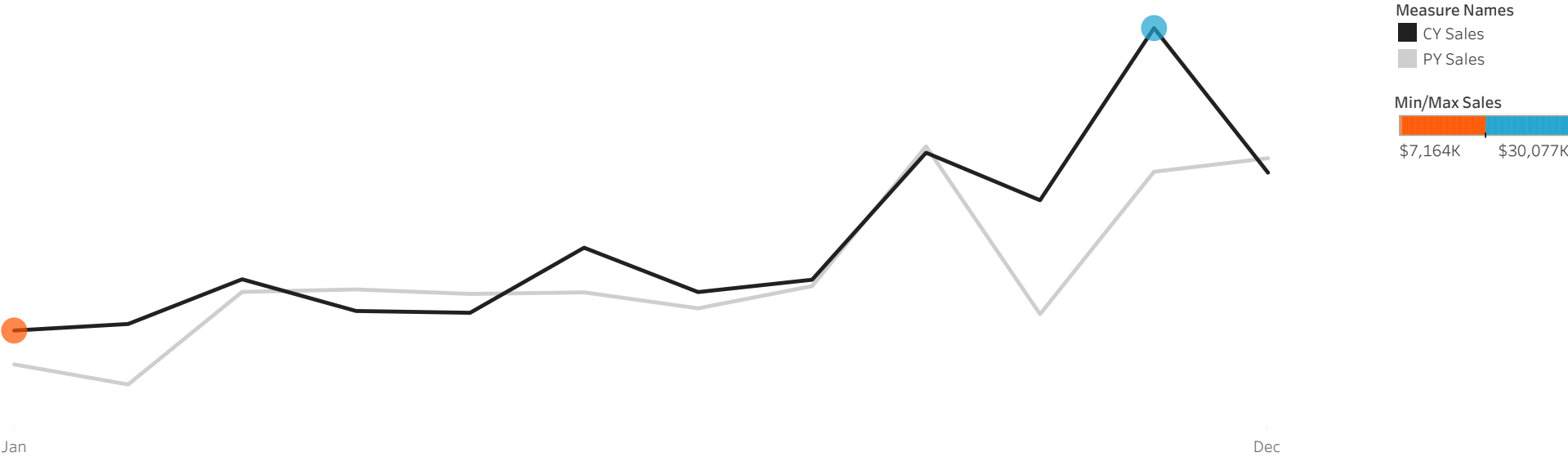


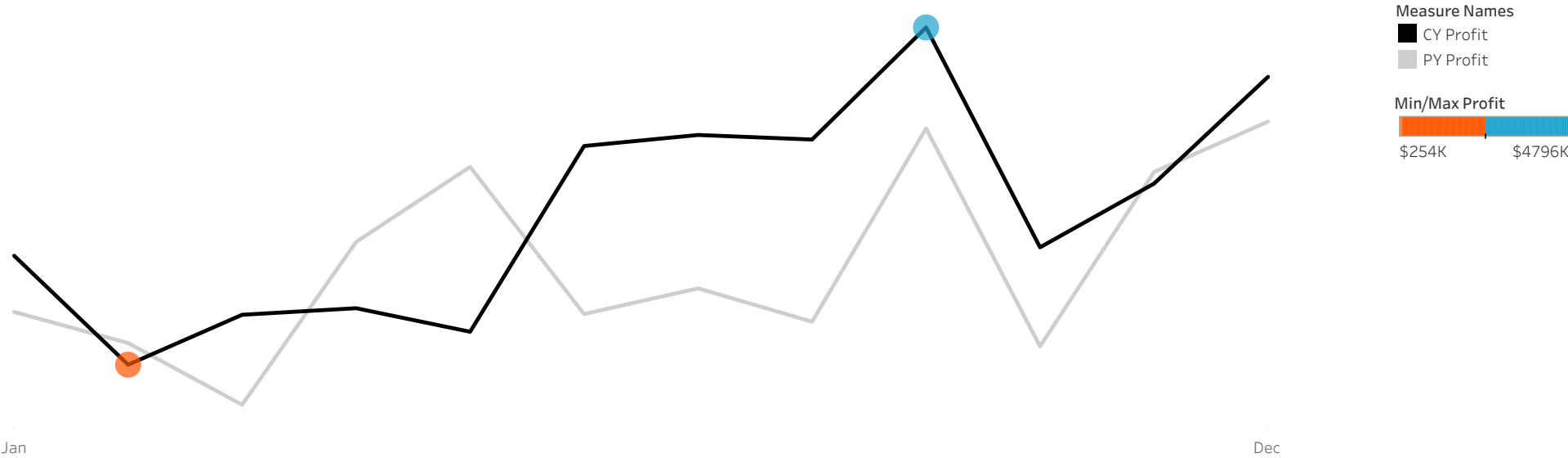
Total Sales

\$164,422K

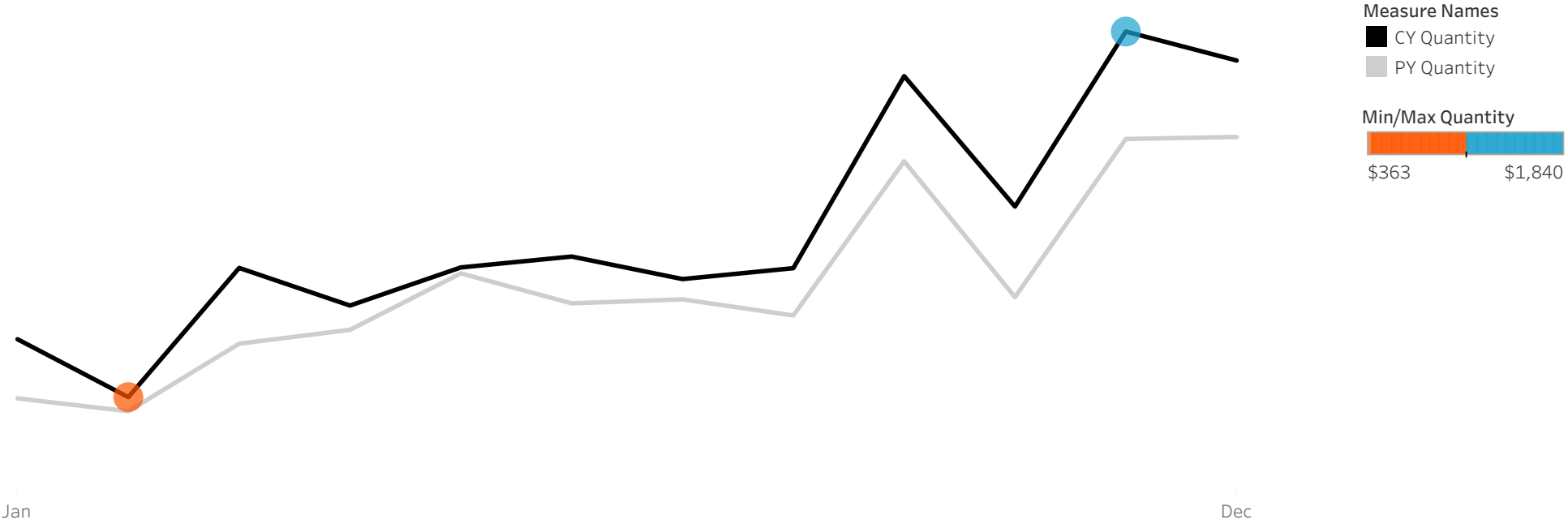
▲ 20.6% vs. PY



