

# Sales & Marketing Dashboard

2022

2023

2024

Revenue

601K

Growth --



Profit

132K

Growth --



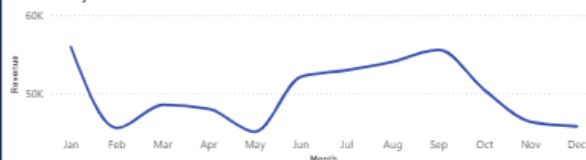
Cost

469K

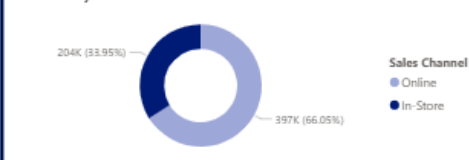
Growth --



Revenue by Month

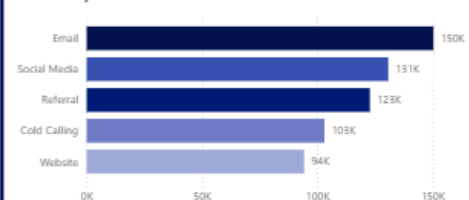


Revenue by Sales Channel



| flag | Country | Revenue | Revenue Growth | Profit | Profit Growth | Cost   | Cost Growth |
|------|---------|---------|----------------|--------|---------------|--------|-------------|
|      | Germany | 69513   |                | 14571  |               | 54942  |             |
|      | Japan   | 77534   |                | 18602  |               | 58932  |             |
|      | Brazil  | 83068   |                | 19641  |               | 63427  |             |
|      | Total   | 600956  |                | 132188 |               | 468768 |             |

Revenue by Lead Source



# Product Details Dashboard

2022

2023

2024

| product_image | Product          | product_Quantity | Revenue | Profit | Cost   | Revenue Growth | Profit Growth | Cost Growth |
|---------------|------------------|------------------|---------|--------|--------|----------------|---------------|-------------|
|               | Laptop Pro 14    | 98               | 41708   | 9273   | 32435  |                |               |             |
|               | Headphones Plus  | 109              | 42899   | 8848   | 34051  |                |               |             |
|               | Smartwatch 3     | 133              | 35826   | 8226   | 27600  |                |               |             |
|               | Smart TV QLED    | 78               | 37456   | 8397   | 29059  |                |               |             |
|               | Wireless Speaker | 123              | 46951   | 9427   | 37524  |                |               |             |
|               | Desktop PC Ultra | 266              | 30594   | 6636   | 23958  |                |               |             |
|               | Smartphone X     | 138              | 40606   | 9840   | 30766  |                |               |             |
|               | Total            |                  | 600956  | 132188 | 468768 |                |               |             |

Sales & Marketing Dashboard

2022

2023

2024

Revenue

630K

Growth 4.75%



Profit

136K

Growth 3.14%



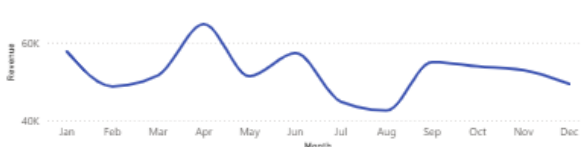
Cost

493K

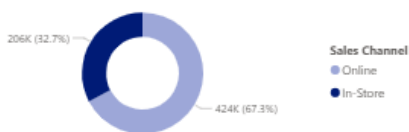
Growth 5.21%



Revenue by Month

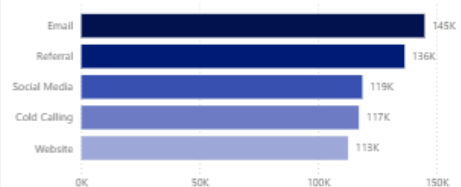


Revenue by Sales Channel



| flag  | Country | Revenue | Revenue Growth | Profit | Profit Growth | Cost   | Cost Growth |
|-------|---------|---------|----------------|--------|---------------|--------|-------------|
|       | Germany | 68152   | -1.96%         | 14262  | -2.12%        | 53890  | -1.91%      |
|       | Japan   | 93398   | 20.46%         | 20708  | 11.32%        | 72690  | 23.35%      |
|       | Brazil  | 71111   | -14.39%        | 15659  | -20.27%       | 55452  | -12.57%     |
| Total |         | 629510  | 4.75%          | 136334 | 3.14%         | 493176 | 5.21%       |

