SALES & PROFITABILITY ANALYSIS

PROJECT OVERVIEW

Use case

1. Visualize customer sales to take actions on high or low performing customers
2. Understand the business trends in terms of sales and profitability

Questions answered

1. Who are the top performing customers and who are not performing well for both current and previous years
2. How are the regions performing
3. What are the monthly sales trends and how is this compared to previous years
4. What are the year-on-year sales and profit trends

Techniques used

1. Graph visualizations
2. Top N selection and summarization of visuals based on the selection
3. Dynamic titles
4. Custom tool tips
5. Creative buttons
6. Year on Year measures
7. Custom date selections based on different time periods
8. Custom icons
9. Custom labels based on values

PAGE 1 - SUMMARY

SALES TREND

Quick Links: YTD Till Previous Month | Top N Selection: 15 | Year: 2023 | Quarter: All | Month: All | Region: All

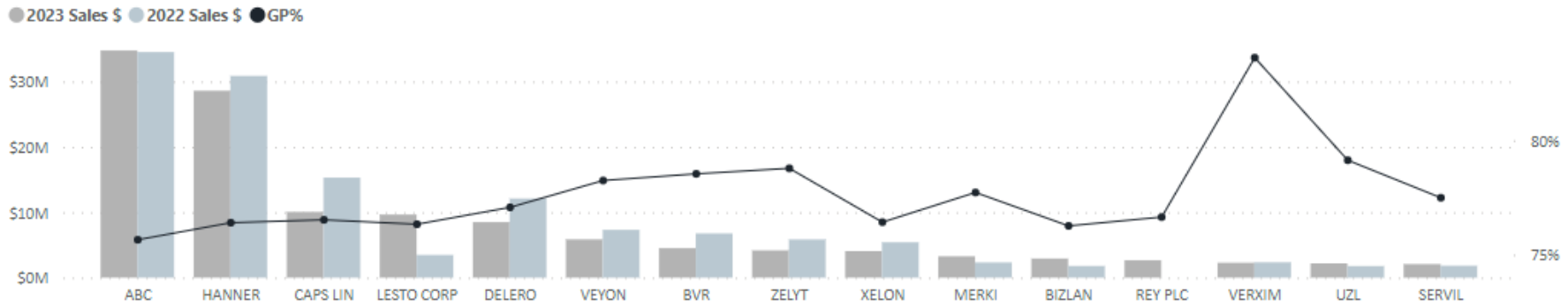
Total Summary

TOTAL SALES $	TOTAL GP %	TOTAL YoY SALES GROWTH %	TOTAL YoY GP GROWTH %
$214.17M	77.5%	-11.0%	-10.9%

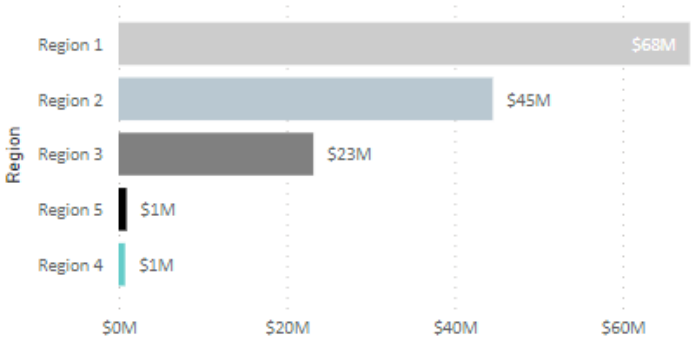
Top 15 Summary

SALES $	GP %	YoY SALES GROWTH %	YoY GP GROWTH %
$125.50M	76.7%	-13.2%	-13.2%

Sales by Brand



Sales by Region



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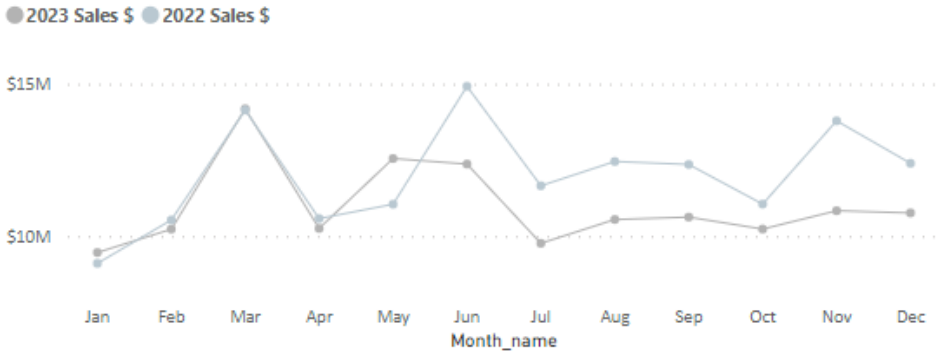

