Description of Report

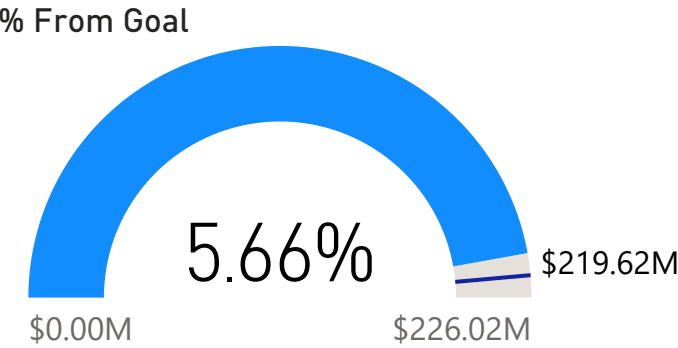Sales Performance and Potential Earnings Report
This prescriptive report is designed to act as a "Check Engine Light" for stakeholders, offering a clear overview of sales performance across different brands, regions, and stores.

The Report:
- Highlights potential earnings gaps and underperformance.
- Encourages stakeholders to ask critical questions about why certain stores or brands are not meeting expectations.
- Combines detailed tables, charts, and geographic maps to visualize sales progress.
- Compares performance to targets.
- Identifies trends over time.
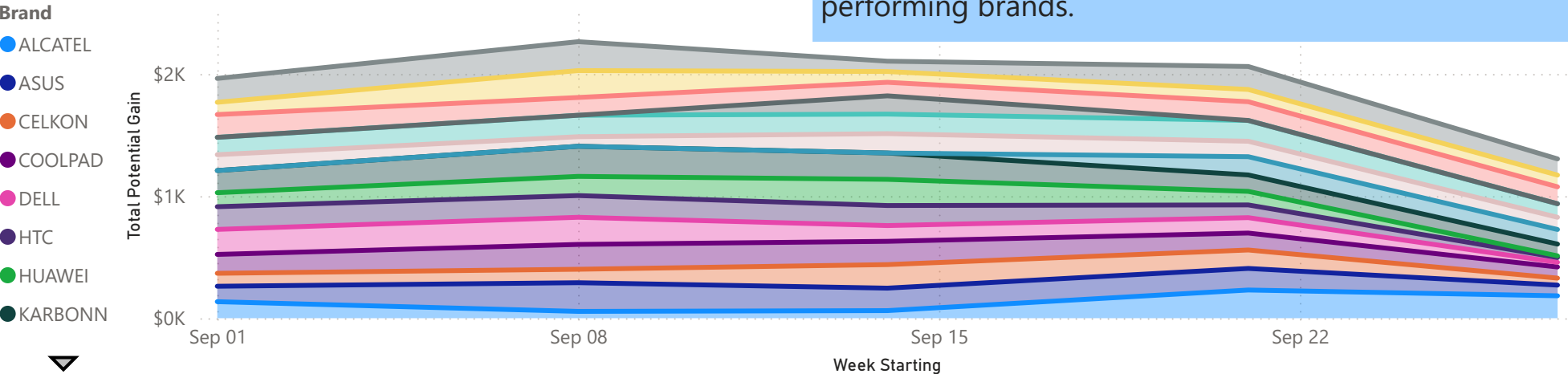- Uses targeted filters by DM for a clear, actionable view of store performance.

