

Sales Marketing *Dashboard*

2022

2023

2024

Overview

Product Details



Revenue

\$630K

+4.8%↑



Cost

\$493K

+5.2%↑



Profit

\$136K

+3.1%↑



Avg Conversion Rate

17.23

-1.2%↓

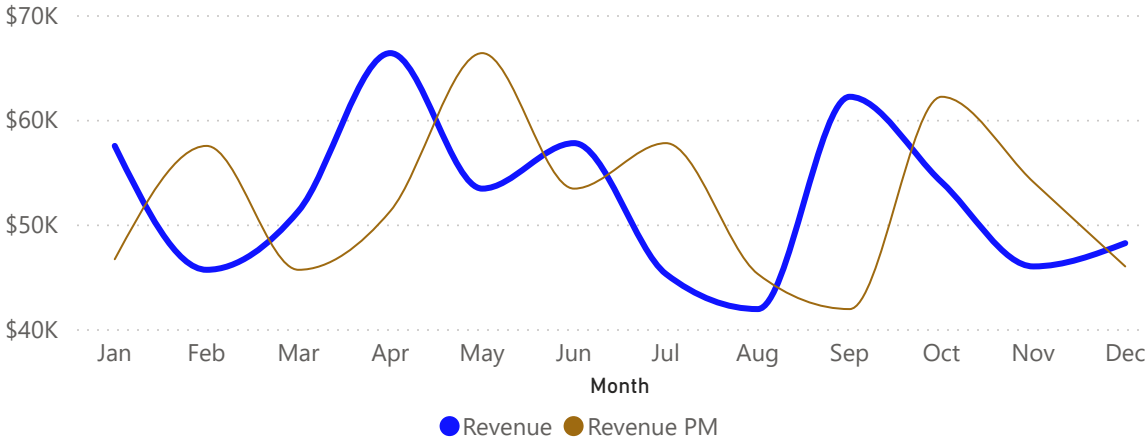


View

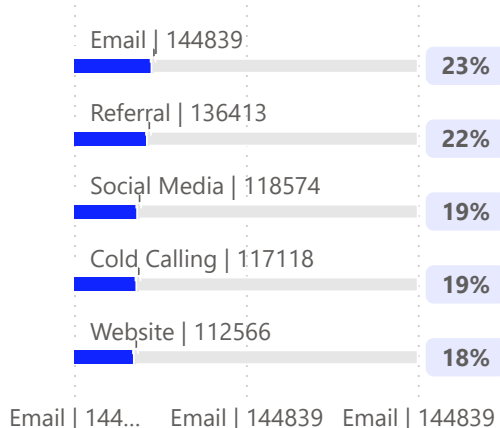
46K

+1.2%↑

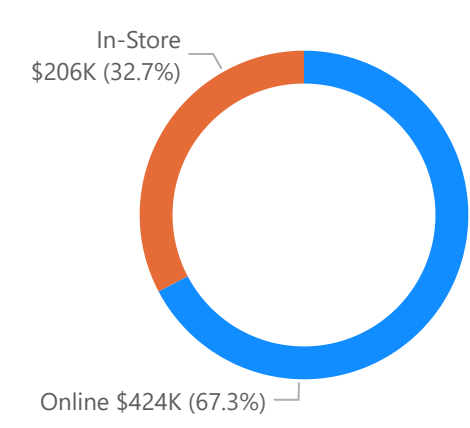
Revenue by Month



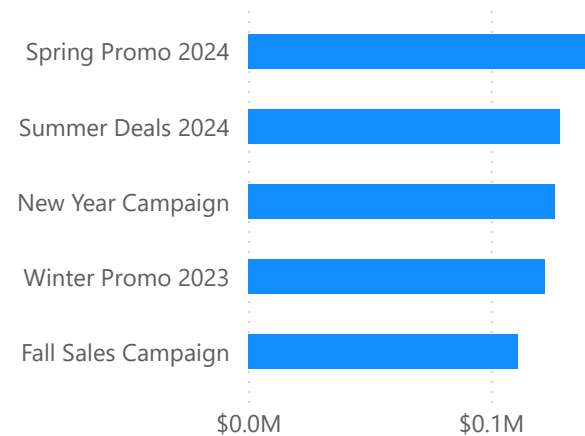
Revnuce by Lead Source



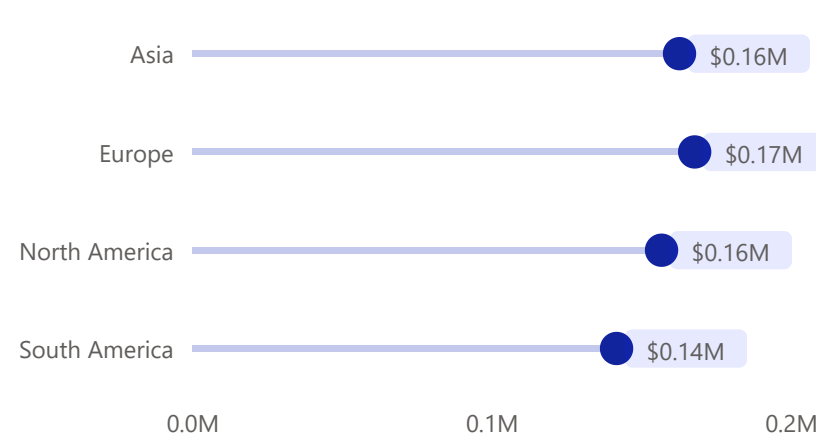
Revenue by Sales Channel



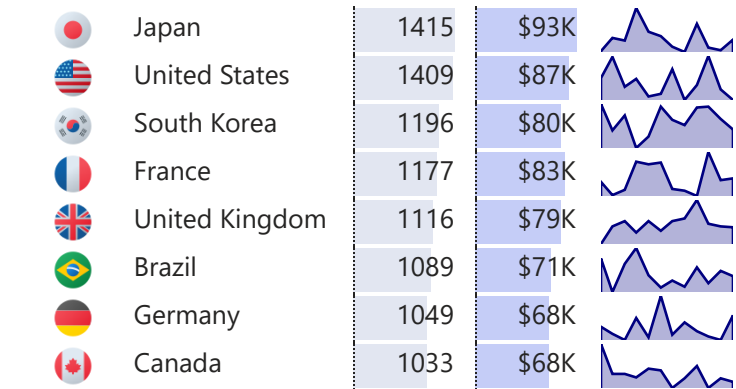
Revenue by Marketing Campaign

























































Revenue by Region



Country



ID	Product	Rating	Scoring	Stock	No of Invoices	Price	Sum of Views	Revenue		Cost		Profit	Profit Lollipop
1	Smartwatch 3	5	★★★★★☆☆☆☆☆	133	118	809.83	7425	\$95,560		\$74,259		\$21,301	
2	 Soundbar 360	5	★★★★★☆☆☆☆☆	172	137	834.75	8310	\$114,361		\$88,475		\$25,886	
3	 VR Headset Pro	5	★★★★★☆☆☆☆☆	151	137	853.37	8010	\$116,912		\$94,254		\$22,658	
