



Executive Sales Overview – FY 2023



Total Sales

\$685.91K

Total Profit

\$171.97K

Profit Margin%

25.07%

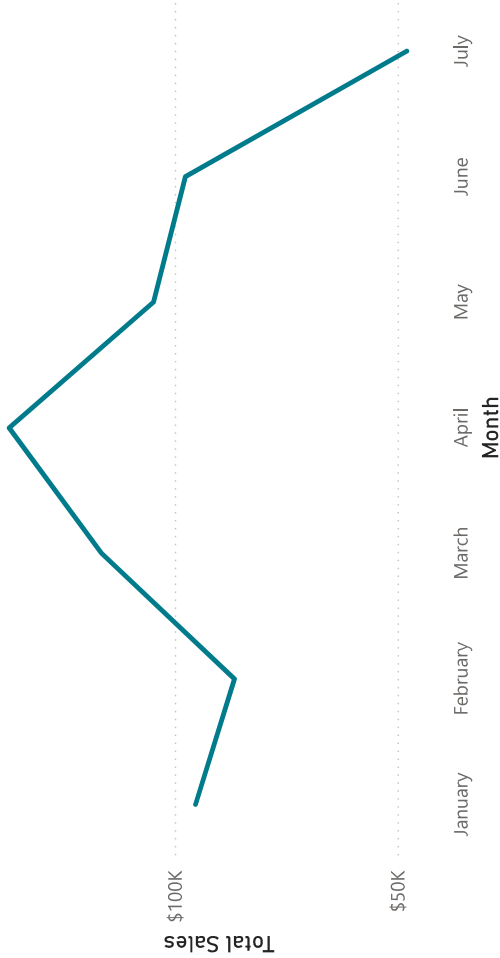
