

Sales Executive Dashboard

Year, Quarter, Month, Day

2022

Region

All

Category

All

394.86M

Revenue YTD

3.90%

Revenue YoY%

3.01M

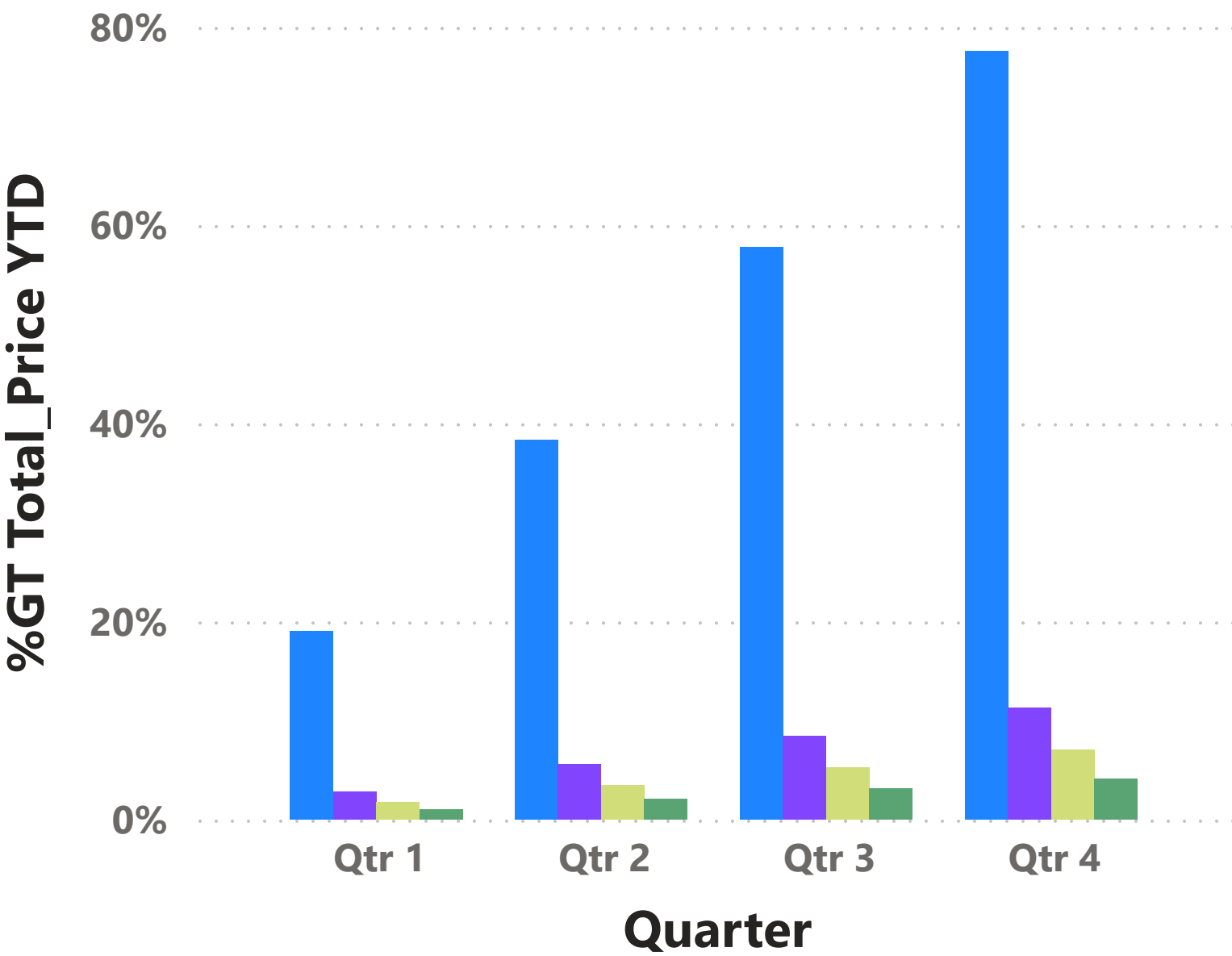
Count of Purchase

10.00K

Count of Customer

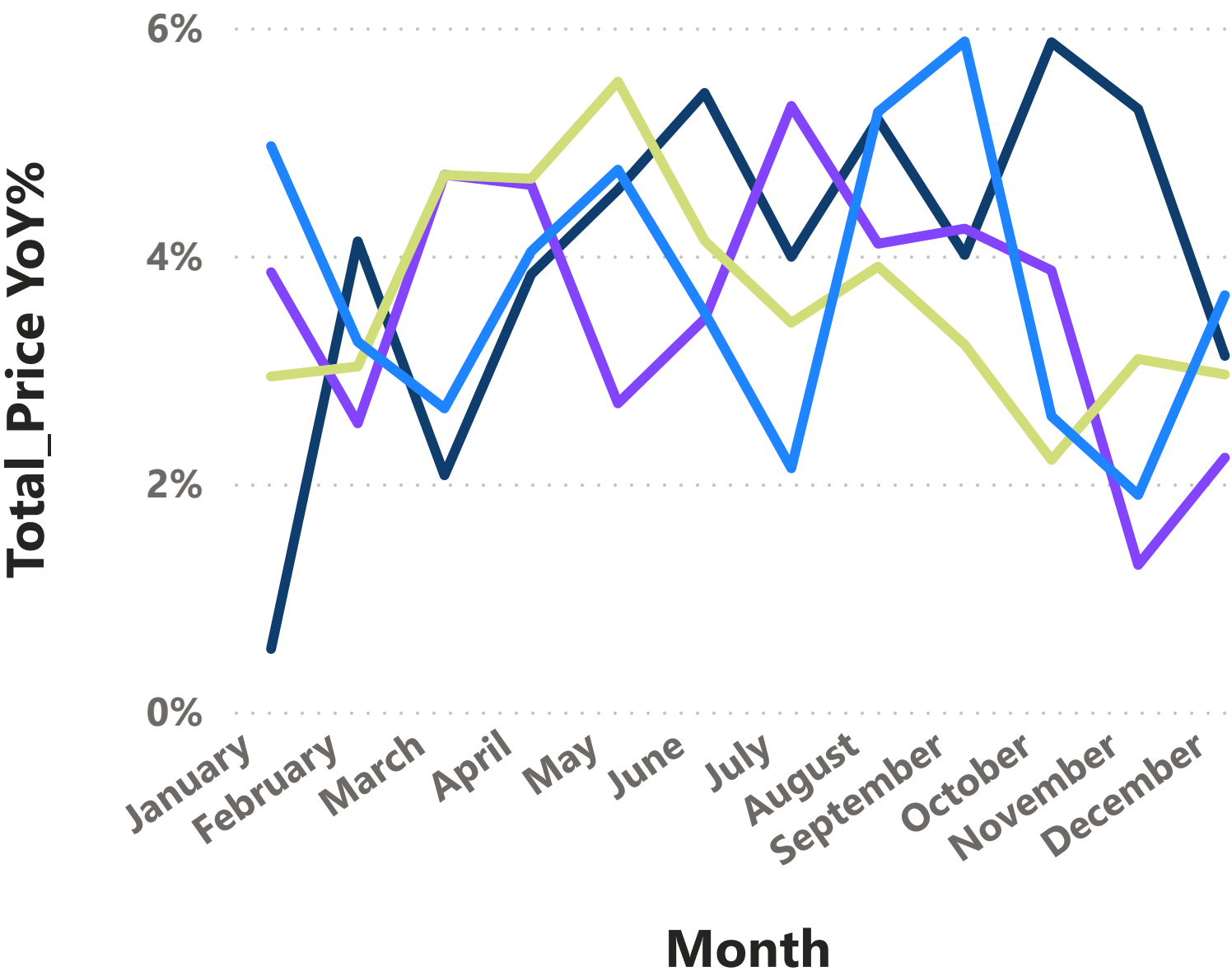
Revenue YTD by Quarter and Category

Category Alcoholic Bev... Juices Soft Drinks Water



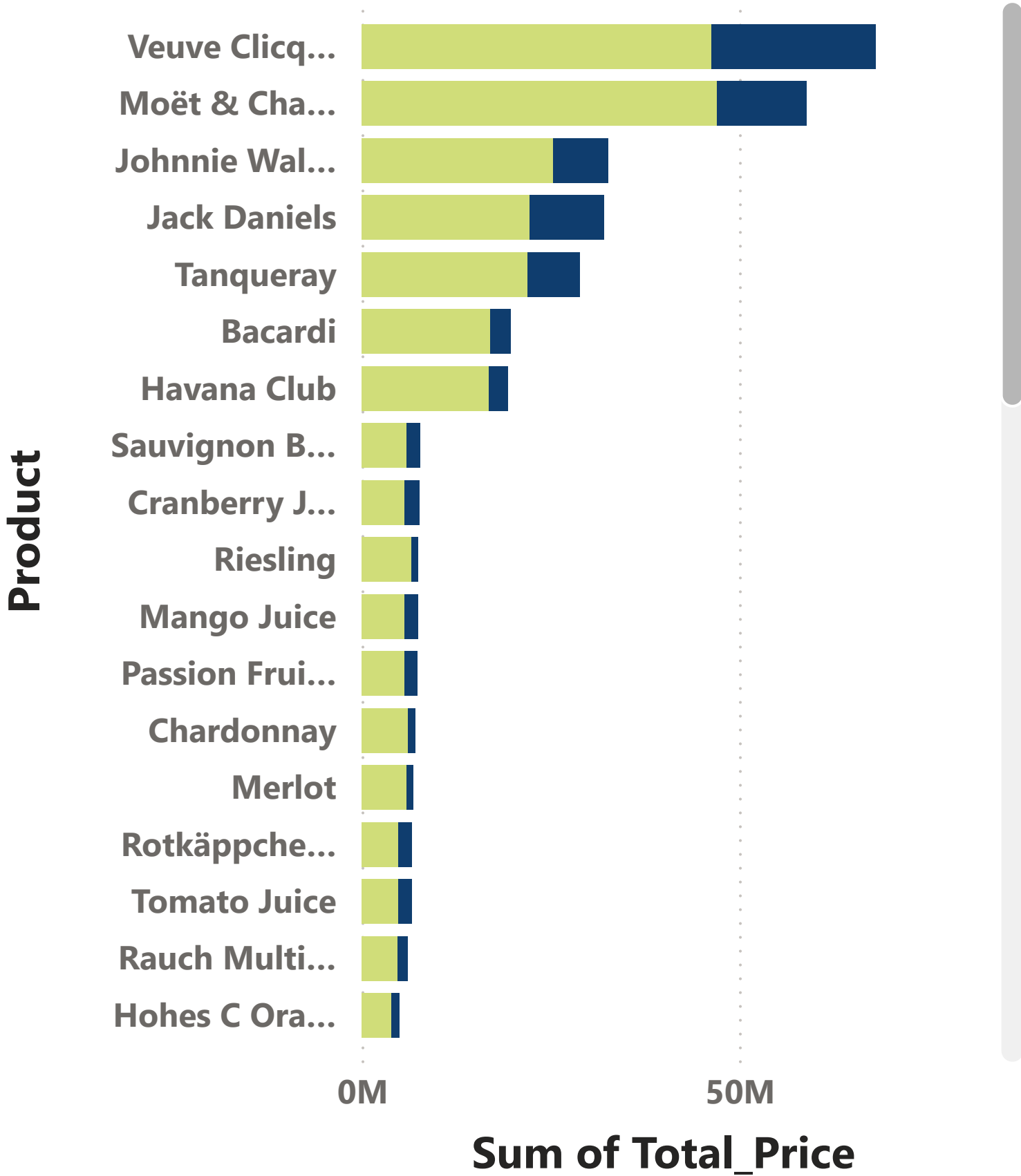
Revenue YoY% by Month and Category

Category Alcoholic Bev... Juices Soft Drinks Water



Revenue by Product and Customer_Type

Customer_Type B2B B2C



Sales Competitive Analysis

Year, Quarter, Month, Day

2022

Region

Baden-Württemberg

Product

All

Revenue by Customer Type

B2B	Alcoholic ...	5.37%	14,164,179.41
Customer_Type	Category	Total_Price Yo...	Total_Price YTD
B2B	Juices	1.74%	1,999,230.32
Customer_Type	Category	Total_Price Yo...	Total_Price YTD
B2B	Soft Drinks	4.45%	1,276,151.00
Customer_Type	Category	Total_Price Yo...	Total_Price YTD
B2B	Water	0.74%	731,889.23
Customer_Type	Category	Total_Price Yo...	Total_Price YTD
B2C	Alcoholic ...	1.92%	4,511,560.11
Customer_Type	Category	Total_Price Yo...	Total_Price YTD
B2C	Juices	5.71%	661,498.80
Customer_Type	Category	Total_Price Yo...	Total_Price YTD
B2C	Soft Drinks	4.21%	389,642.75
Customer_Type	Category	Total_Price Yo...	Total_Price YTD
B2C	Water	3.24%	239,525.13
Customer_Type	Category	Total_Price Yo...	Total_Price YTD

B2B Customer Competitive Sales

Customer_ID	Total_Price YTD	Sum of Total_Price	Sum of Quantity	Total_Price YoY%
CUS1013	72,785.63	72,785.63	16001	▼ -32.55%
CUS1020	92,521.44	92,521.44	14691	▲ 36.16%
CUS1031	91,114.30	91,114.30	12802	▲ 25.54%
CUS1042	113,703.53	113,703.53	16584	▲ 26.81%
CUS1062	83,059.67	83,059.67	13724	▼ -3.65%
CUS1189	89,796.27	89,796.27	14736	▲ 10.61%
Total	18,171,449.96	18,171,449.96	3211802	4.70%

B2C Customer Competitive Sales

Customer_ID	Total_Price YTD	Sum of Total_Price	Sum of Quantity	Total_Price YoY%
CUS1004	11,362.87	11,362.87	2533	▲ 22.29%
CUS1016	16,584.45	16,584.45	2439	▲ 49.27%
CUS1040	9,900.54	9,900.54	2290	▼ -17.71%
CUS1046	12,616.45	12,616.45	2518	▲ 25.10%
CUS1134	17,622.69	17,622.69	2555	▼ -1.79%
CUS1141	10,433.53	10,433.53	2225	▼ -15.87%
CUS1183	11,701.48	11,701.48	2356	▼ -34.65%
CUS1229	10,973.31	10,973.31	2404	▼ -25.03%
Total	5,802,226.79	5,802,226.79	973173	2.55%

Data Source: [Beverage Sales](#)

