

Total Sales

\$733K

▲ 20.4% vs PY

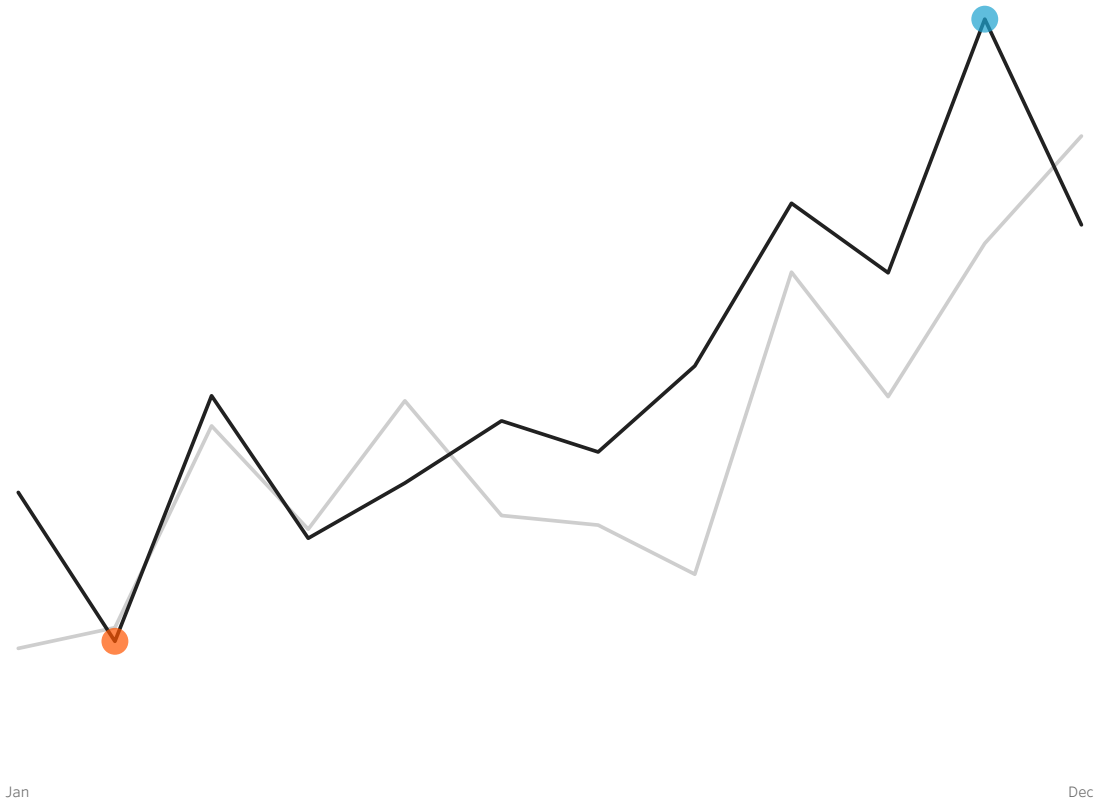
Measure Names

■ CY Sales

■ PY Sales

Min/Max Sales

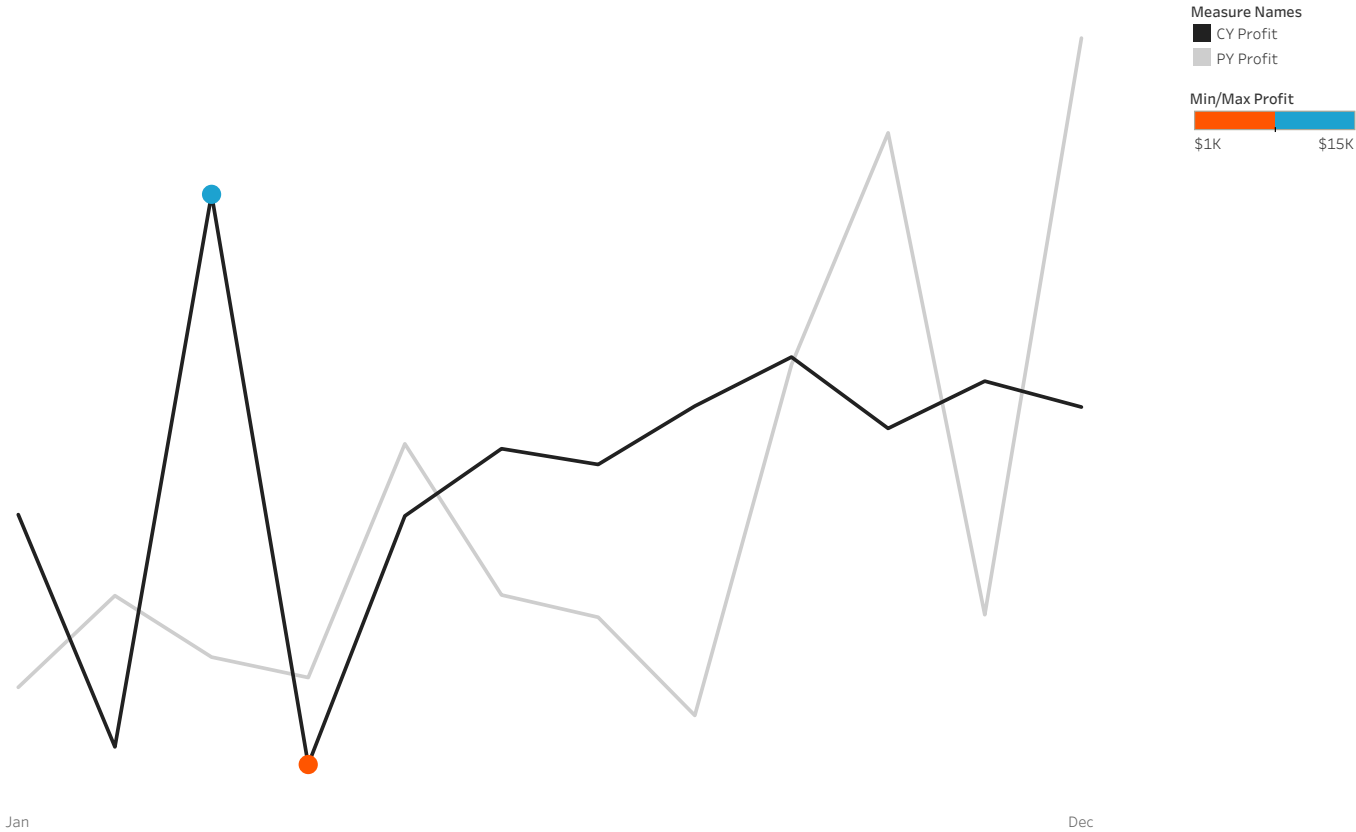
\$21K \$121K



Total Profit

\$93K

▲ 14.2% vs PY