Average Discount%

6.85%

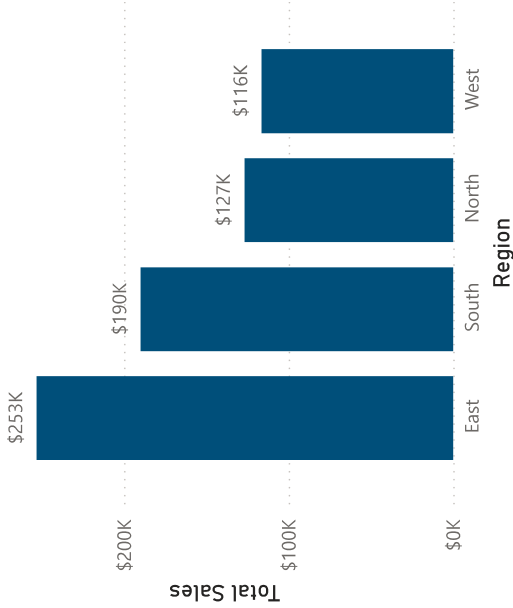
Total Orders

200

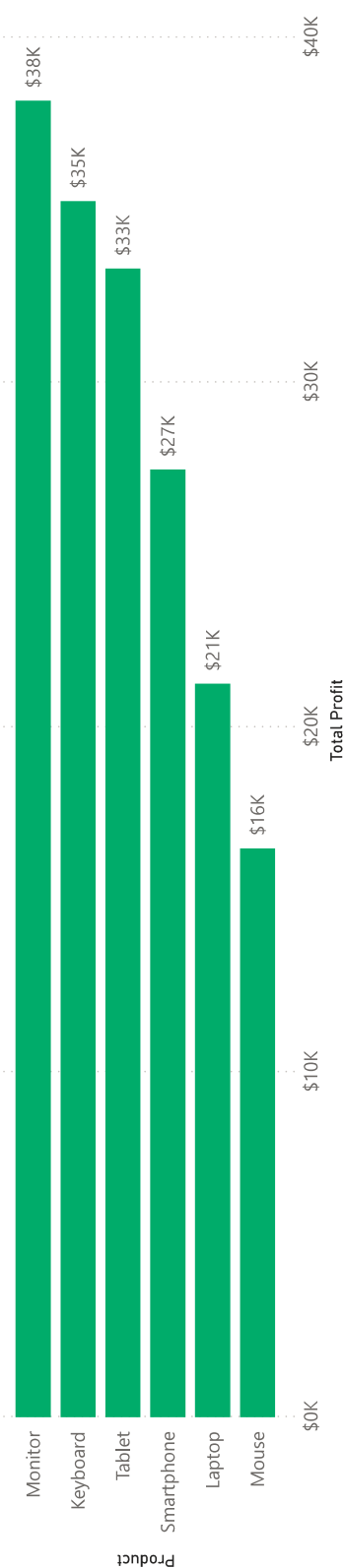
Sales Trend by Month



Sales by Region