Revenue by Lead Source



Product Details Dashboard

2022

2023

2024

| product_Image | Product          | product_Quantity | Revenue | Profit | Cost   | Revenue Growth | Profit Growth | Cost Growth |
|---------------|------------------|------------------|---------|--------|--------|----------------|---------------|-------------|
|               | Laptop Pro 14    | 98               | 36989   | 9068   | 27921  | -11.31%        | -2.21%        | -13.92%     |
|               | Headphones Plus  | 109              | 42058   | 9580   | 32478  | -1.96%         | 8.27%         | -4.62%      |
|               | Smartwatch 3     | 133              | 35961   | 7995   | 27966  | 0.38%          | -2.81%        | 1.33%       |
|               | Smart TV QLED    | 78               | 37576   | 9107   | 28469  | 0.32%          | 8.46%         | -2.03%      |
|               | Wireless Speaker | 123              | 38177   | 8533   | 29644  | -18.69%        | -9.48%        | -21.00%     |
|               | Desktop PC Ultra | 266              | 36997   | 8328   | 28669  | 20.93%         | 25.50%        | 19.66%      |
|               | Smartphone X     | 138              | 31995   | 6659   | 25336  | -21.21%        | -32.33%       | -17.65%     |
| Total         |                  |                  | 629510  | 136334 | 493176 | 4.75%          | 3.14%         | 5.21%       |

## Sales & Marketing Dashboard

2022

2023

2024

Revenue

410K

Growth -34.89%



Profit

86K

Growth -37.16%



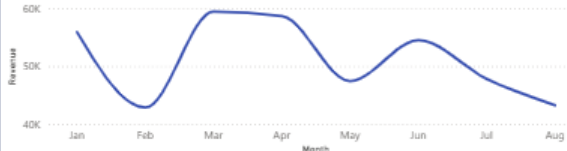
Cost

324K

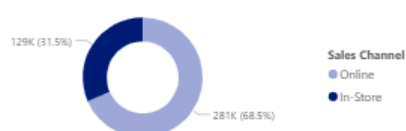
Growth -34.26%



Revenue by Month

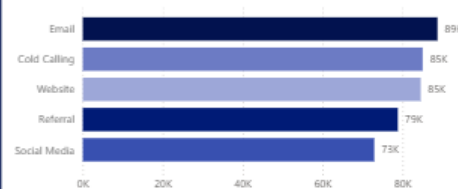


Revenue by Sales Channel



| flag | Country | Revenue | Revenue Growth | Profit | Profit Growth | Cost   | Cost Growth |
|------|---------|---------|----------------|--------|---------------|--------|-------------|
|      | Germany | 64865   | -4.82%         | 13599  | -4.65%        | 51266  | -4.87%      |
|      | Japan   | 48139   | -48.46%        | 10111  | -51.17%       | 38028  | -47.68%     |
|      | Brazil  | 43907   | -38.26%        | 8896   | -43.19%       | 35011  | -36.86%     |
|      | Total   | 409899  | -34.89%        | 85679  | -37.16%       | 324220 | -34.26%     |

Revenue by Lead Source



## Product Details Dashboard

2022

2023

2024

| product_image | Product          | product_Quantity | Revenue | Profit | Cost   | Revenue Growth | Profit Growth | Cost Growth |
|---------------|------------------|------------------|---------|--------|--------|----------------|---------------|-------------|
|               | Laptop Pro 14    | 98               | 15072   | 3555   | 11517  | -59.25%        | -60.80%       | -58.75%     |
|               | Headphones Plus  | 109              | 25541   | 5995   | 19546  | -39.27%        | -37.42%       | -39.82%     |
|               | Smartwatch 3     | 133              | 23773   | 5080   | 18693  | -33.89%        | -36.46%       | -33.16%     |
|               | Smart TV QLED    | 78               | 34825   | 6764   | 28061  | -7.32%         | -25.73%       | -1.43%      |
|               | Wireless Speaker | 123              | 22219   | 5812   | 16407  | -41.80%        | -31.89%       | -44.65%     |
|               | Desktop PC Ultra | 266              | 28719   | 5279   | 23440  | -22.37%        | -36.61%       | -18.24%     |
|               | Smartphone X     | 138              | 29319   | 6735   | 22584  | -8.36%         | 1.14%         | -10.86%     |
|               | Total            |                  | 409899  | 85679  | 324220 | -34.89%        | -37.16%       | -34.26%     |

