

Key Metrics Dashboard

Overview

Product

Clients

Sales

\$709K

Sales Evol. : +33 % ↑

Sales Y-1 : \$532K

Profit

\$209K

Profit Evol. : +35 % ↑

Profit Y-1 : \$155K

Clients Count

623

Cust. Evol.: +12 % ↑

Cust. Count Y-1: 555

Orders

1238

Orders Evol. : +27 % ↑

Orders Y-1 : 977

Avg Basket

\$573

Avg Basket Evol.: +5 % ↑

Avg Basket Y-1 \$545

Year

☐ 2020

☐ 2021

☒ 2022

☐ 2023

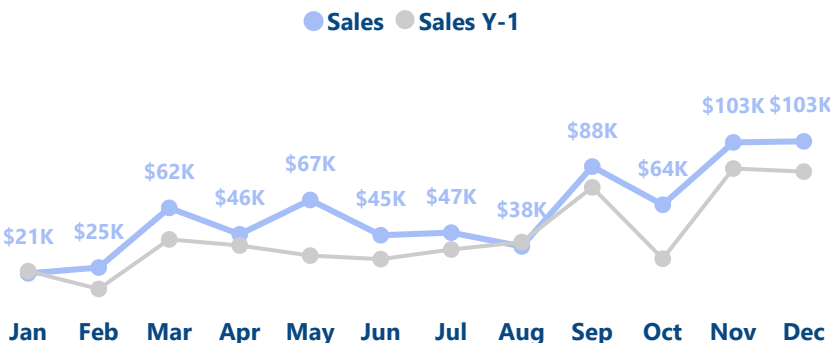
Category

☐ Furniture

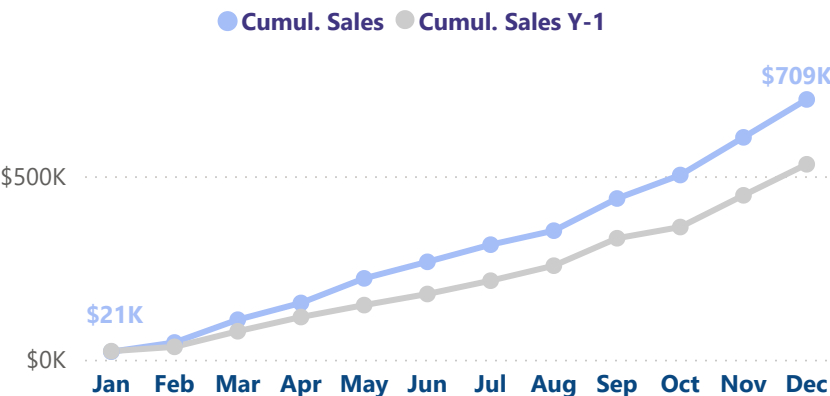
☐ Office Suppli...

☐ Technology

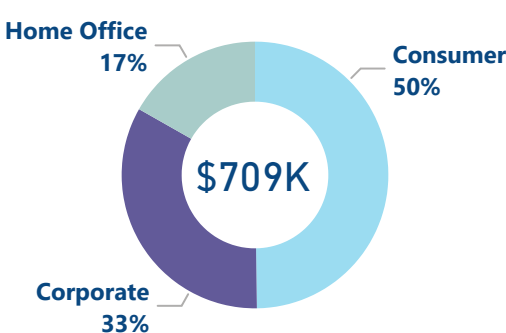
Monthly Sales Trend in 2022 vs Last Year



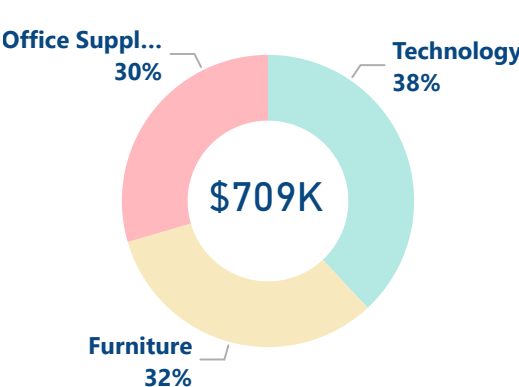
Cumulative Sales trend in 2022 vs Last Year