PAGE 1 - SUMMARY

SALES TREND

Quick Links: YTD Till Previous Month

- Previous Month
- QTD Till Previous Month
- QTD Till Previous Quarter
- YTD Till Previous Month
- YTD Till Previous Quarter

Top N Selection: 15 | Year: 2023 | Quarter: All | Month: All | Region: All

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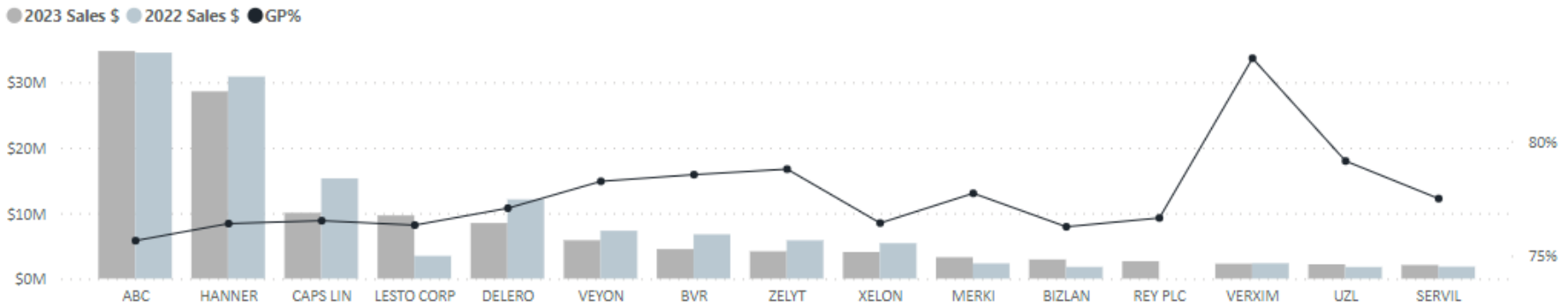

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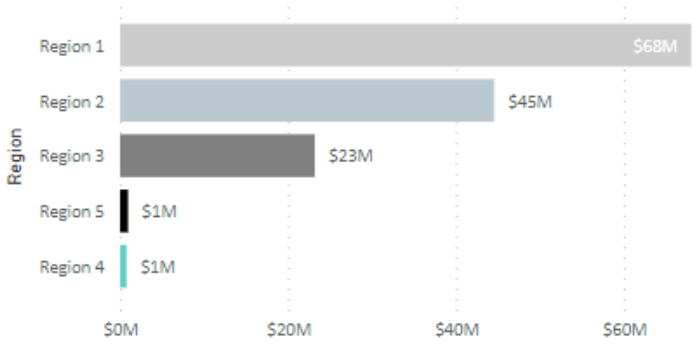

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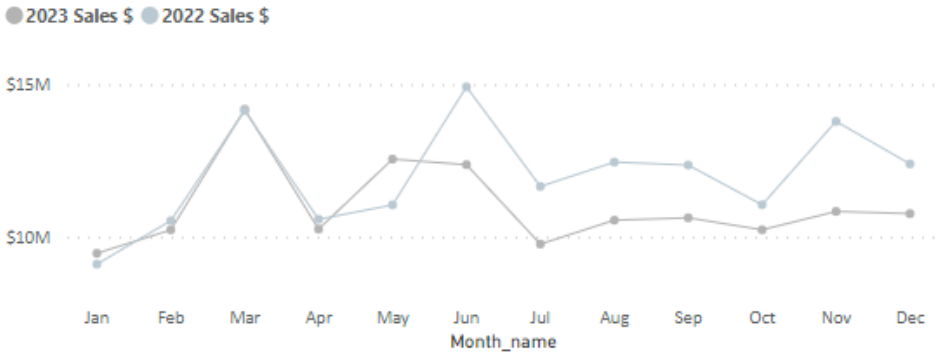