4	 Camera Pro S	6	★★★★★☆☆☆☆☆	84	121	844.00	7085	\$102,124		\$81,712		\$20,412	
5	 Fitness Tracker X	5	★★★★★☆☆☆☆☆	152	133	832.86	8187	\$110,771		\$87,926		\$22,845	
6	 Drone Vision	5	★★★★★☆☆☆☆☆	261	139	812.29	8467	\$112,909		\$87,806		\$25,103	
7	Smartphone X	6	★★★★★☆☆☆☆☆	138	126	808.89	7420	\$101,920		\$78,686		\$23,234	
8	 Monitor HD 24	5	★★★★★☆☆☆☆☆	271	145	840.88	8898	\$121,927		\$96,988		\$24,939	
9	 Tablet Z	6	★★★★★☆☆☆☆☆	185	143	784.88	9158	\$112,238		\$87,566		\$24,672	
10	Laptop Pro 14	5	★★★★★☆☆☆☆☆	98	123	762.35	7768	\$93,769		\$71,873		\$21,896	
11	 Wireless Speaker	5	★★★★★☆☆☆☆☆	123	134	801.10	8051	\$107,347		\$83,575		\$23,772	
12	 Headphones Plus	6	★★★★★☆☆☆☆☆	109	138	800.71	8672	\$110,498		\$86,075		\$24,423	
13	Gaming Console Z	6	★★★★★☆☆☆☆☆	234	159	841.90	9471	\$133,862		\$105,313		\$28,549	
14	Desktop PC Ultra	5	★★★★★☆☆☆☆☆	266	108	891.76	6427	\$96,310		\$76,067		\$20,243	
15	 Smart TV QLED	6	★★★★★☆☆☆☆☆	78	139	790.34	8672	\$109,857		\$85,589		\$24,268	