



SALES ANALYTICS REPORT

KPIs Covered:

KPI 1: Moving Average

KPI 2: Current vs Last Year comparison

KPI 3: Top 3 Product Share Details

KPI 4: Profit %

Report Name: Sales Analytics Report

Report Version: 1.01

Report Owner: Priyansh Gautam

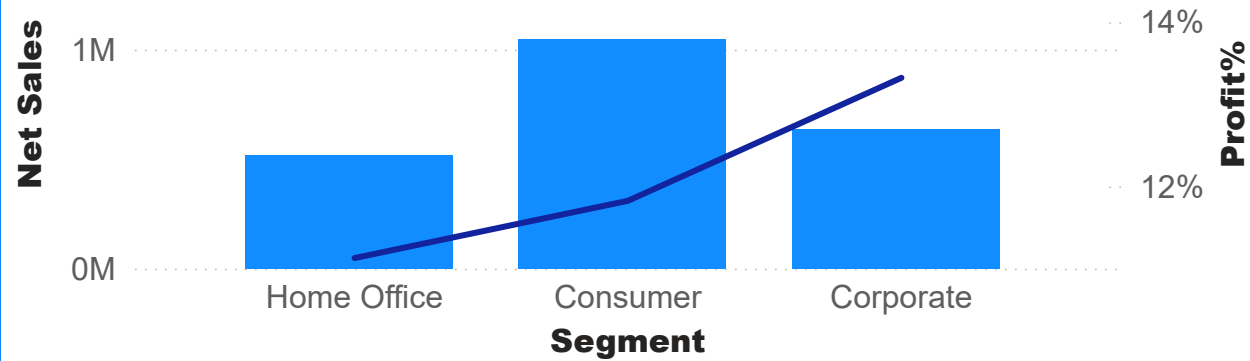
Created by: Priyansh Gautam

Published on: 01-03-2025

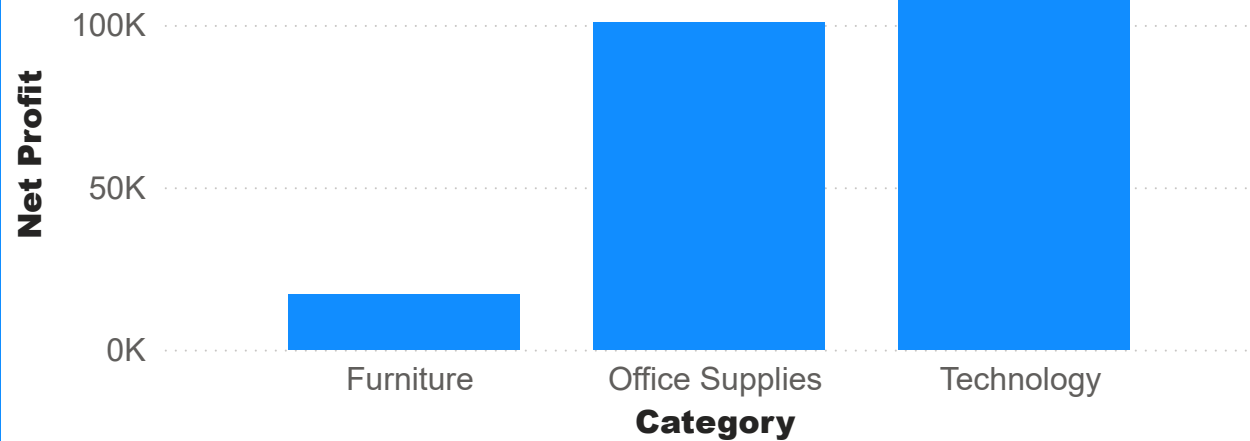
Additional Info:

Total Sales and Profit% by Segment

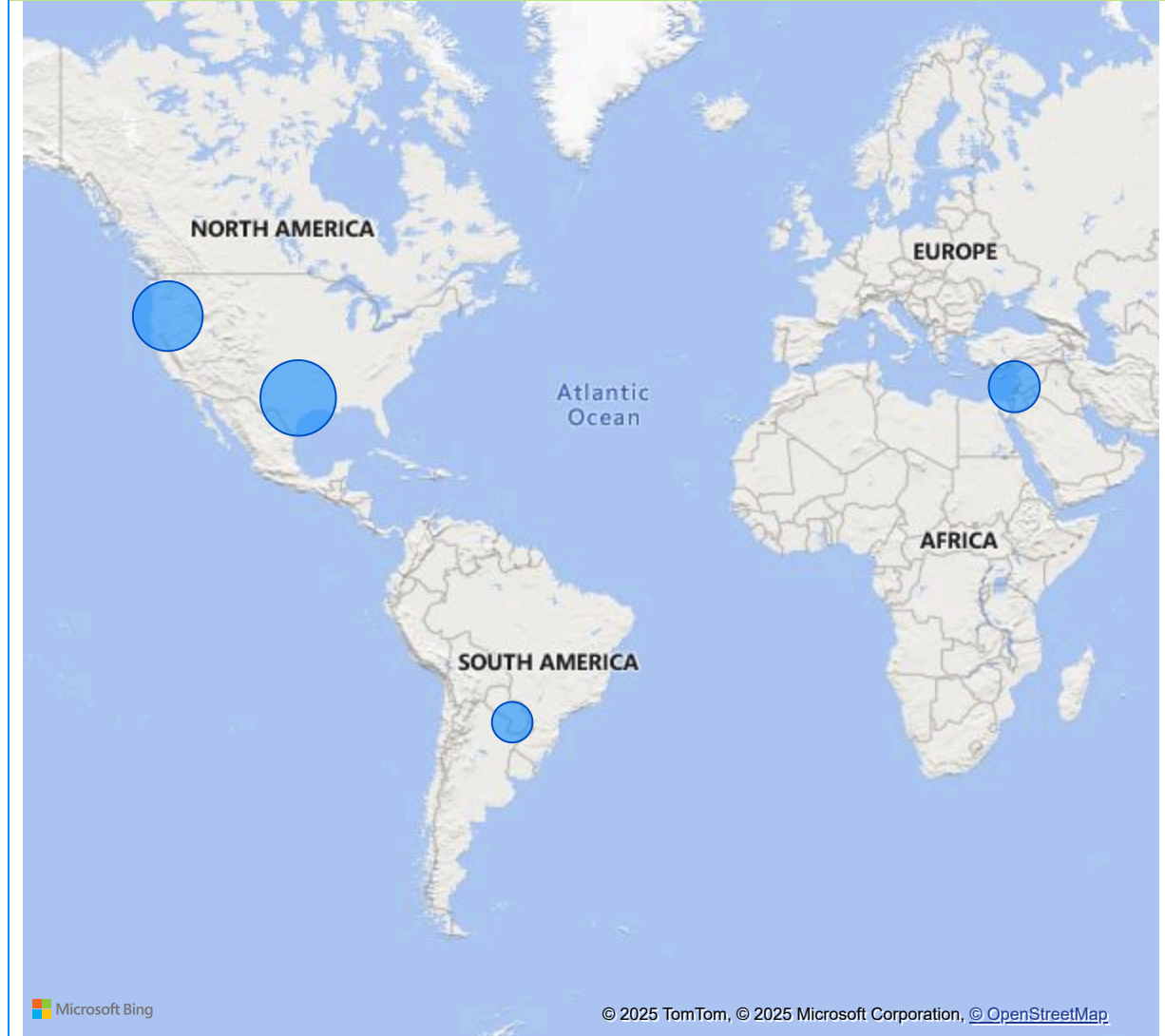
● Net Sales ● Profit%



Net Profit by Category



Net Profit by Region

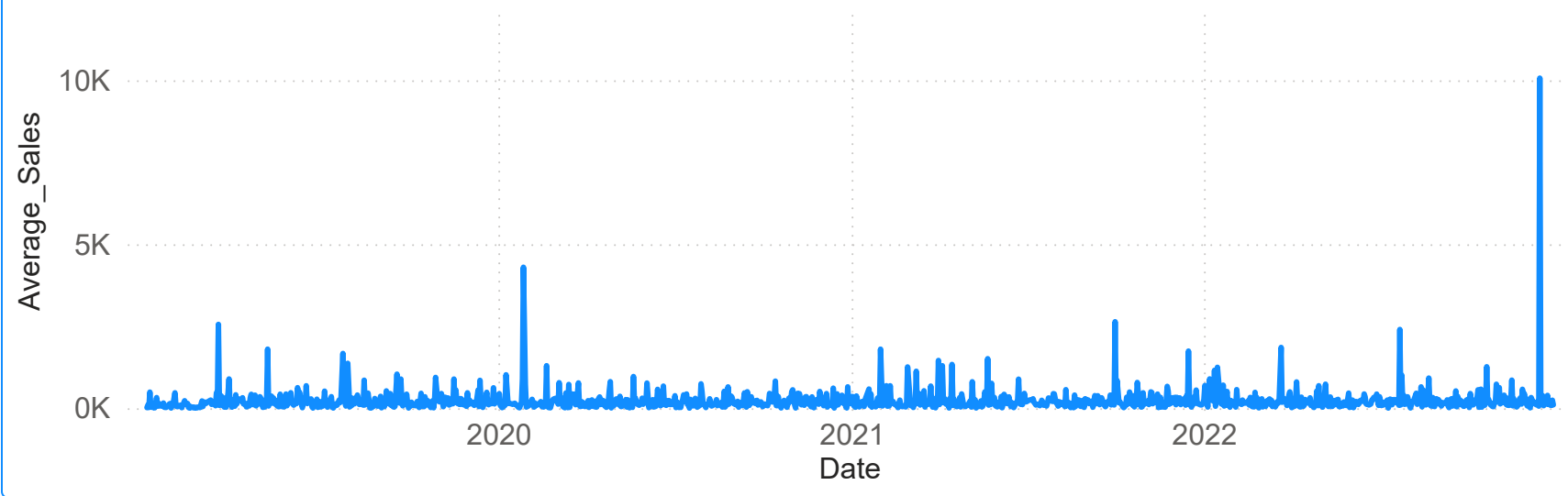




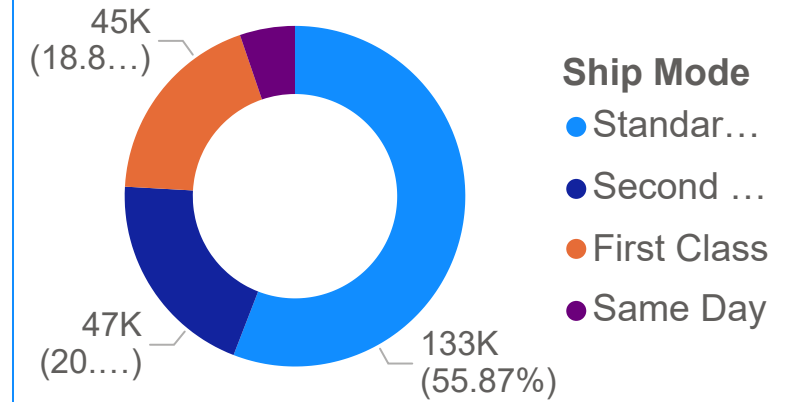
Average Sales



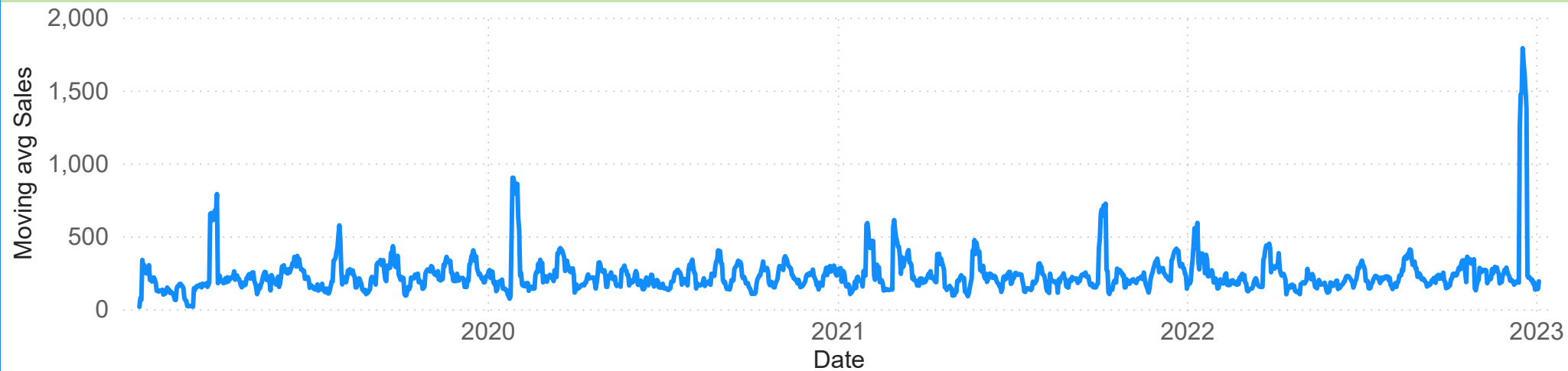