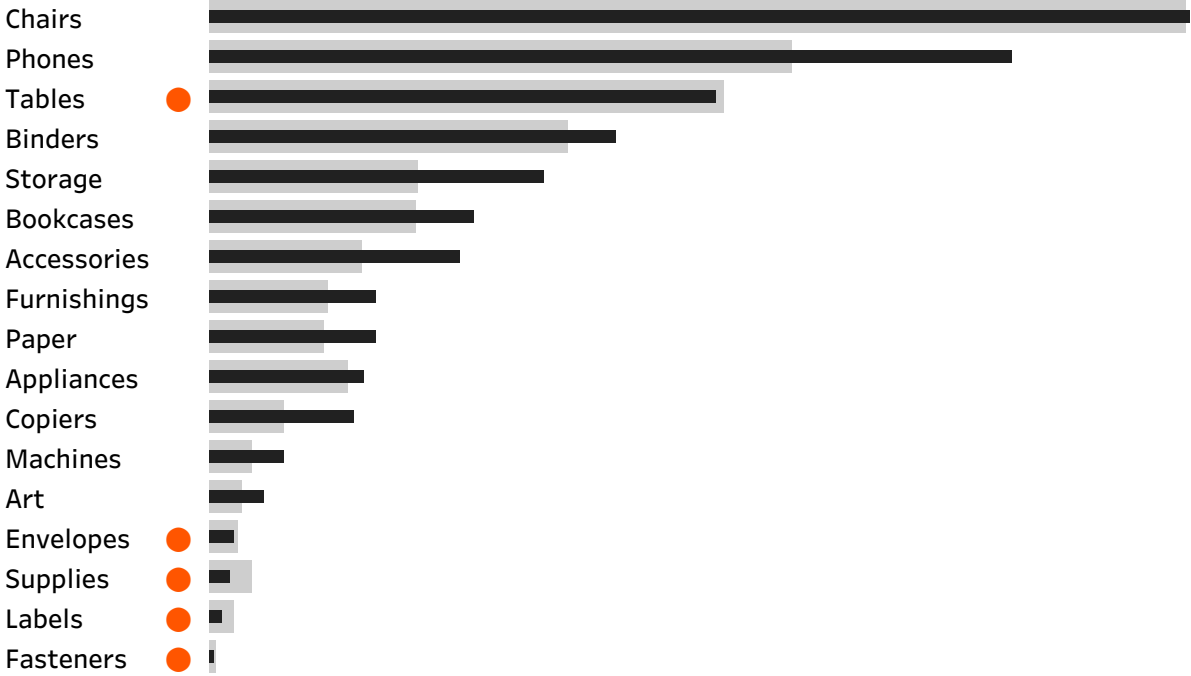
Total Profit
\$27,899K
▲ 30.4% vs. PY



Total Quantity
\$12K
▲ 26.8% vs. PY



Subcategory Comparison



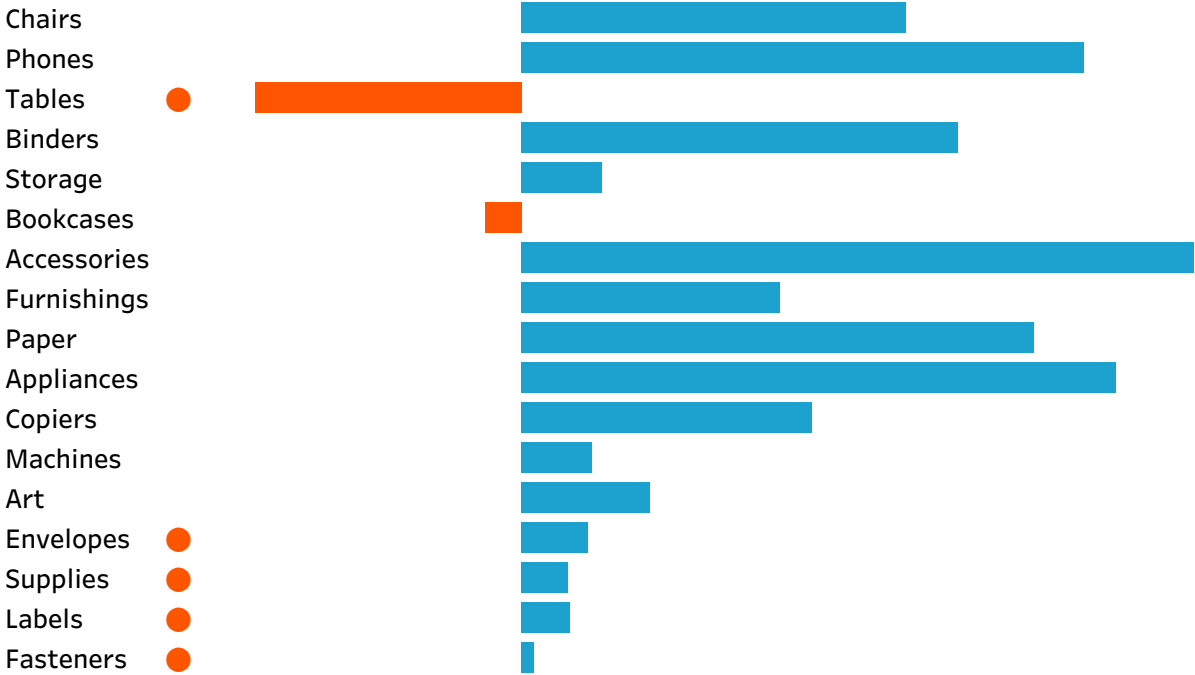
Measure Names