Total Quantity

12K

▲ 26.8% vs PY

Measure Names

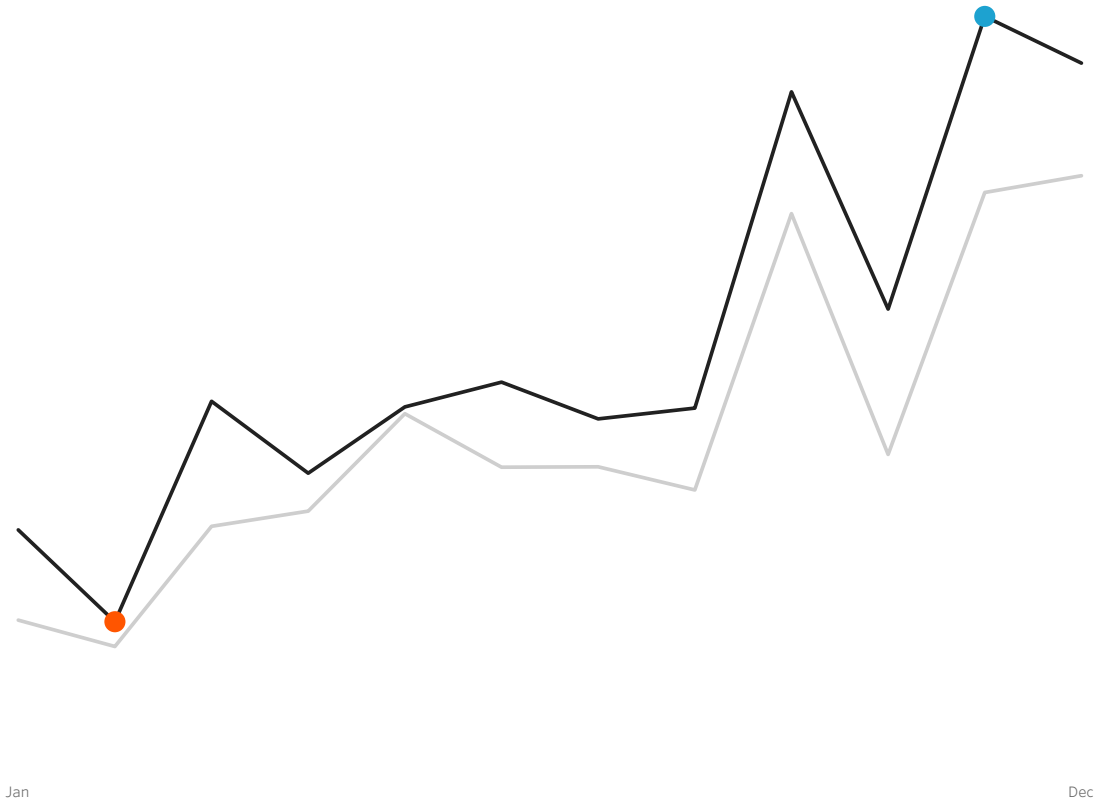
■ CY Quantity

■ PY Quantity

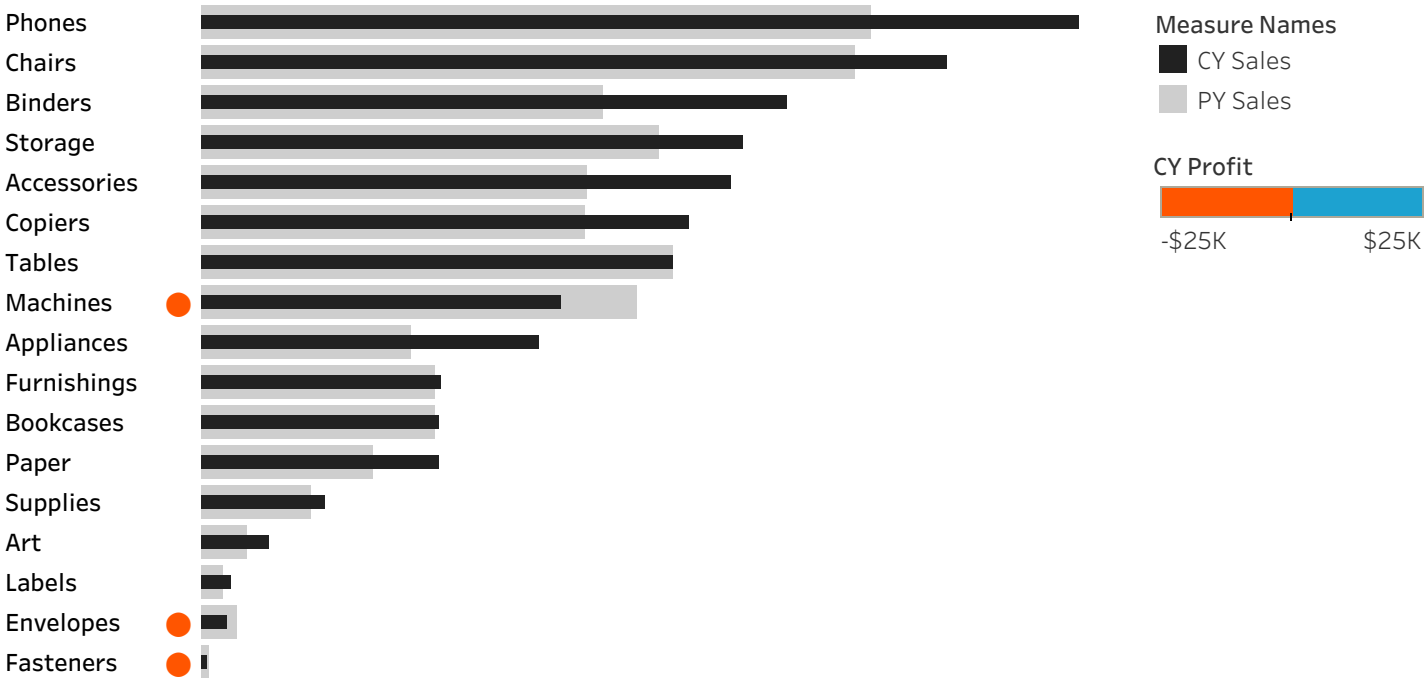
Min/Max Quantity

\$0K

\$2K



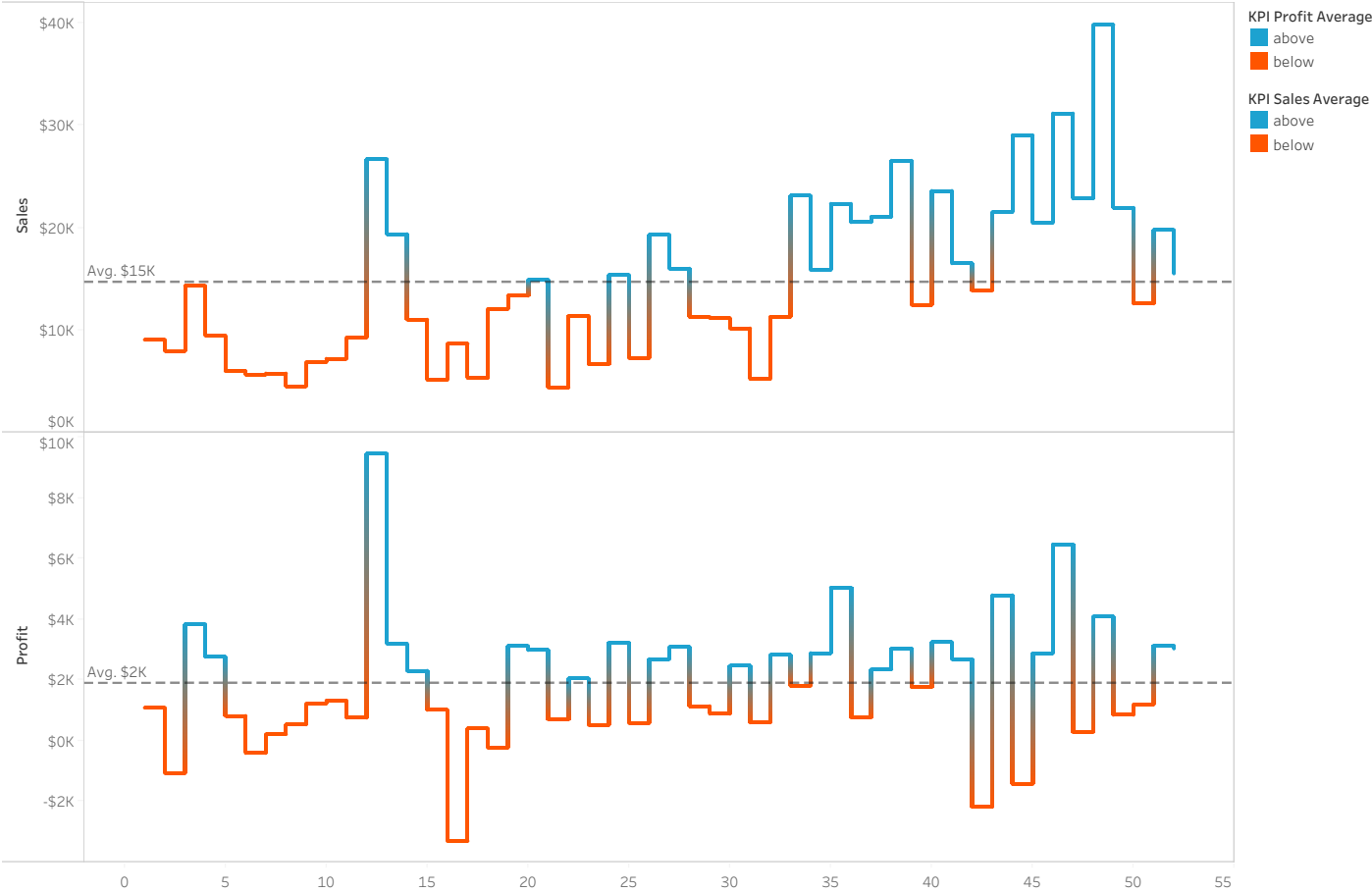
