

# Sales Overview

2019

2020

2021

Vs Prior

Vs Target

Sales YTD Prior/Target

5.21M✓

Goal: 1.92M (+171.22%)

COGS YTD Prior/Target

3.52M✓

Goal: 1.3M (+170.22%)

Gross Profit YTD Prior/Target

1.69M✓

Goal: 0.62M (+173.33%)

Quantity YTD Prior/Target

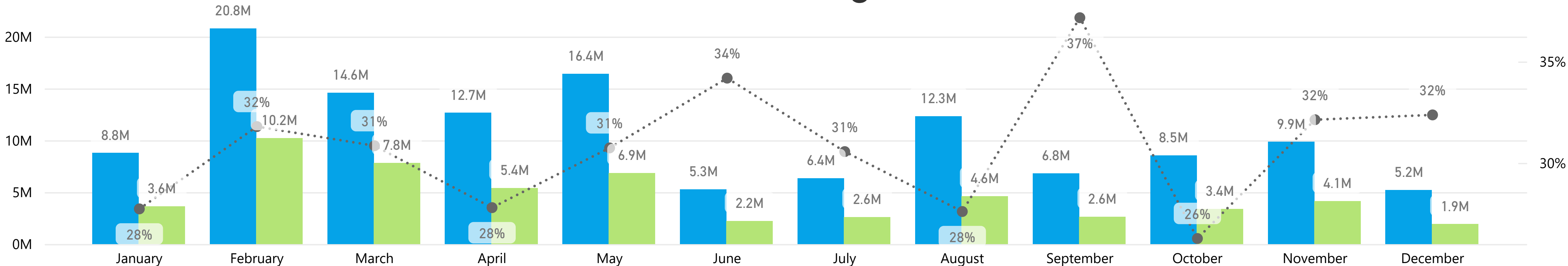
0.95K✓

Goal: 0.39K (+146.89%)