Soft Drinks Sales Analysis

Year, Quarter, Month, Day

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Region

All

Customer_Type

All

27.67M

Revenue YTD

3.65%

Revenue YoY%

750.68K

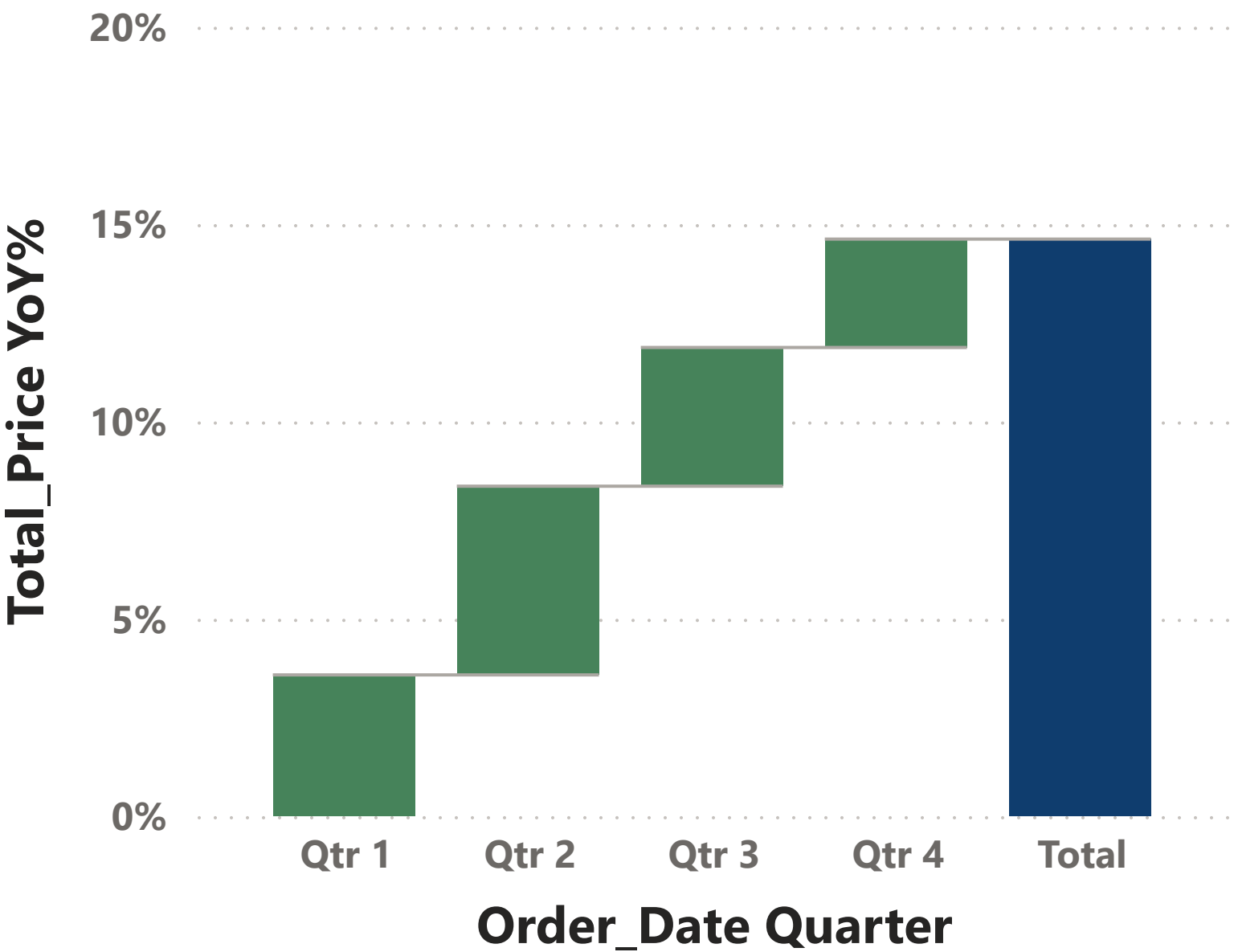
Count of Purchase

10.00K

Count of Customer

