



atomcamp

WEEKLY SALES DASHBOARD

WEEKLY SALES DASHBOARD
SALES PERFORMANCE FOR
YEAR 2011-2012

Prepared by
Muhammad Hamid Khan

Approved by
atomcamp

Linkedin
[linkedin.com/in/muhammad-hamid-khan](https://www.linkedin.com/in/muhammad-hamid-khan)

Introduction

The Weekly Sales Dashboard is based on historical data for the years 2011 and 2012. It also contains store, and department dimension tables. These files provide an extensive view of the company's sales performance over time, which can be critical for trend analysis, forecasting, and strategic planning.

Through careful analysis of these datasets, the company can identify patterns, growth opportunities, and areas needing improvement. The integration of current performance metrics with past data empowers stakeholders to make informed decisions to drive future sales success.

Objectives

- **Trend Analysis:**

Evaluate sales trends over the past years to identify patterns and seasonality in sales performance.

- **Performance Benchmarking**

Compare current year-to-date sales with historical data to benchmark and understand growth or decline.

- **Managerial Efficiency:**

Assess the impact of managerial changes on store performance by correlating manager data with sales figures.

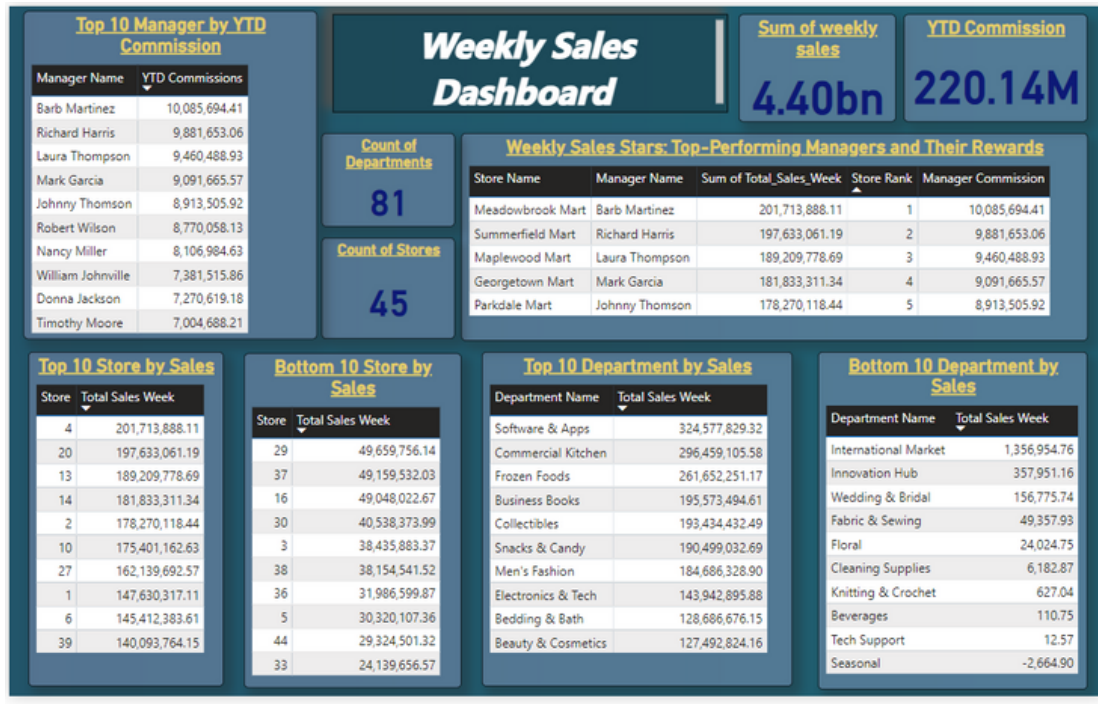
- **Departmental Strategy:**

Analyze department-wise sales to pinpoint which departments are consistently performing well and which are underperforming.

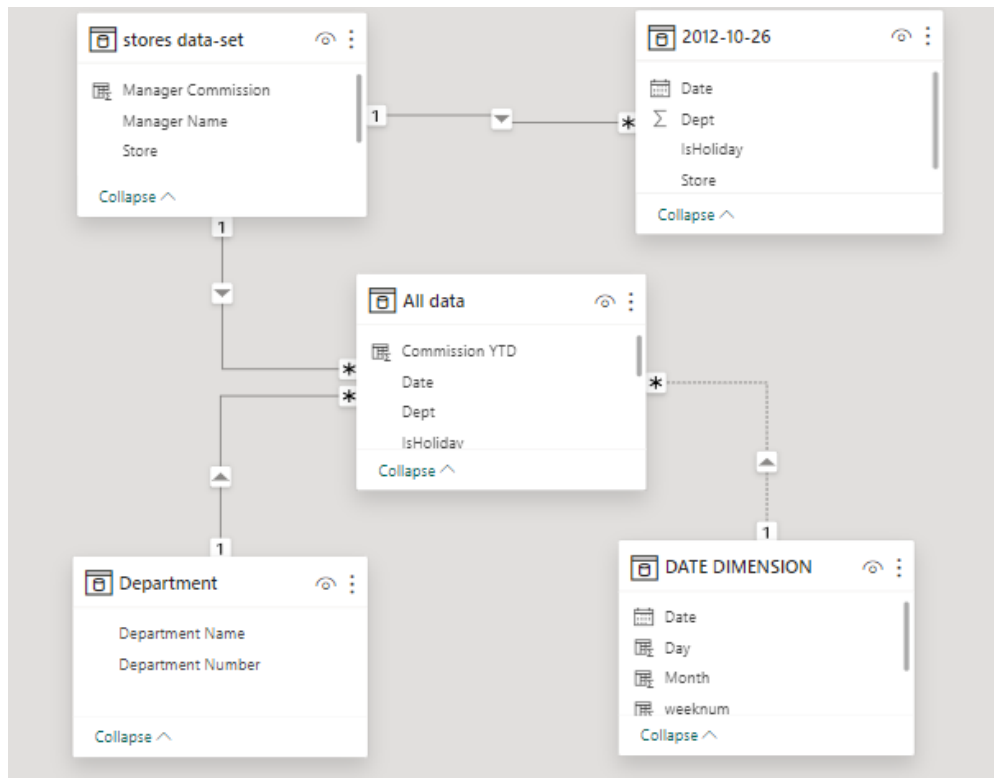
- **Store Comparison:**

Contrast the top-performing and bottom-performing stores to determine key differentiators.