Subcategory Comparison



Subcategory Comparison



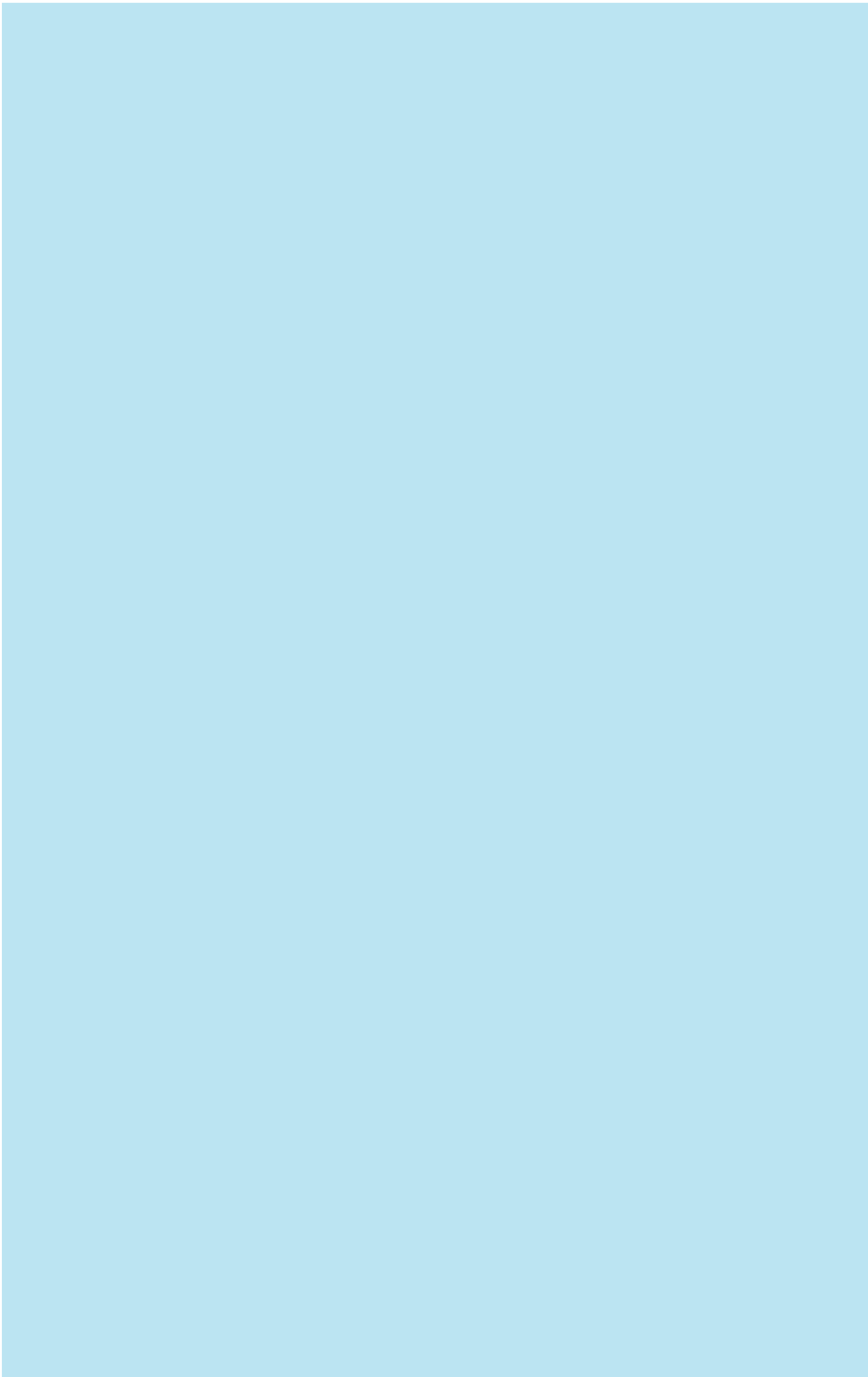
Weekly Trend



Legend Subcategory

2023 Sales vs 2022 Sales

Legend Subcategory



Legend KPI