PAGE 1 - SUMMARY

SALES TREND

Quick Links: YTD Till Previous Month | Top N Selection: 15 | Year: 2023 | Quarter: All | Month: All | Region: All

Top N Selection options: 0, 5, 10, 15, 20, 25

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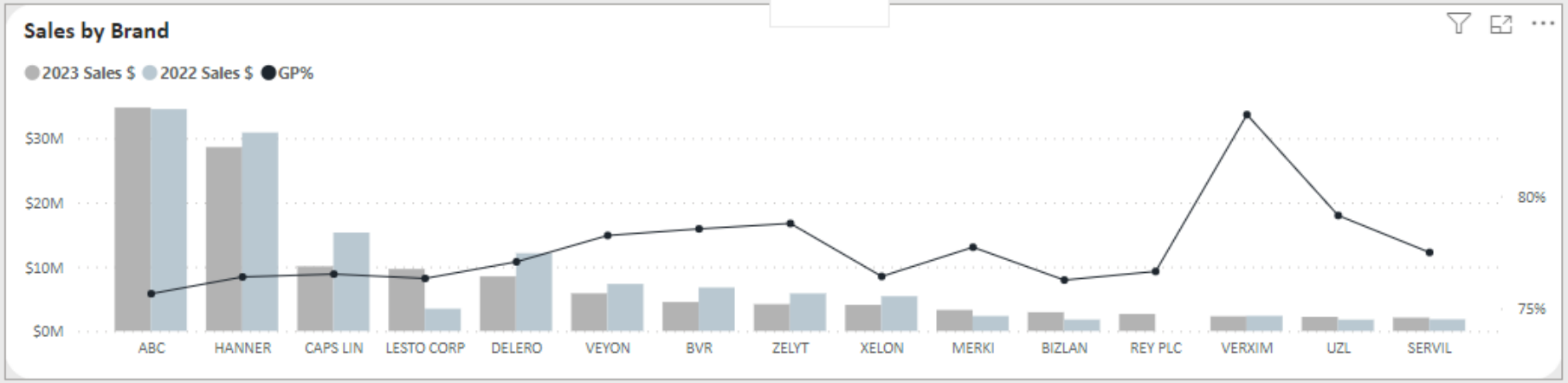

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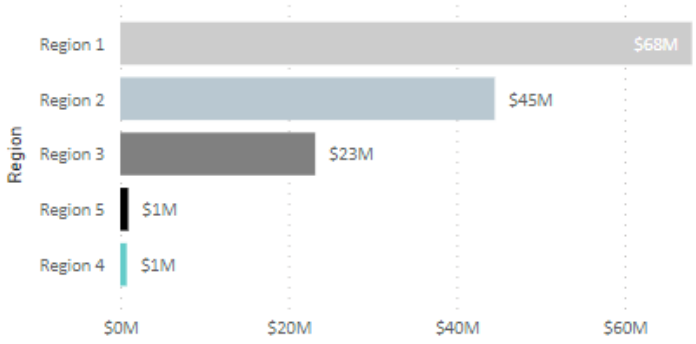
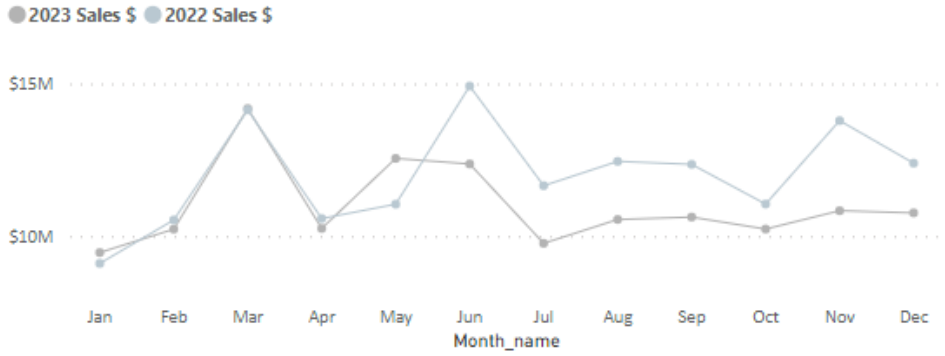