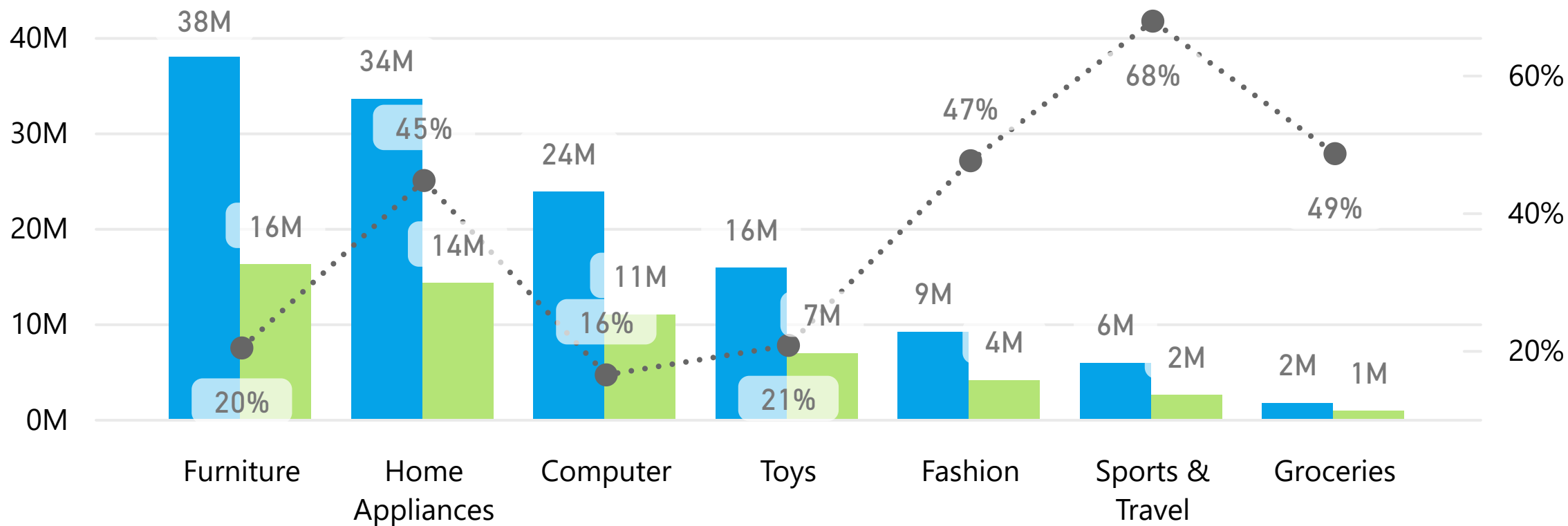
## Vs Target

● Sales ● Sales Prior/Target ● Gross Profit %



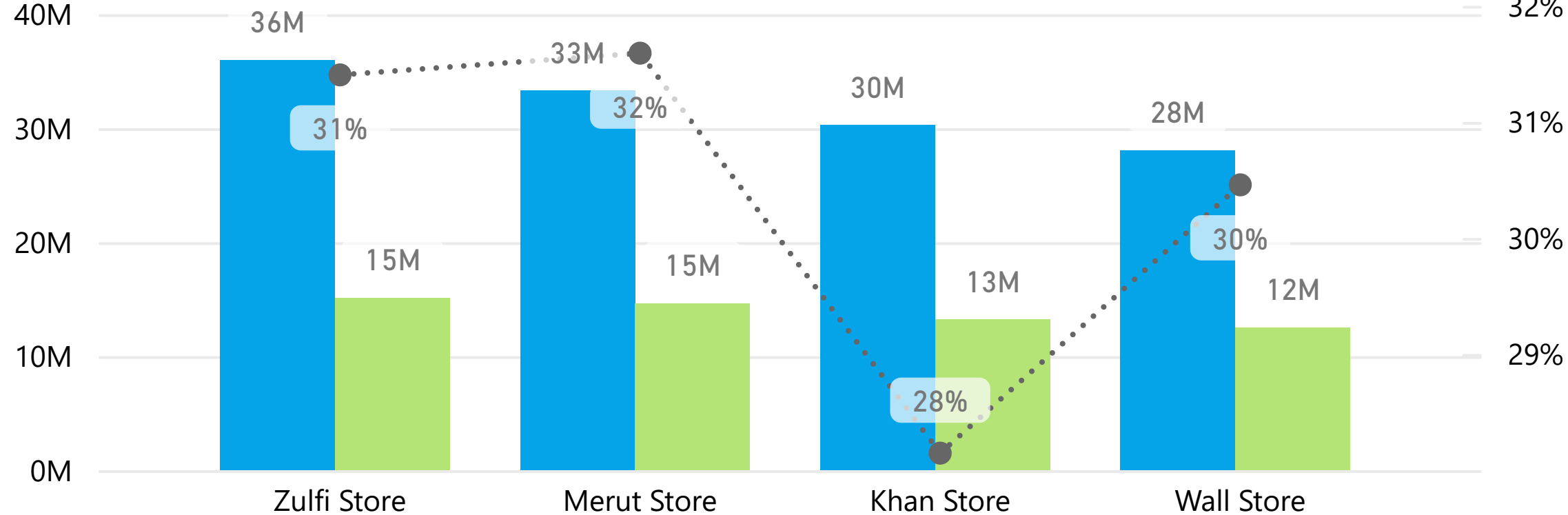
## By Category

● Sales ● Sales Prior/Target ● Gross Profit %



## By Store

● Sales ● Sales Prior/Target ● Gross Profit %



# Sales Trends

2019

2020

2021

Vs Prior

Vs Target

1st week

2nd week

3rd week

4th week

January

March

May

July

September

November

February

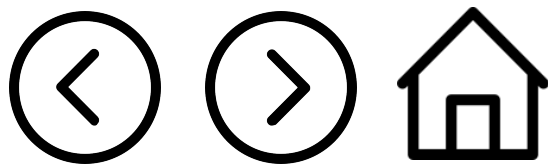
April

June

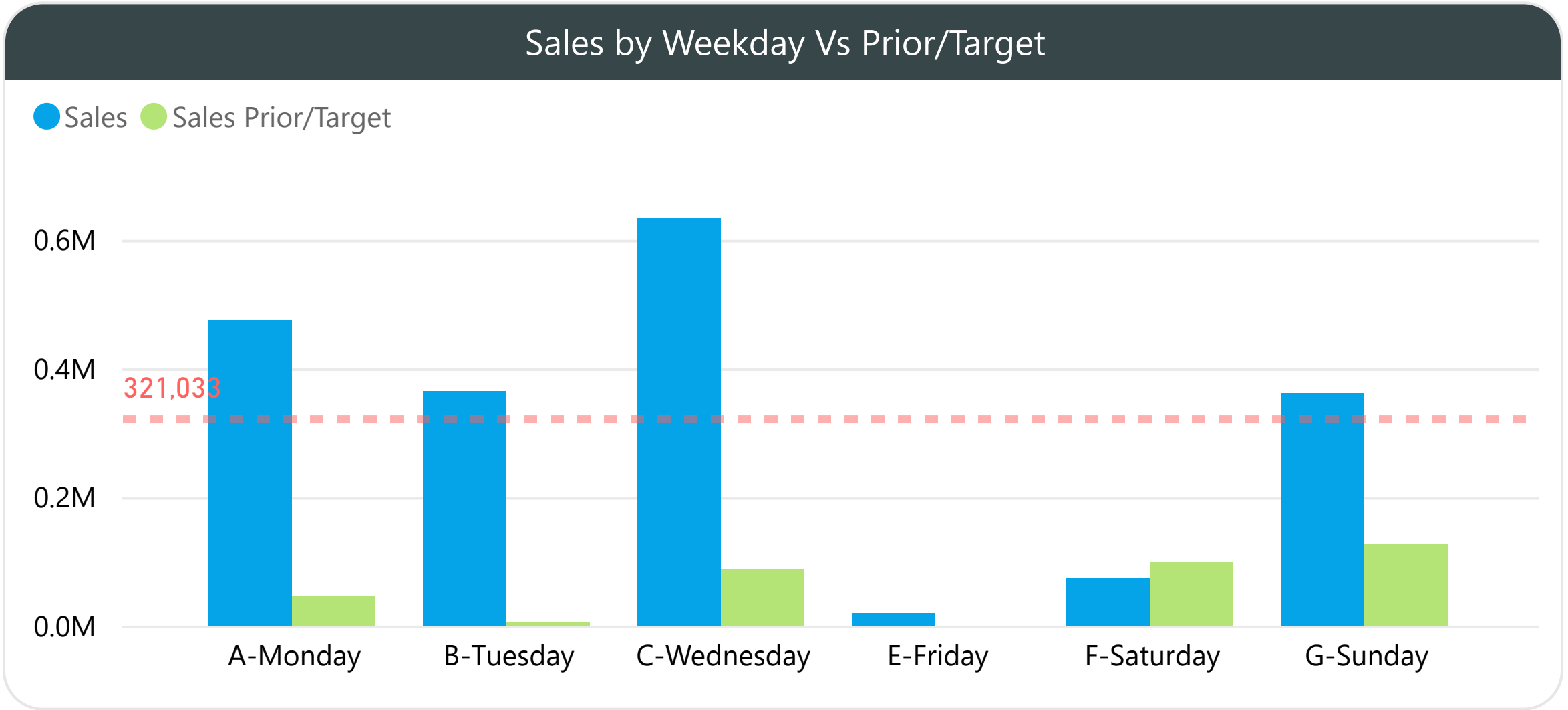
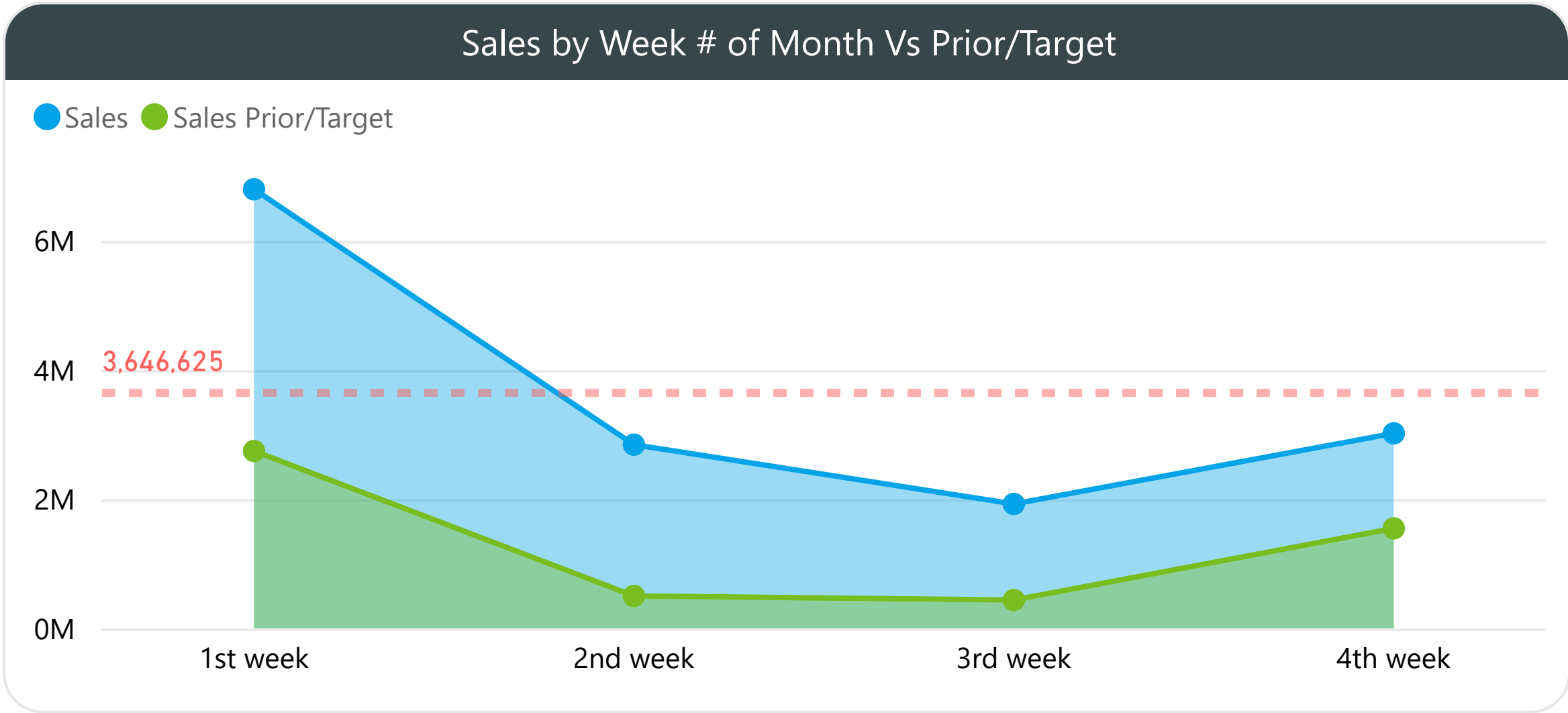
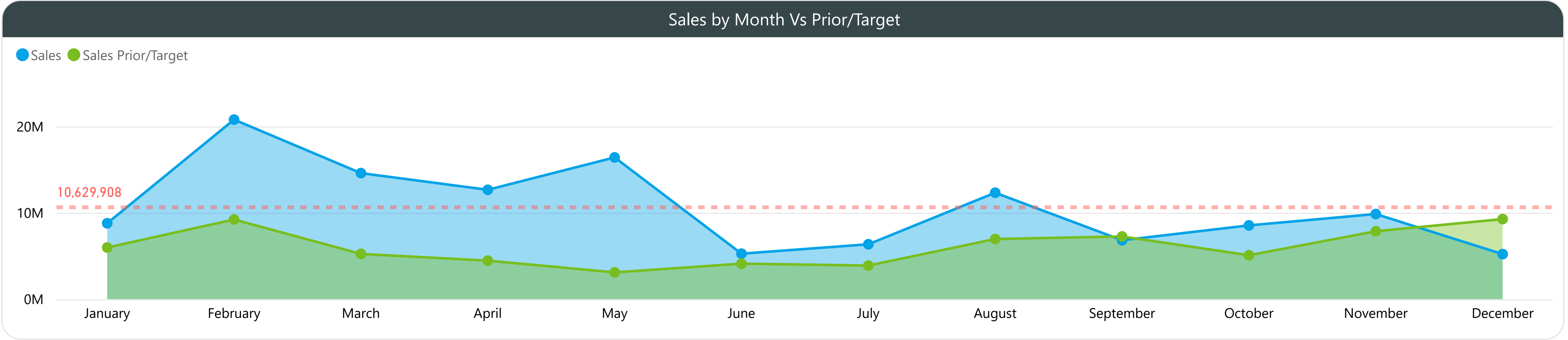
August

October

December



## Vs Prior



# Trends by Measure

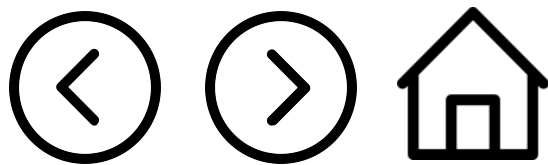
201920202021

Select a Measure

Sales	Target	Sales LY	Target LY	Cost	Cost LY	GP	GP LY	Quantity	Quantity LY
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Select a Comparison Measure

Sales	Target	Sales LY	Target LY	Cost	Cost LY	GP	GP LY	Quantity	Quantity LY
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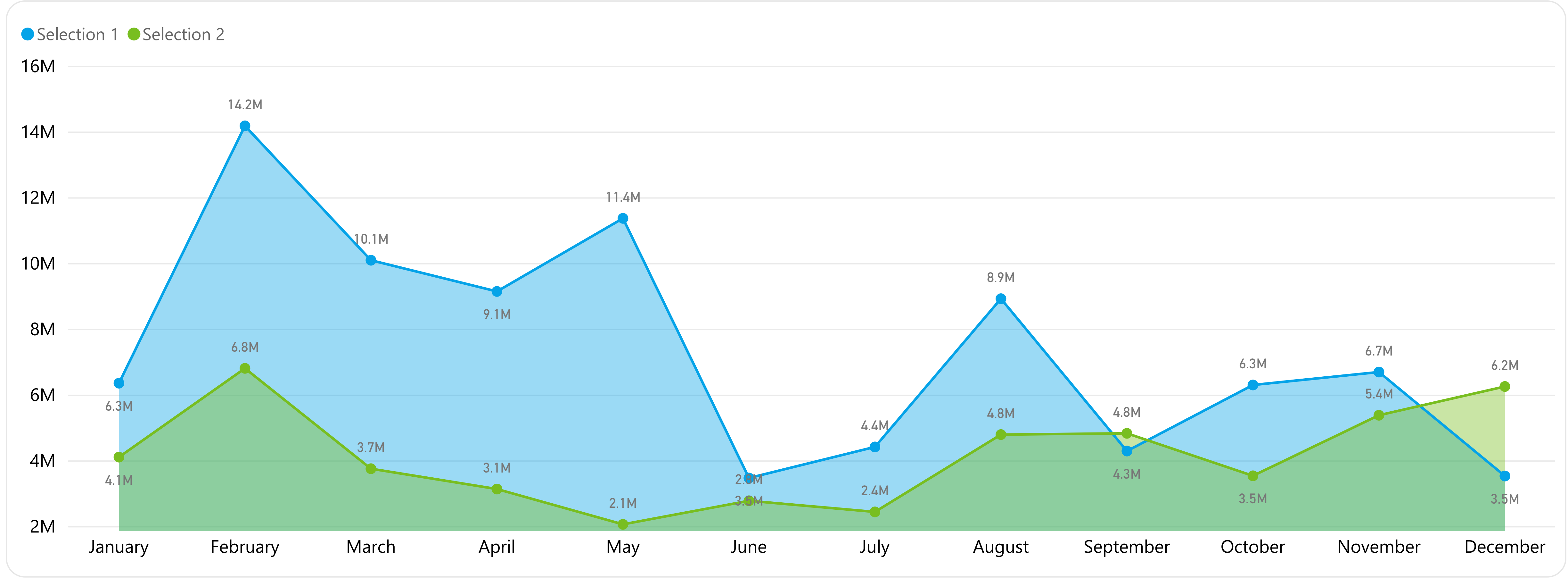