- CY Sales
- PY Sales

CY Profit



Subcategory Comparison



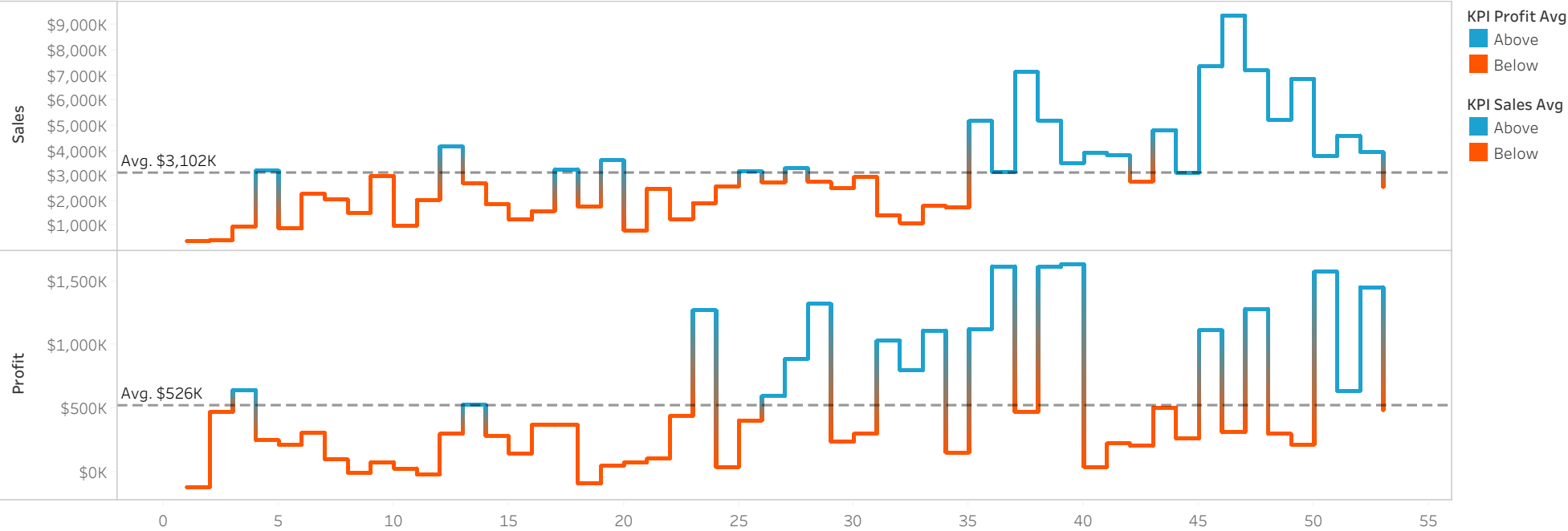
Measure Names

- CY Sales
- PY Sales

CY Profit



Weekly Trends

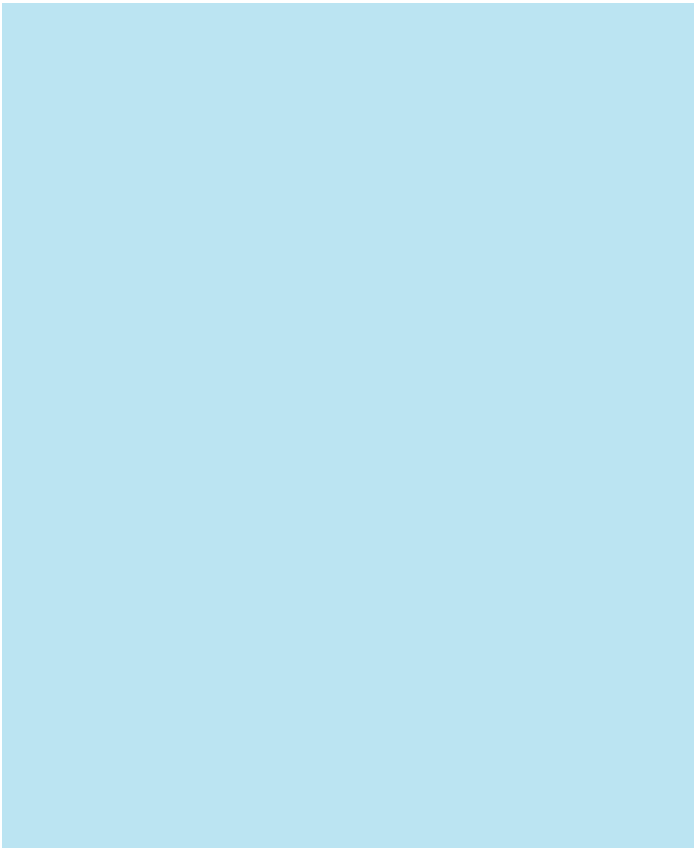