Average_Sales by Date



Profit by Ship Mode



Moving AVG Sales by Date



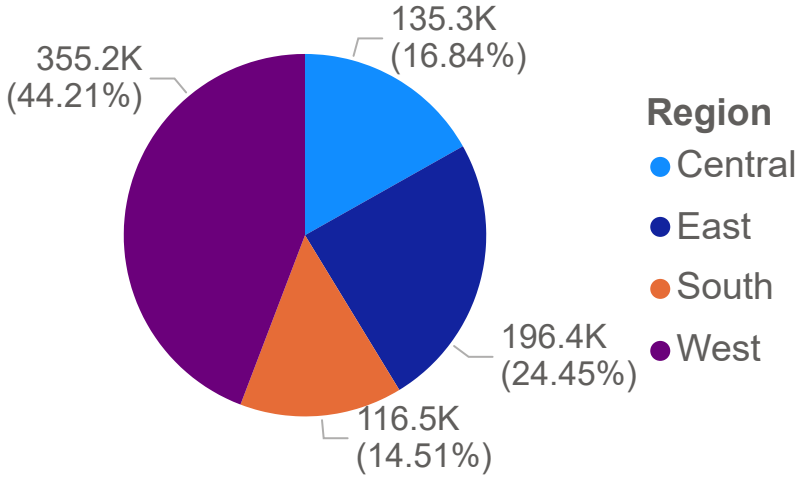
Sub-Category	Profit%
Labels	77%
Envelopes	73%
Copiers	56%
Fasteners	46%
Accessories	32%
Art	31%
Appliances	19%
Paper	18%
Furnishings	16%
Planners	15%