89M

Selection 1

50M

Selection 2

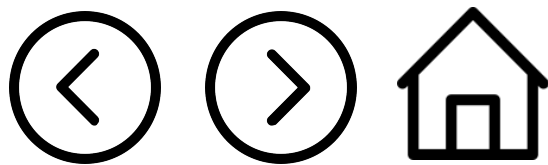


# Sales Growth Analysis

Circles in the top right quadrant indicate both good sales & sales growth

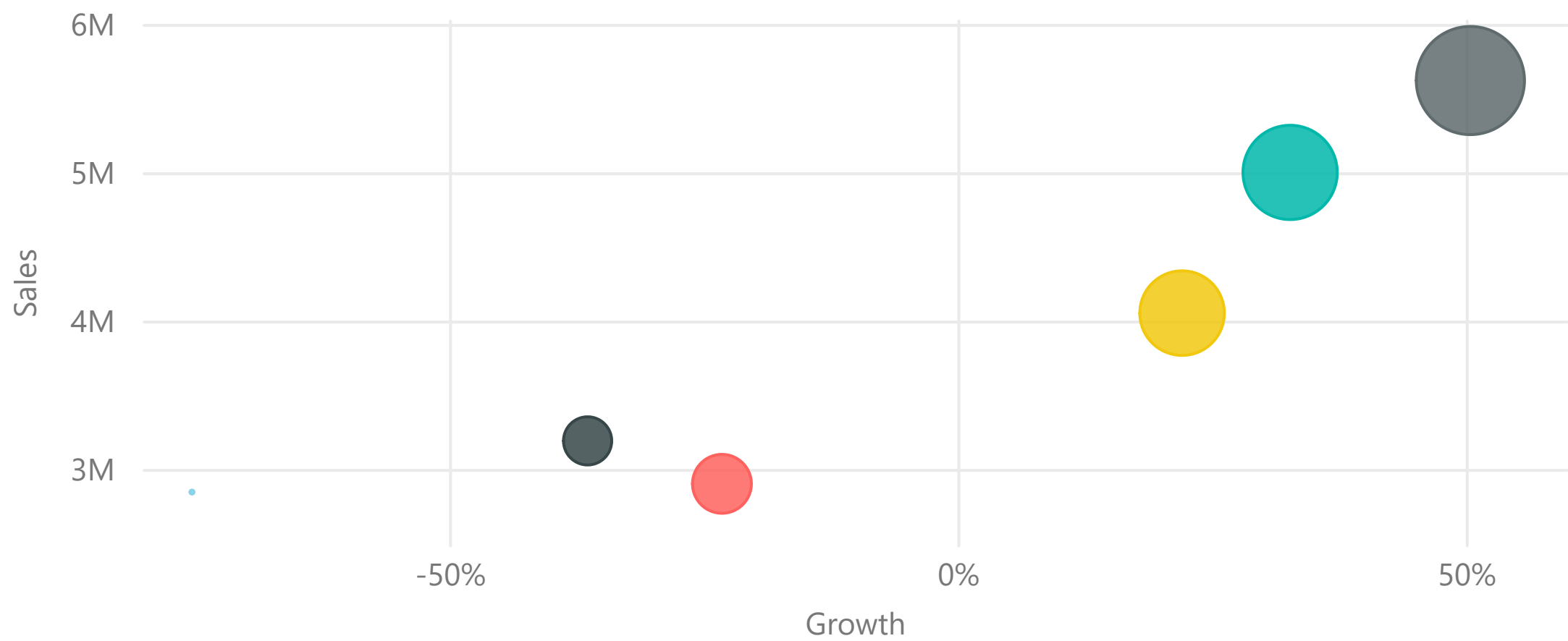
201920202021

QTR1QTR2QTR3QTR4



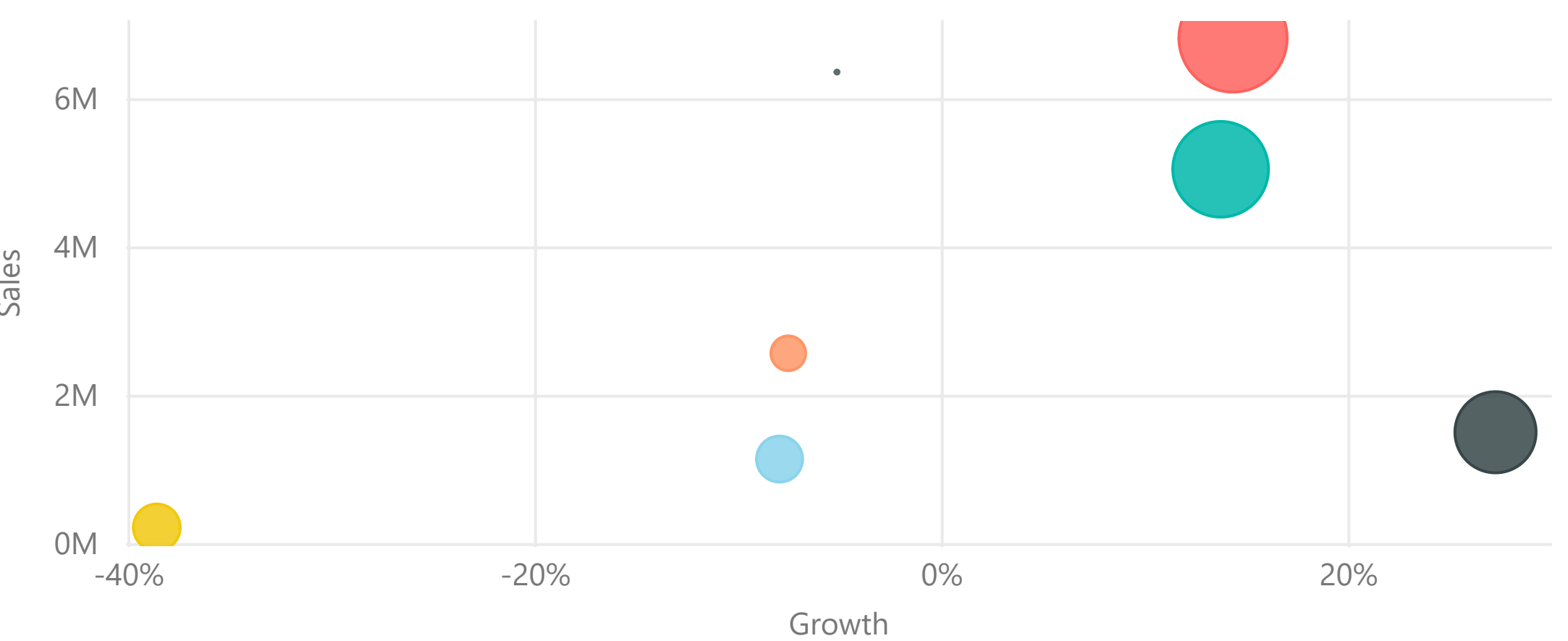
Prior Year Growth by Sales Person

Sales Person Arif Jack Kashif Mike Tom William



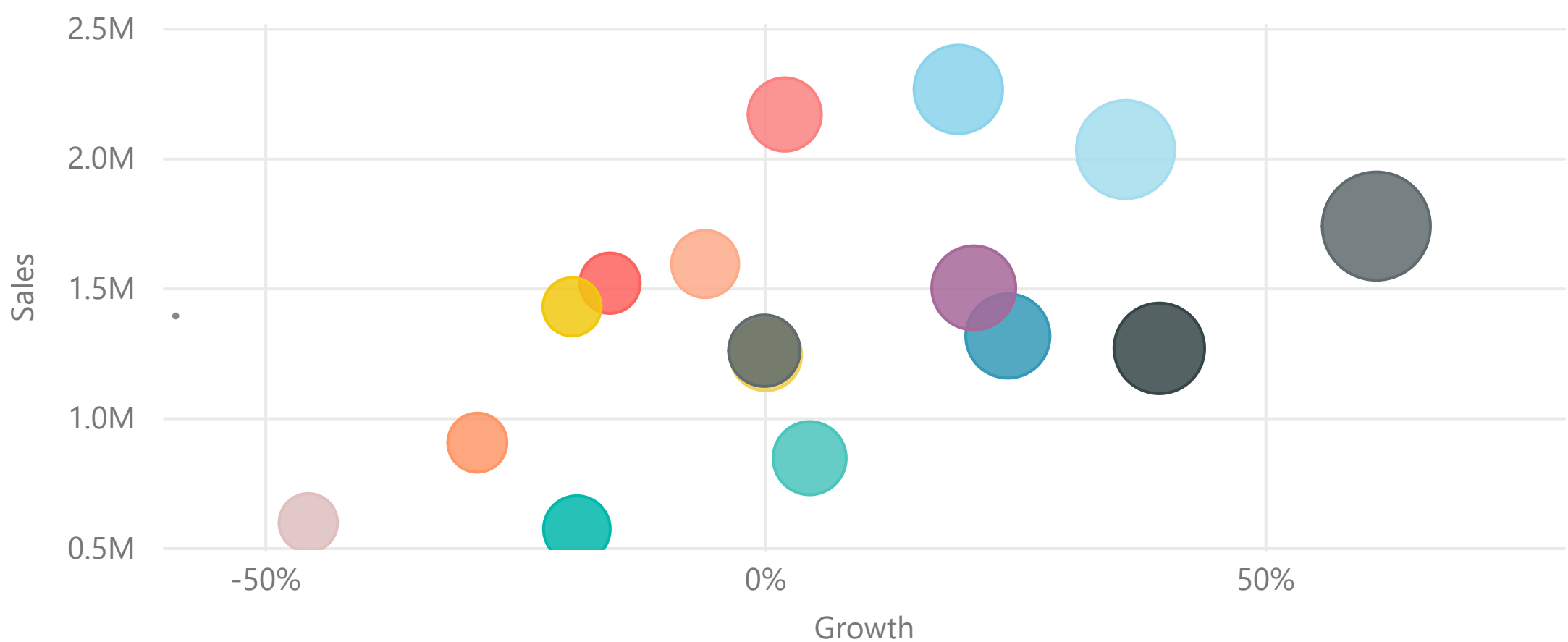
Prior Year Growth by Category

Category Computer Fashion Furniture Groceries Home Appliances Sports & Travel Toys