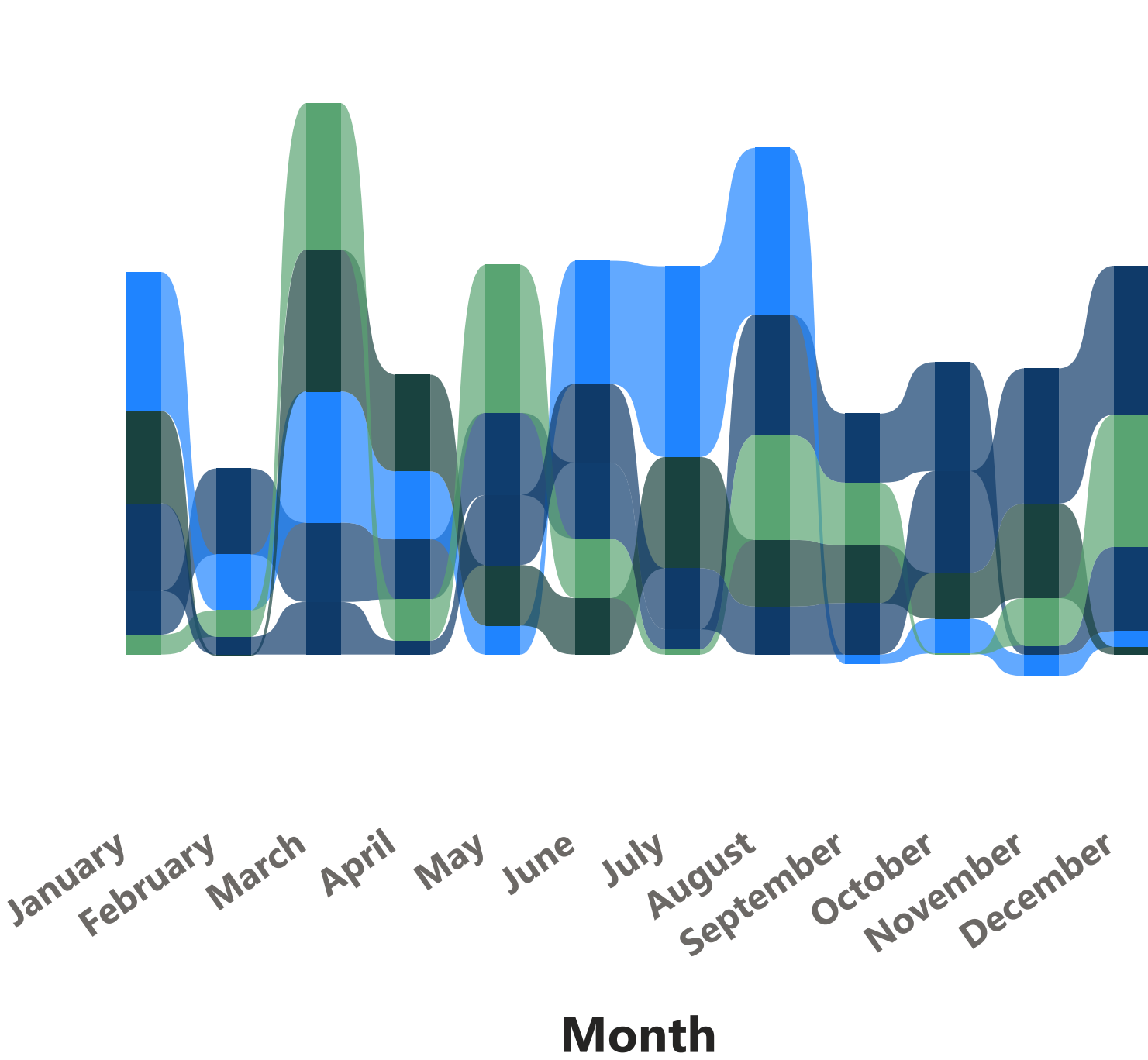
Revenue YoY% by Quarter

● Increase ● Decrease ● Total

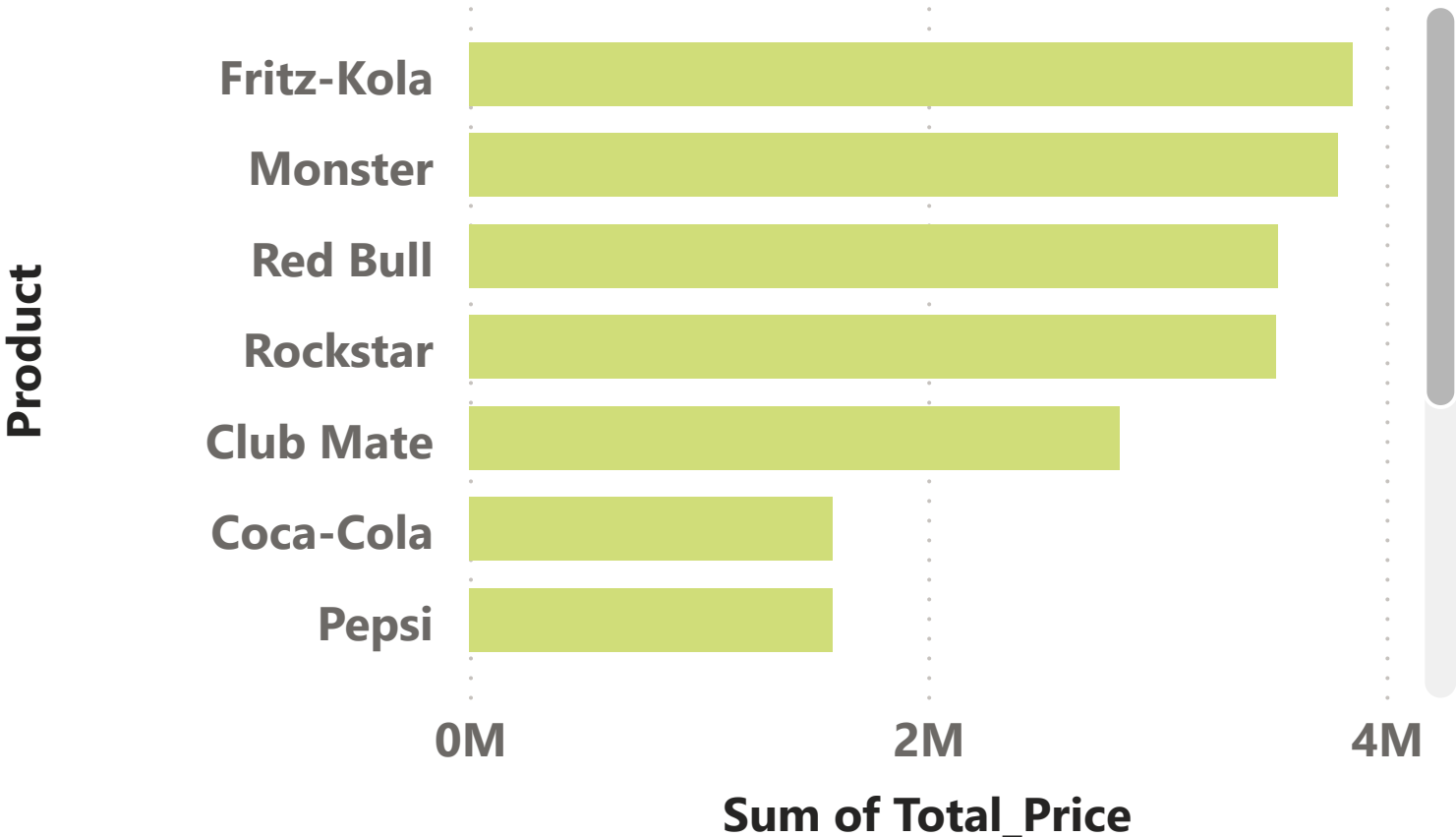


Top 5 Revenue YoY% by Product

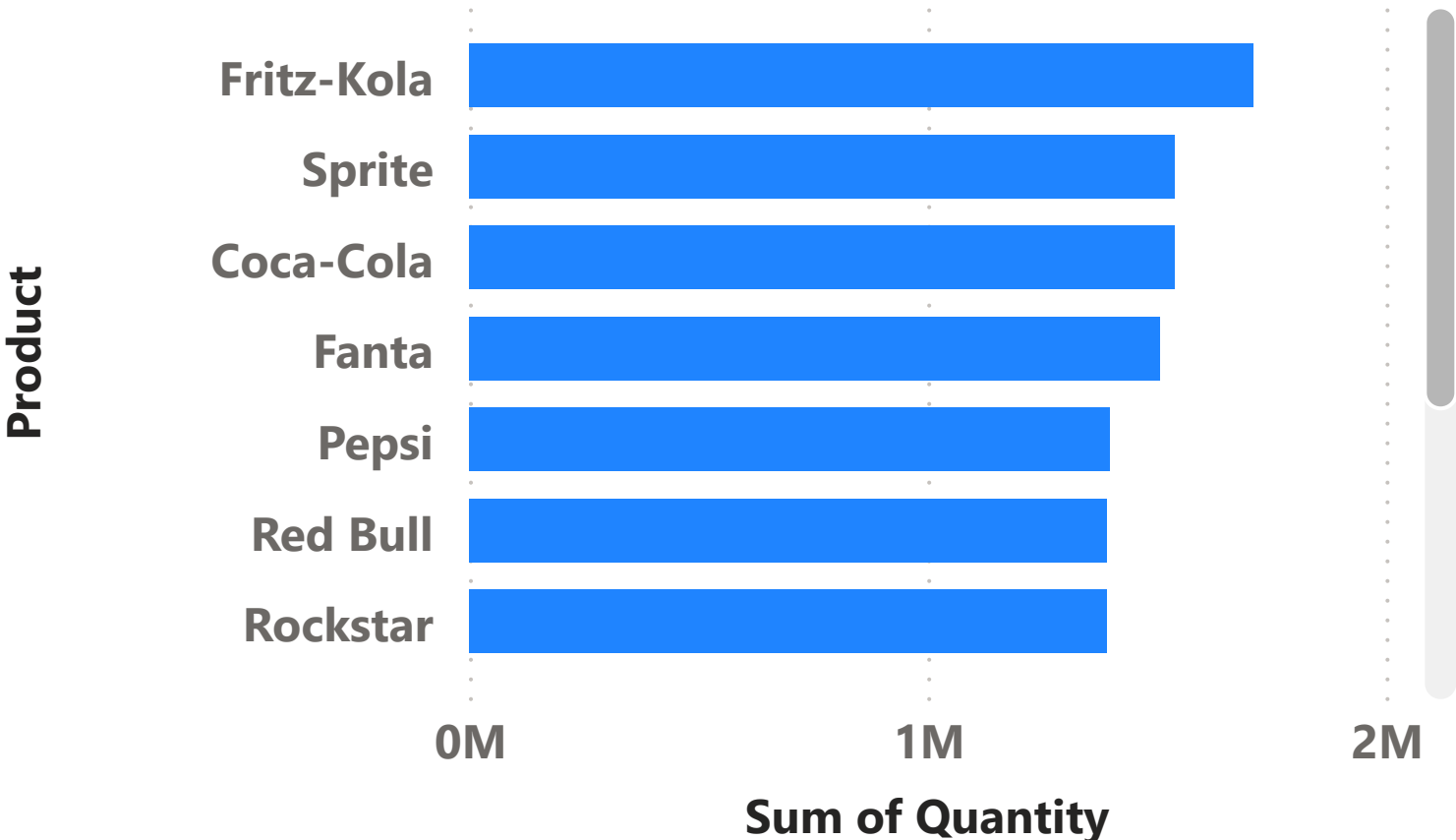
Product ● Coca-Cola ● Mezzo Mix ● Pepsi ● Rockstar