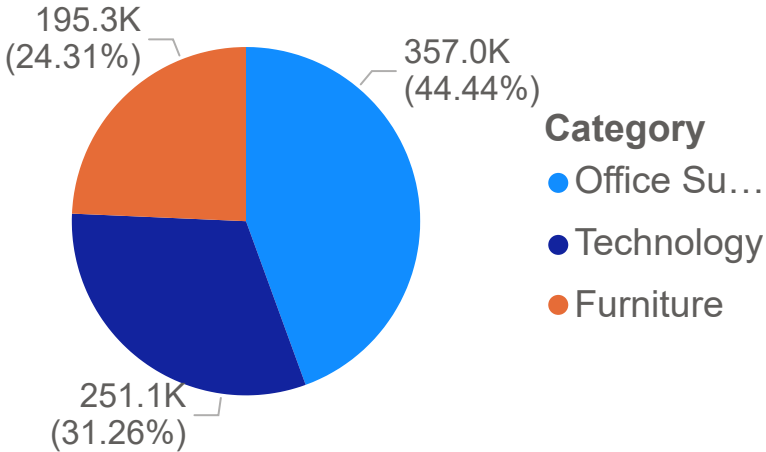
All Sales Parameter



Total Sales by Region



Net Sales by Category



719.4K
Net Cost

803.4K
Net Sales

12%
Profit%

Year
2022

Region

Central	South
East	West

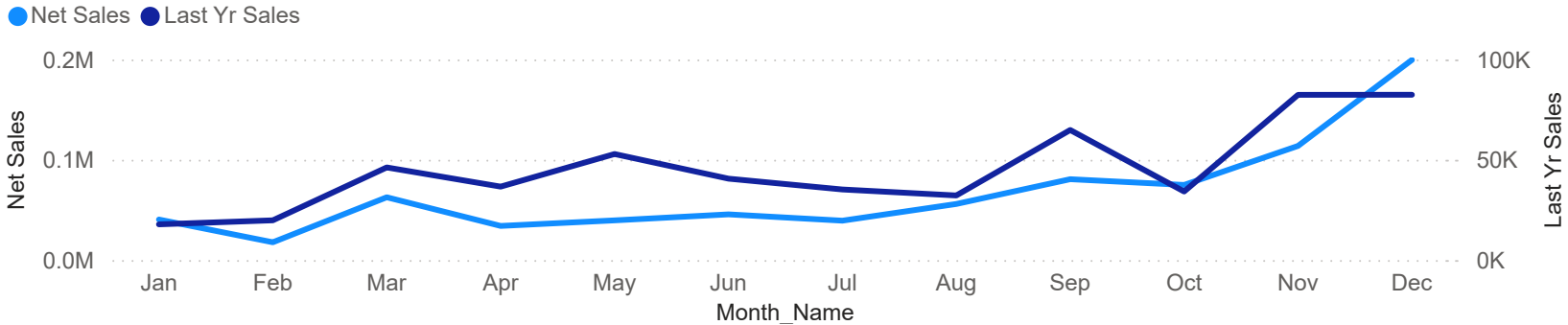
Category

Furniture	Office Supplies	Technology
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MTD Sales and Last Yr Sales by Month

1,99,548.2
Last Yr Sales: 82,388.4 (+142.2%)

