

[Home](#)[GEO](#)[Product](#)[Store](#)[MFG](#)[Quads](#)[OG](#)[Discou](#)

Meta Store Sales Dashboard

[Get Started](#)

Key KPIs of Channel=Store,Online,Reseller

Home Selection

**Filter**

Year

Channel

Continent

Product Category

Product Sub-Category

Brand

Store



Home

GEO

Product

Store

MFG

Quads

OG

Discount

Details



Geography

Sales-Measure

Net Sales Gross Profit Sales Quantity

34

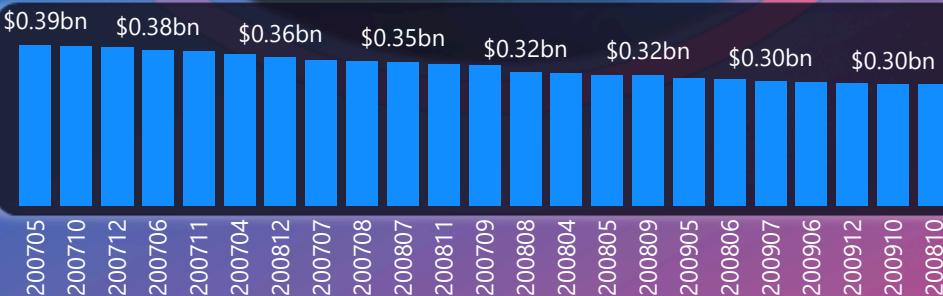
Countries

3
Continents
262
Cities
305
Store Count

Asia Europe North America

ContinentName Net Sales

+ Asia	\$2,667,045,460
+ Europe	\$2,392,659,572
+ North America	\$6,131,011,936
Total	\$11,190,716,967



