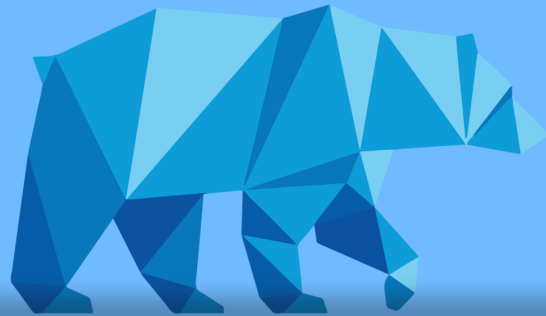


BLUE BEAR

Clothing Store

Sales Report



SALES 2022

HISTORICAL

FORECAST

AI ANALYSIS

SALES 2022: In this page you'll find a sales analysis corresponding to last registered sales from 2022 compared with 2021 sales. You'll find the total sales amount, the total units sold and other indicators, all for each month of the year. There is also info about the category and the city with the most sales.

HISTORICAL: In this page you'll see data for each year of operations, starting from 2018 and all the way to 2022. You can see the sales by month for each year, as well as the top manufacturers, categories and segments for the year.

FORECAST: What you'll found here is the expected sales for 2023, based in our forecast. You'll see the total sales of 2022 and the expected sales for 2023 in a line chart and a KPI card. Also, you'll find the expected growth or contraction compared with previous year. All this, calculated by the segments you select in the top part of the screen.

AI ANALYSIS: In this last page, we created some visualizations using artificial intelligence tools. The first one called 'Key Influencers', shows the factors that drive certain metrics, in this case the total sales. The second one, called 'Decomposition Tree', helps us understand our total sales metric across multiple dimensions.





SALES REPORT



2022

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

Total Sales

\$982,478

\$25,971 | 3%

Compared to previous year

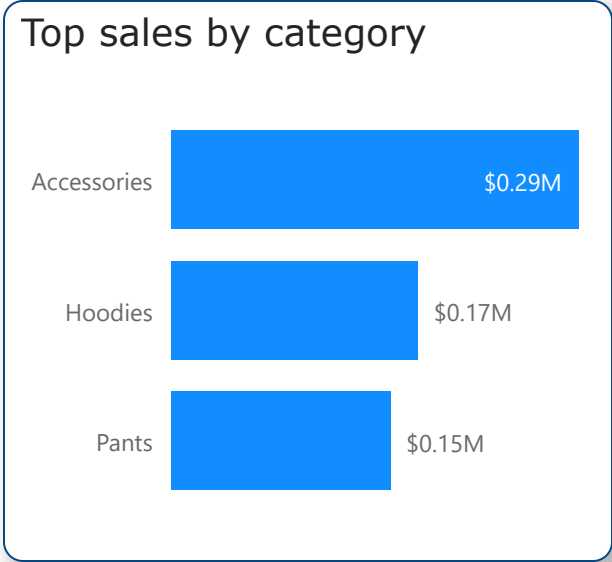
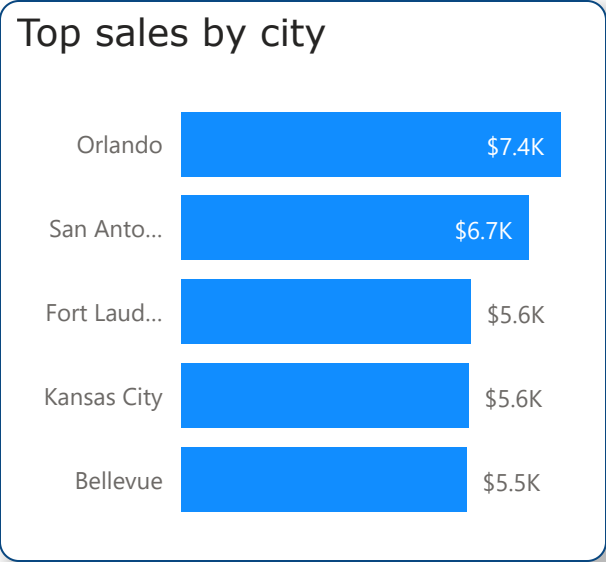
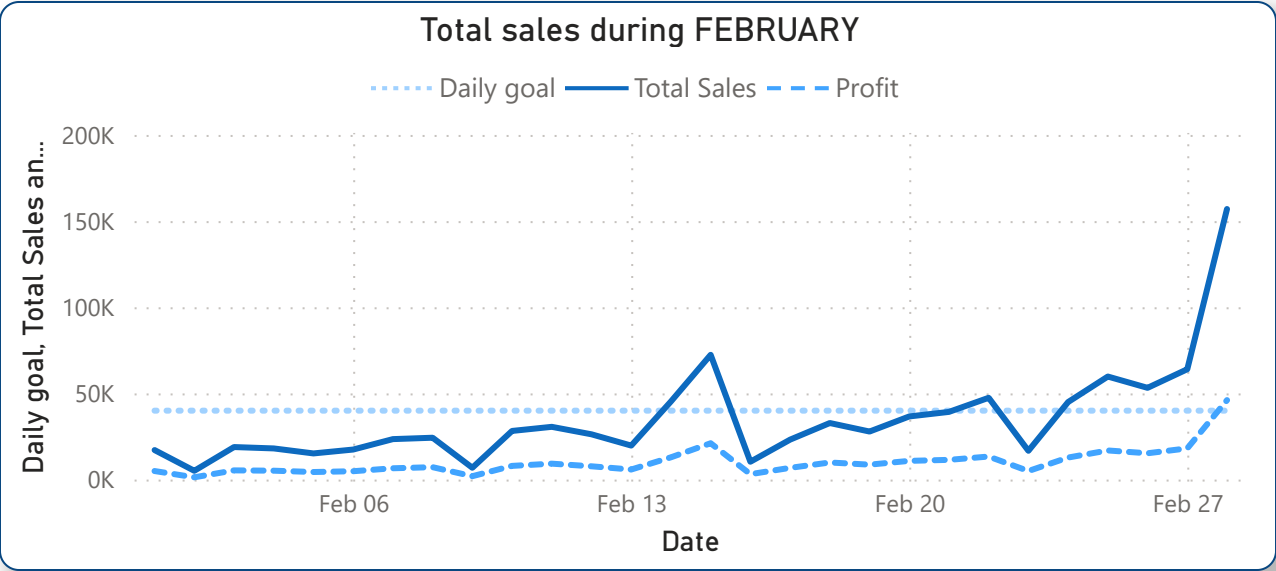
Total Units Sold

