

## Sales Summary

**Intended audience:** This executive summary dashboard is designed for senior sales leaders to make decisions quickly based on current, trusted data.

**Focus metrics:** Monthly sales, current quota, comparison of quota with historical quarters, sales quota difference.

**When to use:** Use this dashboard to show leaders the high-level information they need without overwhelming them with unnecessary details.

### Filter by Months

- ☒ Jan
- ☒ Feb
- ☒ Oct
- ☒ Nov
- ☒ Dec

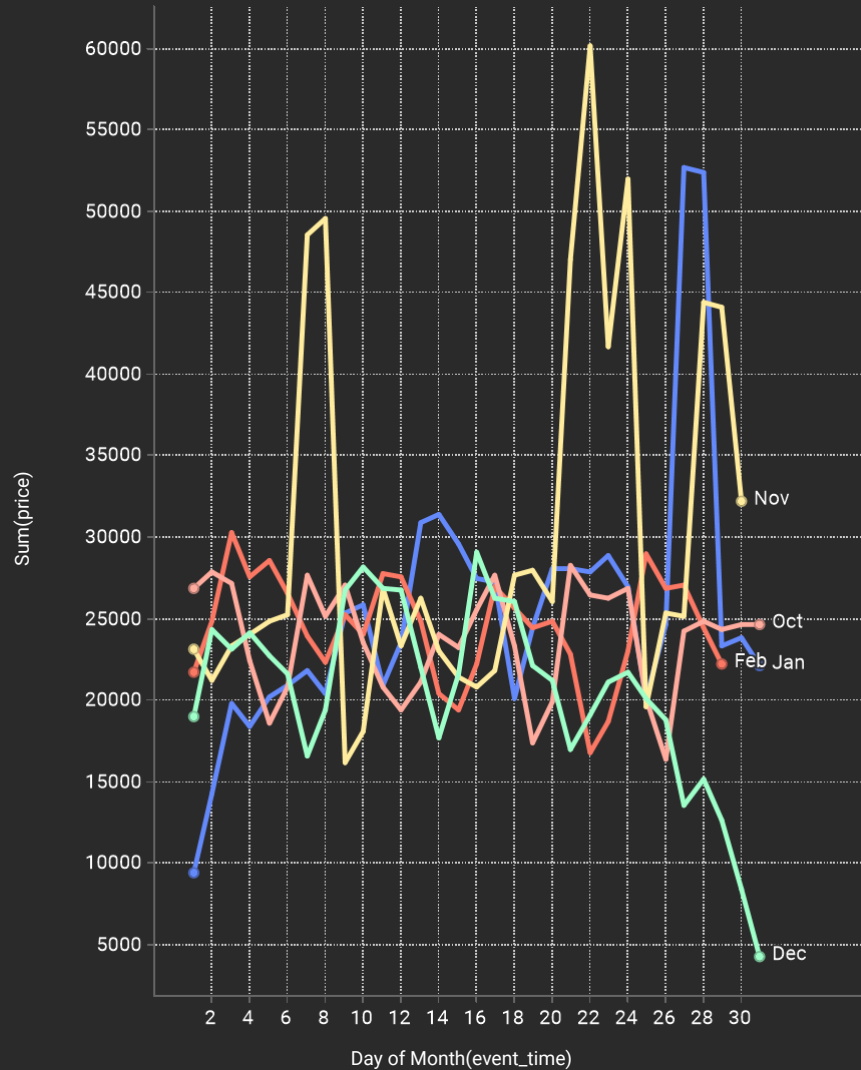
### Filter By Promotion:

- ☒ Buy One Get One
- ☒ Discount
- ☒ Free Sample
- ☒ No Promotion

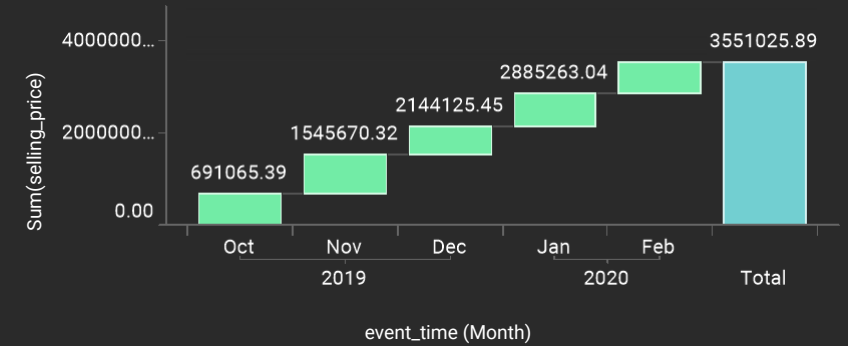
### Filter By Campaigns:

## Sales Summary

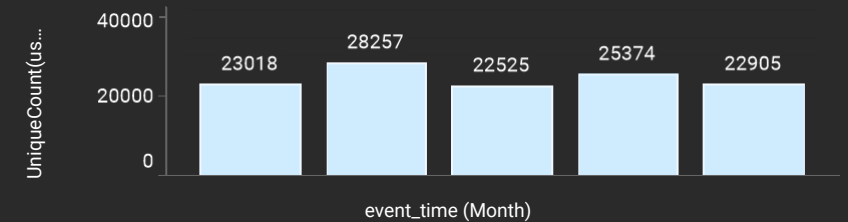
### Daily Sales



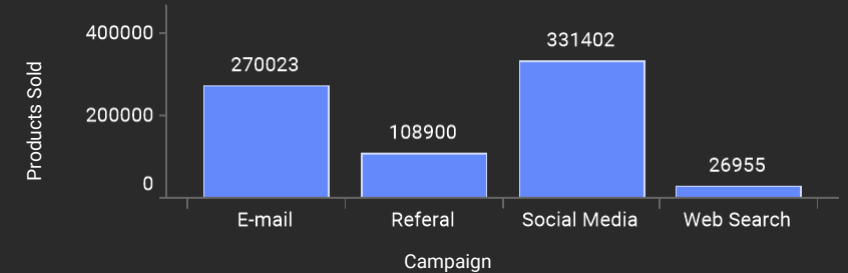
### Total Sales



### Customer Count



### Products Sold per Campaign



## Sales by Campa...

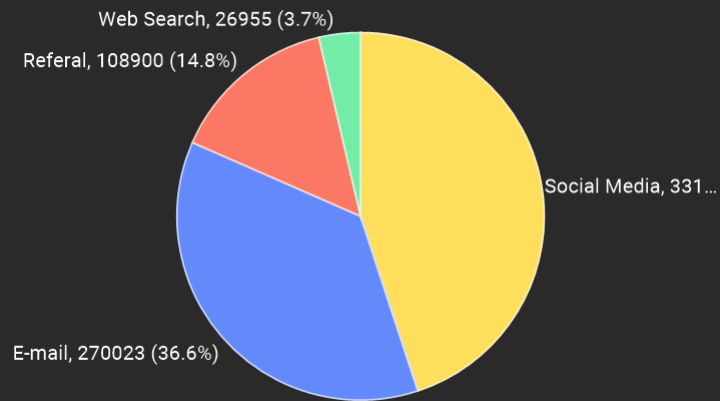
**Intended audience:** This pipeline dashboard is meant for executives, financial managers, and sales analysts.

**Focus metrics:** Campaigns effect on different promotion based on revenue and product sold over the period of 5 months

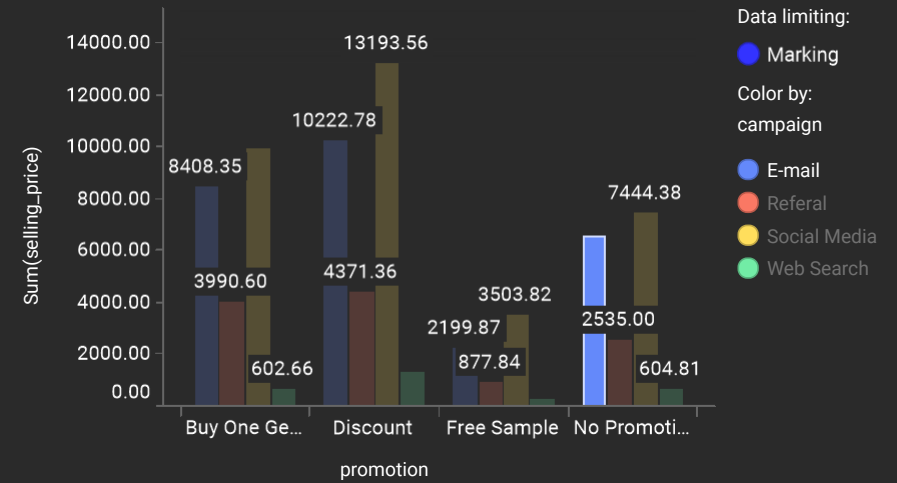
**When to use:** Use this dashboard when setting sales goals to gain context around which promotion woks best for particular products.

