oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Entire View

Pages

Columns: Select Your Market

Rows: SUM(Order Net Profit)

Filters

Action (State)

Marks

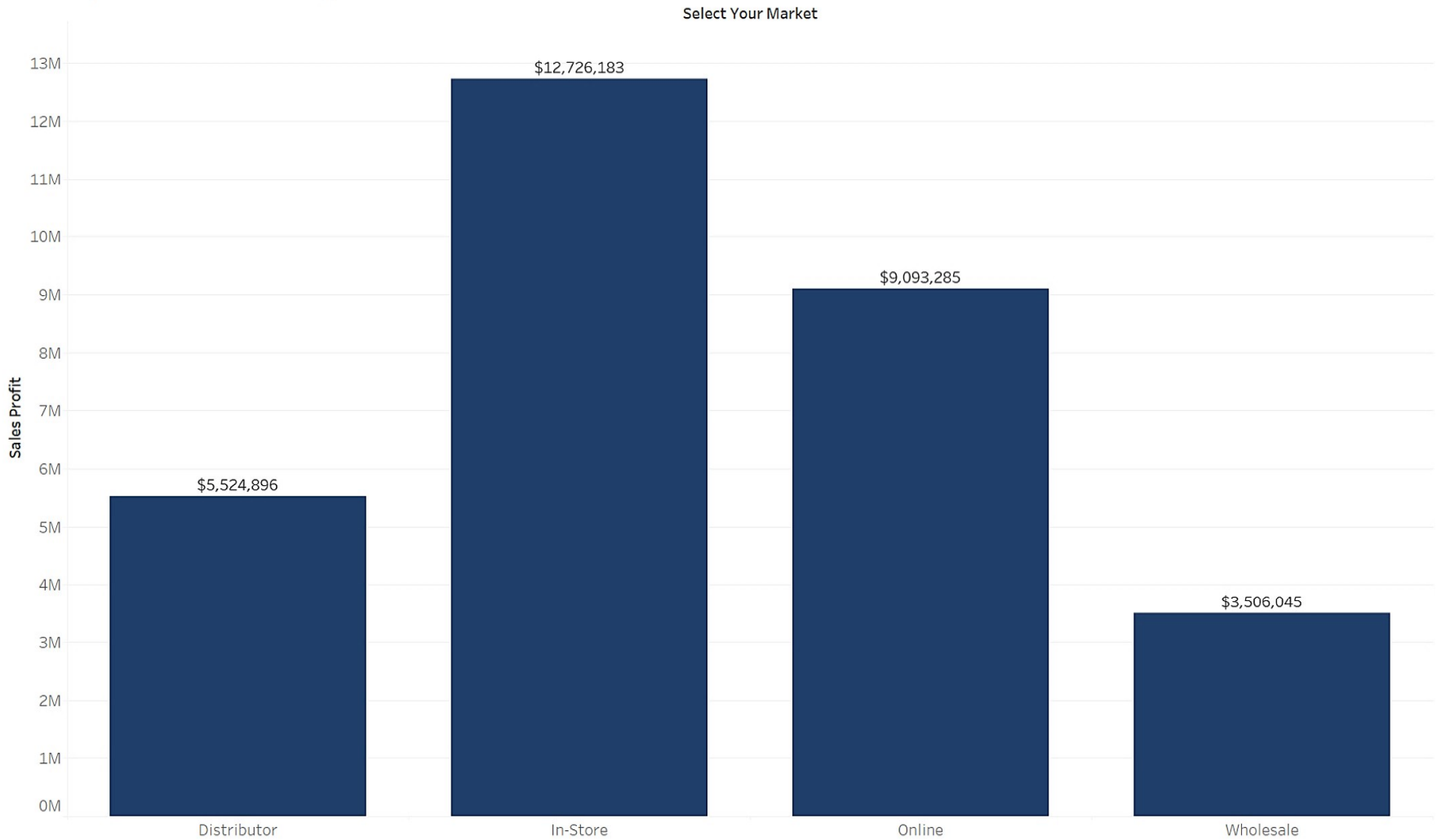
Automatic

Color | Size | Label

Detail | Tooltip

SUM(Order Ne..

Profit by Sales Channel: Abigail Rhea



Caption

Bar chart. Net Profit of each sales channel or region using calculated field that gives the product of order quantity and net profit per unit (Order Net Profit). 'Select Your Market' Parameter was used to jump b
and sales by channel. A filter was placed on State to include sales total for all states, for every region and channel. The net profit was added to the label marks card for added detail. Color was changed to mat
dashboard. This chart shows each sales channel's and regions sales profit. It shows that In-store and Online channel's have the most sales success.