Its primary goal is to prompt deeper analysis and action, guiding decisions on where to focus efforts for improvement.
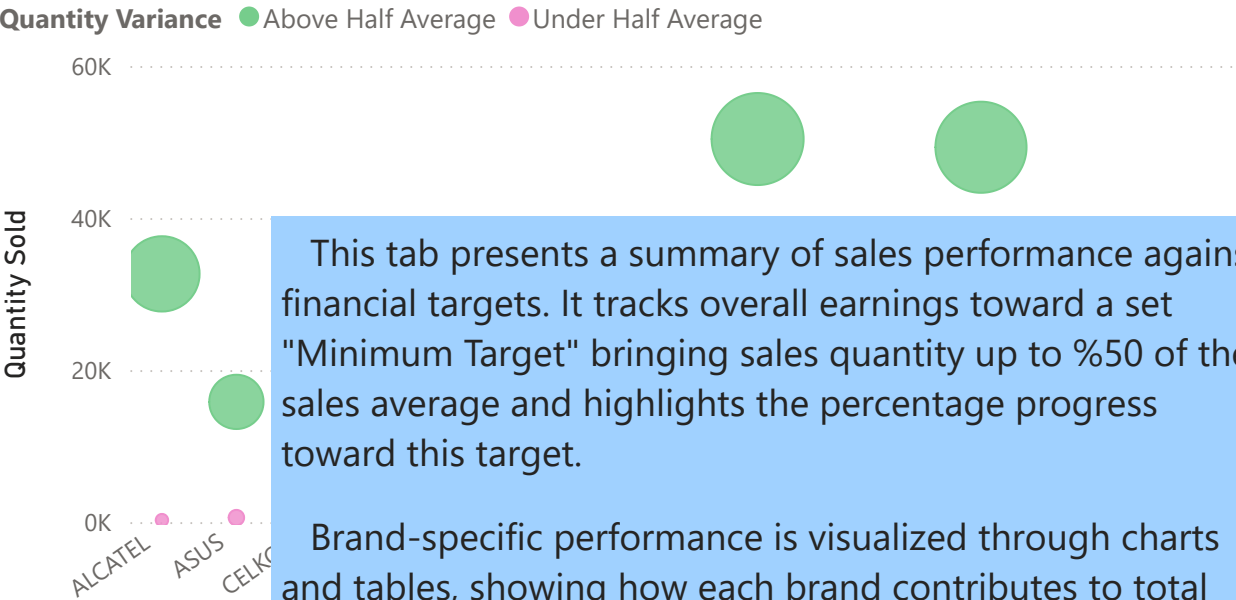
Potential Earnings

% From Goal

5.66%

$0.00M — $226.02M — $219.62M

Potential Earnings - Min Target

$219.62M

Potential Earnings - Goal

$226.02M

Total Potential $ Gain per Week by Brand

Brand
- ALCATEL
- ASUS
- CELKON
- COOLPAD
- DELL
- HTC
- HUAWEI
- KARBONN

(Total Potential Gain vs Week Starting: Sep 01, Sep 08, Sep 15, Sep 22)

Sales Goal Met by Day by Brand

Quantity Variance ● Above Half Average ● Under Half Average

(Quantity Sold vs Brand: ALCATEL, ASUS, CELKO...)

This tab presents a summary of sales performance against financial targets. It tracks overall earnings toward a set "Minimum Target" bringing sales quantity up to %50 of the sales average and highlights the percentage progress toward this target.

Brand-specific performance is visualized through charts and tables, showing how each brand contributes to total sales, potential earnings, and weekly sales trends. This page allows for quick identification of underperforming and high-performing brands.

Brand	
⊞ ALCATEL	
14 Day Min Potential Gain	$53
14 Day Total Potential Gain	$667
Total Sales	$17,692,888
Min Target Sales	$18,223,729
Real Goal	$18,755,167
ASUS	
14 Day Min Potential Gain	$89
14 Day Total Potential Gain	$810
Total Sales	$14,813,715
Min Target Sales	$15,258,219
Real Goal	$15,703,396
CELKON	
14 Day Min Potential Gain	$82
14 Day Total Potential Gain	$617
Total Sales	$10,492,349
Min Target Sales	$10,807,203
Real Goal	$11,122,544
14 Day Min Potential Gain	**$1,077**
14 Day Total Potential Gain	**$9,696**
Total Sales	**$213,219,487**
Min Target Sales	**$219,617,181**
Real Goal	**$226,022,933**