Current Sales and Last Yr Sales





Top N Sales and Share



Top 5

Top 8

Top 10

Top 12

201.04K

Top 3 Products

23%

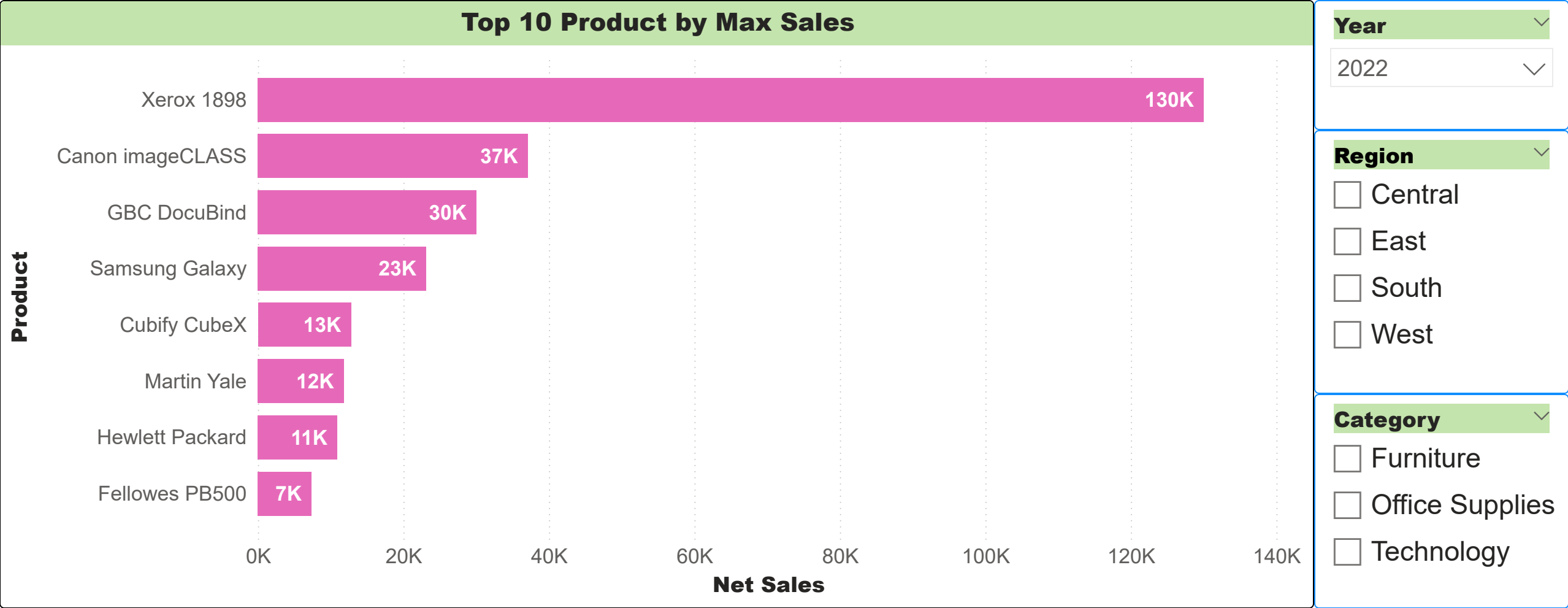
Top 3 Product Share

159.75K

Top 3 Customer Sales

18.54%

Top 3 Customer Share





Current Sales and Target

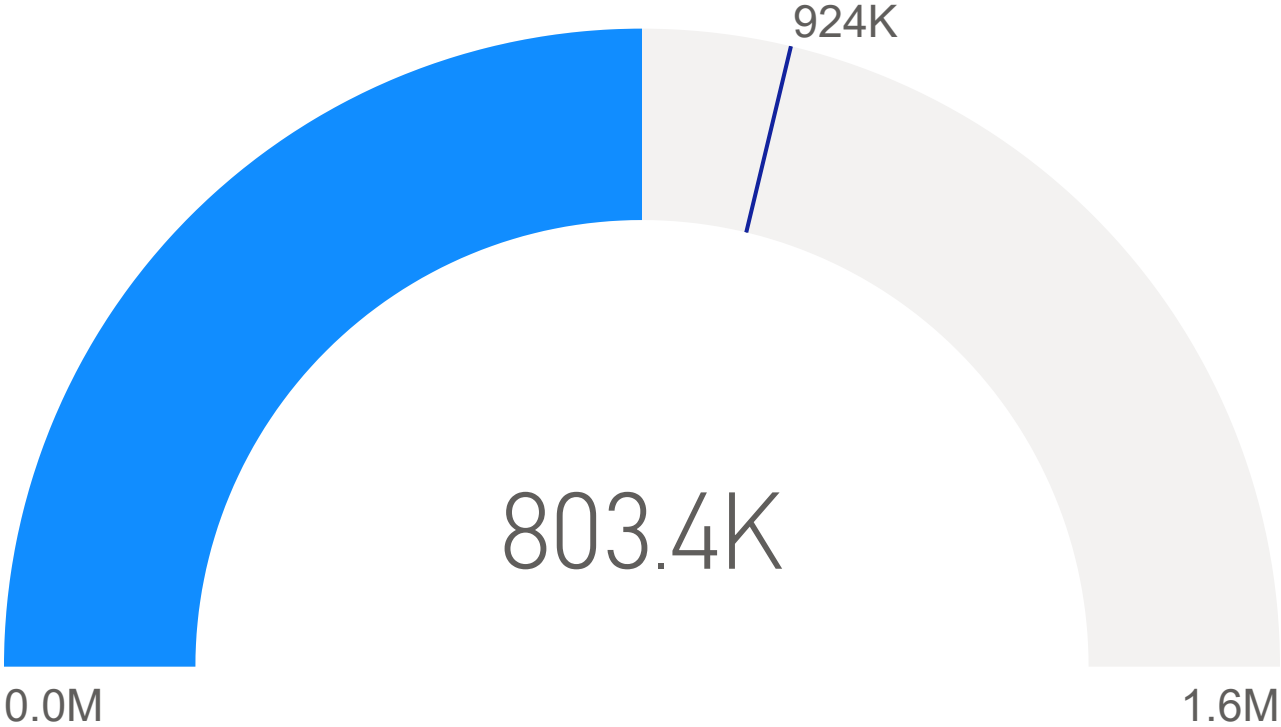


Target Percentage

15



Net Sales and Target_Sales



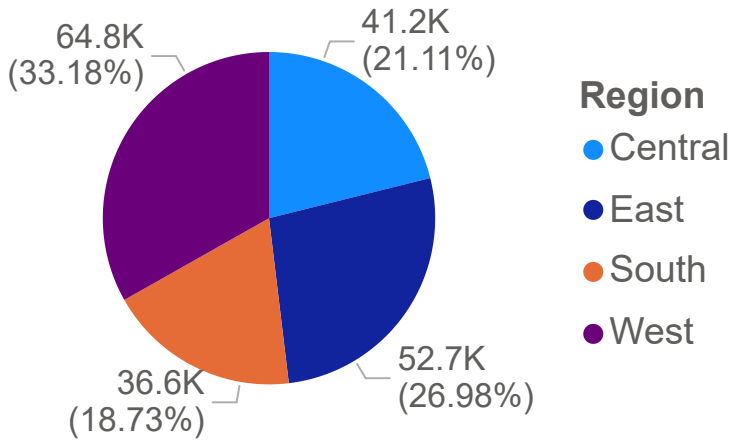
Month_Name	Net Sales	Target_Sales
Jan	40343.2	46395
Feb	17675.7	20327
Mar	62555.0	71938
Apr	33980.6	39078
May	39520.5	45449
Jun	45499.7	52325
Jul	39222.9	45106
Aug	55868.6	64249
Sep	80568.5	92654
Oct	74846.8	86074
Nov	113763.2	130828
Dec	199548.2	229480
Total	803393.0	923902