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pro

SUM(Order Net Profit): 30,850,410

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Standard

Pages

Columns

Rows

Filters

Action (State)

Action (Select You..

Marks

Automatic

Color Size Label

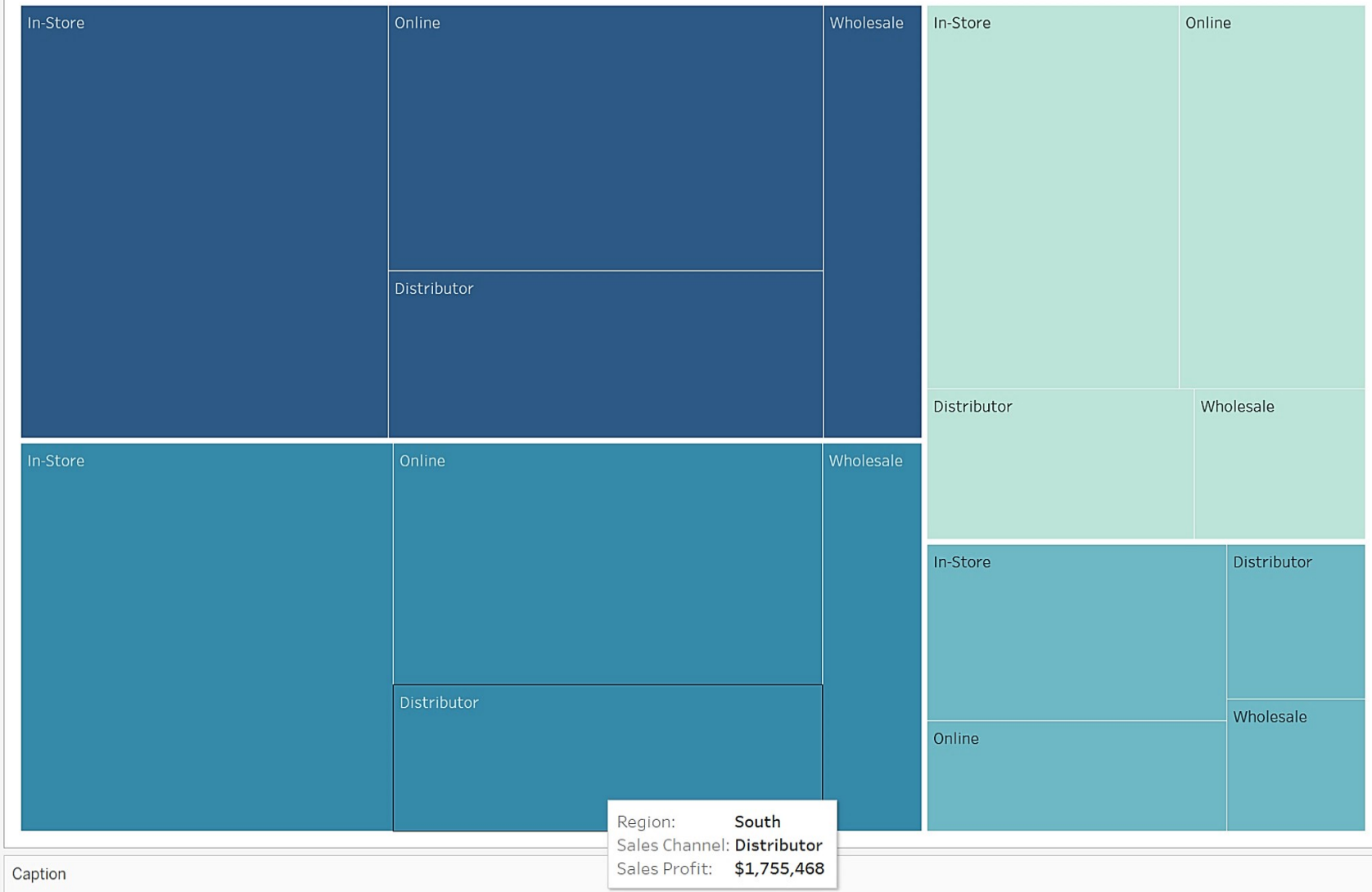
Detail Tooltip

SUM(Order Ne..

Region

Sales Channel

Profit by Sales Channel: Abigail Rhea



Caption

Tree Map chart using the size card. Calculated field used to give net profit per channel, per region. 1 color marks card to distinguish each region. Tool tip card labels the region, sales channel, and sales profit fo reflects sales channels. Changed the color formatiing to uniform the appearance with blue shading. The color was formatted by region. The size marks card was used to format the sum of net profit. This char store and online channels in each region over wholesale and distributor sales channels.