Legend Subcategory



2023 Sales vs. 2022 Sales

Legend Subcategory



Legend KPI

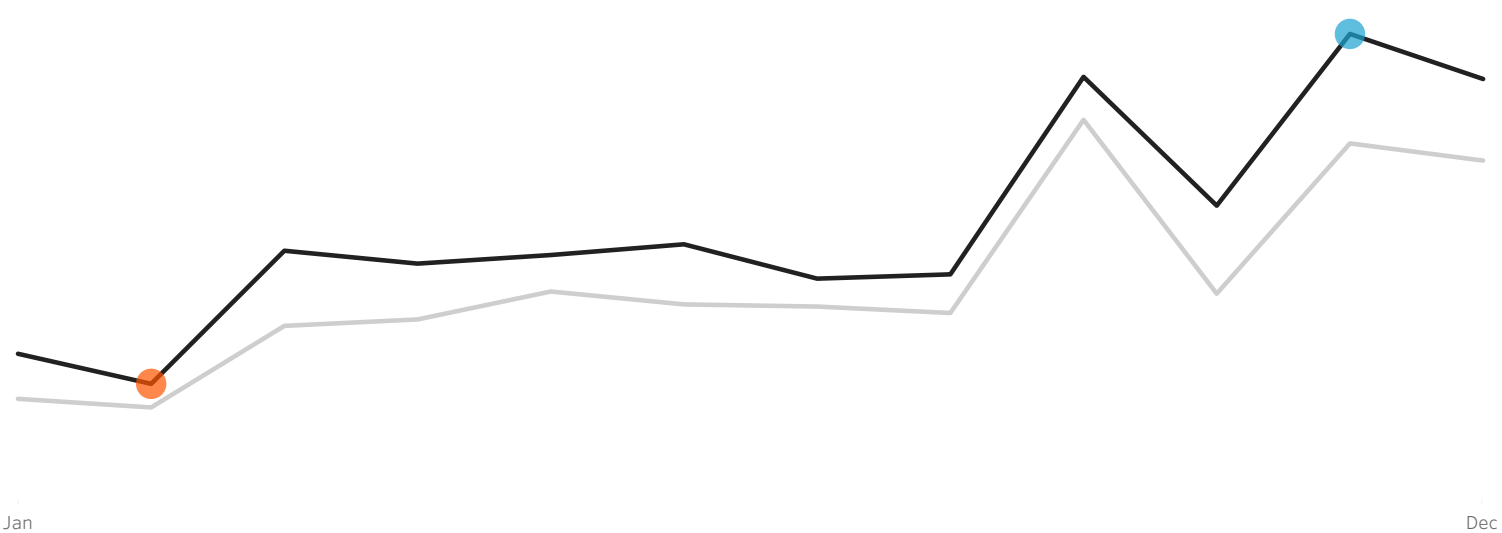
2023 vs. 2022 ● Highest Month ● Lowest Month