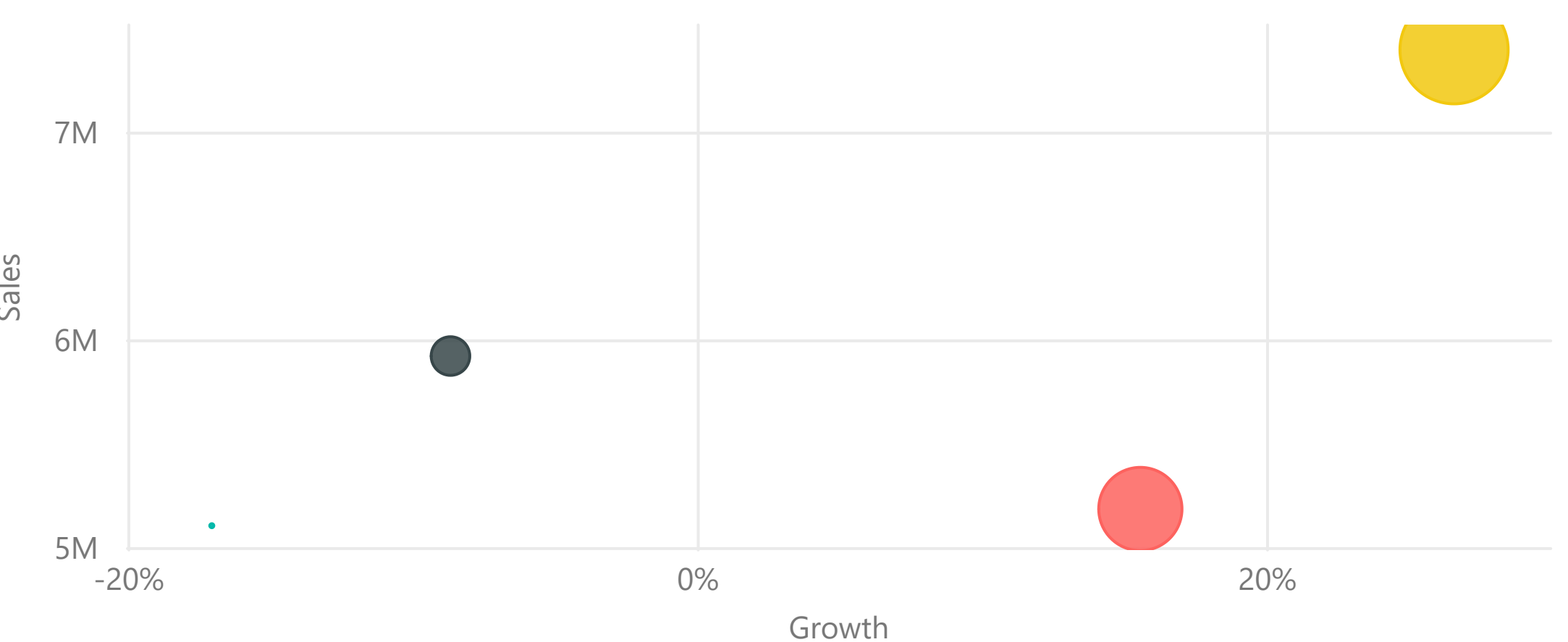
Prior Year Growth by Customer

Customers Al-Rehman... Bahrain Tra... Canada Tra... China Trad... Dubai Trad... German Tr... ▶



Prior Year Growth by Store

Stores Khan Store Merut Store Wall Store Zulfi Store



# Monthly Trends

Sales YTD Prior/Target

5.21M✓

Goal: 1.92M (+171.22%)

COGS YTD Prior/Target

3.52M✓

Goal: 1.3M (+170.22%)

Gross Profit YTD Prior/Target

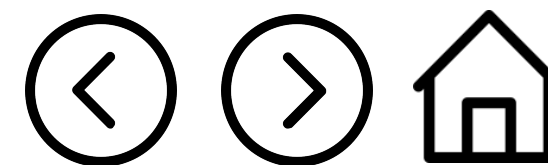
1.69M✓

Goal: 0.62M (+173.33%)

Quantity YTD Prior/Target

0.95K✓

Goal: 0.39K (+146.89%)



