

SALES DASHBOARD

2019

2020

2021

2022

 746K
Sales

 21.4%
Growth

 614K
PRE SALES

 473K
BUDGET

 Analytics
career connect



SALES PERFORMANCE THE DASHBOARD APPROACH

DRIVING STRATEGY WITH HIGH-CONTRAST CLARITY

- ▲ POSIT - 92.8%
- -0.97 + 11.82%
- ALERT - 0.82%

Row ID	Order ID	Order Date	Ship Date	Customer ID	Product ID	Unit	Quantity	Discount	Profit
1	ORD000000001	2023-01-01	2023-01-05	CUS0000001	PROD00001	Units	100.00	0.0%	100.00
2	ORD000000002	2023-01-02	2023-01-06	CUS0000002	PROD00002	Units	100.00	0.0%	100.00
3	ORD000000003	2023-01-03	2023-01-07	CUS0000003	PROD00003	Units	100.00	0.0%	100.00
4	ORD000000004	2023-01-04	2023-01-08	CUS0000004	PROD00004	Units	100.00	0.0%	100.00
5	ORD000000005	2023-01-05	2023-01-09	CUS0000005	PROD00005	Units	100.00	0.0%	100.00
6	ORD000000006	2023-01-06	2023-01-10	CUS0000006	PROD00006	Units	100.00	0.0%	100.00
7	ORD000000007	2023-01-07	2023-01-11	CUS0000007	PROD00007	Units	100.00	0.0%	100.00
8	ORD000000008	2023-01-08	2023-01-12	CUS0000008	PROD00008	Units	100.00	0.0%	100.00
9	ORD000000009	2023-01-09	2023-01-13	CUS0000009	PROD00009	Units	100.00	0.0%	100.00
10	ORD000000010	2023-01-10	2023-01-14	CUS0000010	PROD00010	Units	100.00	0.0%	100.00
11	ORD000000011	2023-01-11	2023-01-15	CUS0000011	PROD00011	Units	100.00	0.0%	100.00
12	ORD000000012	2023-01-12	2023-01-16	CUS0000012	PROD00012	Units	100.00	0.0%	100.00
13	ORD000000013	2023-01-13	2023-01-17	CUS0000013	PROD00013	Units	100.00	0.0%	100.00
14	ORD000000014	2023-01-14	2023-01-18	CUS0000014	PROD00014	Units	100.00	0.0%	100.00
15	ORD000000015	2023-01-15	2023-01-19	CUS0000015	PROD00015	Units	100.00	0.0%	100.00
16	ORD000000016	2023-01-16	2023-01-20	CUS0000016	PROD00016	Units	100.00	0.0%	100.00
17	ORD000000017	2023-01-17	2023-01-21	CUS0000017	PROD00017	Units	100.00	0.0%	100.00
18	ORD000000018	2023-01-18	2023-01-22	CUS0000018	PROD00018	Units	100.00	0.0%	100.00
19	ORD000000019	2023-01-19	2023-01-23	CUS0000019	PROD00019	Units	100.00	0.0%	100.00
20	ORD000000020	2023-01-20	2023-01-24	CUS0000020	PROD00020	Units	100.00	0.0%	100.00
21	ORD000000021	2023-01-21	2023-01-25	CUS0000021	PROD00021	Units	100.00	0.0%	100.00
22	ORD000000022	2023-01-22	2023-01-26	CUS0000022	PROD00022	Units	100.00	0.0%	100.00
23	ORD000000023	2023-01-23	2023-01-27	CUS0000023	PROD00023	Units	100.00	0.0%	100.00
24	ORD000000024	2023-01-24	2023-01-28	CUS0000024	PROD00024	Units	100.00	0.0%	100.00
25	ORD000000025	2023-01-25	2023-01-29	CUS0000025	PROD00025	Units	100.00	0.0%	100.00
26	ORD000000026	2023-01-26	2023-01-30	CUS0000026	PROD00026	Units	100.00	0.0%	100.00
27	ORD000000027	2023-01-27	2023-01-31	CUS0000027	PROD00027	Units	100.00	0.0%	100.00
28	ORD000000028	2023-01-28	2023-01-32	CUS0000028	PROD00028	Units	100.00	0.0%	100.00
29	ORD000000029	2023-01-29	2023-01-33	CUS0000029	PROD00029	Units	100.00	0.0%	100.00
