



Sales Dashboard | 2023

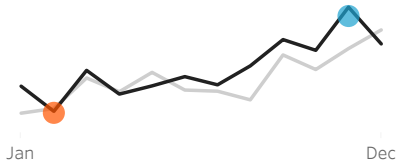
2023 vs. 2022 ● Highest Month ● Lowest Month



Total Sales

\$733K

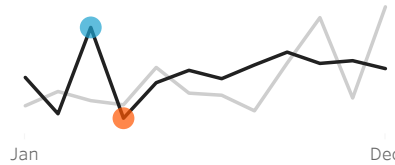
▲ 20.4% vs. Previous Year



Total Profit

\$93K

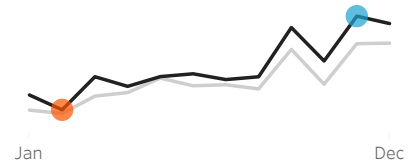
▲ 12.5% vs. Previous Year



Total Quantity

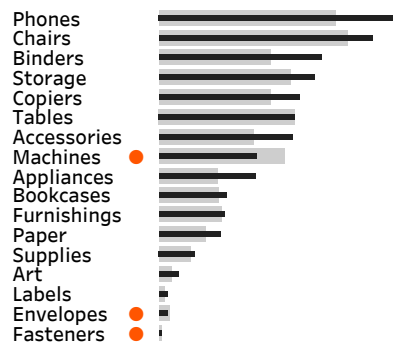
\$12K

▲ 26.8% vs Previous Year

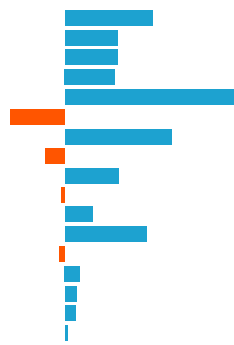


Sales & Profit By Subcategory

2023 Sales vs. 2022

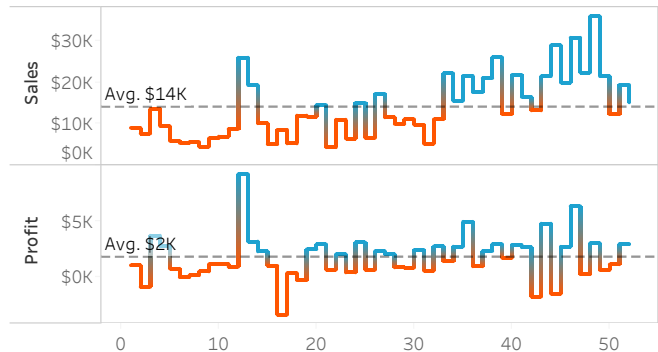


2023 ● Profit ● Loss



Sales & Profit Trends over Time

2023 ● Above ● Below





Customer Dashboard | 2023

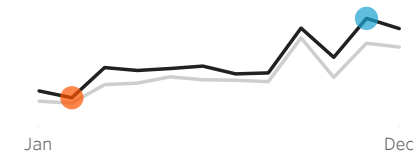
2023 vs. 2022 ● Highest Month ● Lowest Month



Total Customers

693

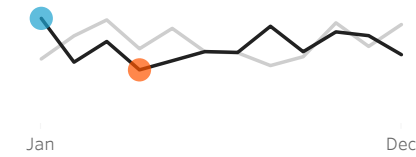
▲ 8.6% vs. PY



Total Sales Per Customers

\$1,058

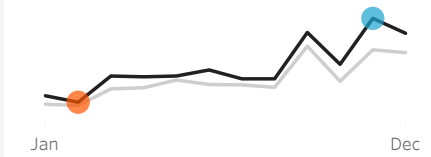
▲ 10.8% vs. PY



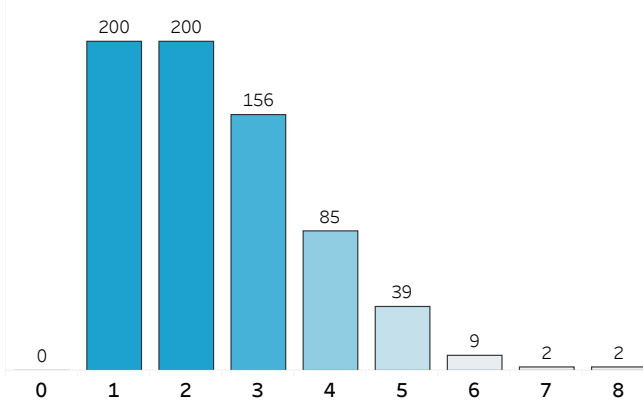
Total Orders

1,687

▲ 28.3% vs. PY



Customer Distribution by Nr. of Orders



Top 10 Customers by Profit

| Rank | Customers | Last Order | 2023 Profit | 2023 Sales | Orde.. |
|------|-----------------|------------|-------------|------------|--------|
| #1 | Raymond Buch | 25-09-2023 | \$6,781 | \$14,203 | 3 |
| #2 | Hunter Lopez | 17-11-2023 | \$5,046 | \$10,523 | 2 |
| #3 | Tom Ashbrook | 22-10-2023 | \$4,599 | \$13,723 | 2 |
| #4 | Andy Reiter | 24-12-2023 | \$2,608 | \$5,821 | 2 |
| #5 | Jane Waco | 18-11-2023 | \$1,953 | \$5,385 | 4 |
| #6 | Helen Wasserm.. | 04-09-2023 | \$1,947 | \$8,166 | 5 |
| #7 | Brian Moss | 27-11-2023 | \$1,938 | \$5,683 | 5 |
| #8 | Alan Dominguez | 01-12-2023 | \$1,867 | \$5,434 | 4 |
| #9 | Jim Epp | 12-11-2023 | \$1,704 | \$4,074 | 4 |
| #10 | Steven Roelle | 17-06-2023 | \$1,676 | \$3,506 | 1 |