2023 vs. 2022 ● Highest Month ● Lowest Month

Legend KPI

Total Customers

693

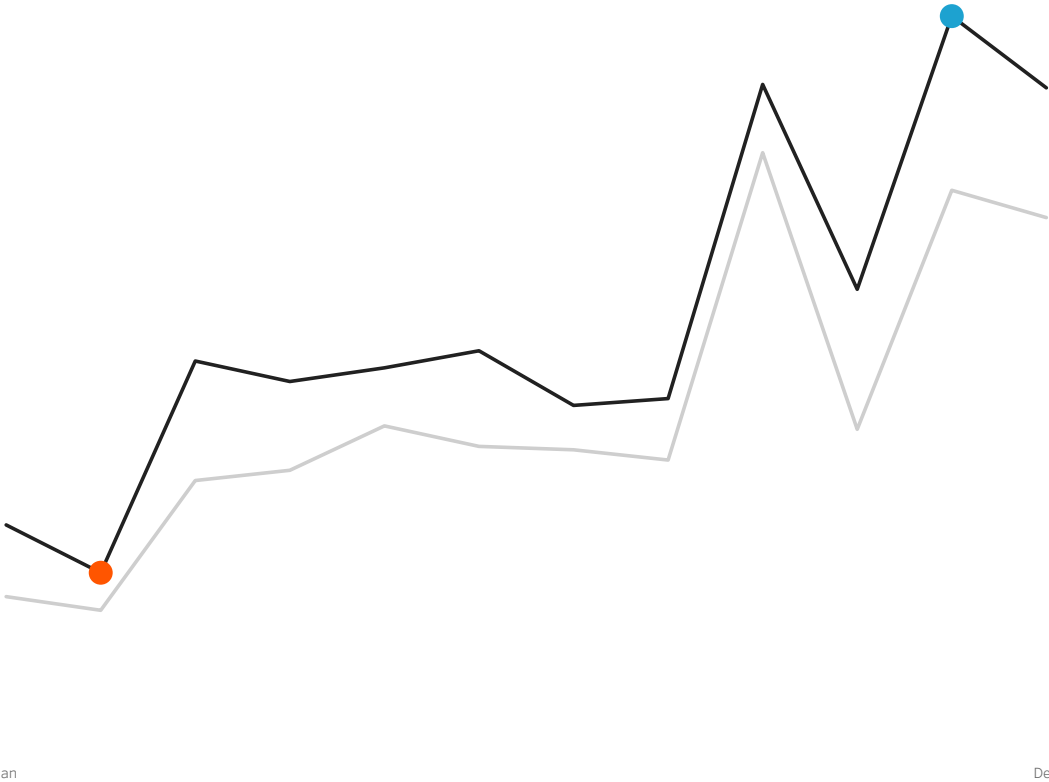
▲ 8.6% vs PY

Measure Names

- Distinct count of Cust CY
- Distinct count of Cust PY

53

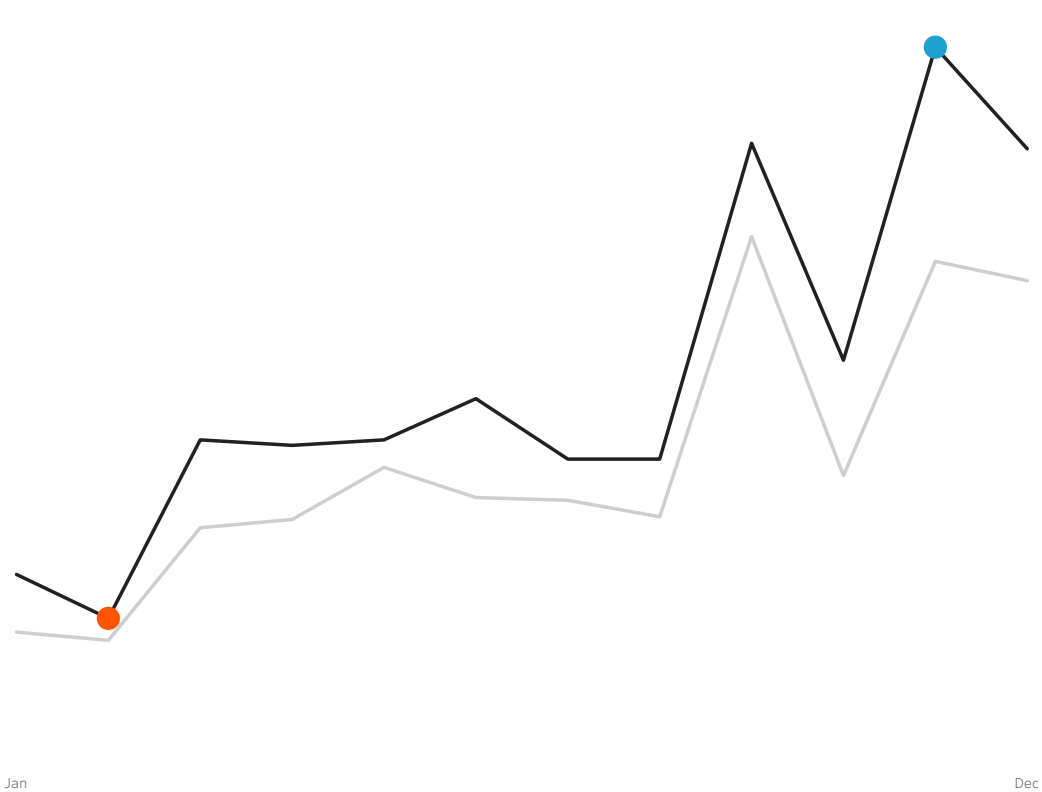