Profit by Product

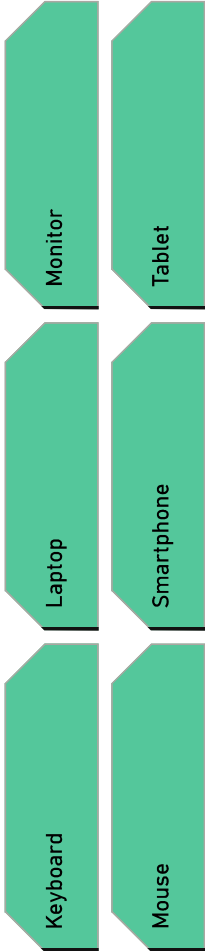




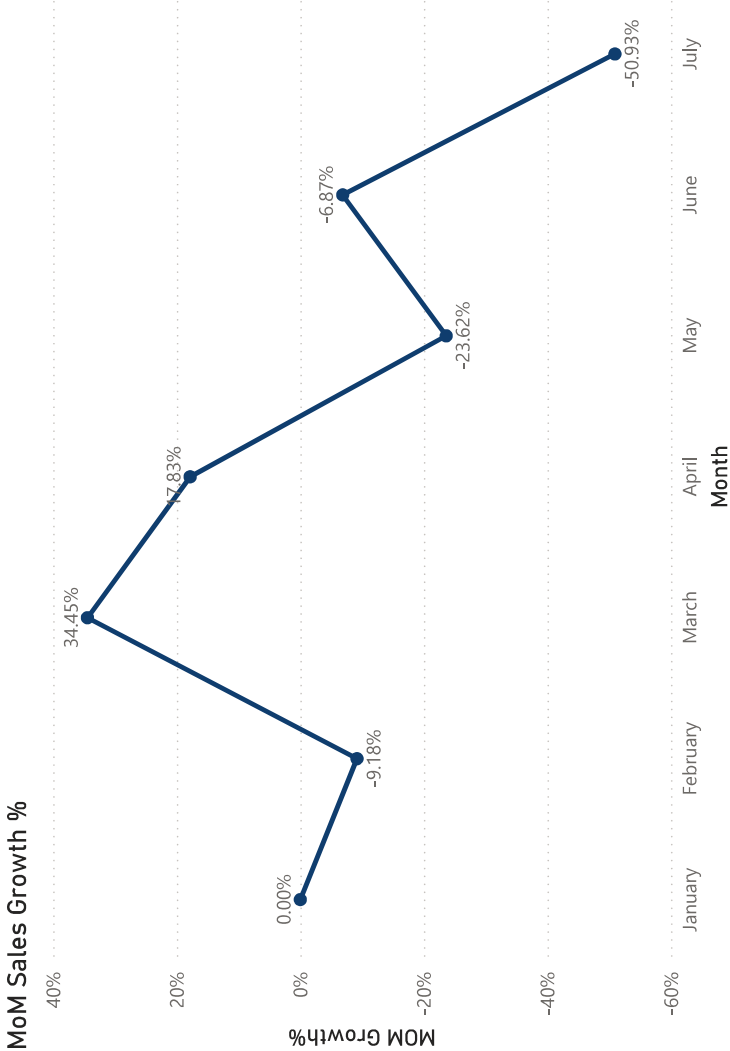
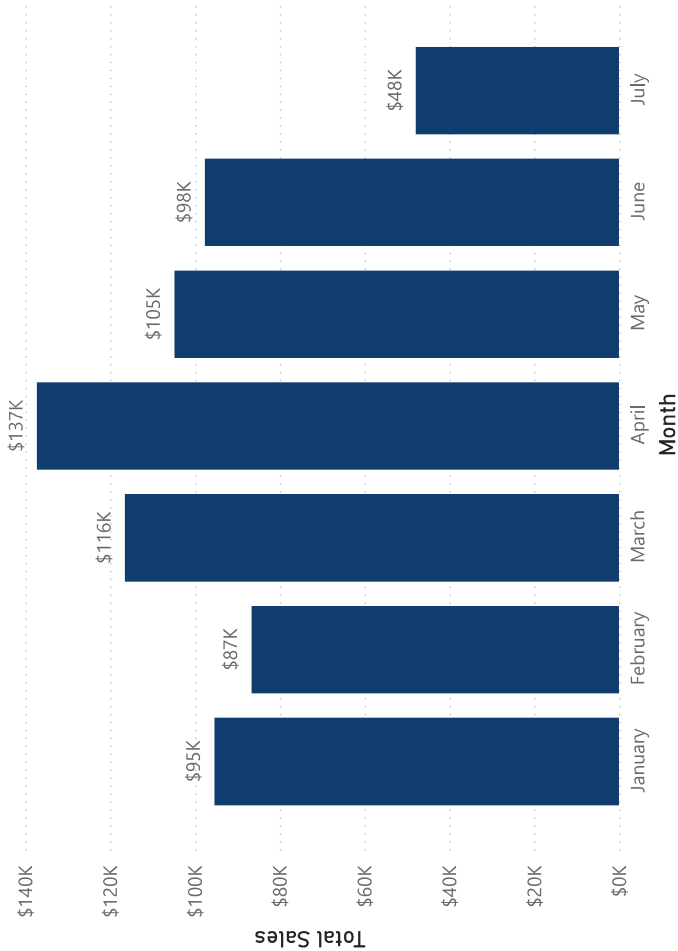
Sales Trend