8059

-95 | -1%

Compared to previous year

Month	Total Sales	2021 Sales	Total Units	2021 Units	Profit
January	\$700,772	-24,769	5857	-224	202,728
February	\$982,478	25,971	8059	-95	284,880
March	\$1,626,473	166,393	13680	1023	473,568
April	\$1,775,390	137,067	15069	797	510,944
May	\$1,890,972	94,805	15971	516	547,721
June	\$1,617,125	-127,142	13826	-1248	464,021
July	\$1,277,470	-246,296	12901	-191	414,492
August	\$1,371,521	-134,490	13358	559	442,007
September	\$982,078	-415,506	9311	-2381	320,710
October	\$974,240	-86,446	7959	-820	358,174
November	\$728,889	-82,025	6074	-616	262,580
December	\$558,888	-97,381	5002	-468	190,278
Total	\$14,486,296	-789,818	127067	-3148	4,472,102





HISTORICAL



SALES DATA

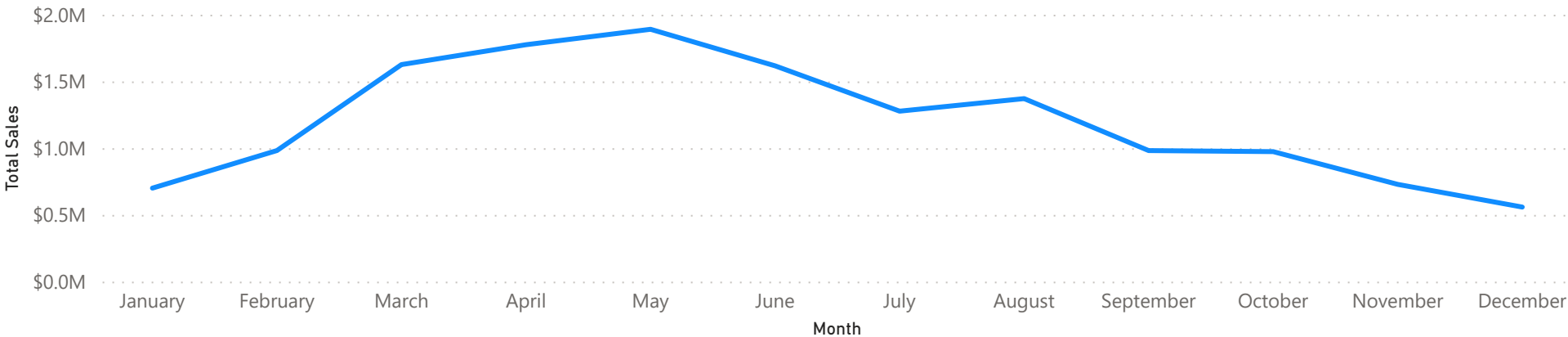
Units Sold

Total Sales

Total Cost

Total Profit

Total Sales by Month



2018

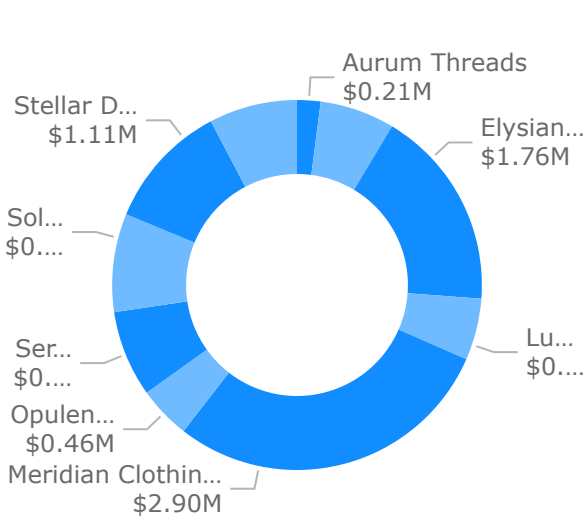
2019

2020

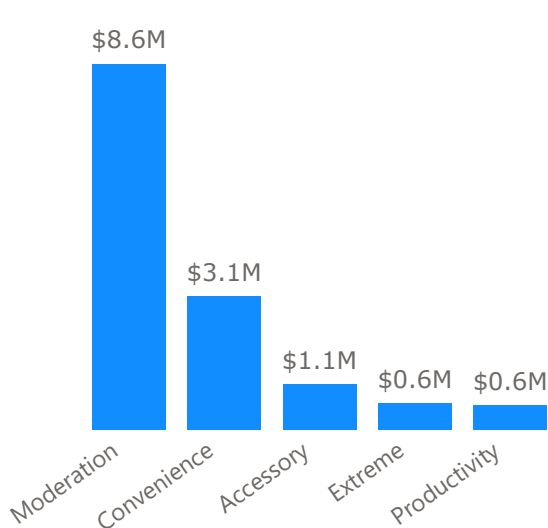
2021

2022

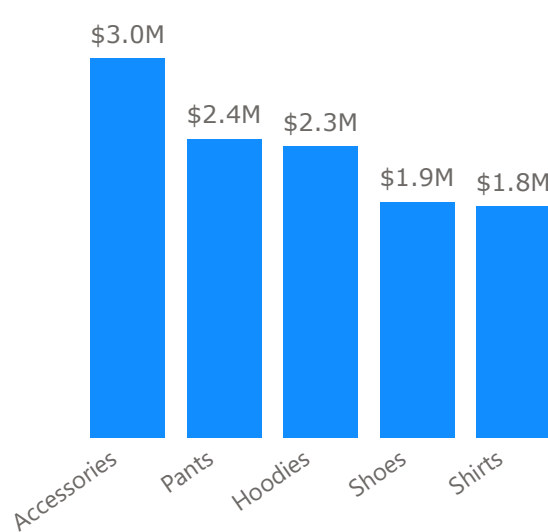