216



Total Orders

1,687

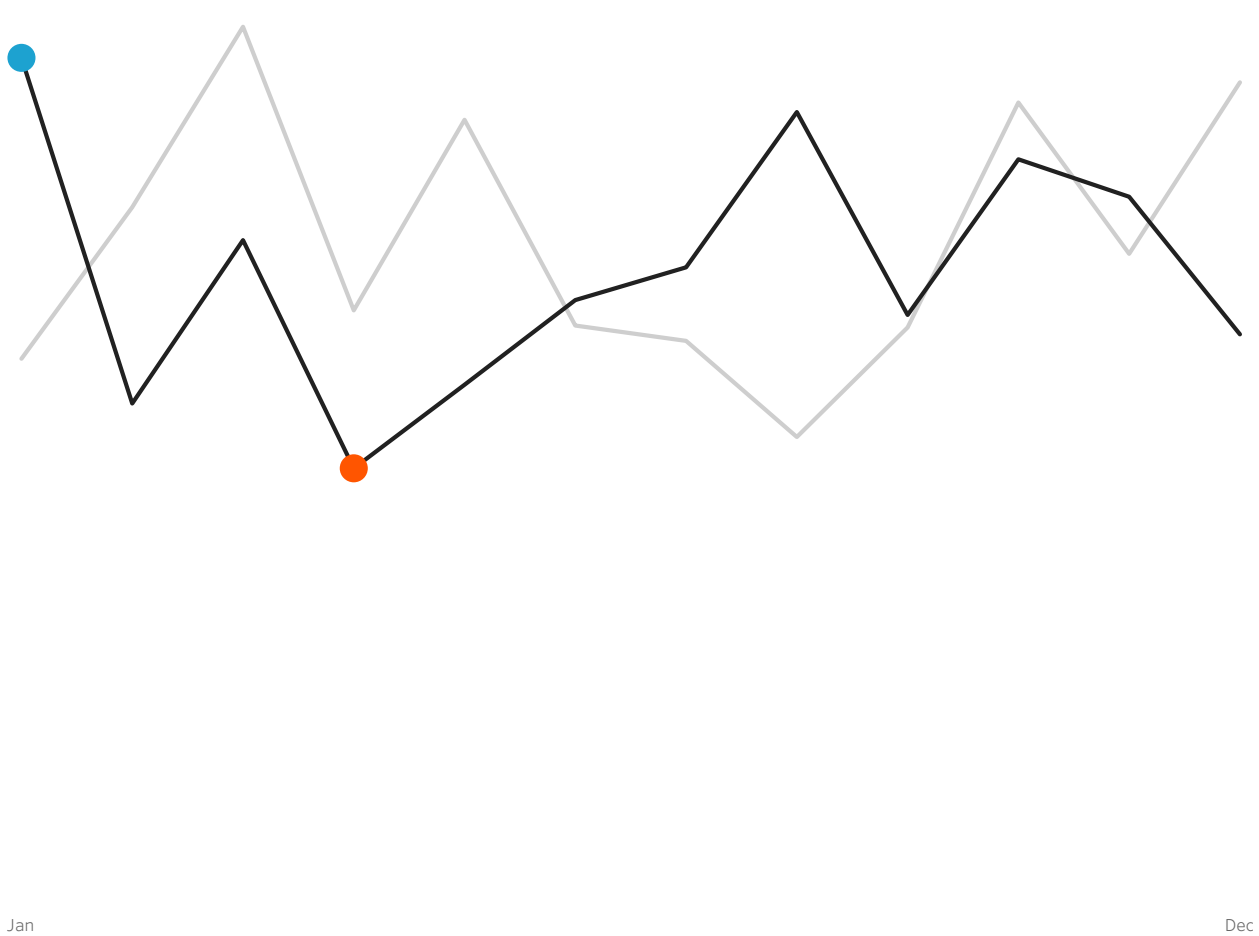
▲ 28.3% vs PY



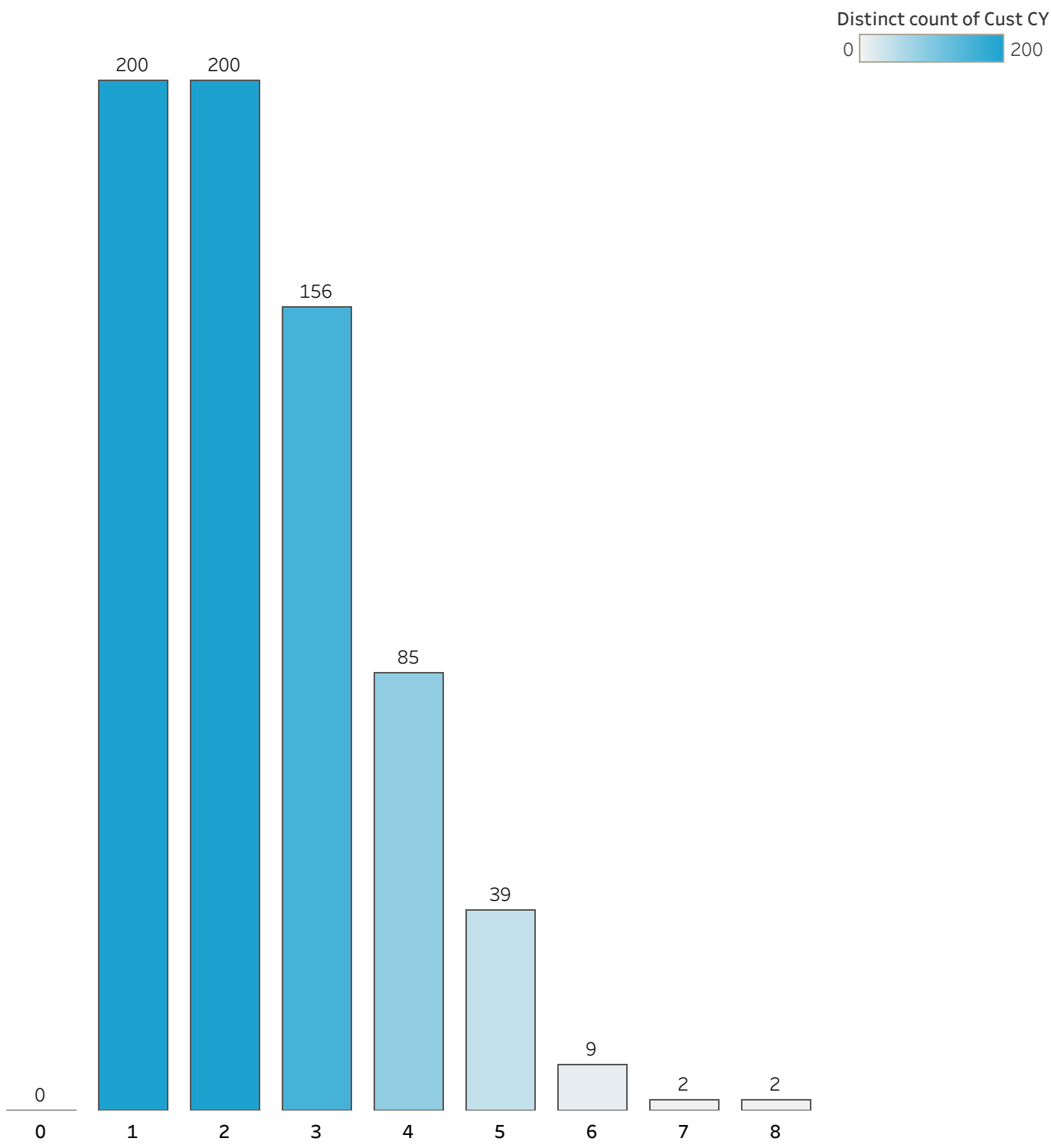
Sales per Customer

\$1.06K

▲ 10.8% vs PY



Customer Distribution



Top Customers

#1	Raymond Buch	9/25/2023	\$6,781	\$14,203	3
#2	Hunter Lopez	11/17/2023	\$5,046	\$10,523	2
#3	Tom Ashbrook	10/22/2023	\$4,599	\$13,723	2
#4	Brian Moss	11/27/2023	\$2,634	\$7,455	5
#5	Andy Reiter	12/24/2023	\$2,608	\$5,821	2
#6	Helen Wasserman	9/4/2023	\$2,319	\$9,017	5
#7	Jane Waco	11/18/2023	\$1,953	\$5,385	4
#8	Alan Dominguez	12/1/2023	\$1,867	\$5,434	4
#9	Jim Epp	11/12/2023	\$1,704	\$4,074	4
#10	Steven Roelle	6/17/2023	\$1,676	\$3,506	1