30 Day Main Table View

30 Day Performance

DateId / DM_Name	9/1 Qty	9/1 AVG	9/2 Qty	9/2 AVG	9/3 Qty	9/3 AVG	9/4 Qty	9/4 AVG	9/5 Qty	9/5 AVG	9/6 Qty	9/6 AVG	9/7 Qty	9/7 AVG	9/8 Qty	9/8 AVG	9/9 Qty	9/9 AVG	9/10 Qty	9/10 AVG	9/11 Qty	9/11 AVG	9/12 Qty	9/12 AVG	9/13 Qty	9/13 AVG	9/14 Qty	9/14 AVG	9/15 Qty	9/15 AVG	9/16 Qty
Alex Smith																															
7																															
ALCATEL	42	65	60	60	69	56	53	50	69	57	37	62	65	64	86	65	66	60	37	56	53	50	35	57	82	62	63	64	82	65	66
ASUS	30	32	14	37	21	26	38	25	26	23	23	23	35	29	44	32	45	37	42	26	28	25	29	23	28	23	31	29	41	32	35
CELKON	24	18	44	33	20	27	31	30	31	20	28	26	32	26	19	18	43	33	17	27	38	30	12	20	45	26	29	26	10	18	38
COOLPAD	28	31	22	24	42	32	30	32	11	18	18	20	43	35																	28
DELL	15	26	37	28	37	28	13	26	29	18	45	30	34	22																	12
HTC	45	31	20	29	30	28	19	32	25	23	21	19	25	31																	44
HUAWEI	28	32	38	31	38	33	38	35	37	30	27	31	39	30																	30
KARBONN	29	33	32	34	32	20	41	32	28	36	31	28	36	29																	29
LG	93	87	90	85	104	90	64	65	76	81	70	84	82	88																	96
NOKIA	30	35	44	32	24	22	26	33	16	23	23	31	44	33																	39
PHILIPS	18	22	43	35	17	27	45	32	22	19	21	32	13	22																	40
SAMSUNG	114	88	113	95	81	74	81	93	76	80	86	84	97	92																	87
VIVO	35	34	30	28	38	32	31	31	11	27	43	26	29	22																	20
WND	38	32	45	33	15	19	34	21	11	13	40	33	14	23																	21
XIAOMI	20	24	35	26	35	30	23	20	39	37	35	27	44	29																	12
8	**567**	**49**	**559**	**47**	**602**	**47**	**468**	**47**	**593**	**50**	**489**	**45**	**513**	**45**																	**468**
Chris Martinez																															
17	**473**	**48**	**604**	**50**	**474**	**45**	**510**	**46**	**607**	**49**	**657**	**48**	**541**	**47**																	**580**
18	**530**	**45**	**600**	**47**	**536**	**43**	**571**	**48**	**592**	**47**	**551**	**49**	**601**	**47**																	**522**
Chris Miller																															
11																															
ALCATEL	69	60	27	51	72	46	78	58	85	59	33	39	23	51																	27
ASUS	24	25	28	26	39	33	31	31	35	28	32	24	13	18																	27
CELKON	41	31	34	24	12	22	20	28	42	30	21	26	11	20	32	31	14	24	39	22	29	28	29	30	35	26	27	20	28	31	38
COOLPAD	12	24	25	25	11	21	29	27	41	21	23	26	24	30	21	24	38	25	10	21	15	27	10	21	16	26	40	30	15	24	27