30	ORD000000030	2023-01-30	2023-01-34	CUS0000030	PROD00030	Units	100.00	0.0%	100.00
31	ORD000000031	2023-01-31	2023-01-35	CUS0000031	PROD00031	Units	100.00	0.0%	100.00
32	ORD000000032	2023-01-32	2023-01-36	CUS0000032	PROD00032	Units	100.00	0.0%	100.00
33	ORD000000033	2023-01-33	2023-01-37	CUS0000033	PROD00033	Units	100.00	0.0%	100.00
34	ORD000000034	2023-01-34	2023-01-38	CUS0000034	PROD00034	Units	100.00	0.0%	100.00
35	ORD000000035	2023-01-35	2023-01-39	CUS0000035	PROD00035	Units	100.00	0.0%	100.00
36	ORD000000036	2023-01-36	2023-01-40	CUS0000036	PROD00036	Units	100.00	0.0%	100.00
37	ORD000000037	2023-01-37	2023-01-41	CUS0000037	PROD00037	Units	100.00	0.0%	100.00
38	ORD000000038	2023-01-38	2023-01-42	CUS0000038	PROD00038	Units	100.00	0.0%	100.00
39	ORD000000039	2023-01-39	2023-01-43	CUS0000039	PROD00039	Units	100.00	0.0%	100.00
40	ORD000000040	2023-01-40	2023-01-44	CUS0000040	PROD00040	Units	100.00	0.0%	100.00
41	ORD000000041	2023-01-41	2023-01-45	CUS0000041	PROD00041	Units	100.00	0.0%	100.00
42	ORD000000042	2023-01-42	2023-01-46	CUS0000042	PROD00042	Units	100.00	0.0%	100.00
43	ORD000000043	2023-01-43	2023-01-47	CUS0000043	PROD00043	Units	100.00	0.0%	100.00
44	ORD000000044	2023-01-44	2023-01-48	CUS0000044	PROD00044	Units	100.00	0.0%	100.00
45	ORD000000045	2023-01-45	2023-01-49	CUS0000045	PROD00045	Units	100.00	0.0%	100.00
46	ORD000000046	2023-01-46	2023-01-50	CUS0000046	PROD00046	Units	100.00	0.0%	100.00
47	ORD000000047	2023-01-47	2023-01-51	CUS0000047	PROD00047	Units	100.00	0.0%	100.00
48	ORD000000048	2023-01-48	2023-01-52	CUS0000048	PROD00048	Units	100.00	0.0%	100.00
49	ORD000000049	2023-01-49	2023-01-53	CUS0000049	PROD00049	Units	100.00	0.0%	100.00
50	ORD000000050	2023-01-50	2023-01-54	CUS0000050	PROD00050	Units	100.00	0.0%	100.00
51	ORD000000051	2023-01-51	2023-01-55	CUS0000051	PROD00051	Units	100.00	0.0%	100.00
52	ORD000000052	2023-01-52	2023-01-56	CUS0000052	PROD00052	Units	100.00	0.0%	100.00
53	ORD000000053	2023-01-53	2023-01-57	CUS0000053	PROD00053	Units	100.00	0.0%	100.00
54	ORD000000054	2023-01-54	2023-01-58	CUS0000054	PROD00054	Units	100.00	0.0%	100.00
55	ORD000000055	2023-01-55	2023-01-59	CUS0000055	PROD00055	Units	100.00	0.0%	100.00
56	ORD000000056	2023-01-56	2023-01-60	CUS0000056	PROD00056	Units	100.00	0.0%	100.00
57	ORD000000057	2023-01-57	2023-01-61	CUS0000057	PROD00057	Units	100.00	0.0%	100.00
58	ORD000000058	2023-01-58	2023-01-62	CUS0000058	PROD00058	Units	100.00	0.0%	100.00
59	ORD000000059	2023-01-59	2023-01-63	CUS0000059	PROD00059	Units	100.00	0.0%	100.00
60	ORD000000060	2023-01-60	2023-01-64	CUS0000060	PROD00060	Units	100.00	0.0%	100.00
61	ORD000000061	2023-01-61	2023-01-65	CUS0000061	PROD00061	Units	100.00	0.0%	100.00
62	ORD000000062	2023-01-62	2023-01-66	CUS0000062	PROD00062	Units	100.00	0.0%	100.00
63	ORD000000063	2023-01-63	2023-01-67	CUS0000063	PROD00063	Units	100.00		