Total Revenue by Product



Total Quantity by Product



Data Source: [Beverage Sales](#)

Water Sales Analysis

Year, Quarter, Month, Day

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Region

All

Customer_Type

All

16.37M

Revenue YTD

3.71%

Revenue YoY%

751.76K

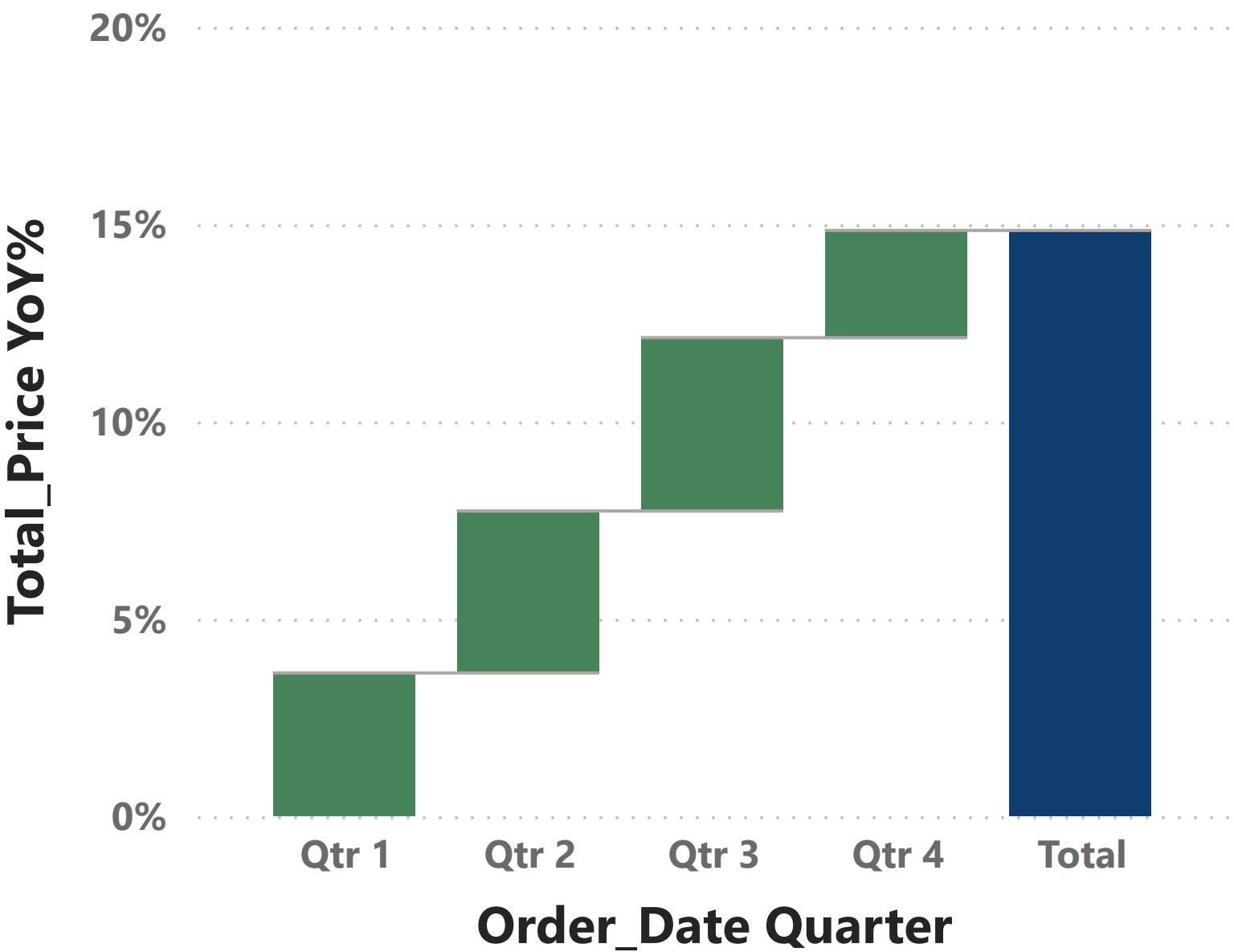
Count of Purchase

10.00K

Count of Customer