Net Sales by CityName



Net Sales, Gross Margin and Gross Profit by City

Continent ● Asia ● Europe ● North America



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Product

Sales-Measure

[Net Sales](#)[Gross Profit](#)[Sales Quantity](#)**2516**

SKUs

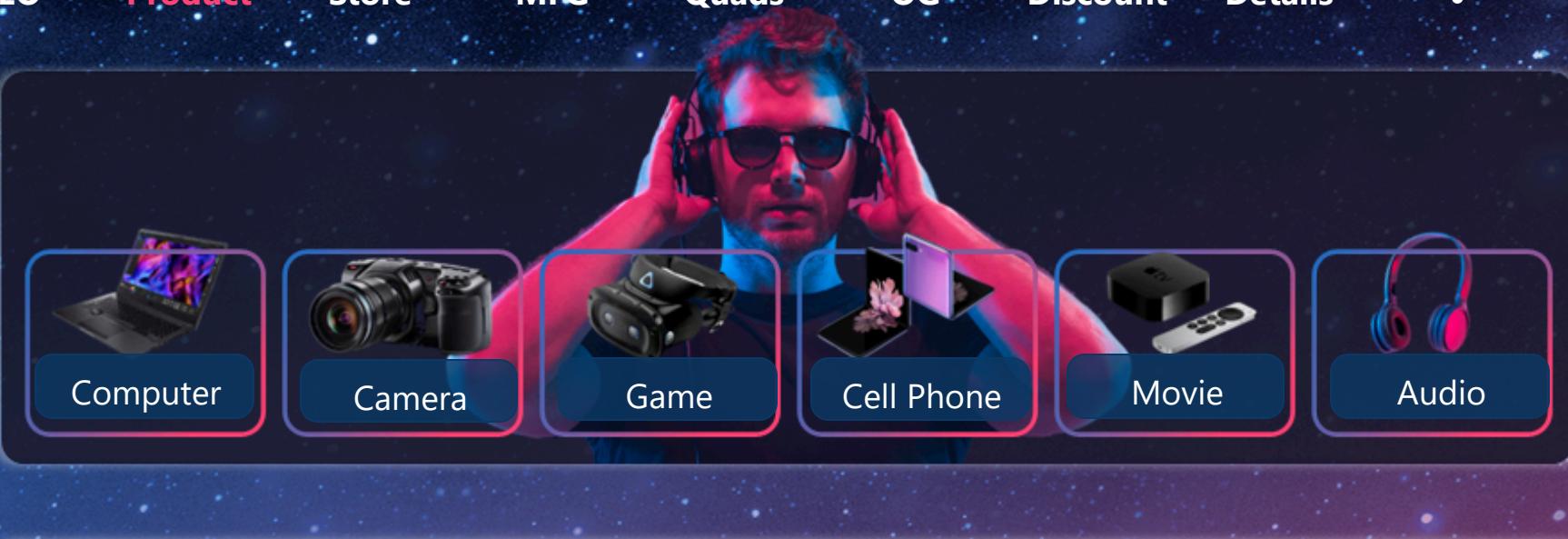
8 Category
32 Subcategories
11 Brands

[Deluxe](#)[Economy](#)[Regular](#)

ProductCategoryName

Net Sales

+ Home Appliances	\$3,499,383,520
+ Computers	\$2,911,042,231
+ Cameras and camcorders	\$2,318,205,275
Total	\$11,190,716,967

[ProductCategory...](#)

Home Appliances

[ProductSubcate...](#)

Washers & Dryers

[ProductName](#)

Home Appliances

\$3,499,383,520

NT Washer & Dryer 27...

\$30,385,839

Net Sales

\$11,190,716,967

Computers

\$2,911,042,231

Refrigerators

\$729,534,826

Cameras and camcord...

\$2,318,205,275

Lamps

\$469,527,228

Select Dimension

 ProductCategory... ProductSubcate... ProductKey



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Store

Sales-Measure

Net Sales Gross Profit Sales Quantity

305
Store Count

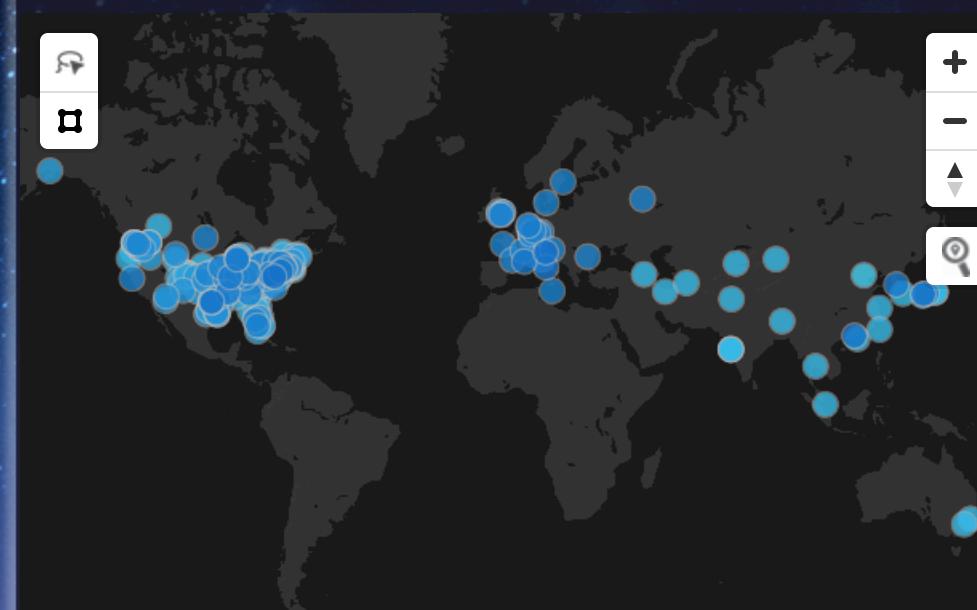
32 Subcategories
10919 Employees
\$593,411,017.96... Rent Cost

Catalog Online Reseller Store

StoreType Net Sales

[+]	Online	\$2,644,615,774
[+]	Reseller	\$1,693,890,940
[+]	Store	\$6,852,210,253
Total		\$11,190,716,967