Furniture All Parameter



Total Sales by Region



Furniture

195.3K **192.3K** **2%**
Total Sales Total Cost Total Profit%

Region

☐ Central

☐ East

☐ South

☐ West

Year

☐ 2019

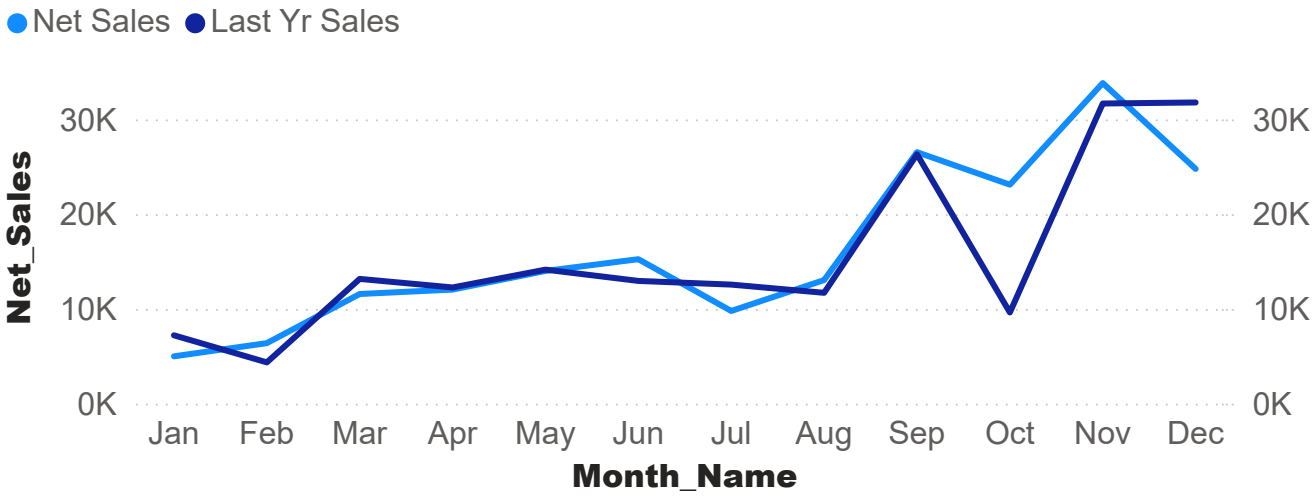
☐ 2020

☐ 2021

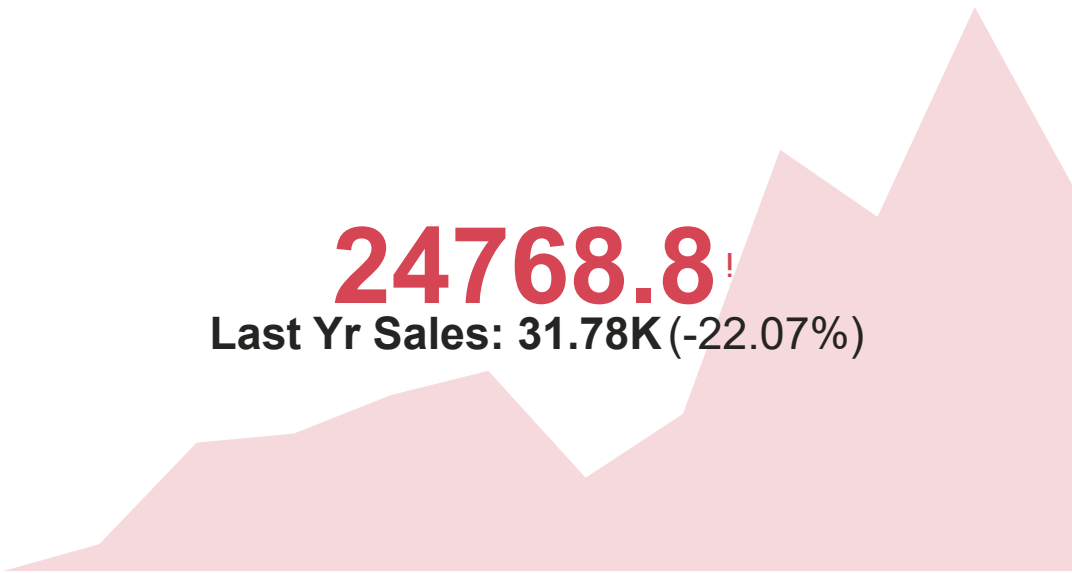
☒ 2022

☐ 2023

Current Sales and Last Yr Sales



Month wise Sales and Last Yr Sales

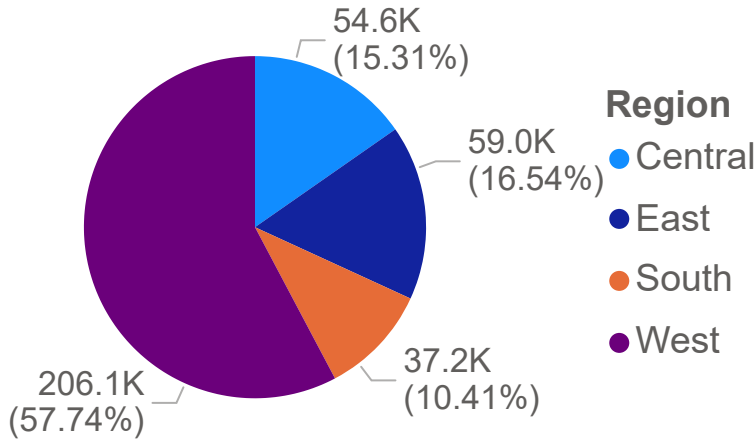