Product

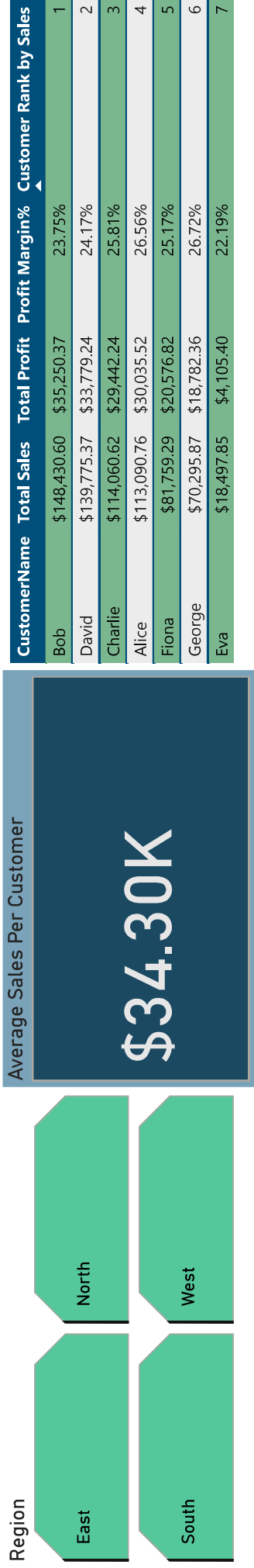


Monthly Sales Performance

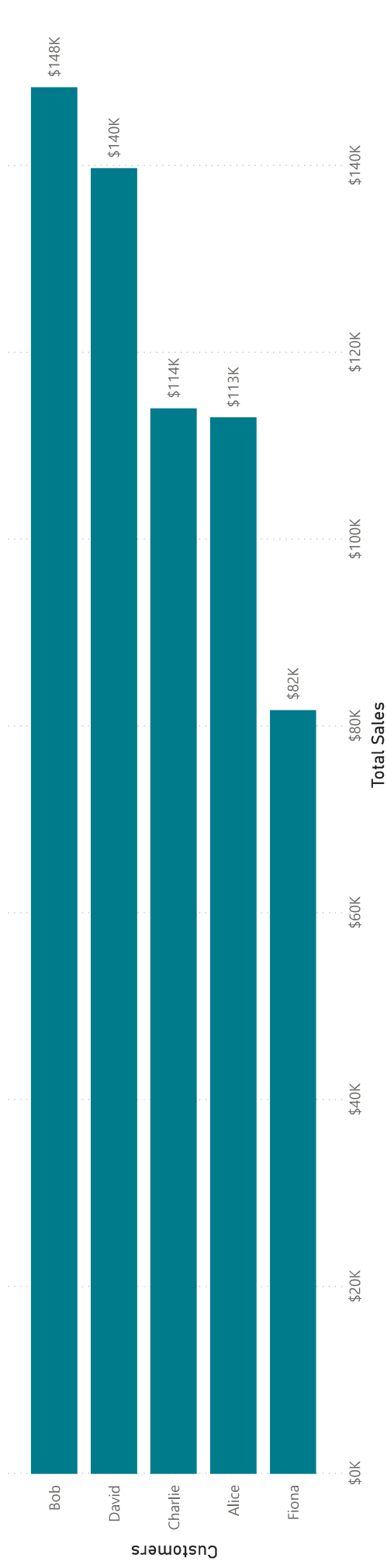




Customer Insights



Top 5 Customers by Sales

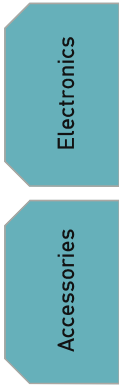




Product Performance



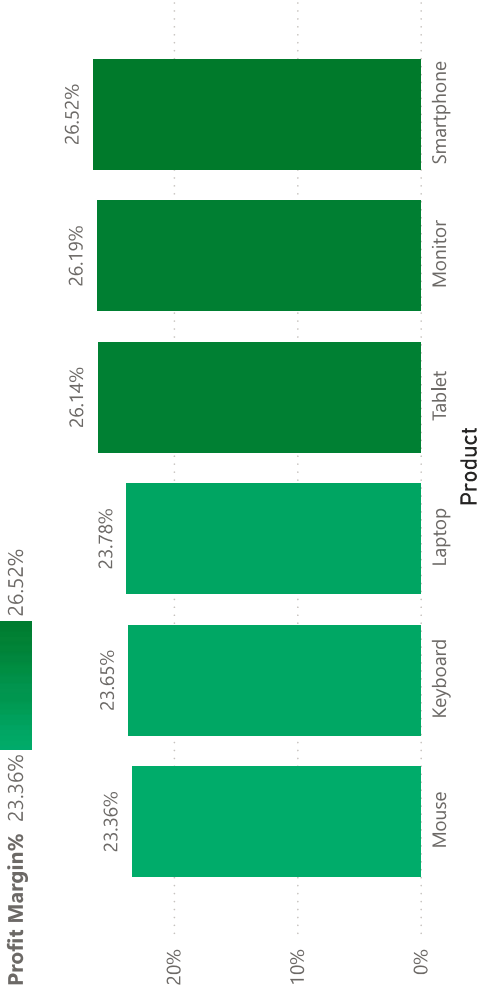
Category



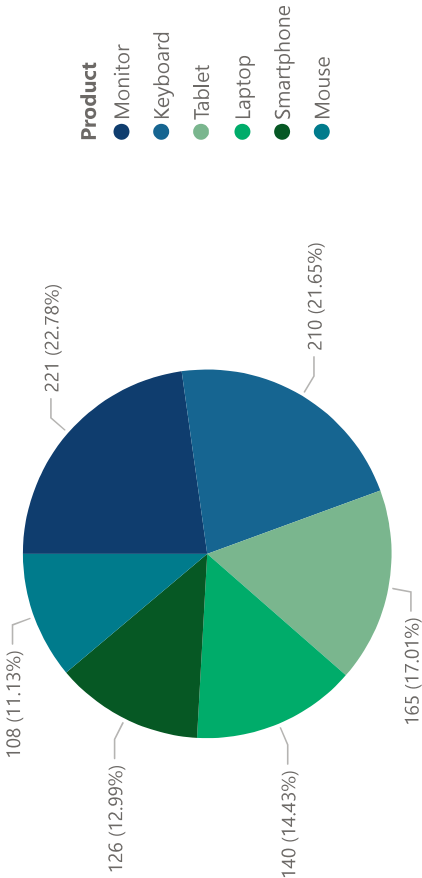
Product	Total Quantity Sold	Total Orders	Total Sales	Total Profit	Product Rank by Sales
Keyboard	210	44	\$149,091.55	\$35,257.79	1
Monitor	221	39	\$145,751.84	\$38,172.49	2
Tablet	165	34	\$127,412.57	\$33,302.18	3
Smartphone	126	26	\$103,632.40	\$27,479.24	4
Laptop	140	34	\$89,425.39	\$21,265.89	5
Mouse	108	23	\$70,596.62	\$16,494.37	6