Store Distribution



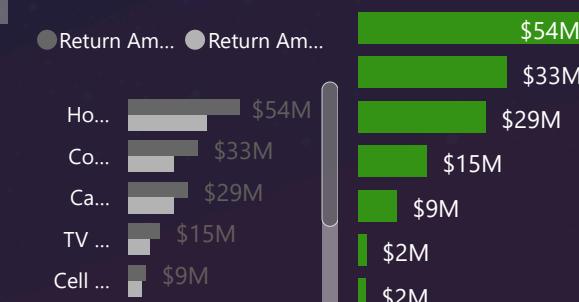
mapbox

© Mapbox © OpenStreetMap

Store Search

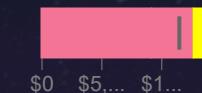
- Contoso Albany Store
- Contoso Alexandria Store
- Contoso Amsterdam Store
- Contoso Anchorage Store
- Contoso Annapolis Store
- Contoso Appleton Store
- Contoso Arlington Store
- Contoso Aruba/Oranjestad No. 2 Store

Return Amount Y/Y Variance

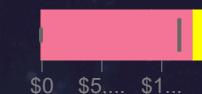


Target Achievement

Contoso Catalog Store



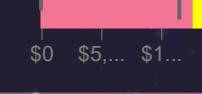
Contoso Venezia Store



Contoso Racine No.2 Store



Contoso Kyoto Store



Store Area

0 1150



Ideal Employee

employee... employee... employee...

employee... employee... employee...

employee... employee... employee...

employee... employee... employee...

500 1000



27.65

Ideal No.

31.30

Max No.

24.69

Min No.



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D

Manufacture

Sales-Measure

Net Sales Gross Profit Sales Quantity

11

Manufactures

8 Category
32 Subcategories
\$144,933,094.78 Sum of ReturnAm...

Deluxe Economy Regular

Manufacturer Net Sales

Manufacturer	Net Sales
A. Datum Corporation	\$559,421,072
Adventure Works	\$1,229,163,684
Contoso, Ltd	\$2,464,058,143
Total	\$11,190,716,967

**48866081**

Sales Quantity

456208

ReturnQuantity

0.01

ReturnPercentae

Net Sales by

Year
All
Fabricant
Litware
Adver...
Pros...
Wide ...
The ...
North...

Net Sales, Gross Margin %

Manufacturer
ContinentName
0.60
0.55
0.50
\$0M

Filter



Year
All

Channel
Multiple selections

Continent
All

Product Category
All

Product Sub-Category
All

Brand
All

Store
All



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Quad...

80s

20s

Quads..

Quads...

Quads...

Four Quads Analysis

Quad Definition

Quad 1

80s CUSTOMERS X
80s PRODUCTS

FORTIFY & BUILD



Quad 2

80s CUSTOMERS X
20s PRODUCTS

REDUCE COMPLEXITY



Quad 3

20s CUSTOMERS X
80s PRODUCTS

MODIFY BIZ MODEL



Quad 4

20s CUSTOMERS X
20s PRODUCTS

MAX / MIN



Quad 1

\$972,338,840 Net Sales	\$545,610,430 Gross Profit
\$209.73 Average Unit Price	0.56 Gross Margin %
199 StoreKey	2516 SKUs

Quad 2

\$232,594,132 Net Sales	\$120,758,316 Gross Profit
\$74.79 Average Unit Price	0.52 Gross Margin %
199 StoreKey	1748 SKUs

Quad 3

\$17,496,849 Net Sales	\$10,107,868 Gross Profit
\$454.10 Average Unit Price	0.58 Gross Margin %
108 StoreKey	923 SKUs

Quad 4

\$4,883,656 Net Sales	\$2,531,398 Gross Profit
\$83.14 Average Unit Price	0.52 Gross Margin %
8 StoreKey	1320 SKUs

Quad1

Quad2

Quad3

Quad4

Store

Align staffing to support 80s
Distribution - optimize cost, reduce multiple handling and improve service.
Focus on relationship with customers e.g. collaborate on new products/designs.
Manufacturing - dedicated 80 cells, machines, lines.

Product

Review pricing for competitiveness.
Procurement - focus make vs buy to improve margin and remove noise from manufacturing.
Potential to reduce price, increase revenue and margin.
Grab maximum share of wallet, prioritize scheduling.