2019

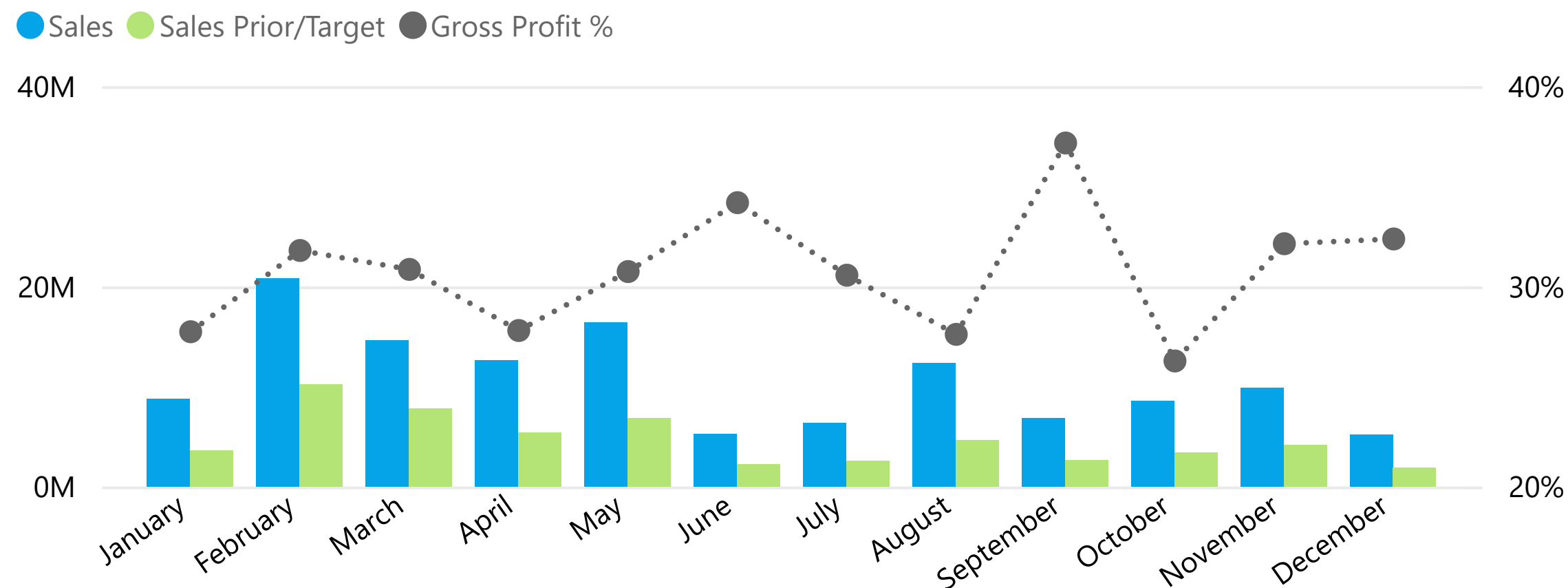
2020

2021

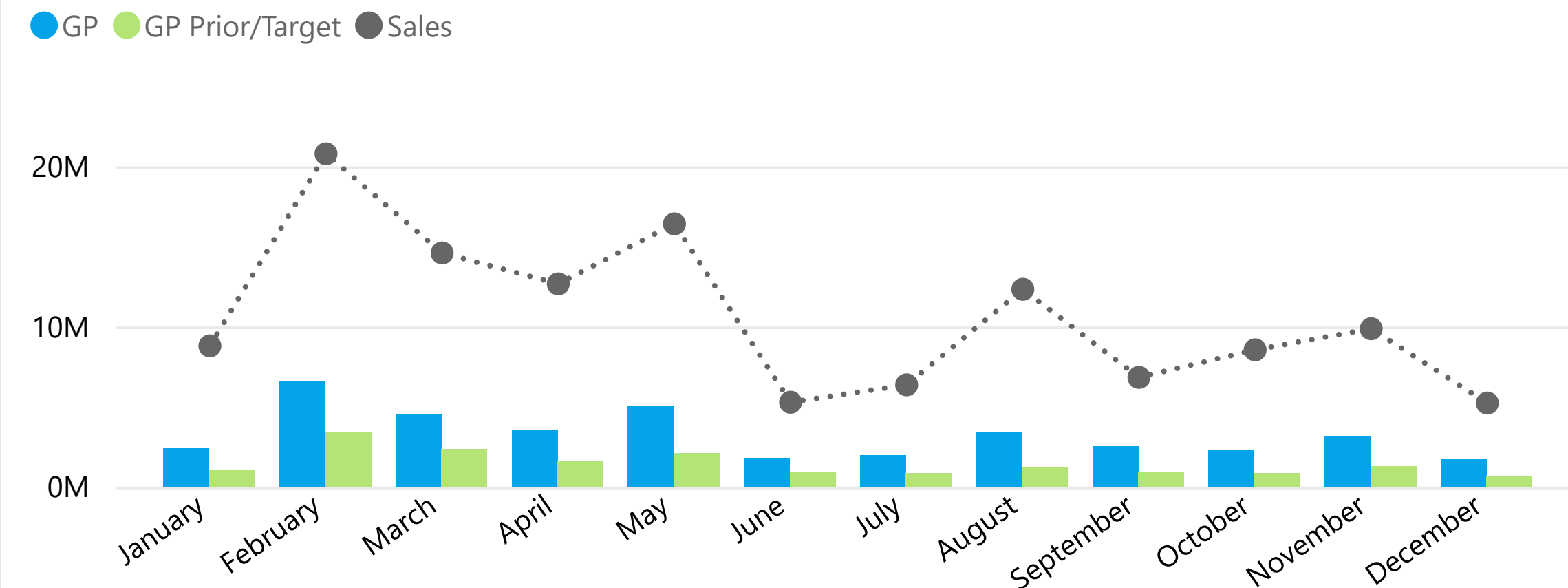
Vs Prior

Vs Target

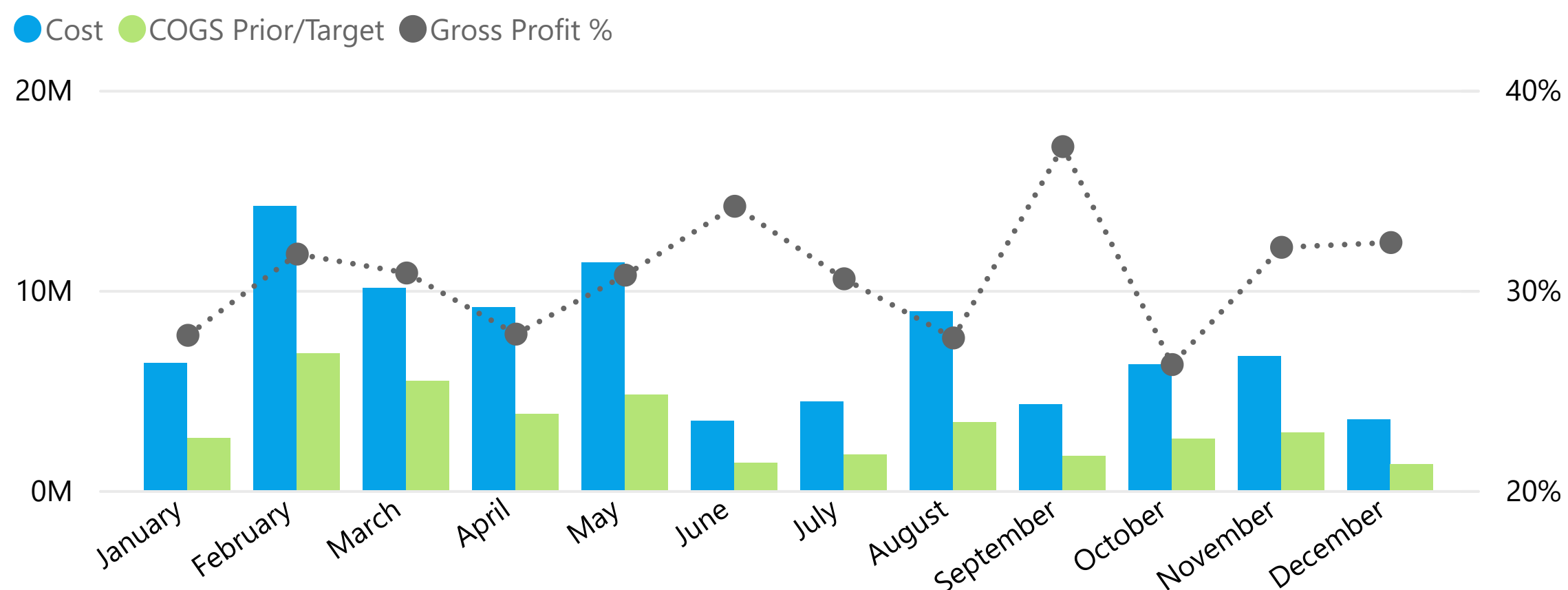
## Monthly Sales Vs Prior/Target



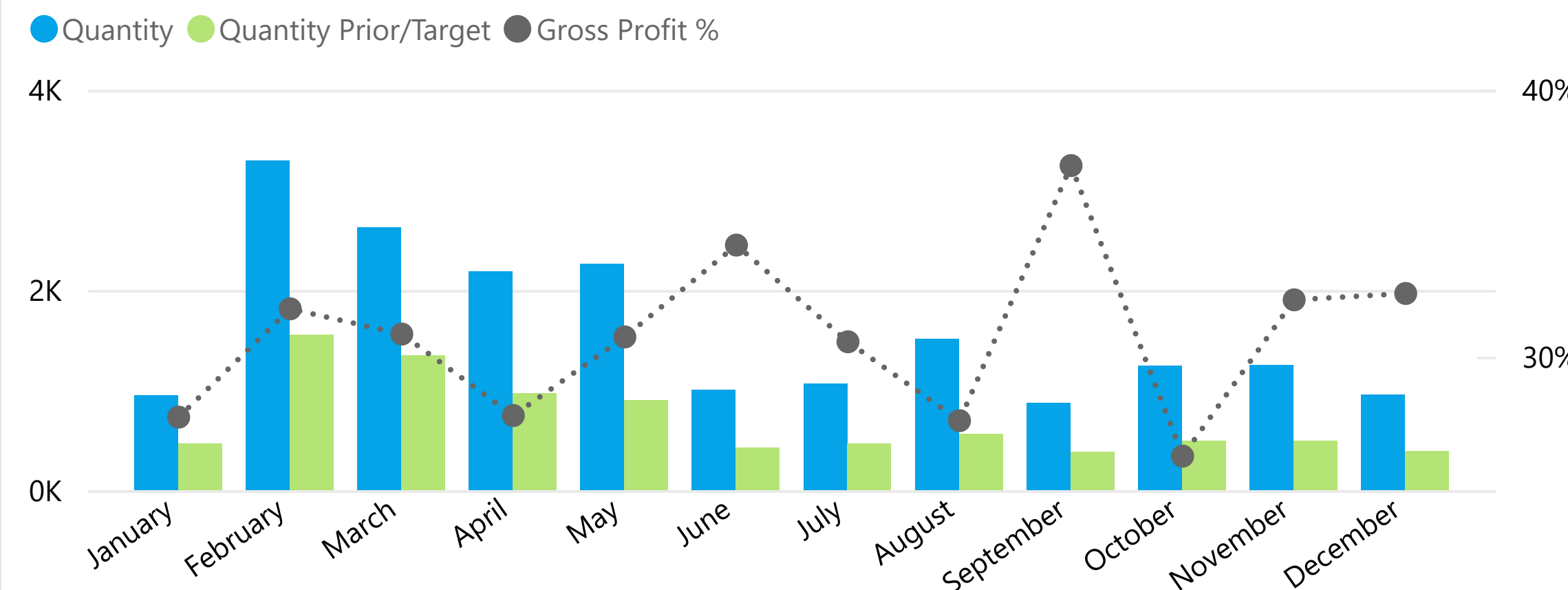
## Gross Profit Vs Prior/Target



## Cost of Goods Sold Vs Prior/Target



## Quantity Vs Prior/Target



# Year by Year Trends

All Years Sale

252M

Sales

All Years Sale

77M

GP

All Years Sale

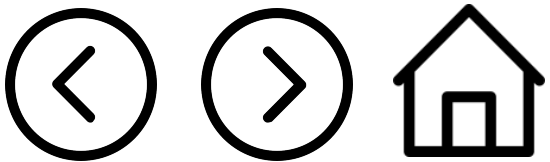
174M

Cost

All Years Sale

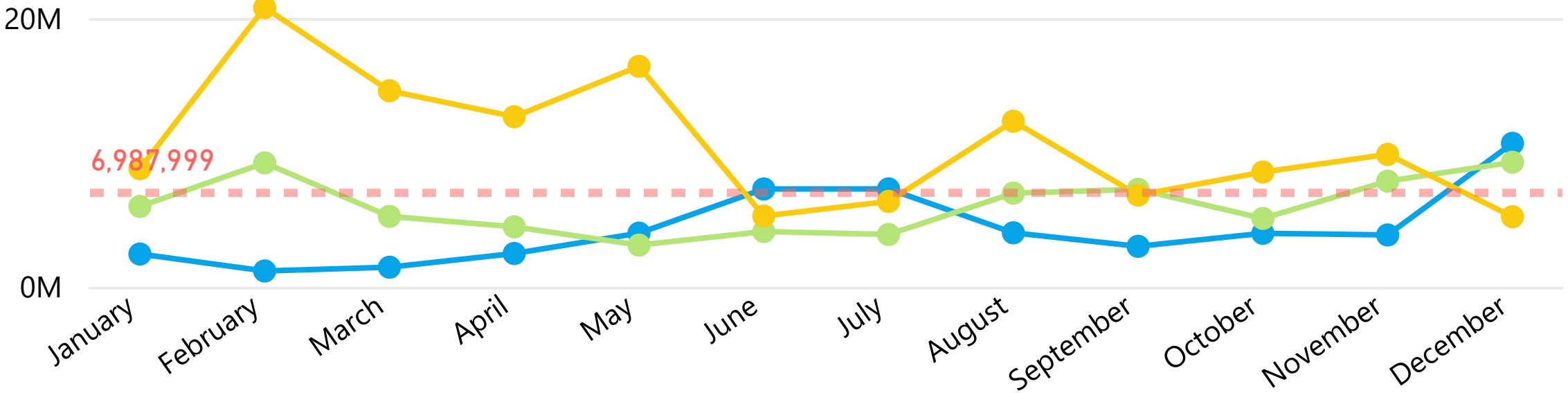
39K

Quantity



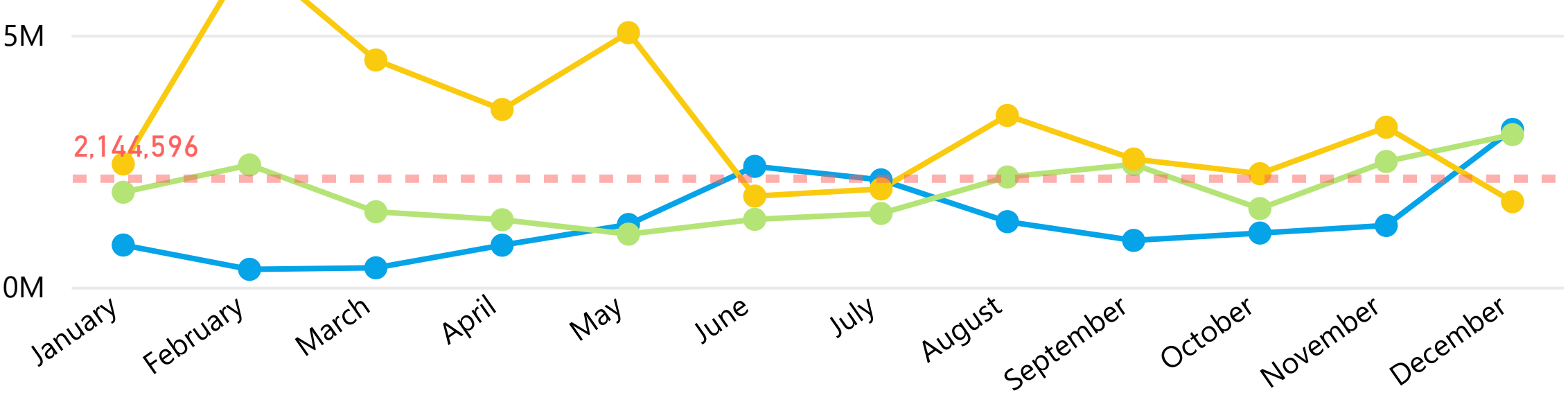
Sales

Year ● 2019 ● 2020 ● 2021



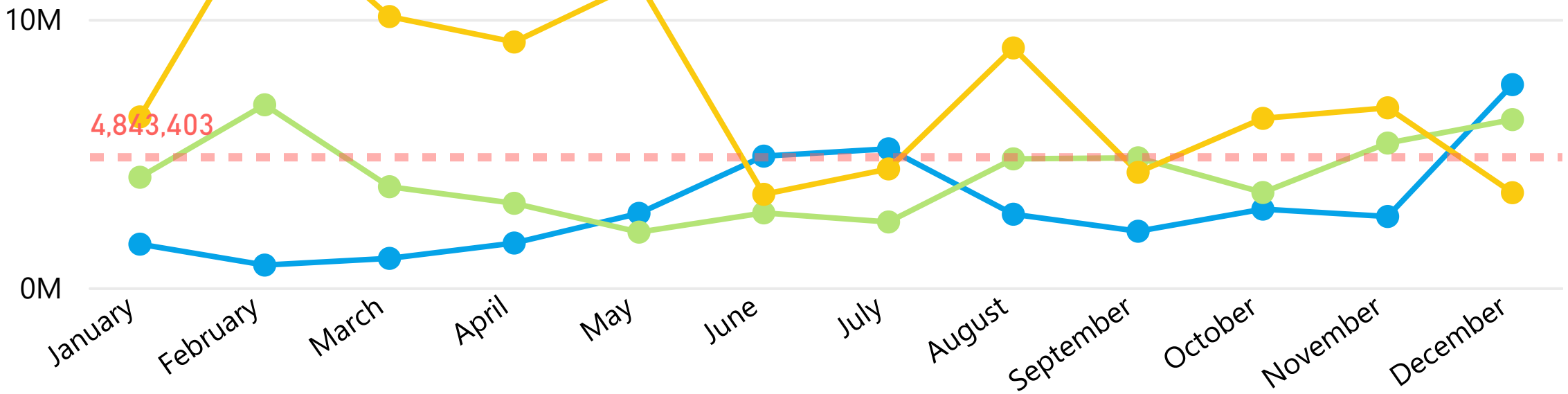
Gross Profit

Year ● 2019 ● 2020 ● 2021



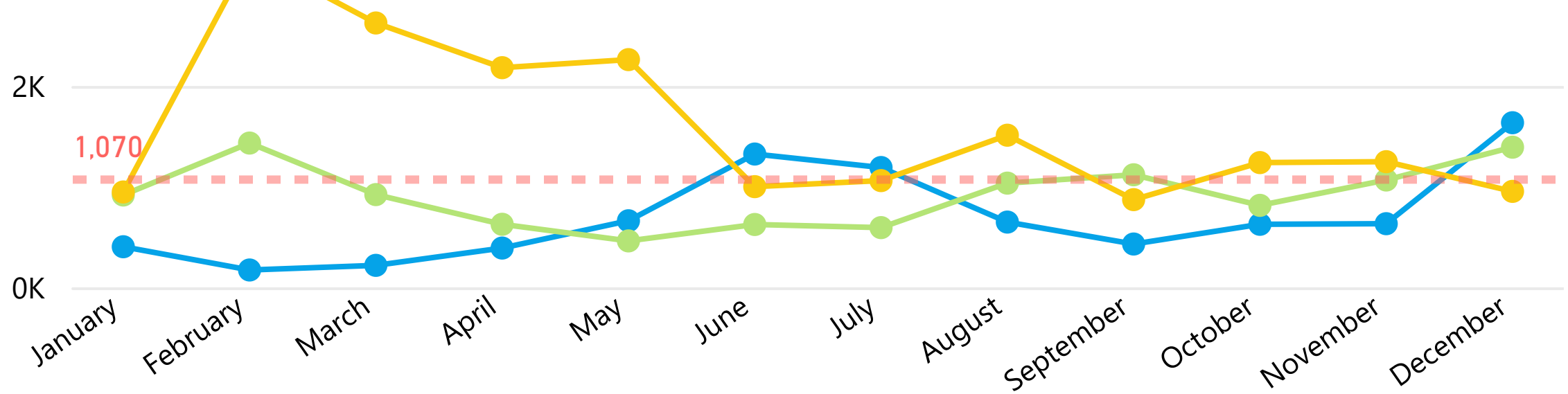
Cost of Goods Sold

Year ● 2019 ● 2020 ● 2021



Quantity

Year ● 2019 ● 2020 ● 2021





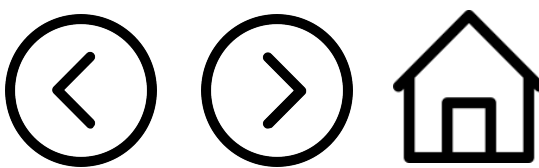
# Sales by Product

9M  
Sales

6M  
Sales LY

20%  