## Campaigns

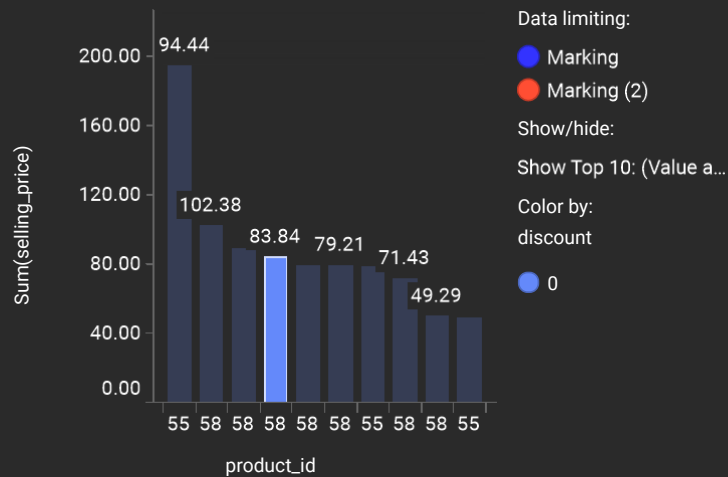
### Campaigns



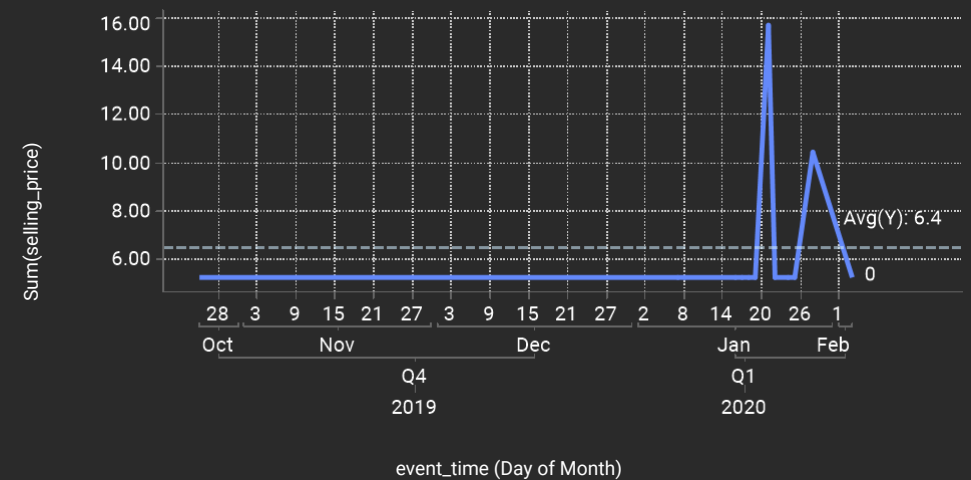
### Promotions



### Top Products



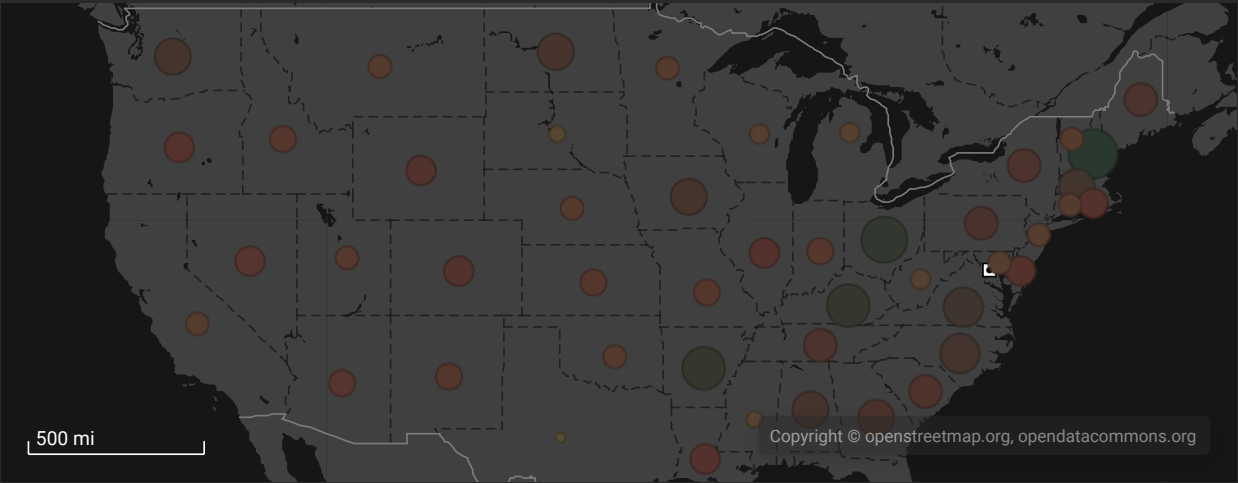
### Price



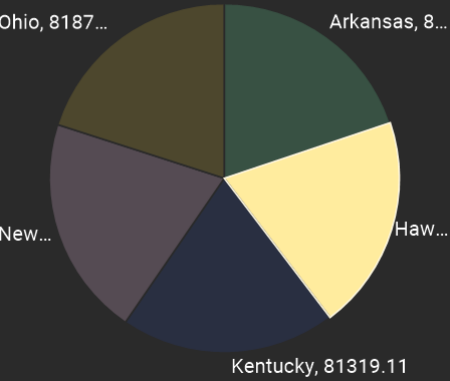
Sales by Territory

Sales by Territoy

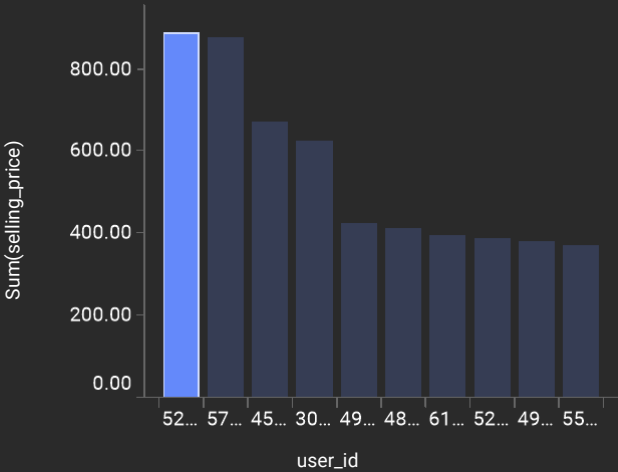
Map chart



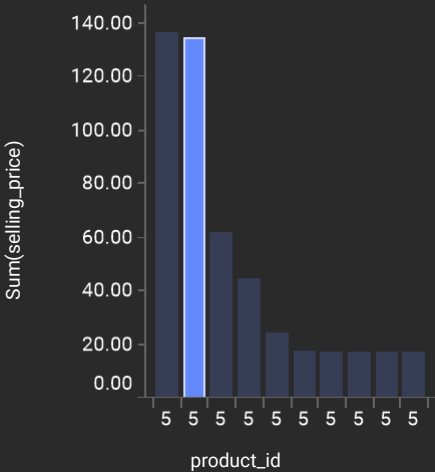
Top 5 States



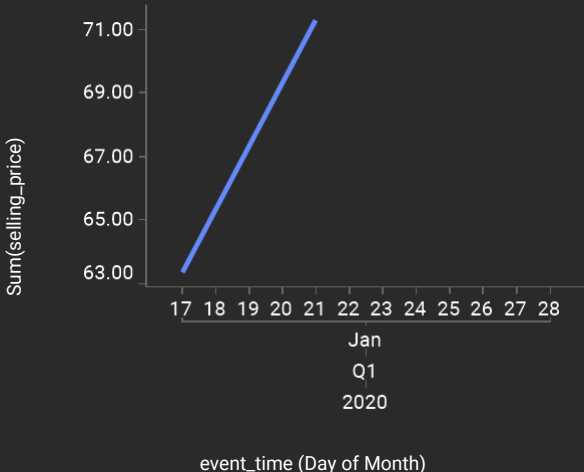
selling\_price per user\_id



selling\_price per product\_id



selling\_price – event\_time



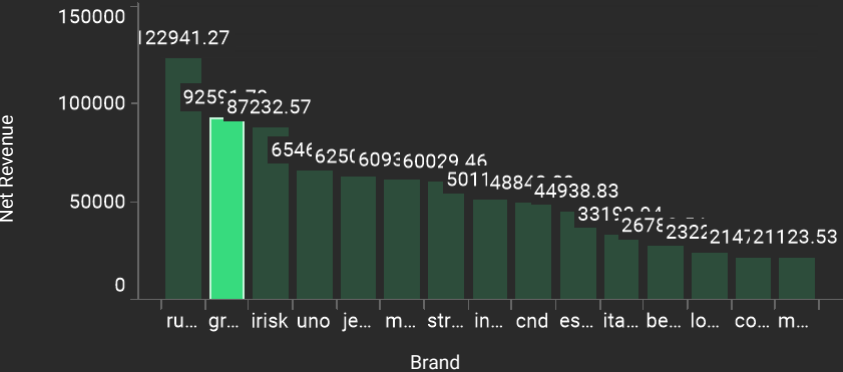
Pricing Strategy