Profit Margin% by Product

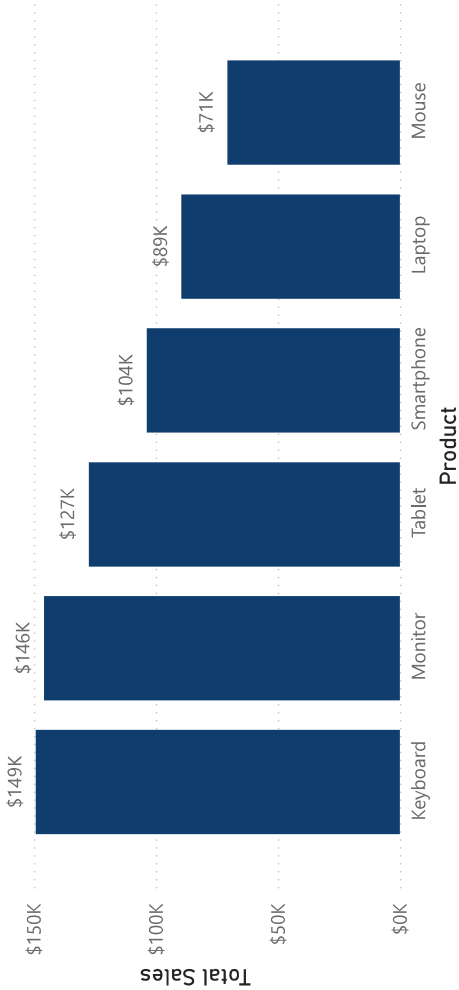
Profit Margin% 23.36%



Total Quantity Sold by Product



Total Sales by Product





Profitability & Discounts

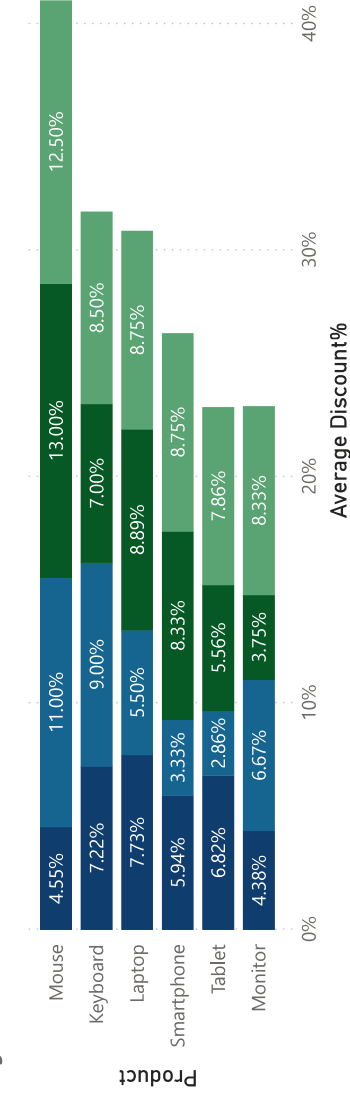
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Customer

All

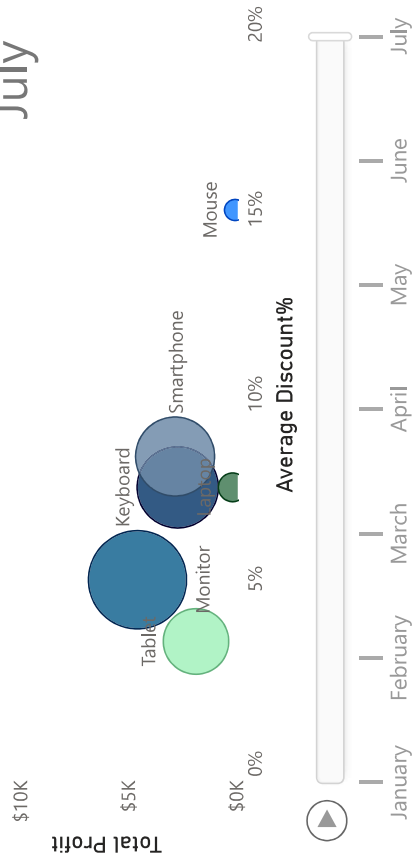
Average Discount% by Product and Region

Region ● East ● North ● South ● West

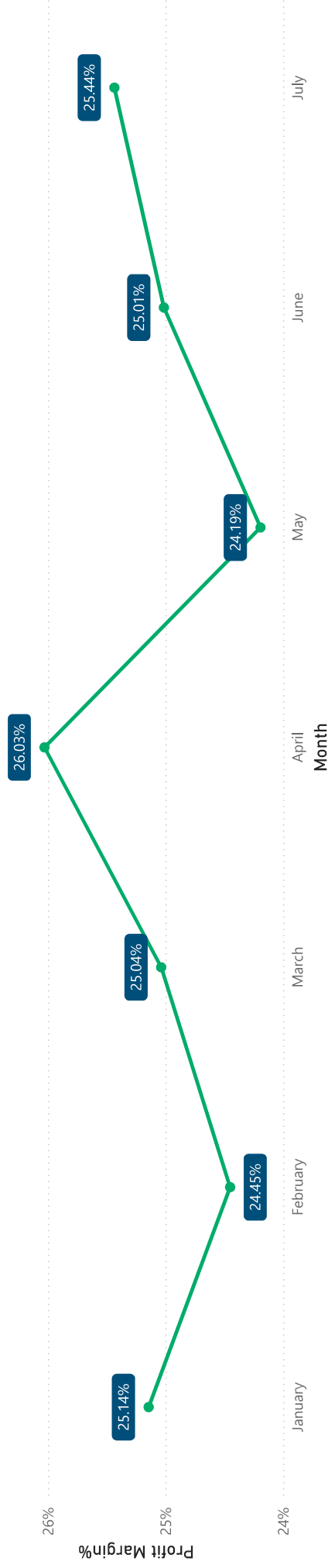


Product ● Keyboard ● Laptop ● Monitor ● Mouse ● Smartphone ● Tablet

July



Profit Margin% by Month



NovaTech Executive Dashboard – FY2023

