Sales
Raid	~40%
M+	~45%
PvP	~15%

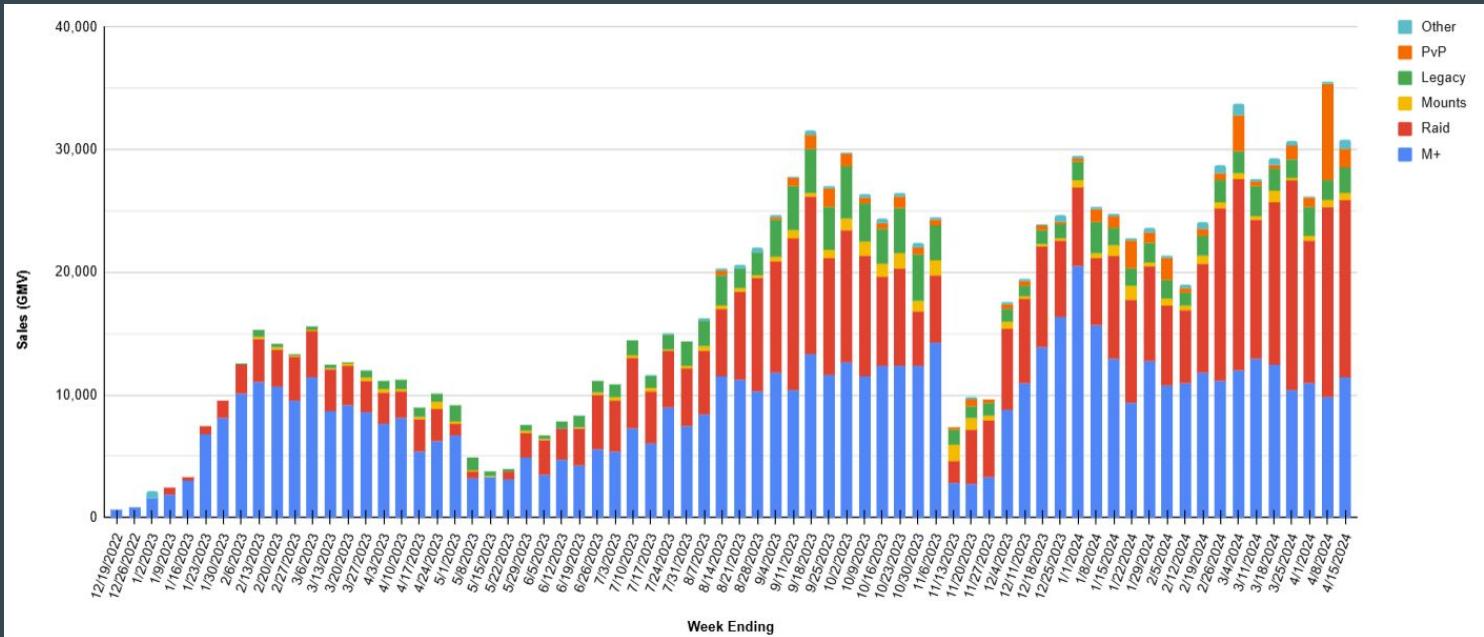
Current Period

Department	Sales
Raid	~35%
M+	~40%
Legacy	~15%
PvP	~10%

- 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

M+ Department - Sales Performance Analytics Dashboard

Target Increase Week Over Week: 3.00%

Tuesday

April 9, 2024

\$1,129.35

Last Tuesday
Target
% Sales by Day

Wednesday

April 10, 2024

\$1,583.91

Last Wednesday
Target
% Sales by Day

Thursday

April 11, 2024

\$1,558.16

Last Thursday
Target
% Sales by Day

Friday

April 12, 2024

\$1,366.36

Last Friday
Target
% Sales by Day

Saturday

April 13, 2024

\$2,560.60

Last Saturday
Target
% Sales by Day

Sunday

April 14, 2024

\$1,644.70

Last Sunday
Target
% Sales by Day

Monday

April 15, 2024

\$1,371.07

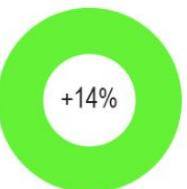
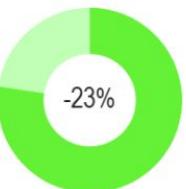
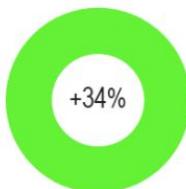
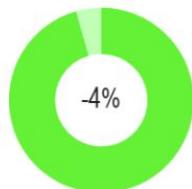
Last Monday
Target
% Sales by Day

Week Total

04/09/2024 - 04/15/2024

\$11,214.15

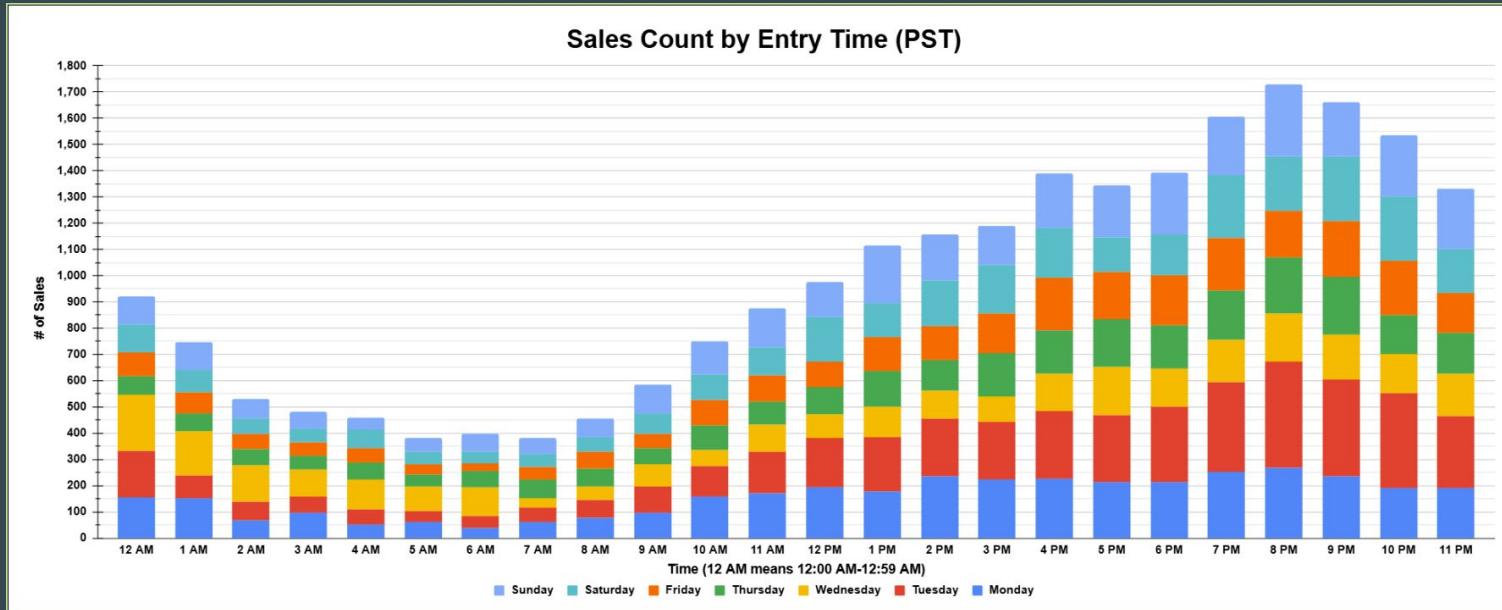
Last Week Total
Target



- 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.