Store Growth 2007-2008

● Increase ● Decrease ● Total



Product Growth 2007-2008

● Increase ● Decrease ● Total



[Home](#)[GEO](#)[Product](#)[Store](#)[MEG](#)[Quads](#)[OG](#)[Discount](#)

Organic Growth

Net Sales

Organic Growth (OG)

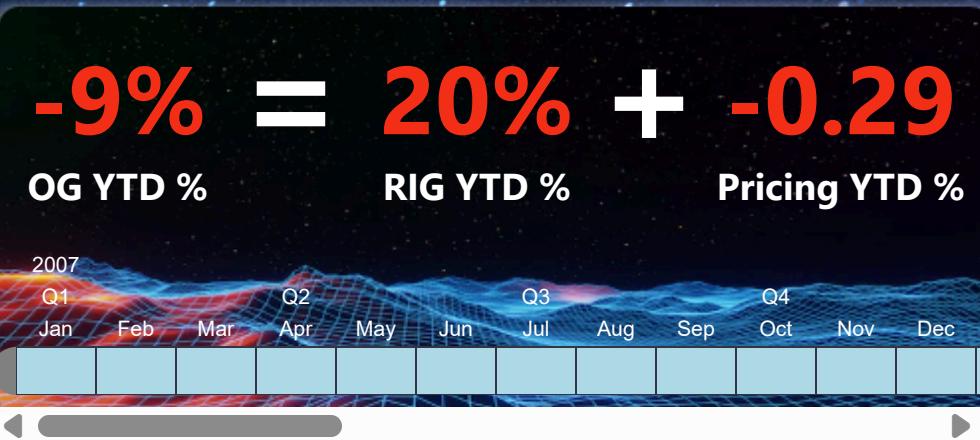
OG combines **Real Internal Growth** and **Pricing** and represents the growth of the business. This provides a deeper understanding of the business dynamics which contributed to the sales from one year to another.



Real Internal Growth (RIG)
RIG represents the impact on sales of volume increases or decreases, weighted by the relative value per unit sold.



Pricing
Pricing represents the portion of sales growth caused by changes in prices over the period.



OG Over Time

•RIG Impact •Pricing Impact •OG YTD %



Channel OG RIG Pricing •RIG Impact Pricing Impact

Channel	OG	RIG	Pricing	•RIG Impact	Pricing Impact
Online	1%	41%	-0.40	\$1,370,531,613.9627	-\$430,941,422.4918
Reseller	-9%	24%	-0.33	\$758,842,050.9752	-\$221,771,288.482
Store	-13%	10%	-0.23	\$2,494,231,981.3791	-\$587,528,308.0904