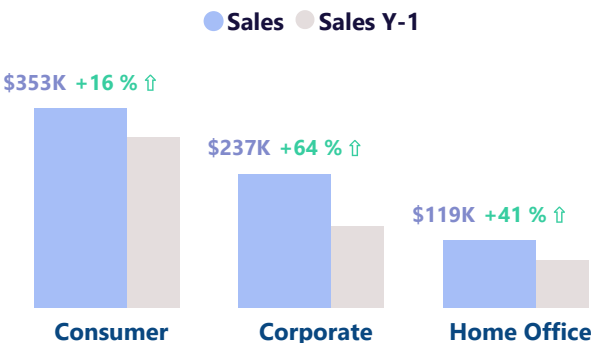
Sales by Customer Segment



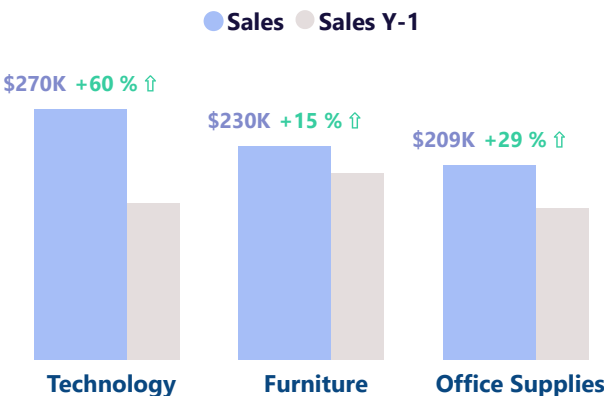
Sales by Product Category



Sales vs Last Year by Client Segment



Sales vs Last Year by Category



Product Performance

Overview

Product

Clients

Sales

\$532K

Sales Evol. : -8 % ↓

Sales Y-1 : \$579K

Profit

\$155K

Profit Evol. : -10 % ↓

Profit Y-1 : \$173K

Profit Margin

29,2 %

Profit Margin Evol. : -0,6pts ↓

Profit Margin Y-1 : 29,8 %

Quantity

7 381

Quantity Evol. : +5 % ↑

Quantity Y-1 : 7 056

Return Rate (Sales)

8,7 %

Return Rate Evol. : +1,8pts ↑

Return Rate Y-1 : 6,9 %

Year

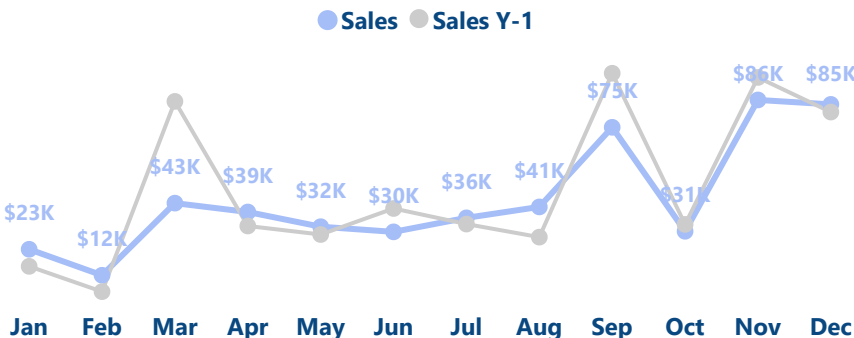
☐ 2020

☒ 2021

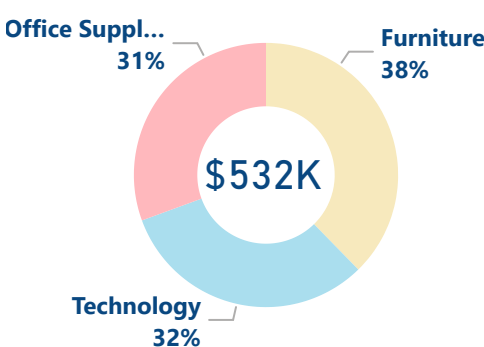
☐ 2022

☐ 2023

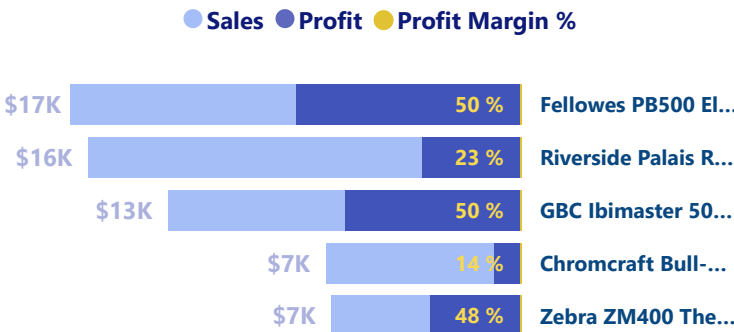
Monthly Sales Trend in 2021 vs Last Year



