

## KPI Technical Definitions

This document defines how the metrics in your dashboard are calculated.

- Total Sales (Revenue): The gross amount of money generated from sales.
  - Formula:  $\text{SUM}(\text{Unit Price} * \text{Units Sold})$
- Total Profit: The net gain from sales, based on the company's 20% margin policy.
  - Formula:  $\text{Total Sales} * 0.20$
- Profit Margin %: The percentage of revenue that is profit.
  - Formula:  $(\text{Total Profit} / \text{Total Sales}) * 100$  (Set as a constant 20% for this audit).
- Sales YTD (Year-To-Date): Total sales from the beginning of the current calendar year up to the latest date in the data.
- YoY Growth (Year-over-Year): A comparison of sales in the current period versus the same period in the previous year to identify growth trends.