

EXAMPLE

Sales Team Monthly Executive Report Gross Sales (\$)

Province	Jan-22	Feb-22	Feb 22 vs Jan 22 (%)	Feb-21	Feb 22 vs Feb 21 (%)	KPIs: Participation Ratio AVG 2021	KPIs: Participation Ratio Feb 22 (%)	
New Brunswick	\$51,250	\$56,000	9.3%	\$55,500	0.9%	30.0%	32.6%	↑
New Foundland and Labrador	\$32,560	\$35,000	7.5%	\$34,958	0.1%	25.0%	20.4%	↓
Nova Scotia	\$65,900	\$68,456	3.9%	\$55,650	23.0%	35.0%	39.8%	↑
Prince Edward Island	\$15,984	\$12,365	-22.6%	\$10,500	17.8%	10.0%	7.2%	↓
East Region	\$165,694	\$171,821	3.7% ↑	\$156,608	9.7% ↑	100.0%	100.0%	

Notes:

1. mainly aggregated data to facilitate decision-making
5. It is only an example of aggregation that any Executive Report should have
6. For distribution best practice use PDF formatting, letter size to facilitate printing it.
7. It is a best practice to assess users' needs to incorporate additional details along with comparisons and KPIs that can facilitate business process monitoring and controlling.