Sales by Product Category



TOP 10 of Product



Month

Tout

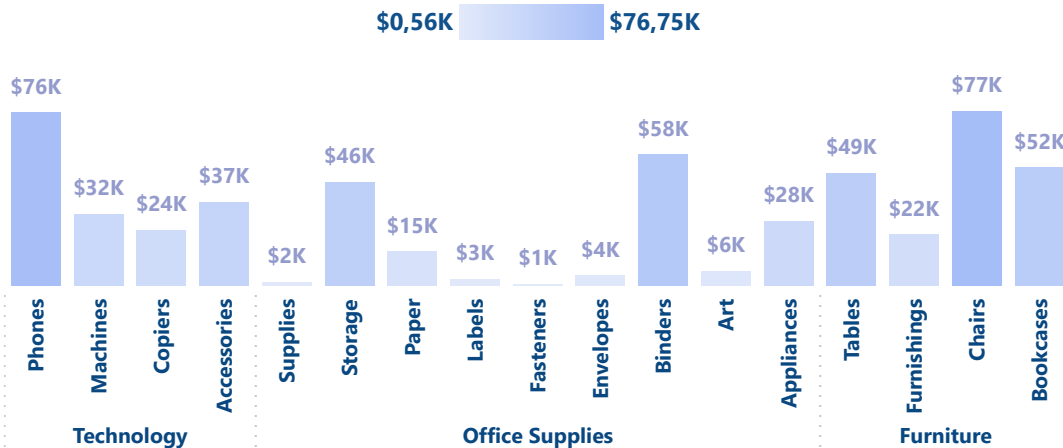
Category

Tout

Sub-Categ...

Tout

Sales par Category et Sub-Category



Category

Sales

Sales Evol. %

Avg Discount

Profit

Profit Margin %

Return Rate % (Sales)

☐ Furniture	\$200 578	+9 % ↑	17 %	\$43 917	21,9 %	7,8 %
Bookcases	\$51 928	+124 % ↑	23 %	\$10 968	21,1 %	5,7 %
Chairs	\$76 753	-16 % ↓	16 %	\$17 702	23,1 %	9,5 %
Furnishings	\$22 471	+40 % ↑	14 %	\$5 897	26,2 %	9,4 %
Tables	\$49 426	-10 % ↓	24 %	\$9 349	18,9 %	6,4 %
☐ Office Supplies	\$162 760	-5 % ↓	16 %	\$56 398	34,7 %	5,2 %
Appliances	\$28 365	+76 % ↑	18 %	\$8 454	29,8 %	2,8 %
Art	\$6 389	+0 % ↑	8 %	\$1 880	29,4 %	5,1 %
Binders	\$58 000	-6 % ↓	20 %	\$27 052	46,8 %	2,2 %
Total	\$532 134	-8 % ↓	16 %	\$155 386	29,2 %	8,7 %

