2020-Q4 West Region Sales Miss 🔒

Owner (change)
Jeff Burtenshaw

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WEST REGION Q4 *(DEFAULT)* + **Region** in West **Qtr** in Q4

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What is the 2020-Q4 West Region Sales Issue?

Missed Q4 Target by $-3.5M or -2.1% | Sales of $76.2M are Under Prior Year by $-13.3M or -14.8%

Sales Attainment

95.2% Attainment %

Target
$80.0M

$76.2M
Sales

West Region Prior Year Q4 Variance $

-$13M Prior Year Variance

Actual Sales Prior Year Varia...

$100M

$50M

$0

-$50M

Q4

■ TY$
— PY$
■ PYV$

What Actions Should Be Taken?

Recommended Actions

Largest Laggards

?