Office Supplies All Parameter



Total Sales by Region



Office Supplies

357.0K **321.9K** **11%**
Total Sales Total Cost Total Profit%

Region

☐ Central

☐ East

☐ South

☐ West

Year

☐ 2019

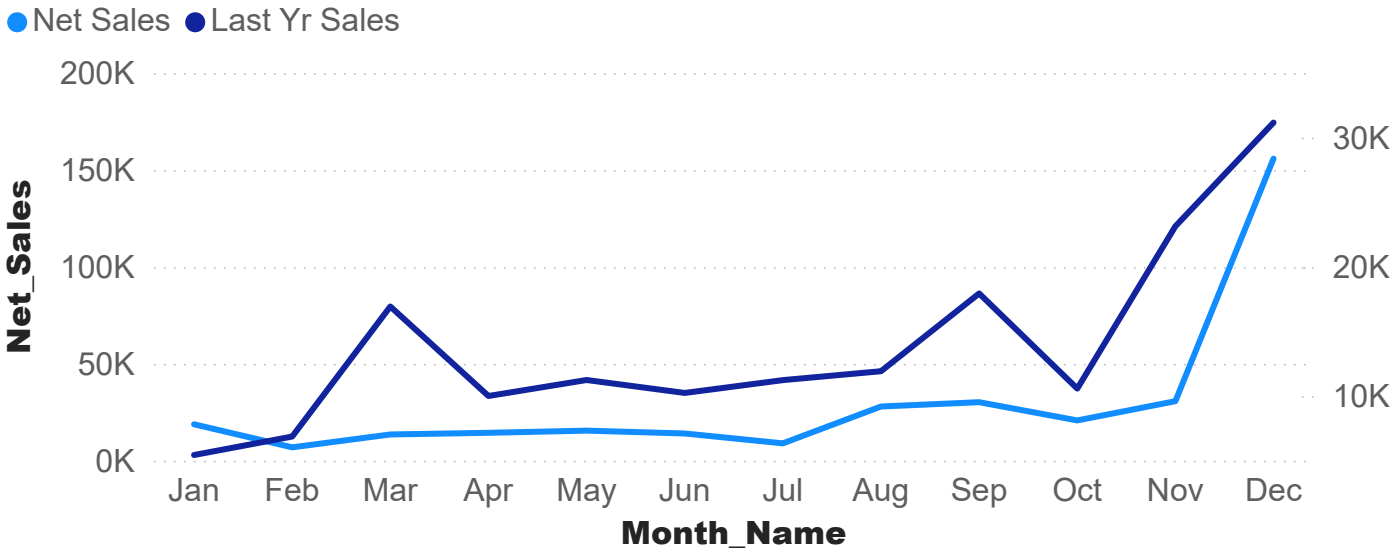
☐ 2020

☐ 2021

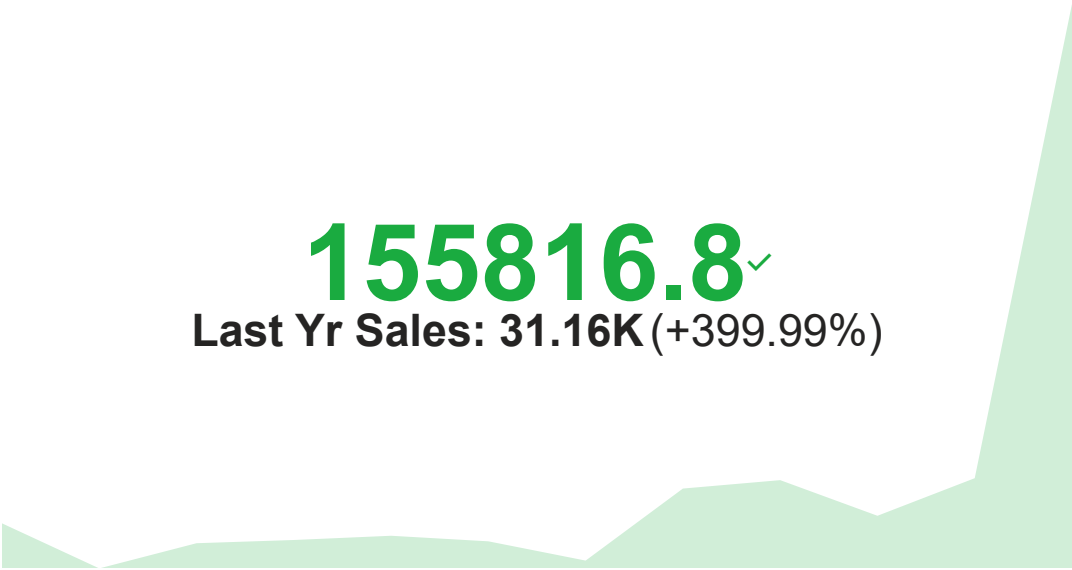
☒ 2022

☐ 2023

Current Sales and Last Yr Sales



Month wise Sales and Last Yr Sales

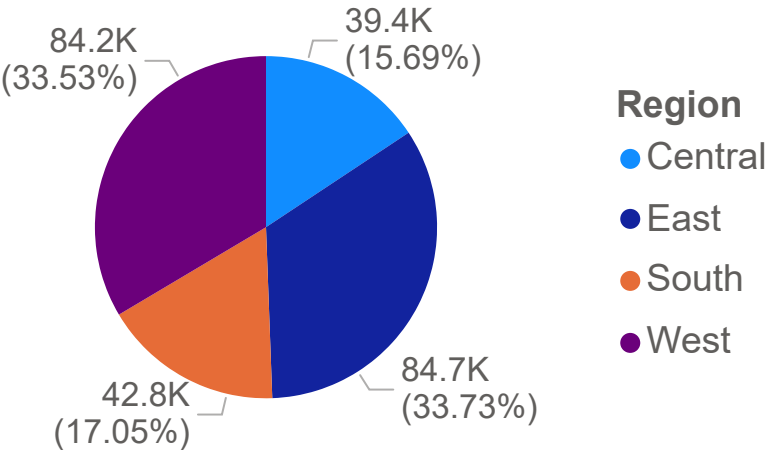