1

TOTAL SALES
Outfit Bold

\$2.3M

2

QUANTITY
Outfit Bold

38K

3

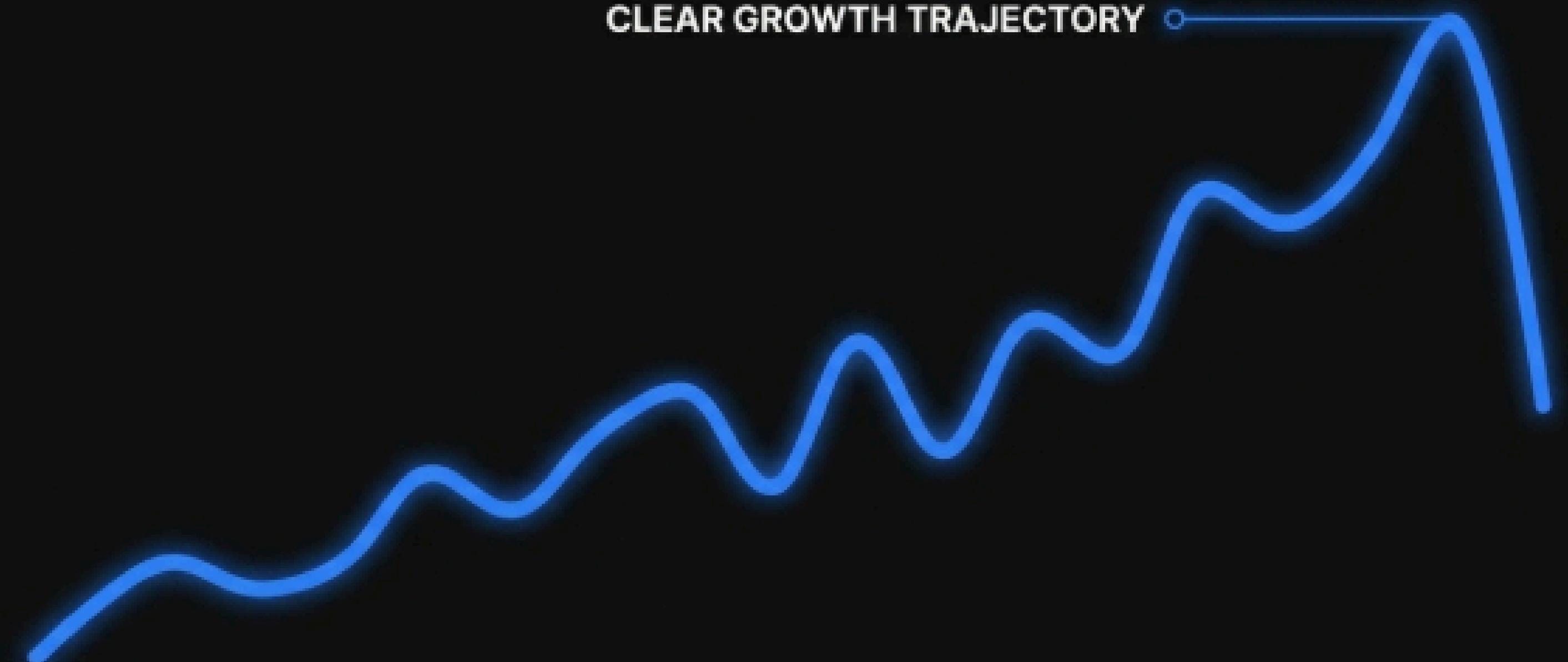
PROFIT MARGIN
Outfit Bold

-1.2%

CRITICAL ALERT: High Volume, Negative Efficiency.

DESIGN PRINCIPLE: "DISABLE THINGS... REMOVE REMOVE TITLES." WHEN THE SIGN IS CLEAN, TREND SPEAKS FOR ITSELF.