Legend KPI

Total Customers

693

▲ 8.6% vs. PY



Measure Names

- Distinct count of CY Customers
- Distinct count of PY Customers

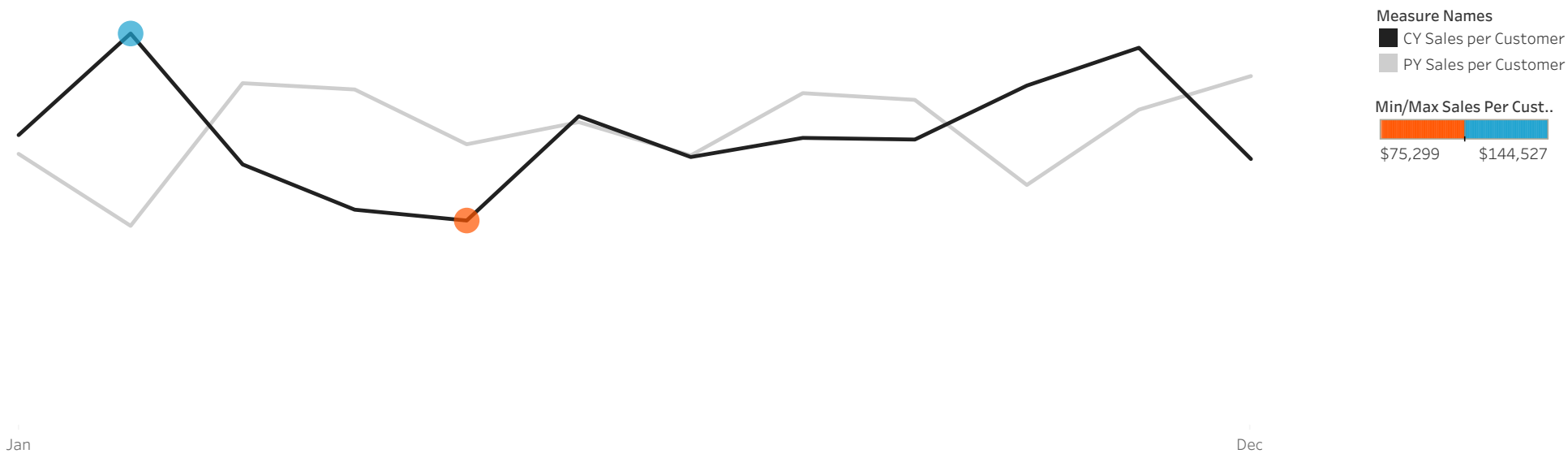
Min/Max Customers

53 216

Total Sales Per Customers

\$237,261

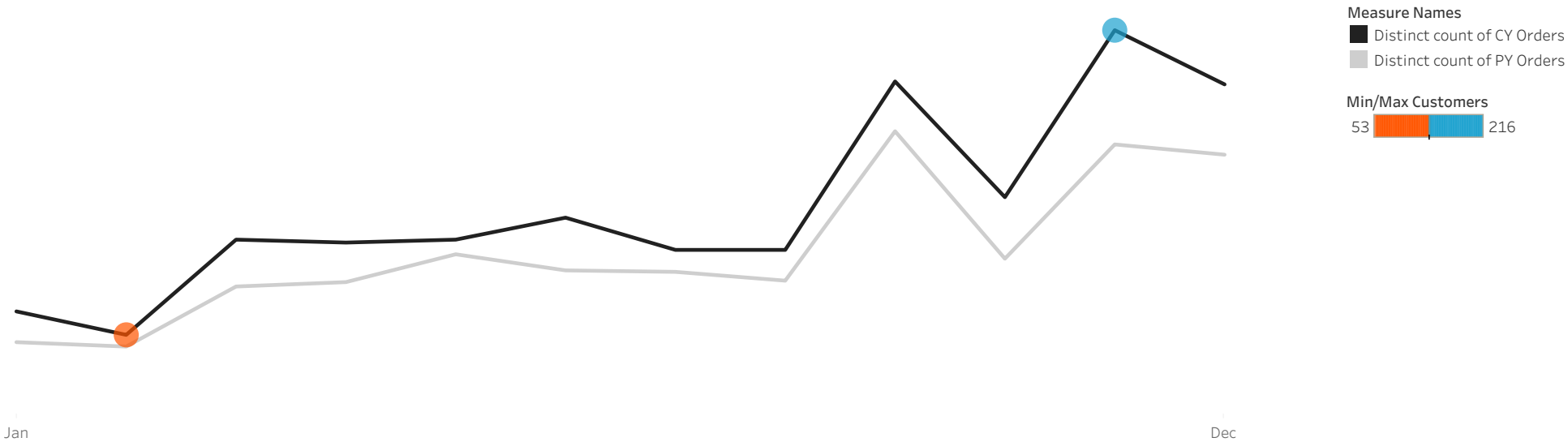
▲ 11.0% vs. PY



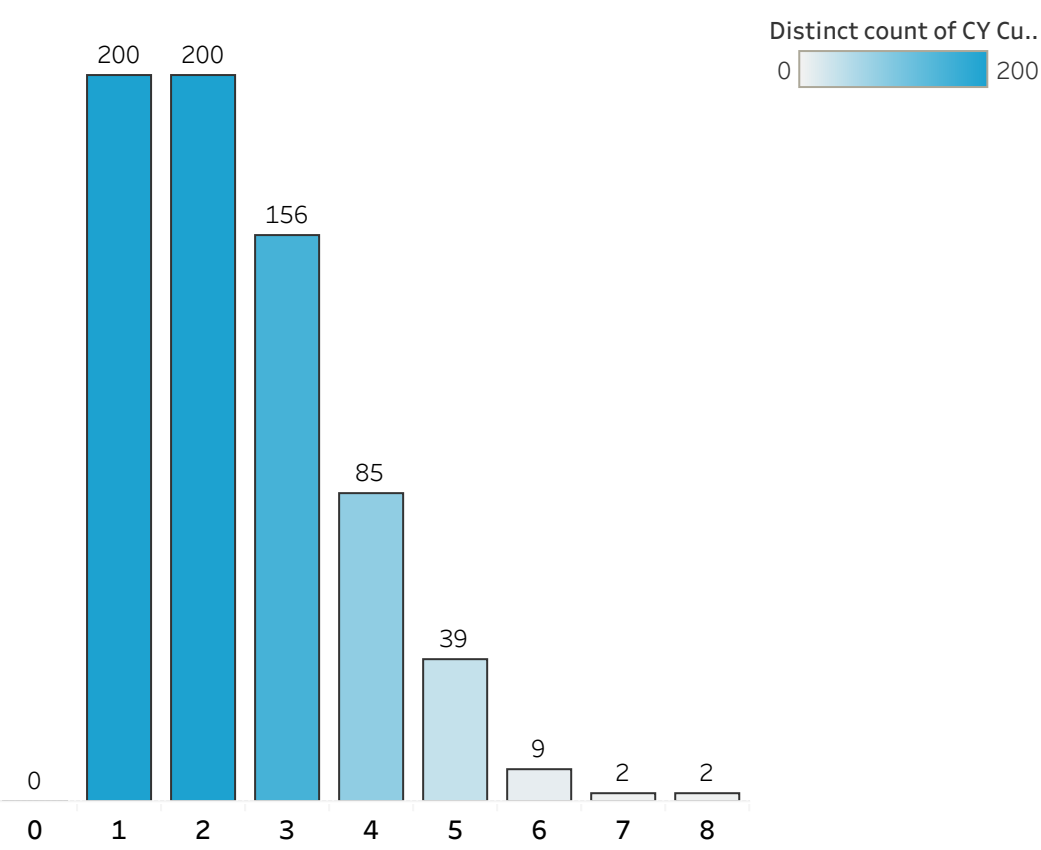
Total Orders

1,687

▲ 28.3% vs. PY



Customer Distribution

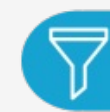


Top Customers

#1	Helen Wasserman	9/4/2023	\$1,272,438	\$1,048,054	5
#2	John Lee	12/9/2023	\$933,846	\$248,704	6
#3	Erica Smith	11/20/2023	\$884,058	\$763,864	2
#4	Harold Ryan	7/24/2023	\$839,986	\$207,846	2
#5	Juliana Krohn	12/2/2023	\$743,988	\$374,618	2
#6	Jim Kriz	7/3/2023	\$742,632	\$7,992	1
#7	Bart Watters	8/31/2023	\$679,996	\$596,760	3
#8	Tom Ashbrook	10/22/2023	\$676,647		2
#9	Robert Waldorf	10/12/2023	\$663,514	\$34,384	4
#10	Justin Deggeller	11/19/2023	\$626,185		2



