1.04M
Sum of SalesAmount

64.75K
Average of SalesAmount

16
Count of SalesID

126K
Sum of MarketingSpend

July
543,263.07
Sum of SalesAmount
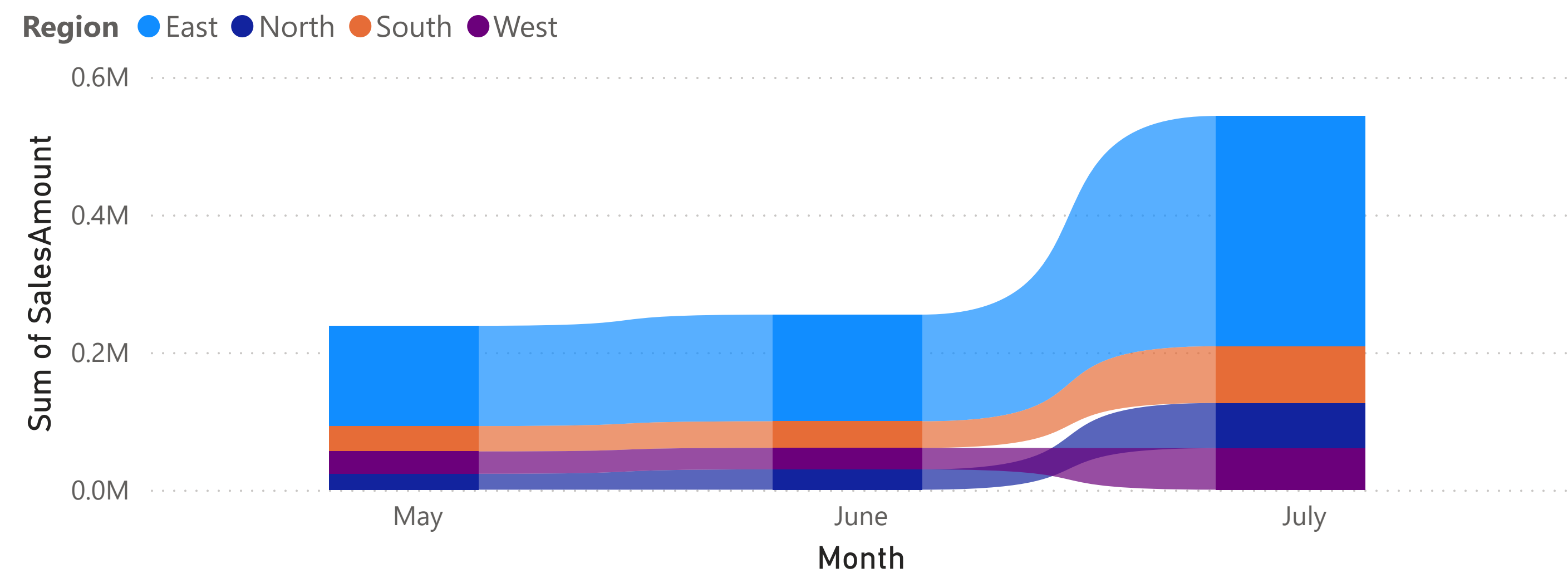
June
254,473.51
Sum of SalesAmount

May
238,237.34
Sum of SalesAmount

July
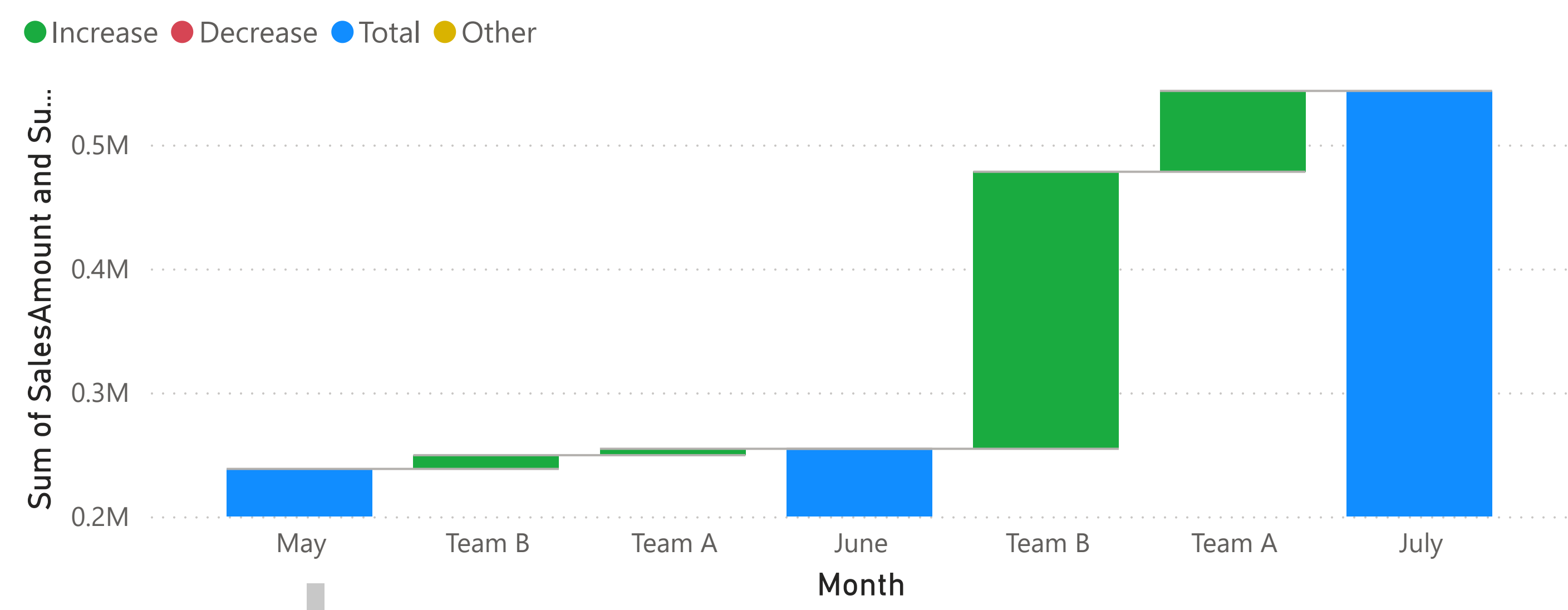68200
Sum of MarketingSpend

June
30500
Sum of MarketingSpend

May
27000
Sum of MarketingSpend

Sum of SalesAmount, Sum of MarketingSpend and First SalesTeam by Month and Region

Region ● East ● North ● South ● West

Sum of SalesAmount and Sum of MarketingSpend by Month and SalesTeam

● Increase ● Decrease ● Total ● Other

Key conclusion:
The total Sales of 3 months : 1.04M with the highest sales on July reaching 543K. Average sales amount per order: 64.75K
Total number of Order in 3 months : 16
Marketing spending reaches at 126K. On July, they spend the largest amount ever at 68K
From Waterfall table, we can see that the highest sales on July is contributed mainly by team B
Even though the team A is invested with higher incremental marketing spending, team B performs better --> This could be explained in the Riboon chart, in the West region, team A spend much spending but the sales here fall to the