> This page provides a daily sales breakdown for each brand, organized by district manager (DM), Store #, and Brand.
>
> This tab is tailored to each District Manager, offering easy filtering for a clear, noise-free view of their store performance, enabling accurate and actionable decisions.
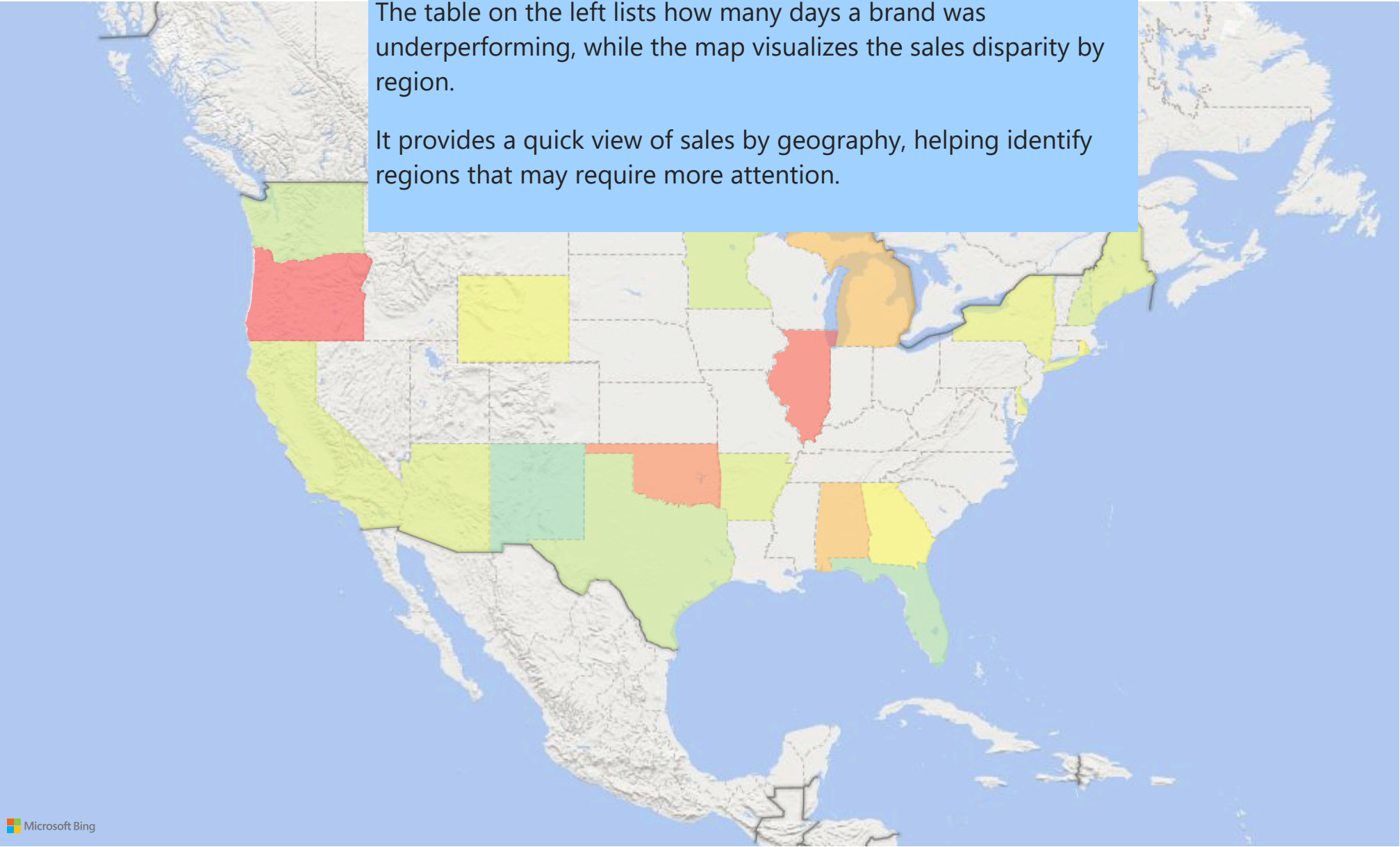>
> The table shows the number of units sold by brand on each day over a 30-day period compared to the average sales of the same day of the week across time.
>
> Highlighted cells indicate lower-than-average performance, helping to identify sales trends and areas that may need improvement. It's a straightforward performance tracker for monitoring brand and DM performance over time.

30 Day Table and Map

/30/2024

State	Days Under
⊟ **Alabama**	**31**
⊟ 11	31
ALCATEL	1
ASUS	3
COOLPAD	4
DELL	1
HTC	3
HUAWEI	1
KARBONN	4
NOKIA	2
PHILIPS	3
WND	5
XIAOMI	4
⊞ **Arizona**	**25**
⊞ **Arkansas**	**25**
⊞ **California**	**25**
⊞ **Delaware**	**26**
⊞ **Florida**	**20**
⊞ **Georgia**	**28**
⊞ **Illinois**	**36**
⊞ **Maine**	**25**
⊞ **Michigan**	**31**
⊞ **Minnesota**	**24**
Total	**537**

Sum of Sales by State

This page combines a table and a geographical map to show sales performance across different states.

The table on the left lists how many days a brand was underperforming, while the map visualizes the sales disparity by region.

It provides a quick view of sales by geography, helping identify regions that may require more attention.

20

Stores Affected

Microsoft Bing