Sales Dashboard | 2023

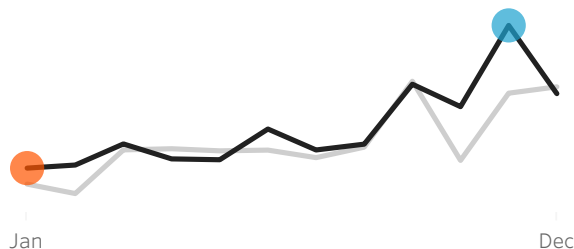


2023 vs. 2022 ● Highest Month ● Lowest Month

Total Sales

\$164,422K

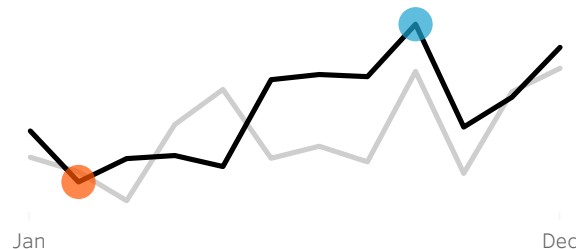
▲ 20.6% vs. PY



Total Profit

\$27,899K

▲ 30.4% vs. PY



Total Quantity

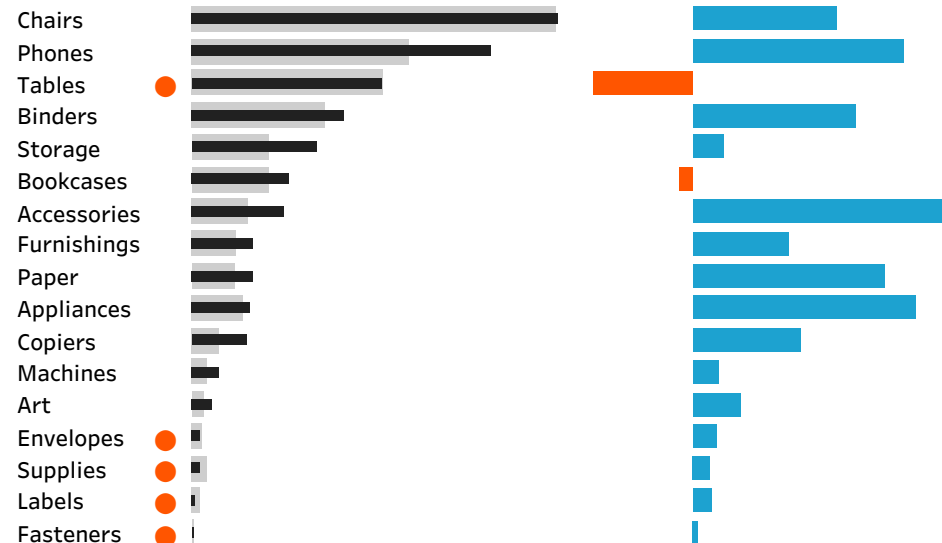
\$12K

▲ 26.8% vs. PY



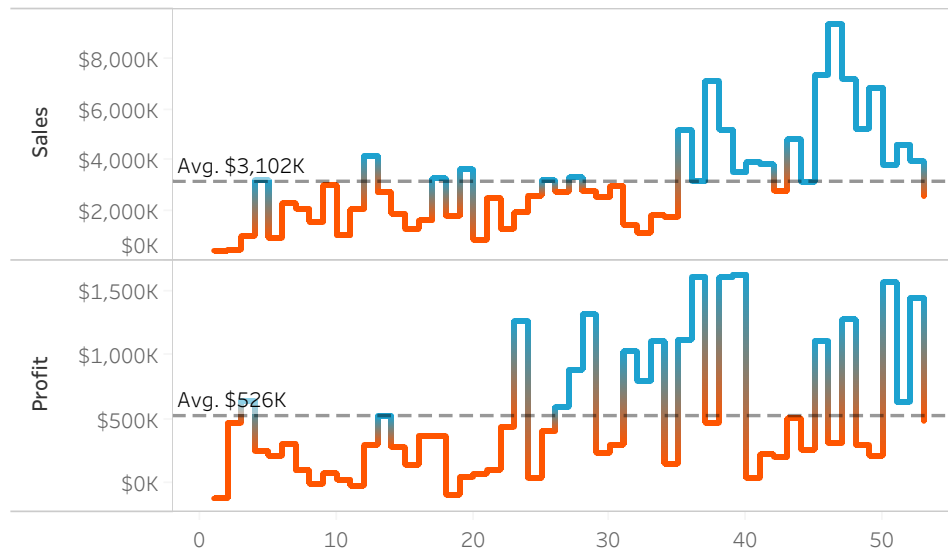
Sales & Profit By Subcategory

2023 Sales vs. 2022 Sales



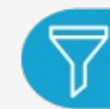
Sales & Profit Trends over Time

2023 ● Above ● Below





Customer Dashboard | 2023

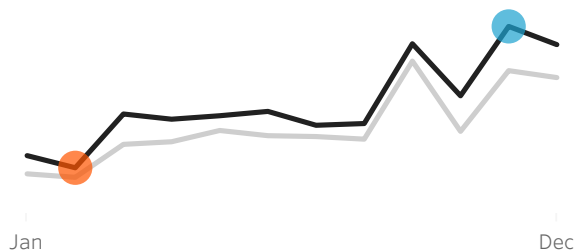


2023 vs. 2022 ● Highest Month ● Lowest Month

Total Customers

693

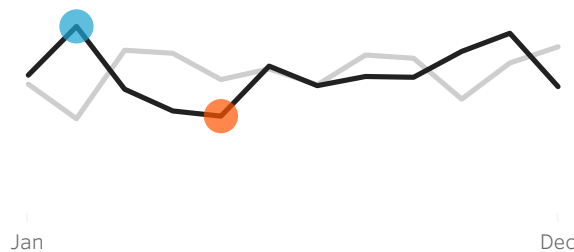