Gross Profit %

201920202021



## Stores

- ☐ Khan Store
- ☐ Merut Store
- ☒ Wall Store
- ☐ Zulfi Store

## Category

- ☐ Computer
- ☐ Fashion
- ☒ Furniture
- ☐ Groceries
- ☐ Home Appliances
- ☐ Sports & Travel
- ☐ Toys

## Sales Person

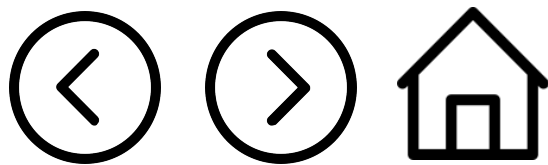
- ☐ Arif
- ☐ Jack
- ☐ Kashif
- ☐ Mike
- ☐ Tom
- ☐ William

## Product Code

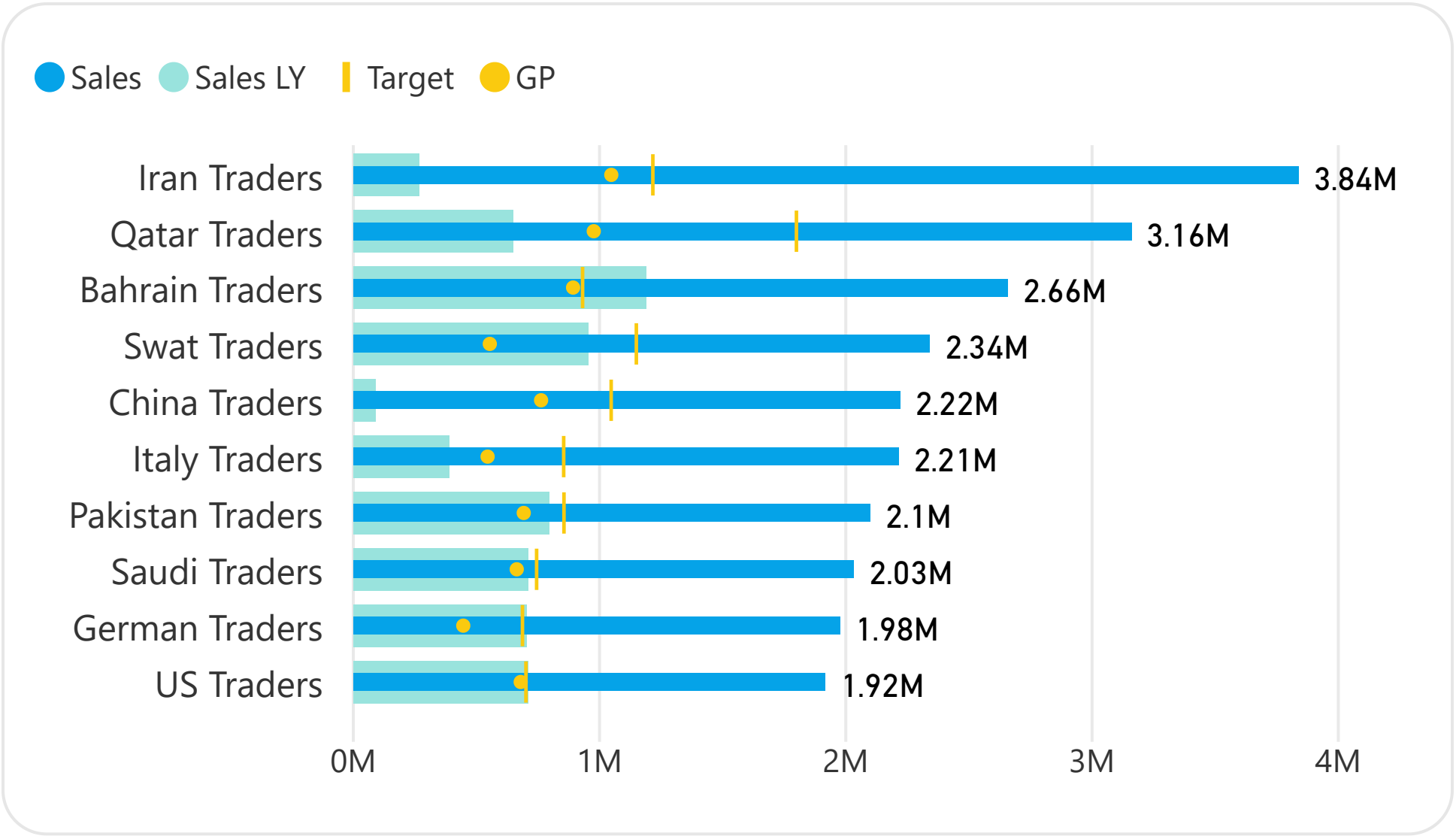
- ☐ 1121
- ☐ 1122
- ☐ 1123
- ☐ 1124
- ☐ 1125

Product	Sales	Sales LY	LY Var %	Growth Status	Target Var %	Cost	Gross Profit %	Quantity	Orders	Customer
Cupboard	3,312,000	1,044,000	68%	<div></div>	52%	2,760,000	17%	184	13	10
Kids Bed	2,728,000	2,728,000	0%	<div></div>	68%	2,232,000	18%	124	7	6
Table	1,140,000	828,000	27%	<div></div>	59%	855,000	25%	95	8	5
Double Sofa	969,000	637,500	34%	<div></div>	57%	684,000	29%	114	7	6
Chair	558,000	265,500	52%	<div></div>	47%	434,000	22%	124	9	6
Total	8,707,000	5,503,000	37%	<div></div>	58%	6,965,000	20%	641	44	16