Sales Analysis Dashboard | 2023

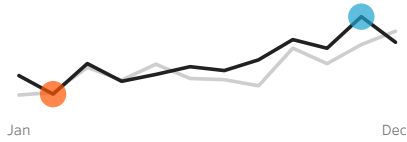


2023 vs 2022 ● Highest Month ● Lowest Month

Total Sales

\$733K

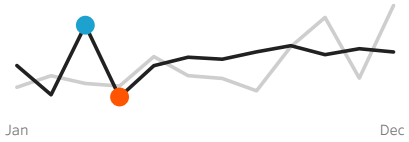
▲ 20.4% vs PY



Total Profit

\$93K

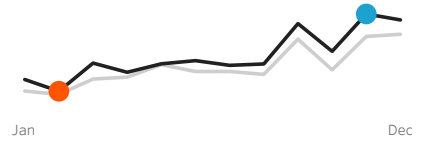
▲ 14.2% vs PY



Total Quantity

12K

▲ 26.8% vs PY



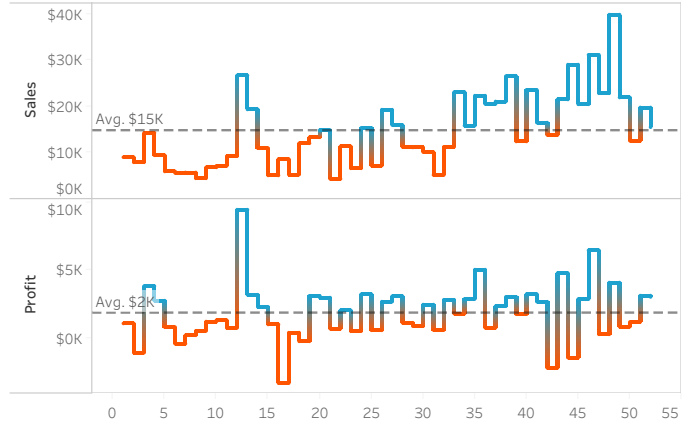
Sales & Profit by Subcategory

2023 Sales vs. 2022 Sales



Sales & Profit Trends over Time

2023 ● Above ● Below





Customer Dashboard | 2023

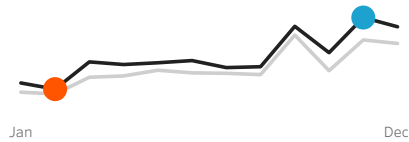


2023 vs 2022 ● Highest Month ● Lowest Month

Total Customers

693

▲ 8.6% vs PY



Total Orders

1,687

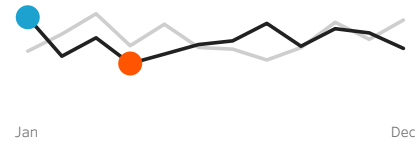
▲ 28.3% vs PY



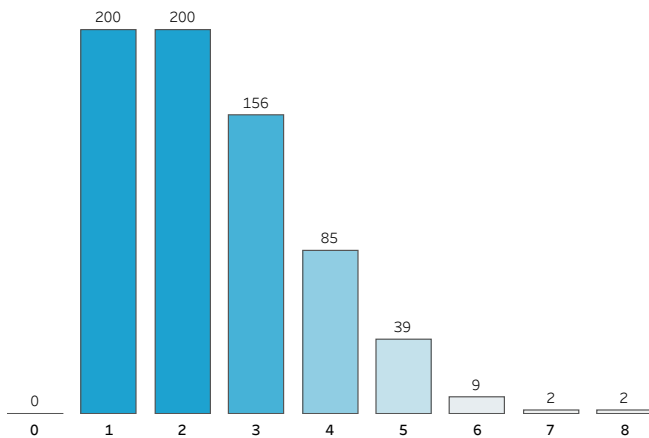
Sales per Customer

\$1.06K

▲ 10.8% vs PY



Customer Distribution by No. of Orders



Top 10 Customer by Profit

Rank	Customers	Last Order	2023 Profit	2023 Sales	Order #
#1	Raymond Buch	9/25/2023	\$6,781	\$14,203	3
#2	Hunter Lopez	11/17/2023	\$5,046	\$10,523	2
#3	Tom Ashbrook	10/22/2023	\$4,599	\$13,723	2
#4	Brian Moss	11/27/2023	\$2,634	\$7,455	5
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