Brands Pricing Strate...

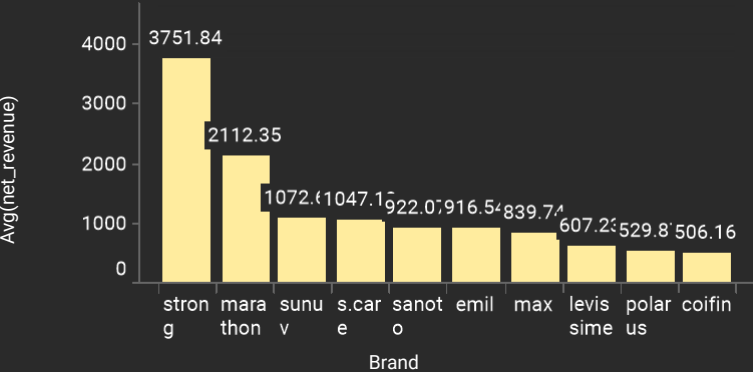
Filter

Type to filter by text

Net Revenue of top 10 Brands



Net revenue of Average Brands



Products

Brand	Producr_id	net_revenue	October_0	October_10	October_15	October_20	November_0	November
grattol	5809910	12333.97	1.00	0	0.00	0.00	0.00	
grattol	5809912	5413.90	1.00	0	0.00	0.00	0.00	
grattol	5816170	2935.37	1.00	0	0.00	0.00	0.00	
grattol	5809911	2466.09	0.94		0.00	0.00	0.00	
grattol	5814046	1893.05	1.00	0	0.00	0.00	0.00	
grattol	5814042	1788.84	1.00	0	0.00	0.00	0.00	
grattol	5816172	1729.91	1.00	0	0.00	0.00	0.13	
grattol	5816166	1672.13	1.00	0	0.00	0.00	0.00	
grattol	5854832	1406.38	1.00	0	0.00	0.00	1.00	
grattol	5854812	1401.61	1.00	0	0.00	0.00	1.00	
grattol	5816178	1365.44	1.00	0	0.00	0.00	0.63	
grattol	5885420	1292.26	1.00	0	0.00	0.00	1.00	
grattol	5816169	1268.49	1.00	0	0.00	0.00	0.05	
grattol	5885417	1176.29	1.00	0	0.00	0.00	1.00	
grattol	5850625	1031.24	1.00	0	0.00	0.00	0.08	
grattol	5816175	1000.78	0.00	1	0.00	0.00	0.97	
grattol	5885419	983.99	1.00	0	0.00	0.00	0.72	
grattol	5806922	953.20	0.98		0.00	0.00	0.00	

Data limiting:

Marking

Data table:

pricing\_strategy\_da...

Show/hide:

Show Top 20: net\_reve...

Colors:

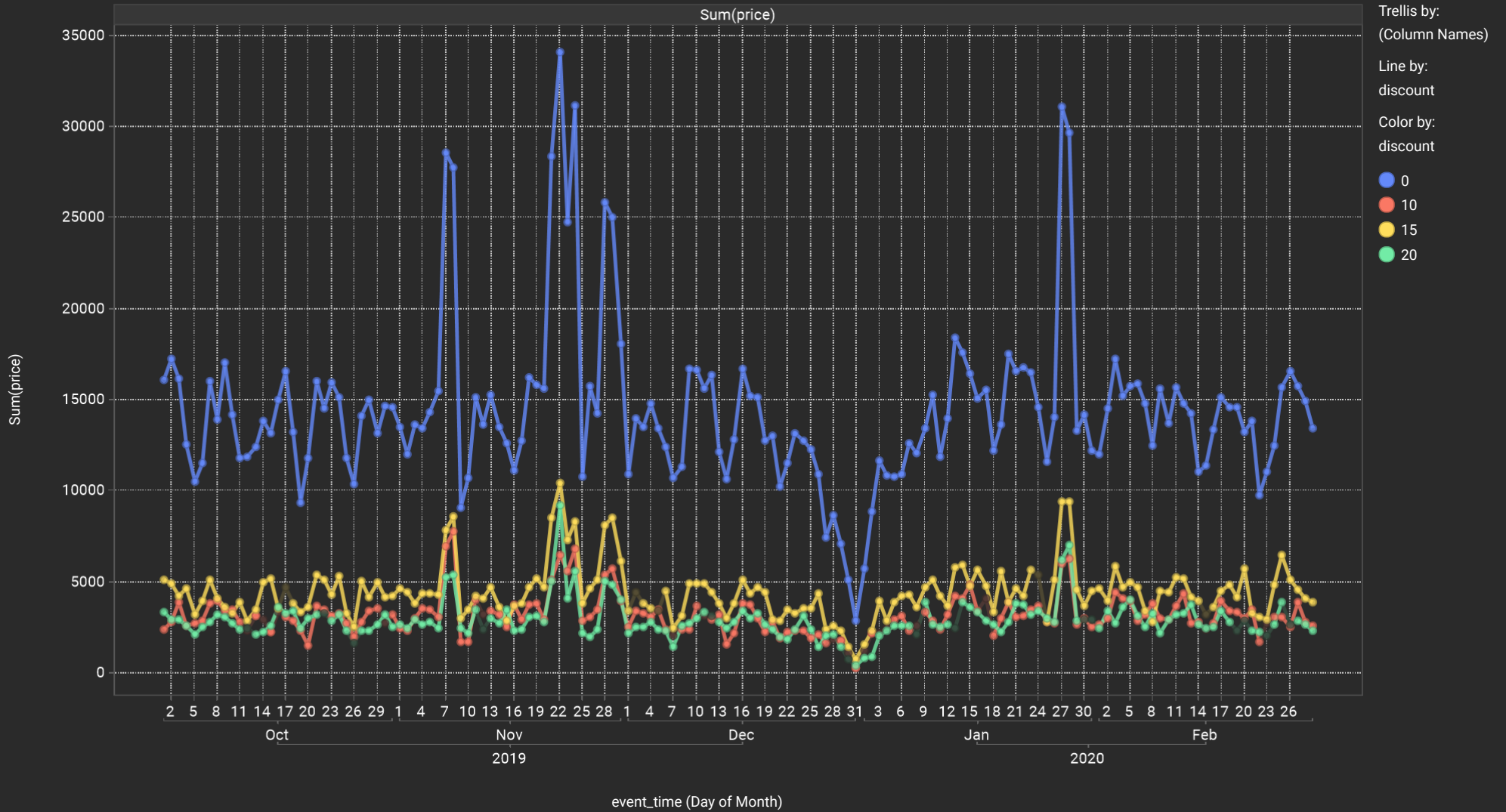
Equal to 1.00

Max

Min

# Price-EventTime

Price-EventTime



RFM Analysis

Status:

☒ Gold

☐ Platinum

☐ Silver

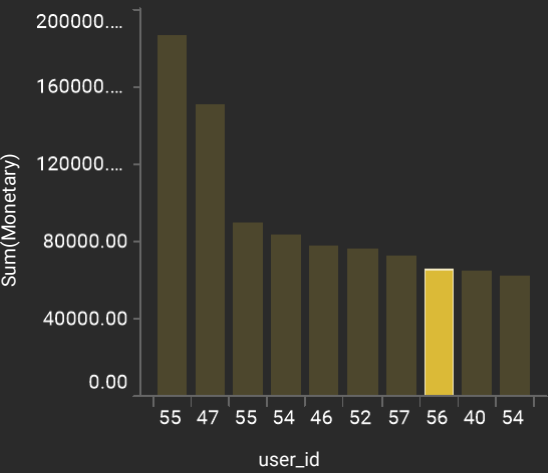
Total Revenue:

61.092M

Average Revenue:

47.151

Monetary per user\_id



RFM

RFM avg per User

Column	Avg
uplift_score	0.05
Recency	56.00
Frequency	4.00
Monetary	113.70

Average

Column	Avg
uplift_score	-0.32
Recency	30.20
Frequency	2.18
Monetary	47.15

Monetary per product\_id