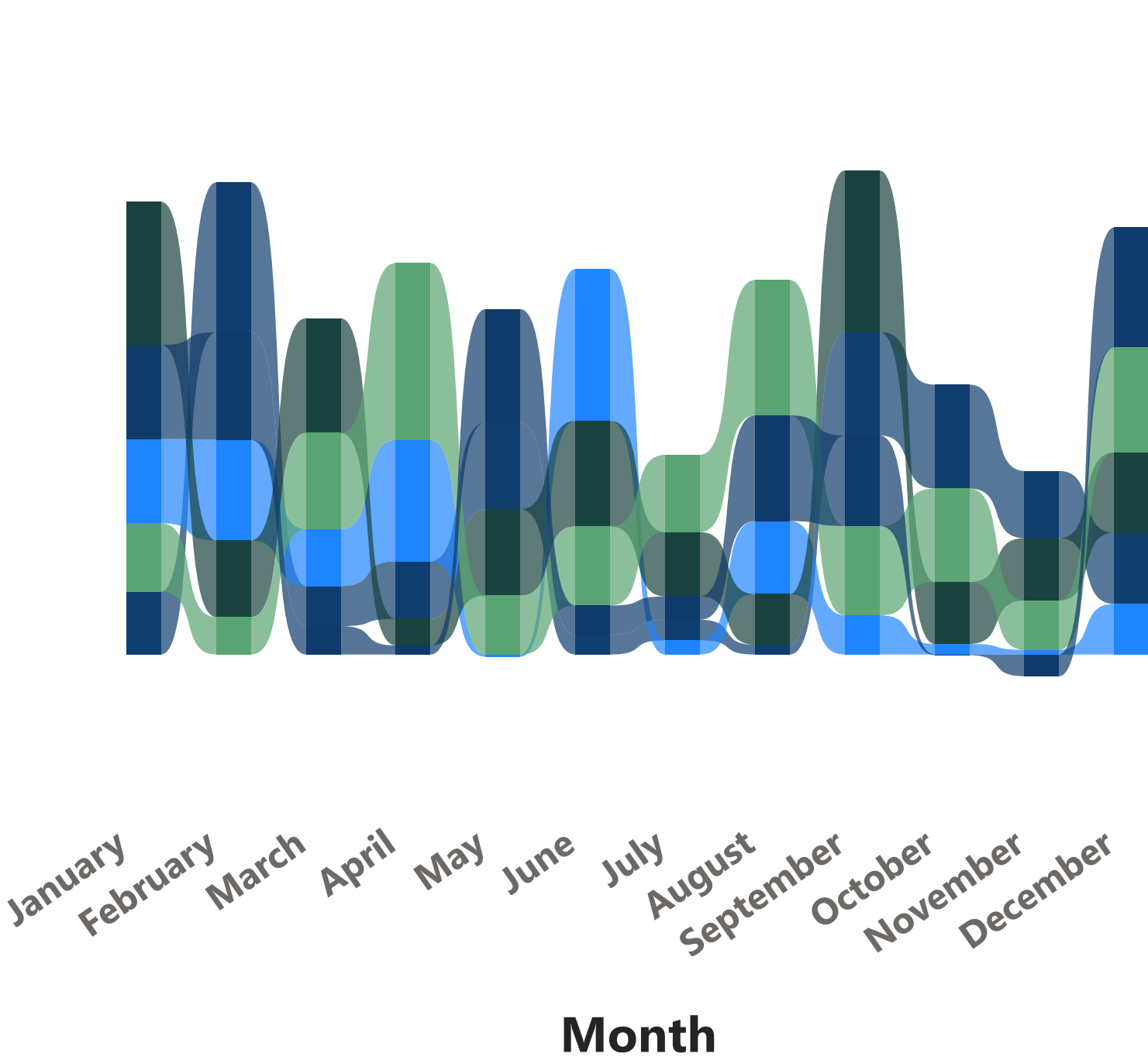
Revenue YoY% by Quarter

● Increase ● Decrease ● Total

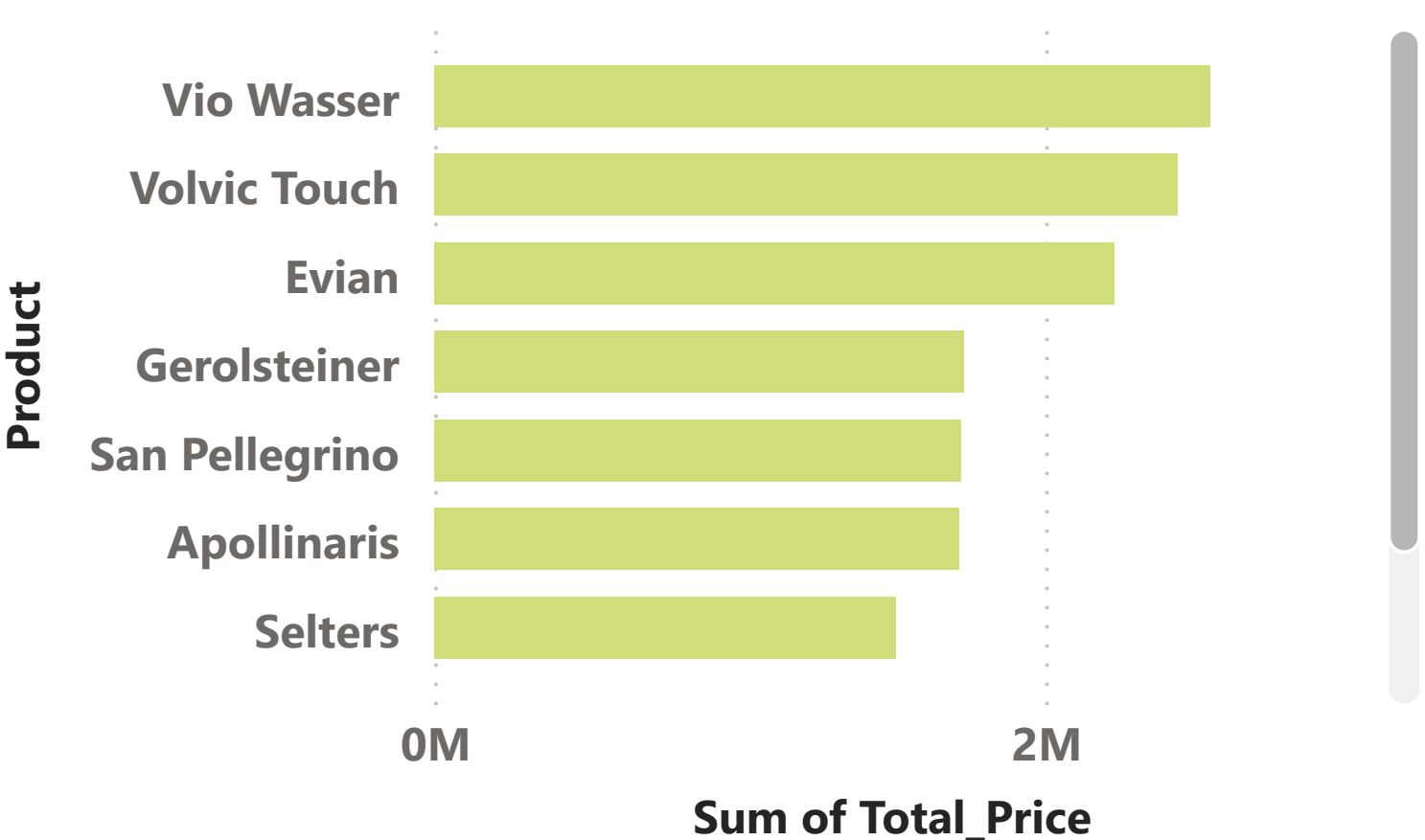


Top 5 Revenue YoY% by Product

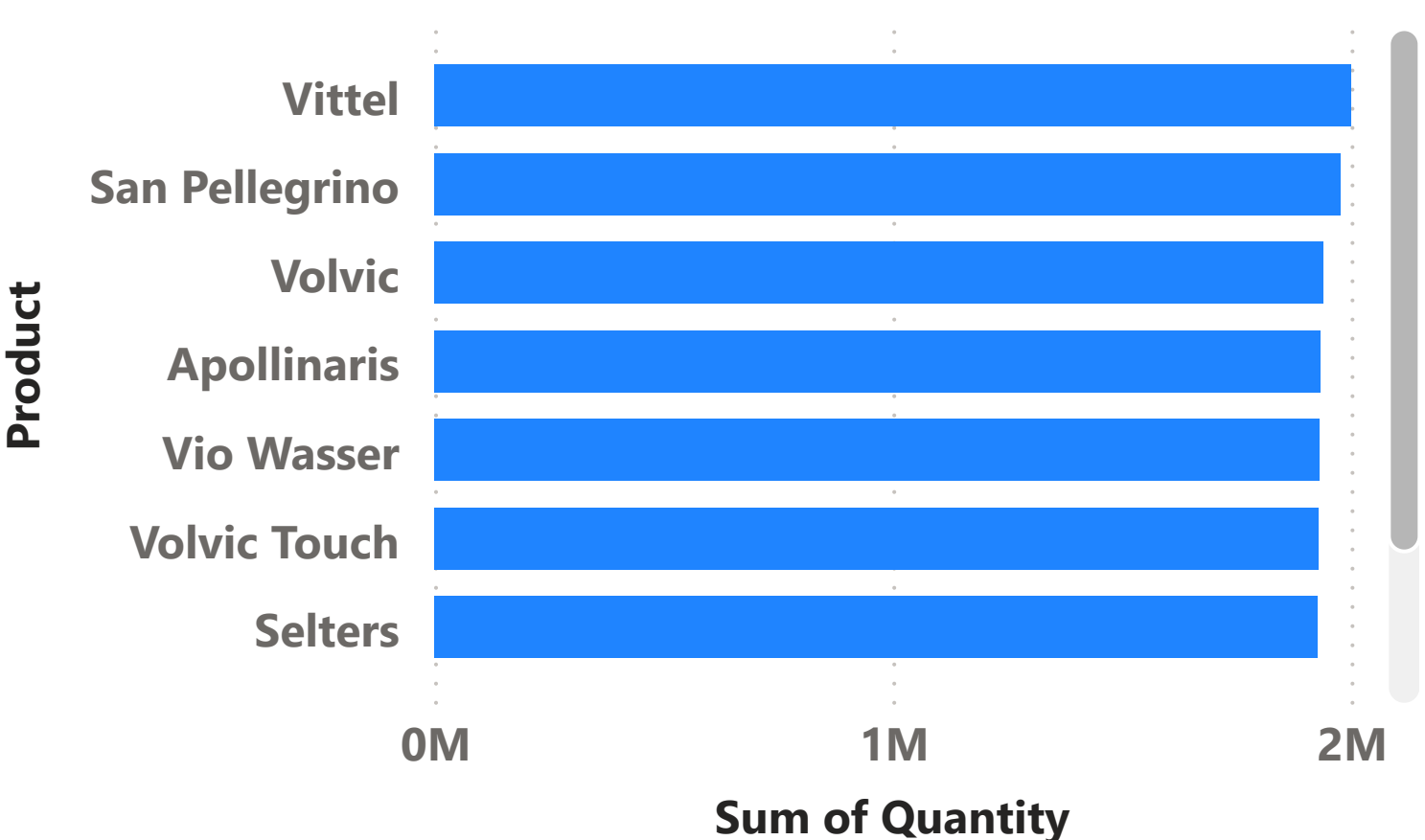
Product ● Gerolsteiner ● Vio Wasser ● Vittel ● Volvic



Total Revenue by Product



Total Quantity by Product



Data Source: [Beverage Sales](#)