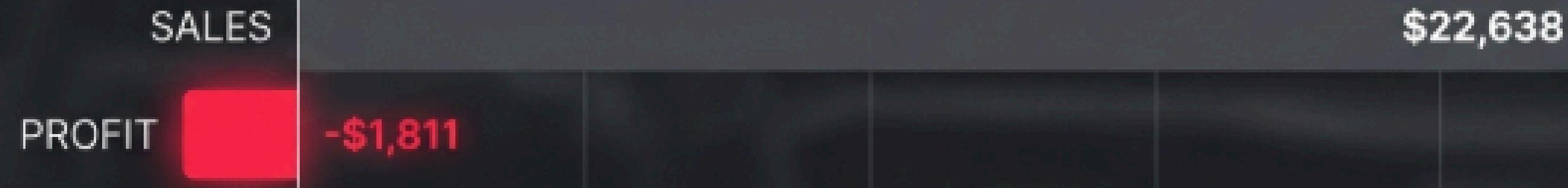
CLEAR GROWTH TRAJECTORY



Sales Trends 2019-2022

VOLUME VS. VALUE: THE \$22K LOSS

SEAN MILLER - CISCO TELEPRESENCE



CATEGORY: TABLES



CRITICAL ALERT: Negative profitability on high volume transactions.

SLICER PANEL

PERIOD: Q1-Q4 ▾

PRODUCT: ALL ▾

REGION: SOUTH

REGION: WEST

REGION: NORTH

REGION: EAST



VISUAL HIERARCHY: ICONS SPEED UP COGNITION



FURNITURE

\$740K Sales

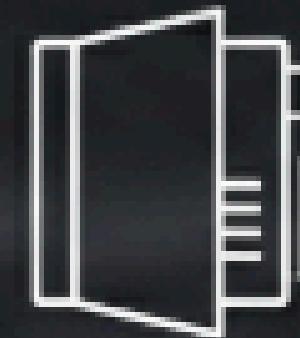
-2% Profit ↘



TECHNOLOGY

\$830K Sales

+14% Profit ↑



OFFICE SUPPLIES

\$719K Sales

+20% Profit ↑

 Sean Miller

Search Result

Name: **Sean Miller**

ID: **SM-20320**

Location: **Jacksonville, FL**

Product: **Cisco TelePresence System**

Profitability

CRITICAL NEGATIVE ↴

**SEARCH LOGIC:
FIND THE NEEDLE
IN THE HAYSTACK
INSTANTLY.**

Instant, precise search
results for high-stakes
data analysis.

CLARITY IS ACTIVE WORK: HIDE CONTROLS UNTIL NEEDED.



STATE A: VIEW MODE



STATE B: FILTER MODE

CATEGORY: TABLES

Transaction 199 Profit: - \$553

Transaction 200 Profit: - \$447

Transaction 201 Profit: - \$122

**THE DARK MODE ADVANTAGE: RED WARNING
SIGNALS ARE IMPOSSIBLE TO IGNORE.**

INTERACTION DESIGN: SCROLLING IS SLOW, SEARCHING IS FAST

Category Filter

Furniture

Office Supplies

Tech

Find Customer

USE FOR BROAD TRENDS

USE FOR FORENSIC ANALYSIS

THE DESTINATION: AESTHETIC CHOICES FACILITATE BUSINESS SPEED

SALES PERFORMANCE

SALES EMR
\$2.3M

QTY EMR
38K

PROFIT RED
-1.2%

SALES TRENDS



PROFIT BY CATEGORY



FURNITURE PROFIT:
+\$850K
Emerald



TECH SALES:
12K UNITS
Electric Blue



OFFICE SUPPLIES:
-3% GROWTH
Crimson

ACTIONABLE NEXT STEPS

1.



STOP THE LOSS

Audit “Tables” pricing in the East Region immediately.

Investigate discounts on machine orders for account ‘Sean Miller’.

2.



REVIEW BIG SPENDERS

Use the new Search feature to isolate high-high-revenue/negative-profit customers.

3.



ADOPT THE STANDARD

Transition all weekly reporting to the “Dark Mode / Slicer Panel” format to reduce cognitive load.



**DON'T JUST REPORT
THE NUMBERS.
DRIVE THEM.**

DESIGN FOR CLARITY. ANALYZE FOR PROFIT.