Sales by Brand



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Top 15 Summary

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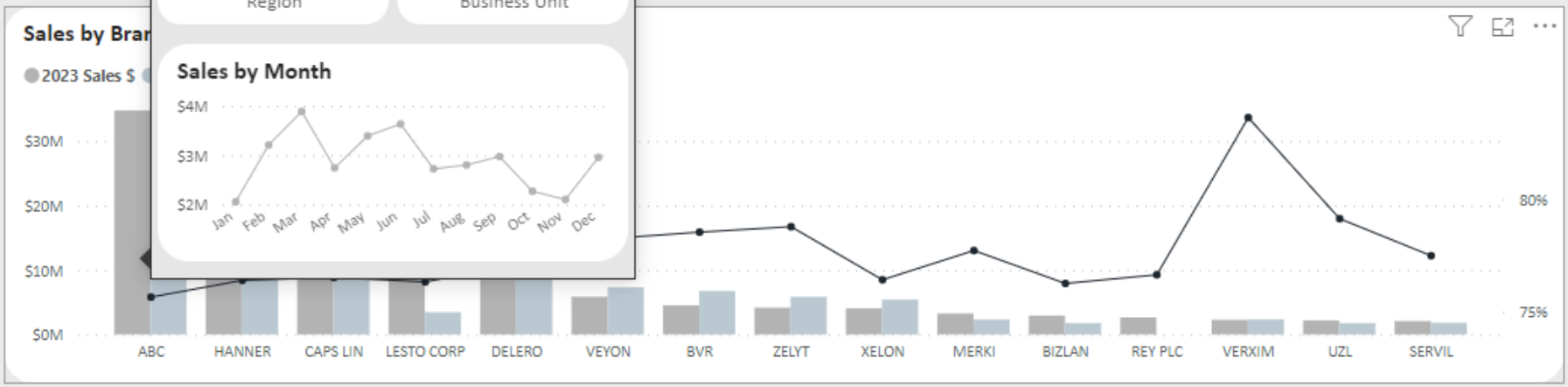
Region 1 (Region) | **Retail** (Business Unit)



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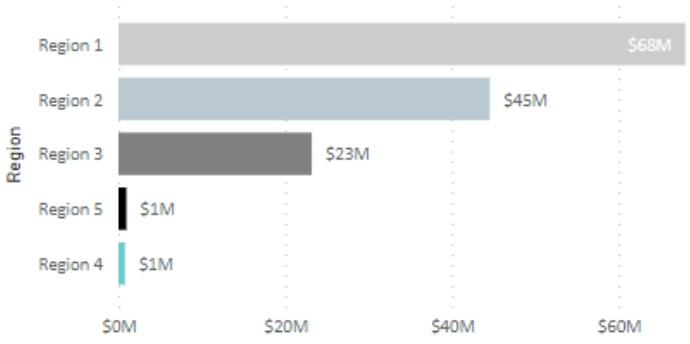

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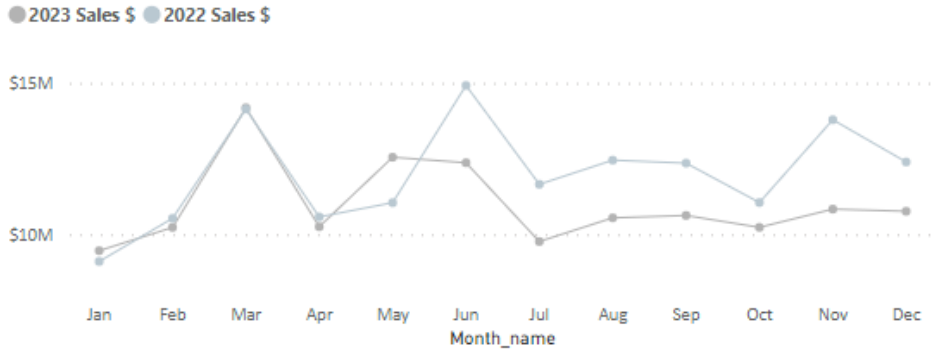