Dashboard



Schema



Stores data-set

This dataset appears to hold information related to stores, specifically the commission of managers and their names. It may be used to track financial performance and management across different store locations.

All data

This table seems to be a consolidated dataset that includes year-to-date commission data, dates, department information, and holiday indicators. It could be the central table that combines different data points for comprehensive analysis.

Department

The Department table provides details about each department, likely within a retail or corporate structure, including department names and numbers. It's probably used to categorize data and performance metrics by department.

Date Dimension

This is a date dimension table that includes detailed date-related fields such as the exact date, day of the week, month, and week number. This supports analysis that requires time-based segmentation or trends.

2012-10-26

Named after a specific date, this table seems to contain fields for dates, departments, a holiday indicator, and stores. It might be a snapshot or a subset of data specific to the date indicated, possibly used for daily reporting.

Visuals

<u>Top 10 Manager by YTD Commission</u>	
Manager Name	YTD Commissions
Barb Martinez	10,085,694.41
Richard Harris	9,881,653.06
Laura Thompson	9,460,488.93
Mark Garcia	9,091,665.57
Johnny Thomson	8,913,505.92
Robert Wilson	8,770,058.13
Nancy Miller	8,106,984.63
William Johnville	7,381,515.86
Donna Jackson	7,270,619.18
Timothy Moore	7,004,688.21

Description:

Lists the top 10 managers ranked by Year-To-Date (YTD) commission amounts. The top manager, Barb Martinez, earned \$10,085,694.41.

Weekly Sales Stars: Top-Performing Managers and Their Rewards				
Store Name	Manager Name	Sum of Total_Sales_Week	Store Rank	Manager Commission
Meadowbrook Mart	Barb Martinez	201,713,888.11	1	10,085,694.41
Summerfield Mart	Richard Harris	197,633,061.19	2	9,881,653.06
Maplewood Mart	Laura Thompson	189,209,778.69	3	9,460,488.93
Georgetown Mart	Mark Garcia	181,833,311.34	4	9,091,665.57
Parkdale Mart	Johnny Thomson	178,270,118.44	5	8,913,505.92

Description

Highlights the top 5 stores, their managers, the sum of weekly sales, store rank, and manager commission. For example, Meadowbrook Mart, managed by Barb Martinez, ranks 1st with weekly sales of \$201,713,888.11 and corresponding manager commission.

Top 10 Store by Sales	
Store	Total Sales Week
4	201,713,888.11
20	197,633,061.19
13	189,209,778.69
14	181,833,311.34
2	178,270,118.44
10	175,401,162.63
27	162,139,692.57
1	147,630,317.11
6	145,412,383.61
39	140,093,764.15

Description

Lists the top 10 stores based on total sales for the week. The leading store is Store 4 with sales of \$201,713,888.11.

Bottom 10 Store by Sales	
Store	Total Sales Week
29	49,659,756.14
37	49,159,532.03
16	49,048,022.67
30	40,538,373.99
3	38,435,883.37
38	38,154,541.52
36	31,986,599.87
5	30,320,107.36
44	29,324,501.32
33	24,139,656.57

Description

Lists the bottom 10 stores by total sales for the week. The store with the lowest sales is Store 33, with \$24,139,656.57 in sales.

Bottom 10 Department by Sales	
Department Name	Total Sales Week
International Market	1,356,954.76
Innovation Hub	357,951.16
Wedding & Bridal	156,775.74
Fabric & Sewing	49,357.93
Floral	24,024.75
Cleaning Supplies	6,182.87
Knitting & Crochet	627.04
Beverages	110.75
Tech Support	12.57
Seasonal	-2,664.90

Description

Shows the top 10 departments based on total sales for the week. 'Software & Apps' is the highest with sales of \$324,577,829.32.

Top 10 Department by Sales	
Department Name	Total Sales Week
Software & Apps	324,577,829.32
Commercial Kitchen	296,459,105.58
Frozen Foods	261,652,251.17
Business Books	195,573,494.61
Collectibles	193,434,432.49
Snacks & Candy	190,499,032.69
Men's Fashion	184,686,328.90
Electronics & Tech	143,942,895.88
Bedding & Bath	128,686,676.15
Beauty & Cosmetics	127,492,824.16

Description

Displays the bottom 10 departments by total sales for the week. 'Seasonal' has negative sales (-\$2,664.90), indicating possible returns or refunds exceeding sales.

Recommendations

Sales Performance:

Encourage managers at the bottom of the YTD commission list to learn best practices from top performers.

Store Optimization:

Investigate why other stores are underperforming and develop strategies to improve their sales.

Department Strategy:

Review the strategy for underperforming departments and consider promotions or inventory adjustments.

Expand Successful Departments:

For departments like 'Software & Apps' that are performing well, consider expanding their offerings or providing additional marketing support.

Manager Rewards and Incentives:

Considering the correlation between manager performance and sales, evaluate the current incentive program to ensure it continues to motivate managers effectively.