Alcoholic Beverages Sales Analysis

Year, Quarter, Month, Day

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Region

All

Customer_Type

All

306.27M

Revenue YTD

3.98%

Revenue YoY%

752.82K

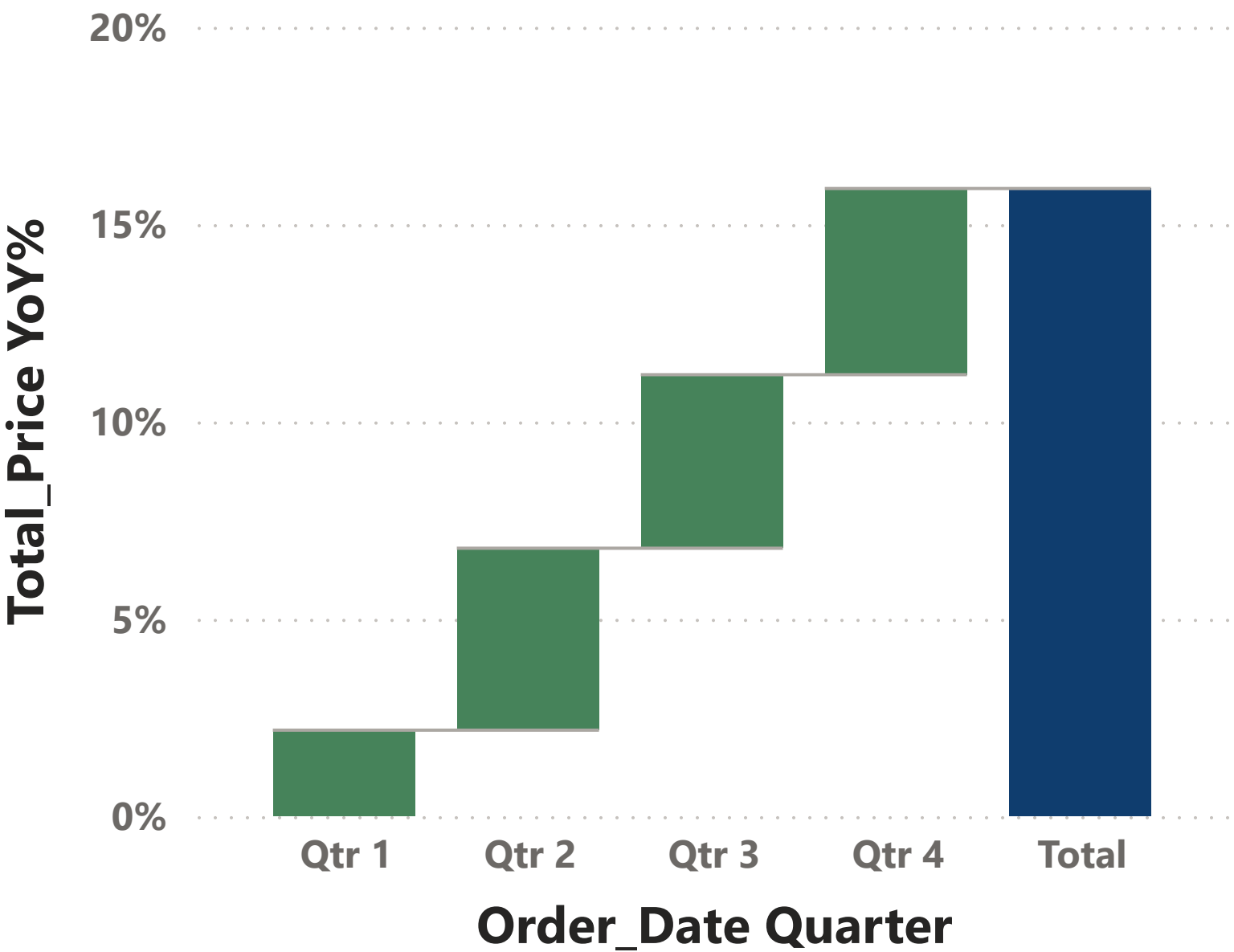
Count of Purchase

10.00K

Count of Customer

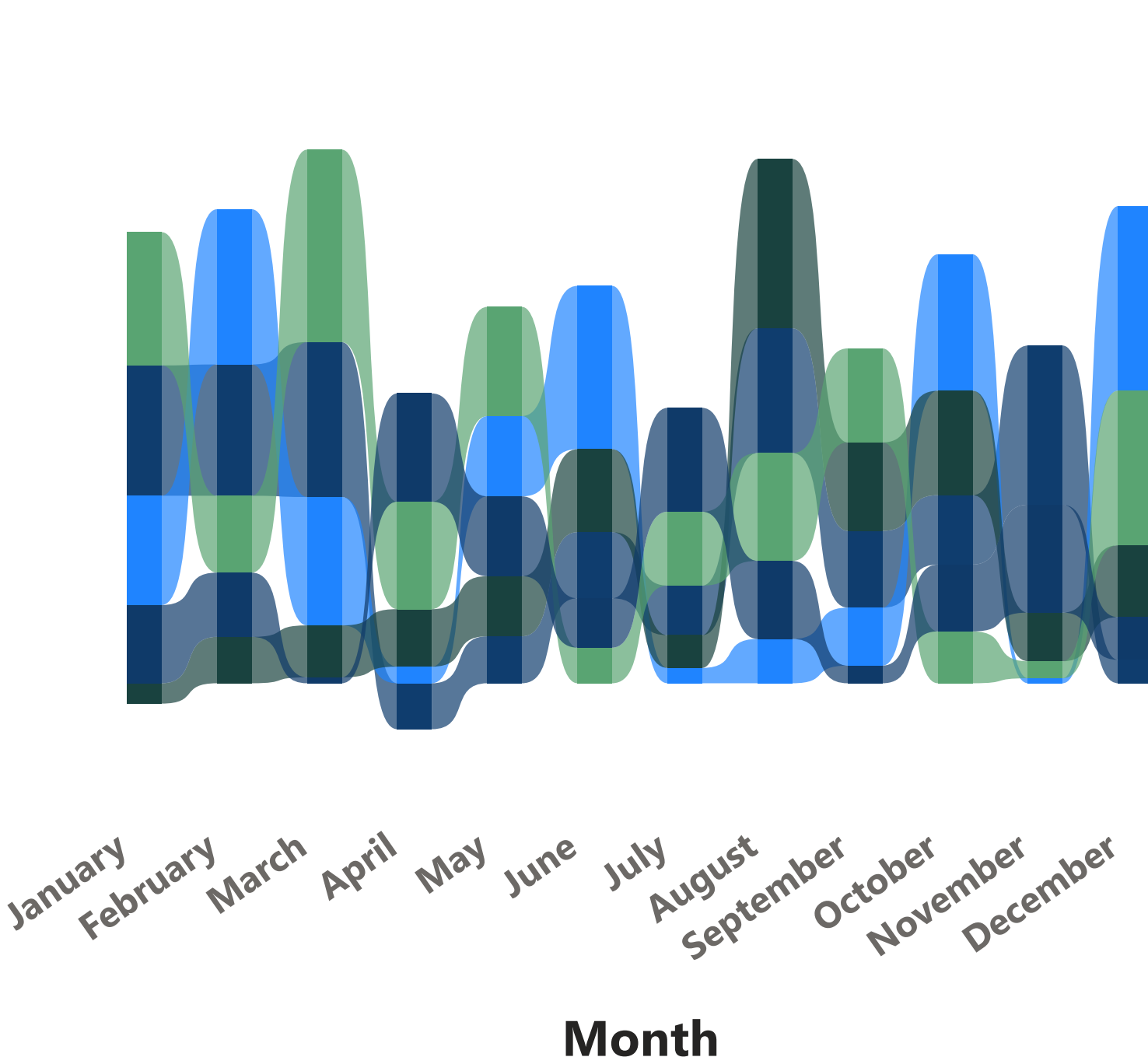