Total Cost by Manufacturer



Top Sales by Segment



Top Sales by Category





SALES FORECAST BY SEGMENT FOR 2023



Accessory

All Season

Convenience

Extreme

Moderation

Productivity

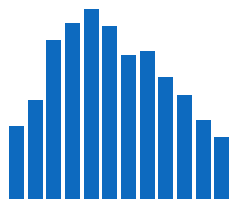
Regular

Select

Youth

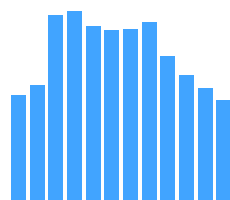
Last Years

Average Sales
14.9M



Next Year

Forecast
16.9M



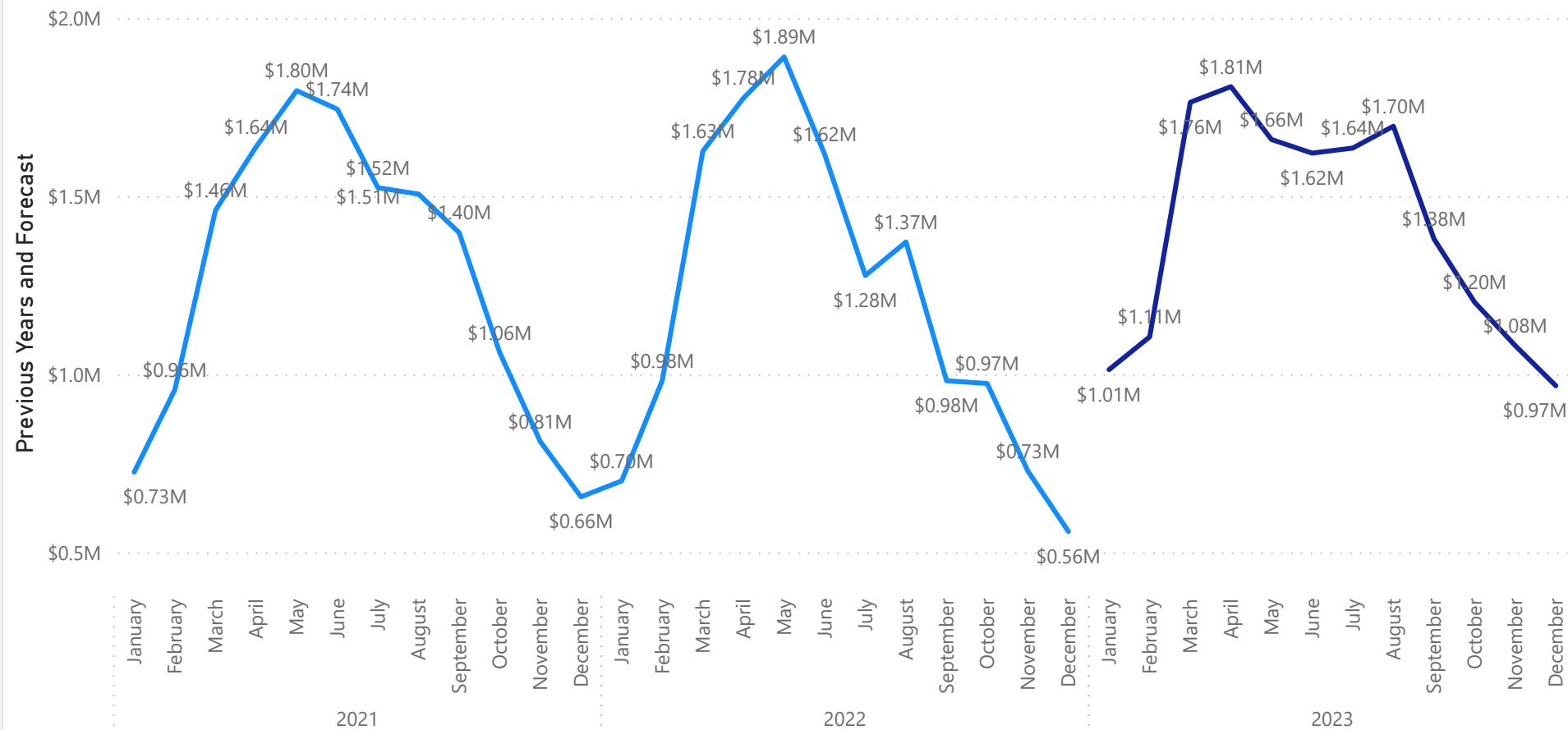
Expected Growth/Contraction

23.11%

For 2023

Total Sales

● Previous Years ● Forecast



With **Key Influencers** visualization, we can understand the [factors that drive](#) the Total Sales metric. In this case, we're looking at the factors that make the sales go down and by how much in each case.

With **Decomposition Tree** visualization, we're able to see our data across multiple dimensions. It automatically aggregates data and enables drilling down into our dimensions. With AI, we can ask it to find [where the high or low values are](#) in the next dimension we're interested in.