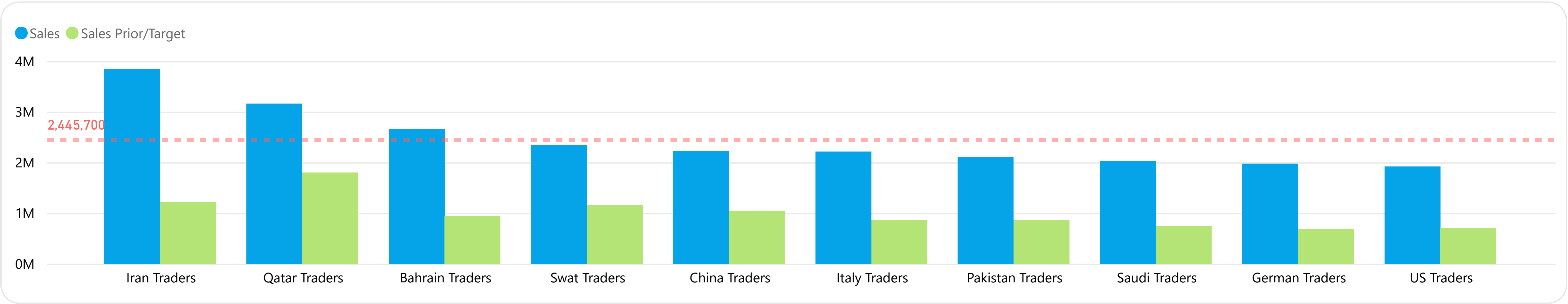
# Top 10 Customers



Customers	Sales	Sales Prior/Target	Growth Status P/T	Gross Profit %	Average Sales	Orders
Iran Traders	3,839,000	1,216,100	<div></div>	27%	106,639	36
Qatar Traders	3,159,550	1,799,150	<div></div>	31%	112,841	28
Bahrain Traders	2,657,700	930,800	<div></div>	34%	88,590	30
Swat Traders	2,341,050	1,149,050	<div></div>	24%	156,070	15
China Traders	2,220,100	1,046,850	<div></div>	34%	123,339	18
Italy Traders	2,214,100	854,000	<div></div>	25%	116,532	19
Pakistan Traders	2,099,650	855,150	<div></div>	33%	95,439	22
Saudi Traders	2,032,850	744,050	<div></div>	33%	135,523	15
German Traders	1,976,400	686,650	<div></div>	23%	82,350	24
US Traders	1,916,600	700,700	<div></div>	35%	136,900	14
Total	24,457,000	9,982,500	<div></div>	30%	110,665	221



## Vs Target





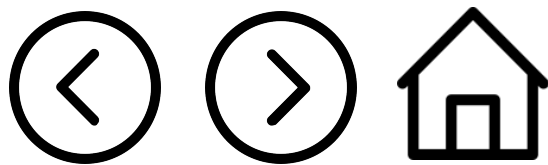
# Sales by Customer

2M  
Sales

640K  
Sales LY

30%  
Gross Profit %

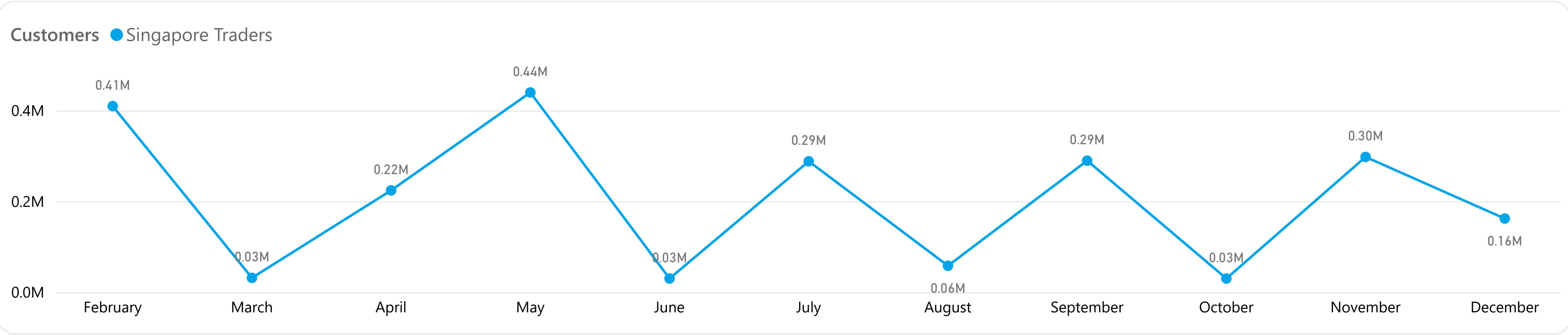
201920202021



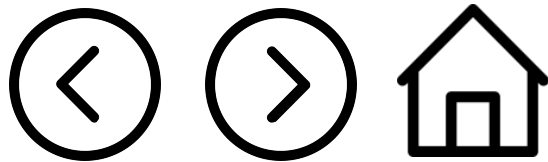
- Customers
- ☐ Al-Rehman Traders
  - ☐ Bahrain Traders
  - ☐ Canada Traders
  - ☐ China Traders
  - ☐ Dubai Traders
  - ☐ German Traders
  - ☐ Hong Kong Traders
  - ☐ India Traders
  - ☐ Iran Traders
  - ☐ Italy Traders
  - ☐ Pakistan Traders
  - ☐ Qatar Traders
  - ☐ Saudi Traders
  - ☒ Singapore Traders
  - ☐ Swat Traders
  - ☐ Thai Traders
  - ☐ US Traders

- Stores
- ☒ Khan Store
  - ☐ Merut Store
  - ☐ Wall Store
  - ☐ Zulfi Store

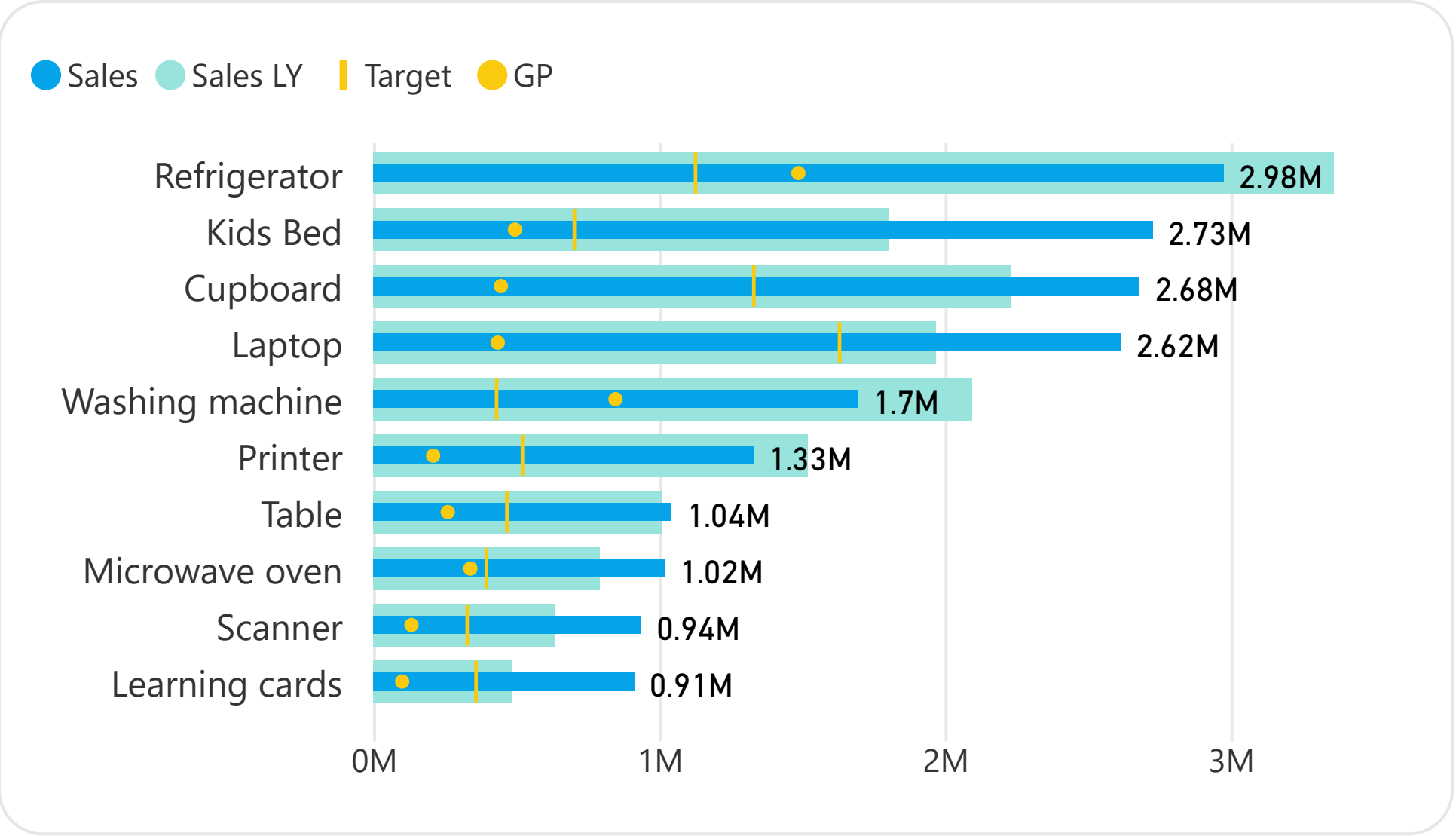
Customers	Sales	Sales LY	LY Var %	Growth Status	Cost	Gross Profit %	Orders
Singapore Traders	2,259,600	639,800	72%	<div></div>	1,588,140	30%	25
Total	2,259,600	639,800	72%	<div></div>	1,588,140	30%	25



