



# Sales Dashboard | 2023



2023 vs. 2022 ● Highest Month ● Lowest Month

Total Sales

**\$733K**

▲ 20.4% vs. PY



Total Profit

**\$93K**

▲ 14.2% vs. PY



Total Quantity

**12K**

▲ 26.8% vs. PY



## Sales & Profit by Subcategory

2023 Sales vs. 2022 Sales

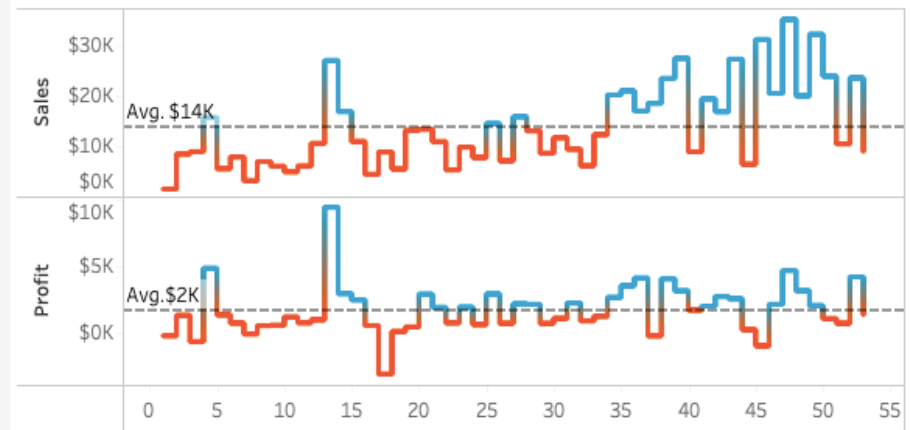
2023 ● Profit ● Loss



## Sales and Profit Trends Over Time

2023 ● Above ● Below

### Weekly Trends





## Customer Dashboard | 2023

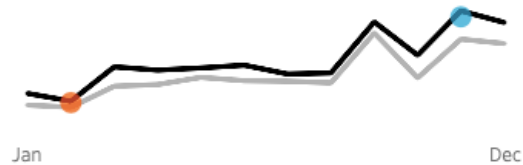
2023 vs. 2022 ● Highest Month ● Lowest Month



### Total Customers

**693**

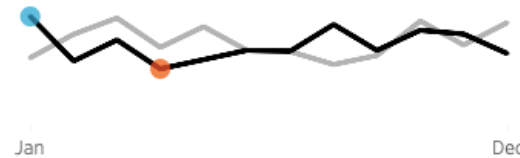
▲ 8.6% vs. PY



### Total Sales per Customer

**\$1,058**

▲ 10.8% vs. PY



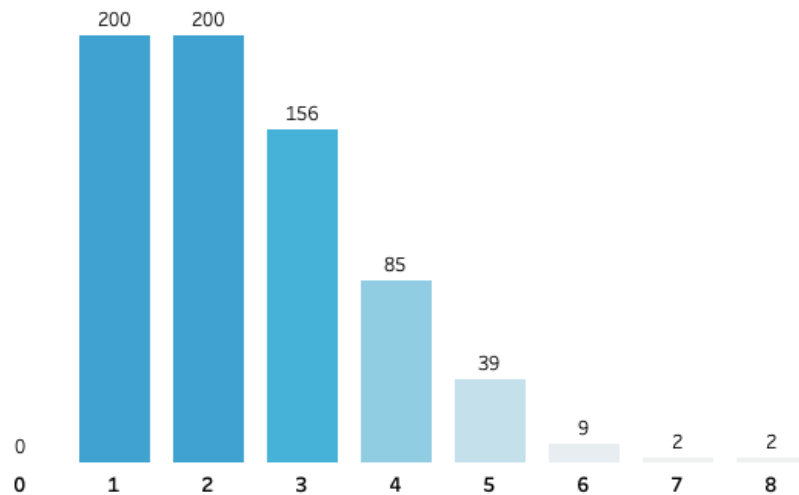
### Total Orders

**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	Orders
#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 Wasserman	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