PAGE 2 - DETAILS

SALES TREND

Quick Links: YTD Till Previous Month | Top N Filter: All | Year: 2023 | Quarter: All | Month: All | Region: All

WIP ORDERS

RANK	CUSTOMER	2023 SALES $	2023 COGS $	2023 GP %	2022 SALES $	2022 COGS $	2022 GP %	YoY SALES GROWTH %	YoY GP GROWTH %	YoY PTS GROWTH
1	ABC	$34,749,308	$8,459,774	75.7%	$34,505,010	$8,463,262	75.5%	0.7%	1.0%	18.25
2	HANNER	$28,595,378	$6,748,331	76.4%	$30,862,169	$7,247,687	76.5%	-7.3%	-7.5%	-11.53
3	CAPS LIN	$10,055,628	$2,360,424	76.5%	$15,302,381	$3,601,458	76.5%	-34.3%	-34.2%	6.16
4	LESTO CORP	$9,647,227	$2,283,155	76.3%	$3,460,948	$789,517	77.2%	178.7%	175.7%	-85.43
5	DELERO	$8,490,510	$1,946,698	77.1%	$12,105,182	$2,814,581	76.7%	-29.9%	-29.6%	32.31
6	VEYON	$5,854,322	$1,273,614	78.2%	$7,314,814	$1,576,580	78.4%	-20.0%	-20.2%	-20.19
7	BVR	$4,511,212	$968,262	78.5%	$6,763,478	$1,482,498	78.1%	-33.3%	-32.9%	45.57
8	ZELYT	$4,164,270	$883,781	78.8%	$5,844,635	$1,274,795	78.2%	-28.8%	-28.2%	58.84
9	XELON	$4,057,402	$956,566	76.4%	$5,411,468	$1,267,945	76.6%	-25.0%	-25.2%	-14.51
10	MERKI	$3,260,879	$726,463	77.7%	$2,321,950	$497,496	78.6%	40.4%	38.9%	-85.24
11	BIZLAN	$2,922,269	$693,695	76.3%	$1,777,276	$407,462	77.1%	64.4%	62.7%	-81.20
12	REY PLC	$2,651,763	$619,279	76.6%						
13	VERXIM	$2,274,705	$372,751	83.6%	$2,341,069	$372,928	84.1%	-2.8%	-3.4%	-45.70
14	UZL	$2,185,775	$456,169	79.1%	$1,766,432	$390,059	77.9%	23.7%	25.7%	121.18
15	SERVIL	$2,078,075	$467,769	77.5%	$1,820,666	$402,190	77.9%	14.1%	13.5%	-41.95
16	VOL CORP	$1,949,851	$424,861	78.2%	$2,333,596	$513,049	78.0%	-16.4%	-16.2%	19.60
17	ENG PVT	$1,826,020	$435,691	76.1%						
18	VCOL LLC	$1,604,184	$378,151	76.4%	$4,651,578	$1,143,425	75.4%	-65.5%	-65.1%	100.87
19	SYS PRO	$1,517,034	$310,167	79.6%	$1,191,149	$249,741	79.0%	27.4%	28.2%	52.08
20	CREYON	$1,472,765	$311,400	78.9%	$166,688	$34,695	79.2%	783.5%	779.9%	-32.95
21	ELZON	$1,377,168	$223,225	83.8%	$1,113,864	$184,263	83.5%	23.6%	24.1%	33.37
22	CAN PR	$1,372,720	$317,979	76.8%	$1,415,548	$323,668	77.1%	-3.0%	-3.4%	-29.89
23	PRIO COR	$1,327,003	$269,766	79.7%	$7,520,099	$1,723,887	77.1%	-82.4%	-81.8%	259.48
24	ALS PVT LTD	$1,322,270	$312,773	76.3%	$222,061	$49,777	77.6%	495.5%	486.0%	-123.83
25	BRZY	$1,287,854	$259,044	79.9%	$3,559,040	$789,161	77.8%	-63.8%	-62.9%	205.90
		$140,555,590	**$32,459,790**	**76.9%**	**$153,771,101**	**$35,600,123**	**76.8%**	**-8.6%**	**-8.5%**	**5.75**