Revenue YoY% by Quarter

● Increase ● Decrease ● Total

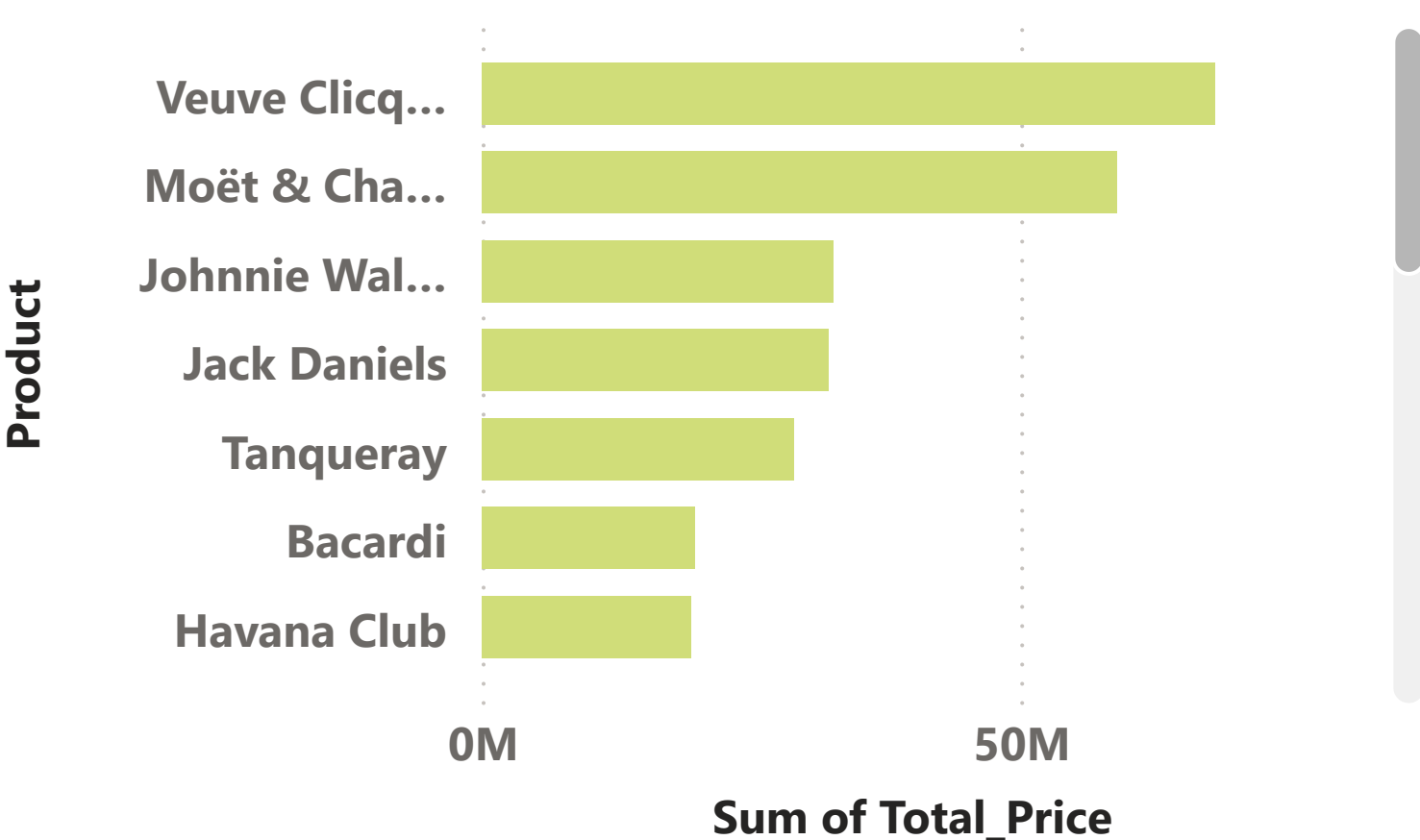


Top 5 Revenue YoY% by Product

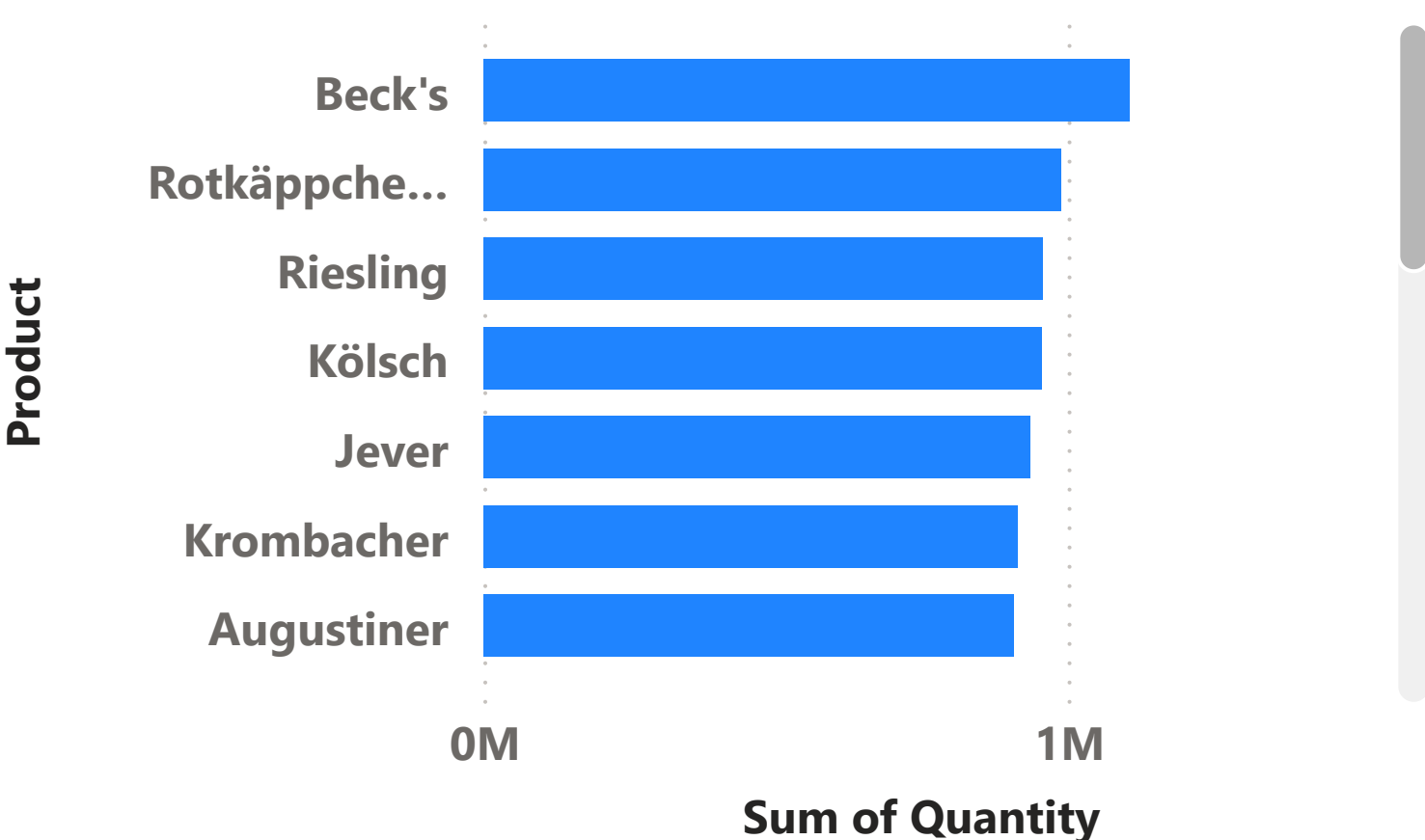
Product ● Augustiner ● Chardonnay ● Jever ● Kölsch ▶



Total Revenue by Product



Total Quantity by Product



Data Source: [Beverage Sales](#)