Technology All Parameter



Total Sales by Region



Technology

251.1K **205.3K** **22%**
Total Sales Total Cost Total Profit%

Region

☐ Central

☐ East

☐ South

☐ West

Year

☐ 2019

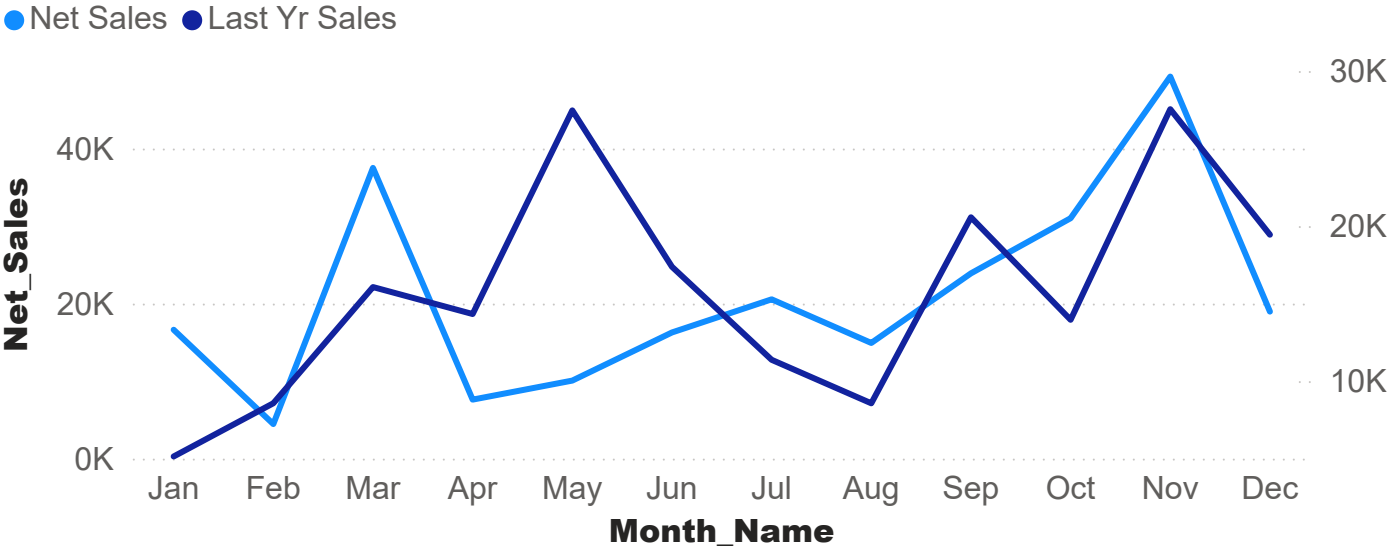
☐ 2020

☐ 2021

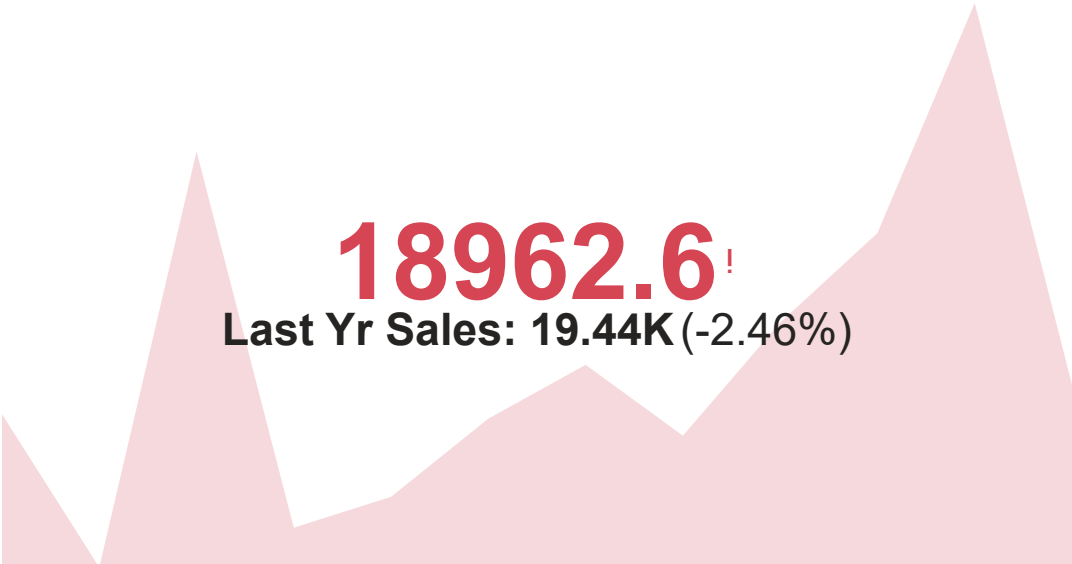
☒ 2022

☐ 2023

Current Sales and Last Yr Sales



Month wise Sales and Last Yr Sales



18962.6!
Last Yr Sales: 19.44K (-2.46%)