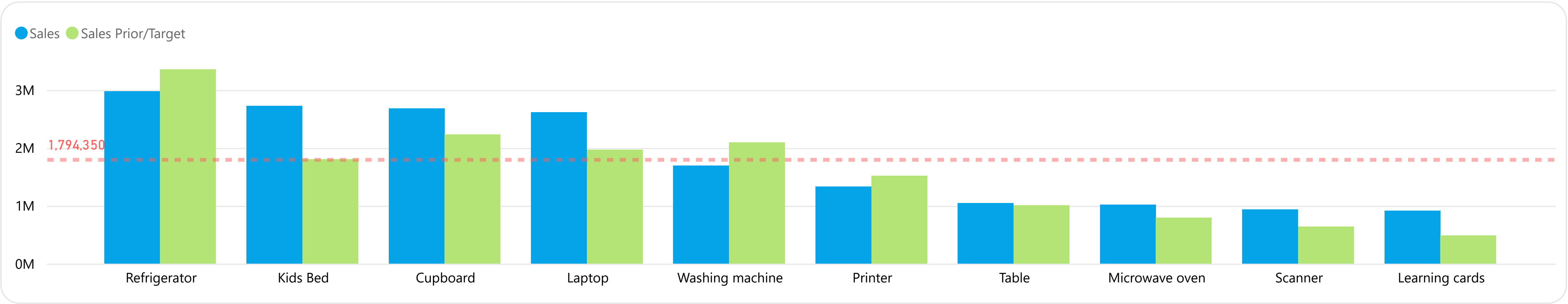
# Top 10 Products



Product	Sales	Sales Prior/Target	Growth Status P/T	Gross Profit %	Average Sales	Orders
Refrigerator	2,976,000	3,360,000		50%	425,143	7
Kids Bed	2,728,000	1,804,000		18%	389,714	7
Cupboard	2,682,000	2,232,000		17%	268,200	10
Laptop	2,616,000	1,968,000		17%	327,000	8
Washing machine	1,696,000	2,096,000		50%	242,286	7
Printer	1,330,000	1,520,000		16%	147,778	9
Table	1,044,000	1,008,000		25%	208,800	5
Microwave oven	1,020,000	792,000		33%	204,000	5
Scanner	938,000	637,000		14%	117,250	8
Learning cards	913,500	486,000		11%	70,269	13
Total	17,943,500	15,903,000		27%	227,133	79



## Vs Prior



# Sales Person Overview

2019

2020

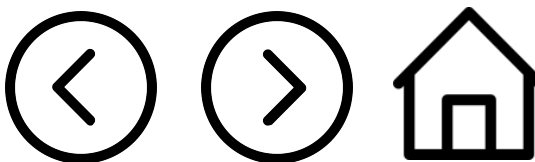
2021

QTR1

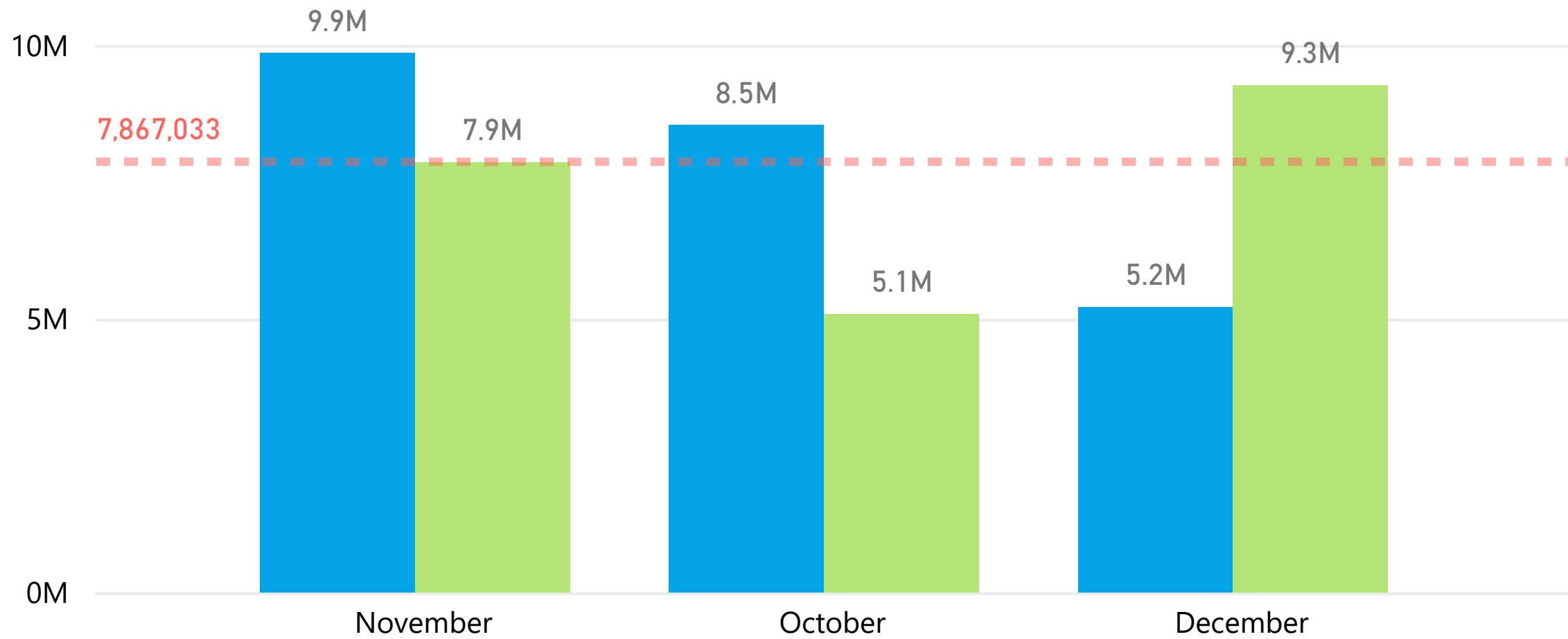
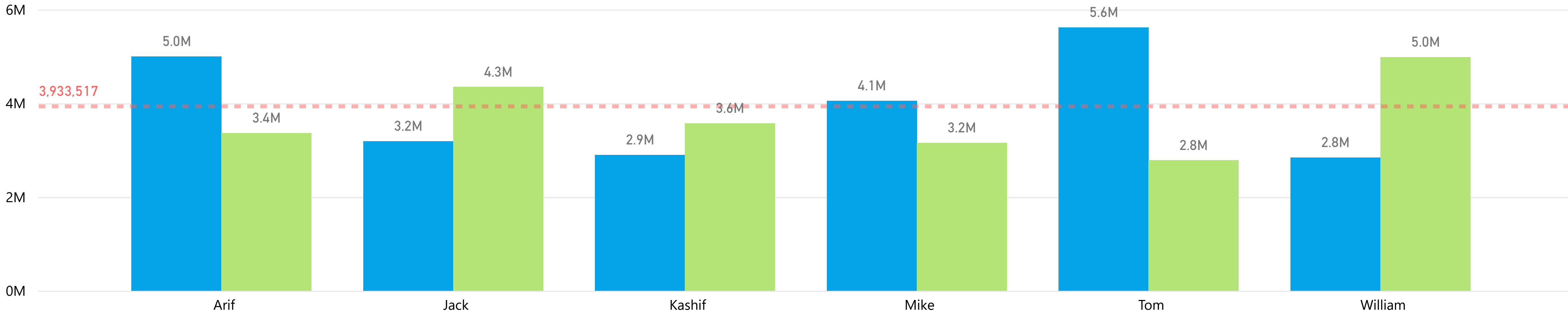
QTR2

QTR3

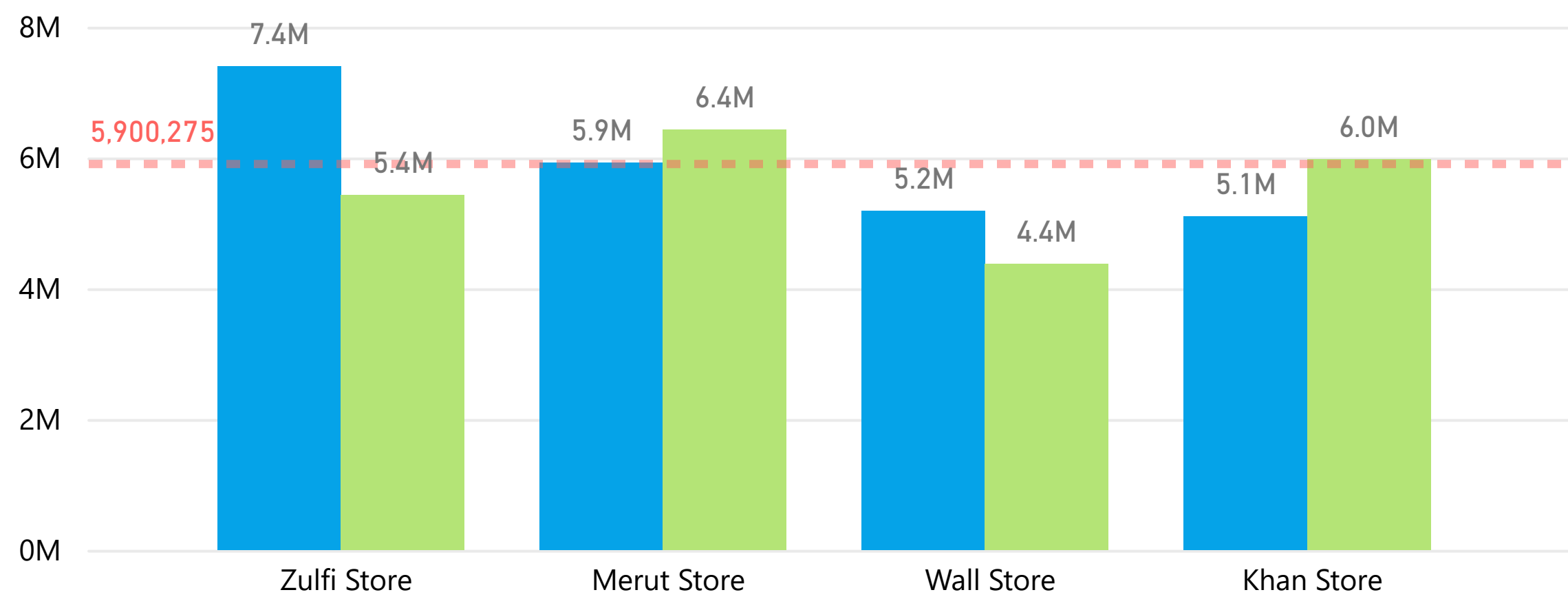
QTR4



● Sales ● Sales LY



## By Store



# Customer Overview