Juices Sales Analysis

Year, Quarter, Month, Day

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Region

All

Customer_Type

All

44.55M

Revenue YTD

3.58%

Revenue YoY%

752.04K

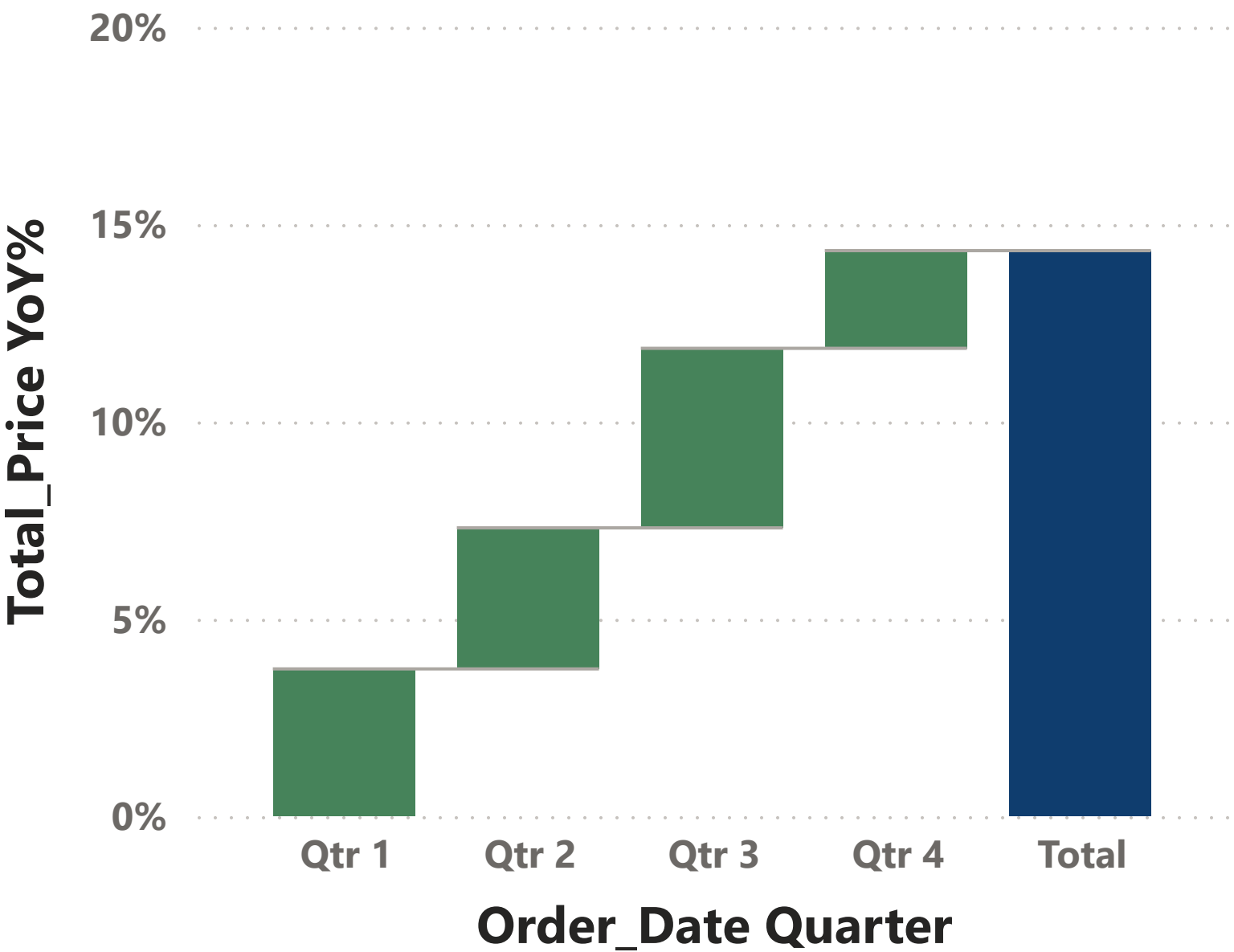
Count of Purchase

10.00K

Count of Customer

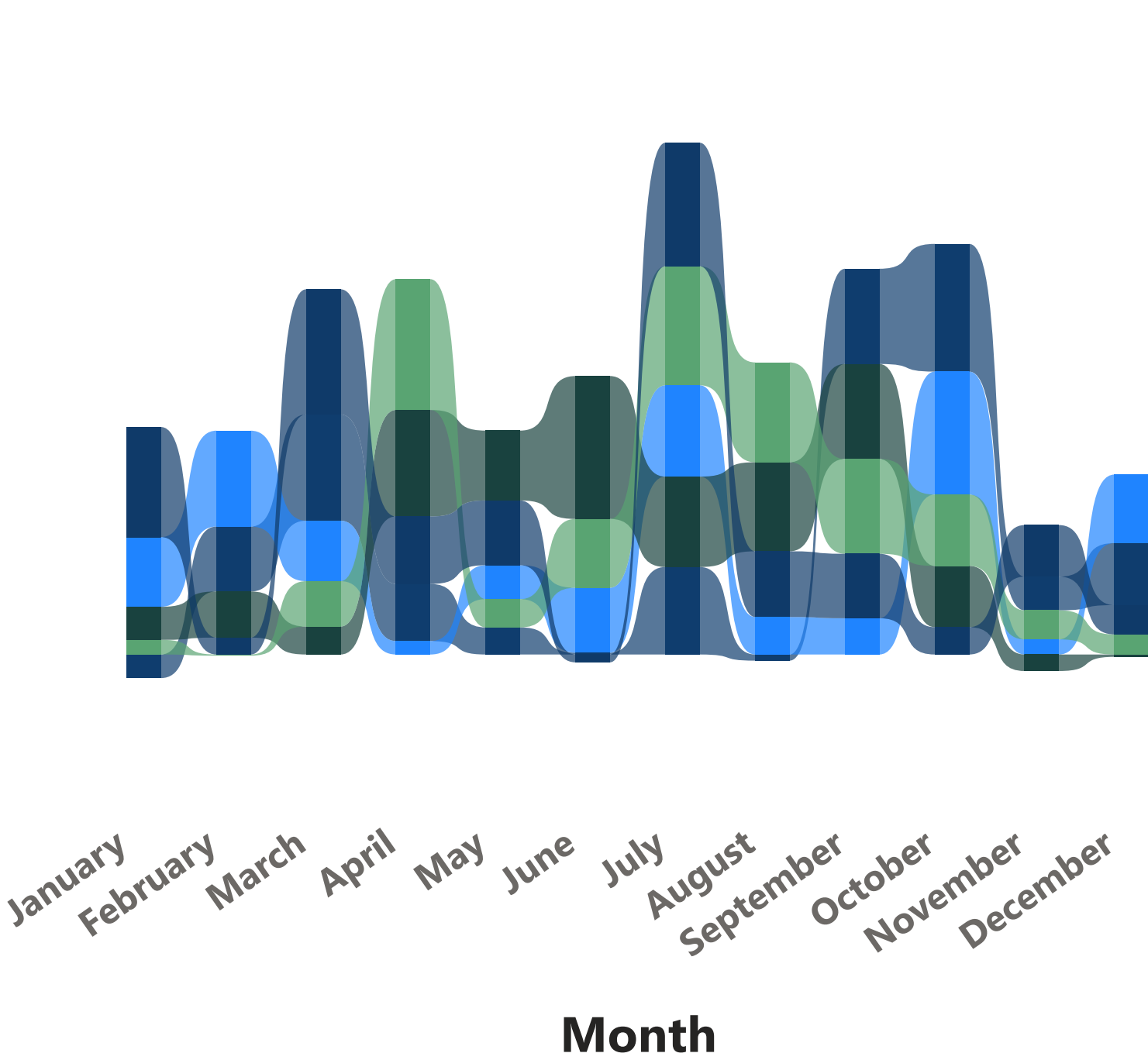
Revenue YoY% by Quarter

● Increase ● Decrease ● Total

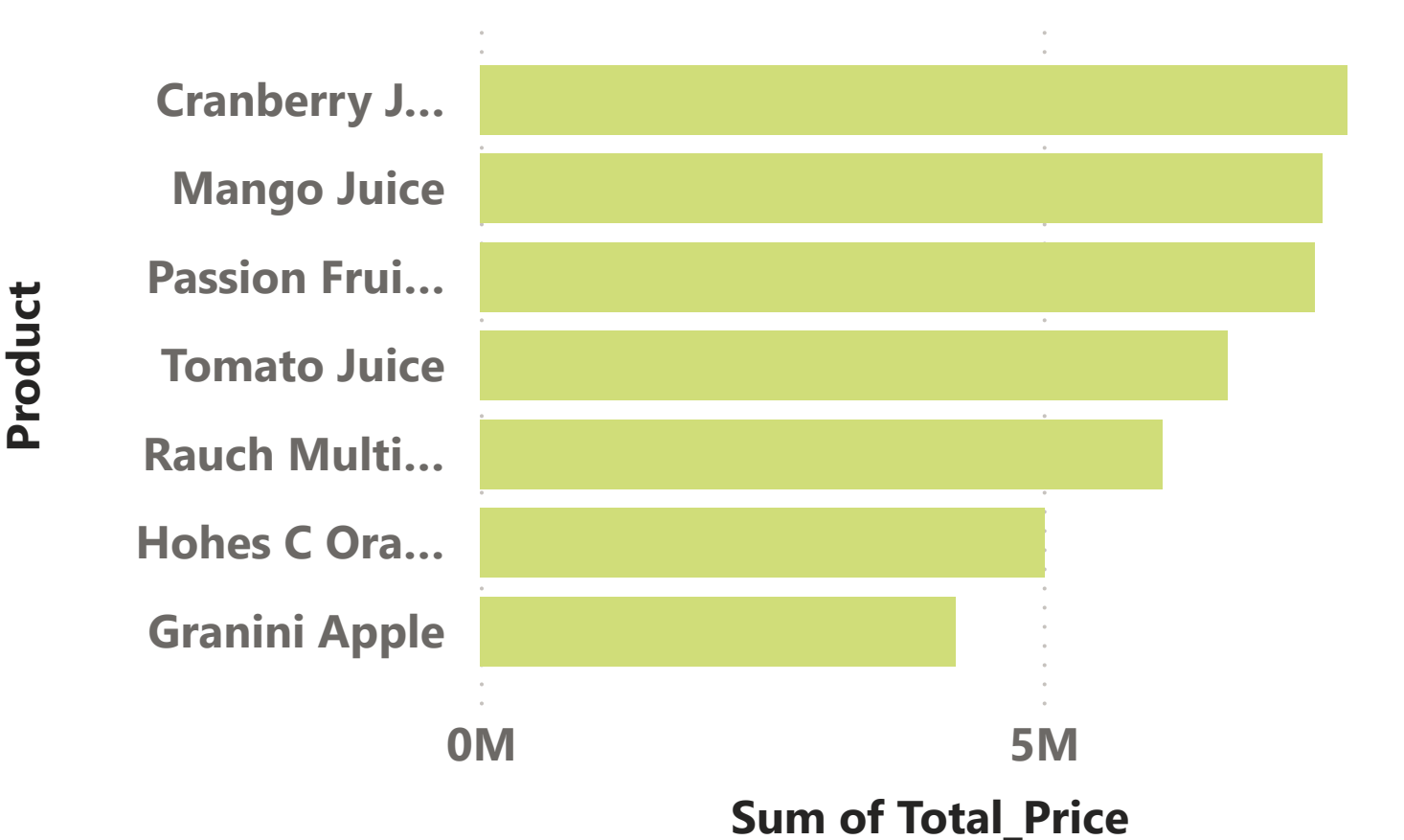


Top 5 Revenue YoY% by Product

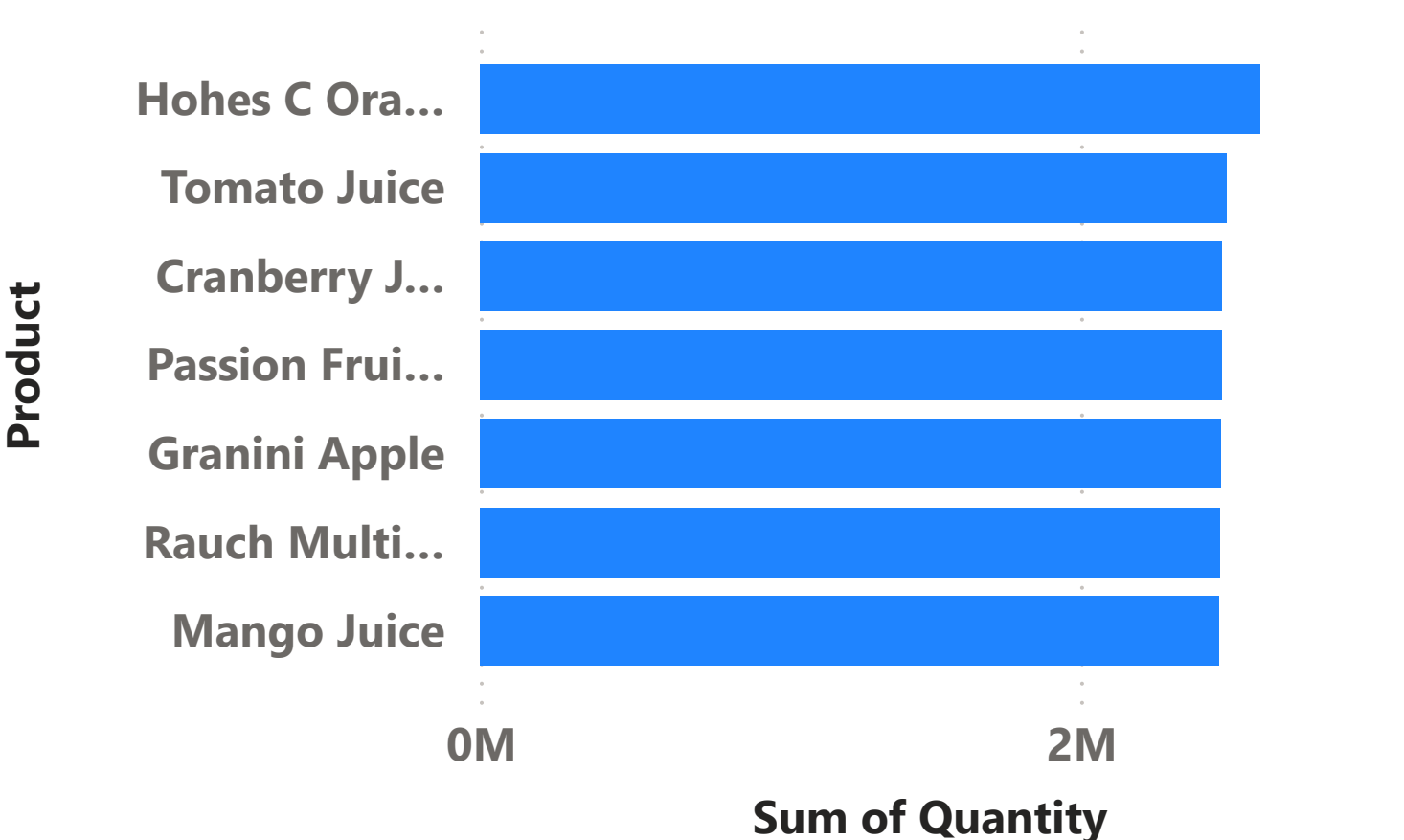
Product ● Granini Apple ● Mango Juice ● Passion Fr...



Total Revenue by Product



Total Quantity by Product



Data Source: [Beverage Sales](#)