RIG Pricing

StoreType •Orginal Store
\$0.2M

Pricing Impact
\$0.0M
-\$0.2M

RIG Pricing

StoreType •Category
\$0.bn

Pricing Impact
-\$0.1bn
-\$0.2bn

Filter



Year

All

Channel

Multiple selections

Continent

All

Product Category

All

Product Sub-Category

All

Brand

All

Store

All



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Discount Analysis

\$191M

Discount Amount

28
Promotions
\$190,515,805
Discount Amount
4690405
Discount Quantity

Deluxe

Economy

Regular

PromotionName

Net Sales

+ Asian Holiday Promotion

\$750,120,966

+ Asian Spring Promotion

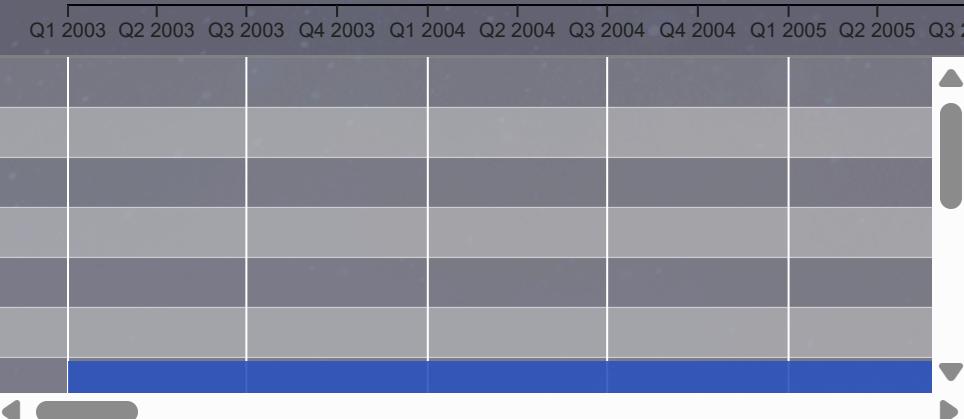
\$527,604,544

Total

\$11,190,716,967

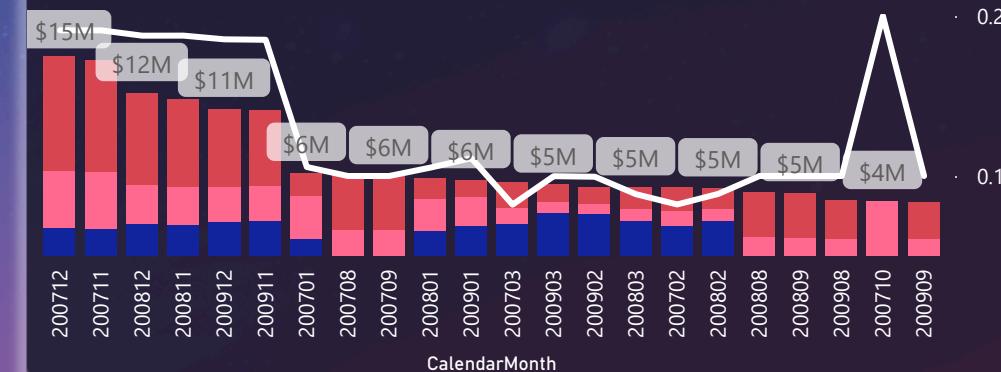
Promotion Timetable

Legend ● Asia ● Europe ● North America



Discount Amount and Discount % Over Time

Continent ● Asia ● Europe ● North America ● Discount %



Discount Budget Planning

Text: Store Sales Target

165000000 500000000

Ideal Budget to achieve target

● Discount... ● Discount... ● Discount...

4,792,143.00
Ideal budget
4,625,893.00
Min Budget
4,958,393.00
Max Budget

Category Sales Target

0 500000000

Ideal Budget to achieve target

● Ideal budget ● Ideal Budget Max

4,563,555.33
Ideal Budget
5,063,555.33
Max Ideal B...
4,063,555.33
Min Ideal Bu...

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Reset Filters

Data Details

Select Fields to Show

- Select all
- CalendarYear
- ChannelName
- ProductCategoryName
- ProductSubcategoryName
- ClassName
- BrandName

Date	Channel	Store Name	Brand Name	Store	Store
01/01/2007	All	All	All	Select all	Select all
		Product Category,...	Product name	Continent, Country	
		All	All	All	

Select Measures to Show

- Select all
- Gross Profit
- Gross Margin %
- OG YTD %
- RIG YTD %
- Pricing Impact
- SKUs
- Return%
- Discount %
- Sales Quantity

CalendarYear	Gross Profit	Gross Margin %	OG YTD %	RIG YTD %	Pricing Impact	SKUs	Return%	Discount %	Sales Quantity	Return Amount	T
2007	\$504,837,576	0.56	-100%	-100%	\$895,167,063.819	1729	0.01	0.11	3429818	\$12,156,156.57	
2008	\$454,918,782	0.56	-10%	-3%	-\$61,537,621.9964	2142	0.01	0.12	3328589	\$10,625,859.41	
2009	\$411,018,320	0.56	-9%	10%	-\$156,185,700.962	2384	0.01	0.12	3670070	\$9,607,730.95	
Total	\$1,370,774,679	0.56	-9%	10%	-\$190,619,002.5399	2396	0.01	0.12	10428477	\$32,389,746.93	\$



Armenia

\$12bn

Net Sales

56.23%

Gross Margin

● Gross Profit ● Sales Quantity