▲ 8.6% vs. PY



Total Sales Per Customers

\$237,261

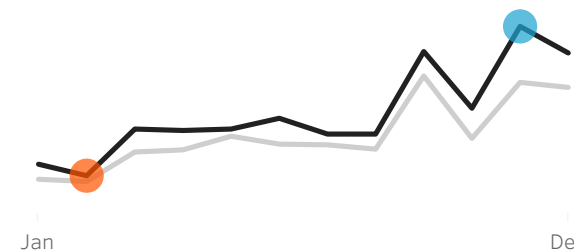
▲ 11.0% vs. PY



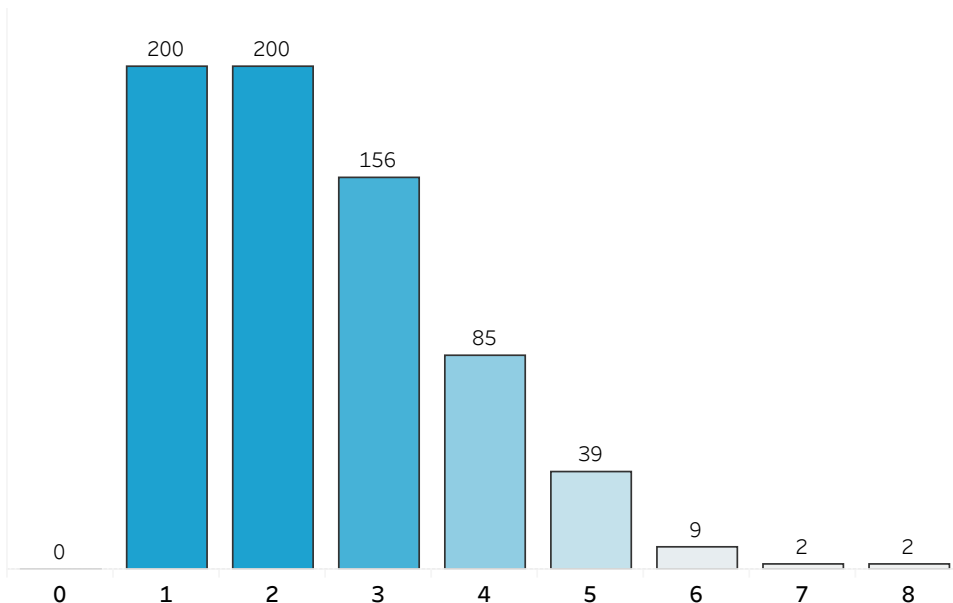
Total Orders

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	Helen Wasserman	9/4/2023	\$1,272,438	\$1,048,054	5
#2	John Lee	12/9/2023	\$933,846	\$248,704	6
#3	Erica Smith	11/20/2023	\$884,058	\$763,864	2
#4	Harold Ryan	7/24/2023	\$839,986	\$207,846	2
#5	Juliana Krohn	12/2/2023	\$743,988	\$374,618	2
#6	Jim Kriz	7/3/2023	\$742,632	\$7,992	1
#7	Bart Watters	8/31/2023	\$679,996	\$596,760	3
#8	Tom Ashbrook	10/22/2023	\$676,647		2
#9	Robert Waldorf	10/12/2023	\$663,514	\$34,384	4
#10	Justin Deggeller	11/19/2023	\$626,185		2