Clients Performance

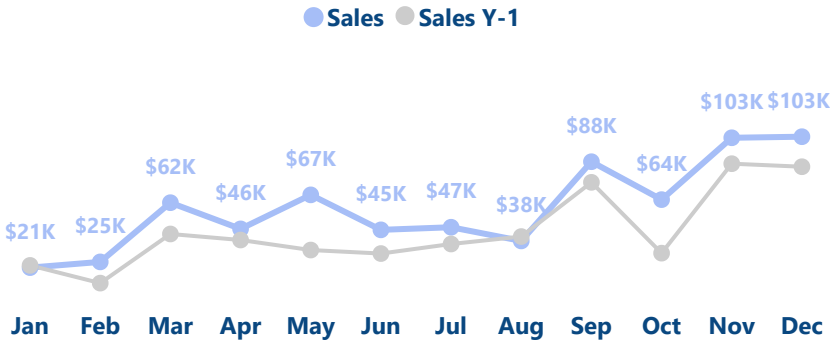
- Overview
- Product
- Clients

Sales \$709K	Profit \$209K	Clients Count 623	Orders 1238	Avg Basket \$573
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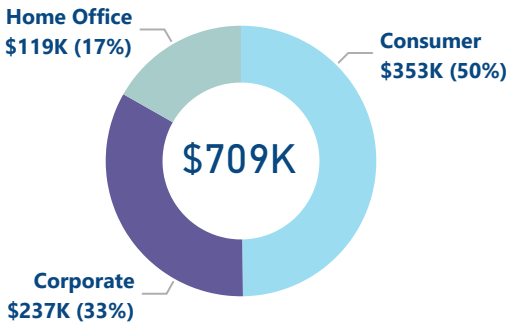
Year

- 2020
- 2021
- 2022
- 2023

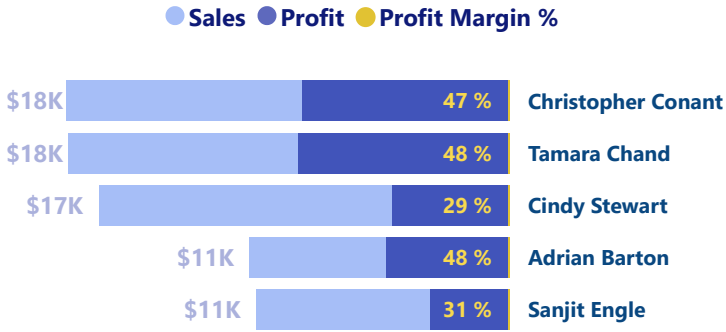
Monthly Sales Trend in 2022 vs Last Year



Sales by Customer Segment



TOP 10 of Clients



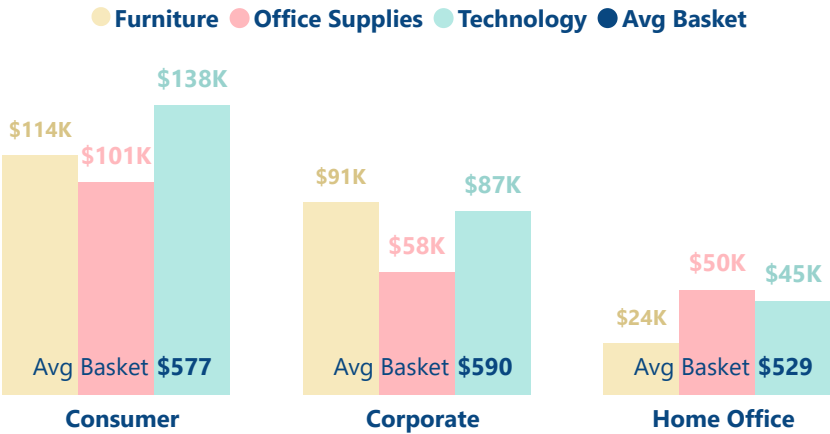
Month

- Tout

Segment

- Tout

Sales by Customer Segment and Category



Segment / Customer	Sales	Sales Evol. %	Orders	Orders Evol. %	Avg Basket	Return Rate % (Sales)
Consumer	\$352 827	+16 % ↑	611	+21 % ↑	\$577	5,9 %
Aaron Bergman	\$564		1		\$564	0,0 %
Adam Shillingsburg	\$783	-28 % ↓	3	+200 % ↑	\$261	0,0 %
Adrian Barton	\$10 797	+831 % ↑	3	+200 % ↑	\$3 599	0,0 %
Aimee Bixby	\$19	+30 % ↑	1	0 % ⇔	\$19	0,0 %
Alan Hwang	\$21	-98 % ↓	1	-50 % ↓	\$21	0,0 %
Alan Shonely	\$149	+703 % ↑	2	0 % ⇔	\$74	0,0 %
Alejandro Grove	\$2 375	+6202 %	1	0 % ⇔	\$2 375	0,0 %
Total	\$708 860	+33 % ↑	1238	+27 % ↑	\$573	5,9 %