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pro

SUM(Order Net Profit): $30,850,410

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Pages

Columns: Longitude (generated)

Rows: Latitude (generated)

Filters

State (Regions Sheet)

Marks

Map

Color | Size | Label

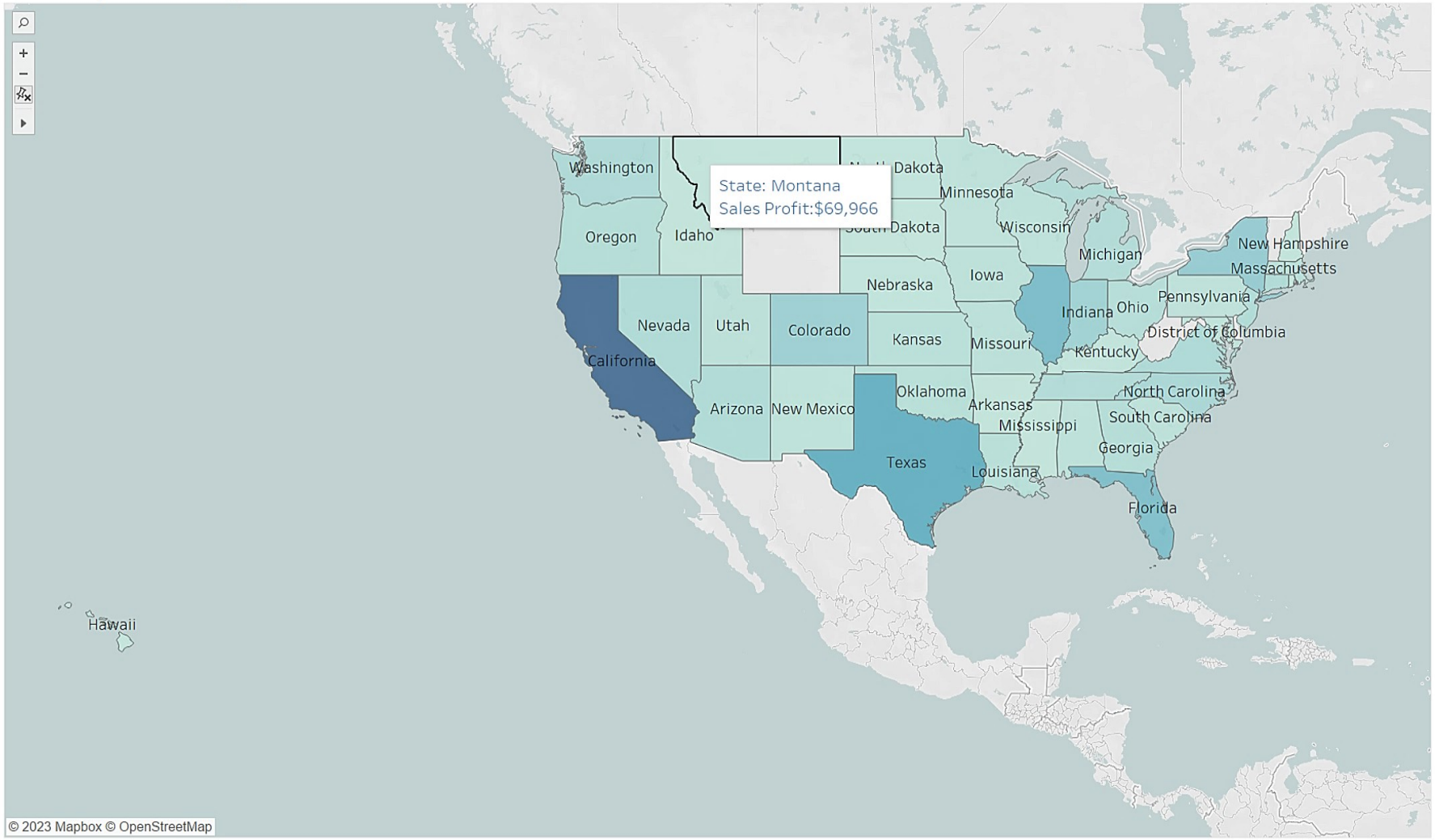
Detail | Tooltip

SUM(Order Ne..

SUM(Order Ne..

State

Profit by State: Abigail Rhea



Caption

Area Map based on Longitude (generated) and Latitude (generated). Color shows sum of Order Net Profit, which is a calculated field of the difference between unit price and cost multiplied by the order quantity. The marks are labeled by State. The data is filtered on State (Regions Sheet), which has multiple members selected. The tool tip marks card lists the state and the sales profit. The purpose of this chart is to show profitability by state, giving the group an idea of where we can improve sales throughout the country.

t by Market | Sales Channel Profit by Region | **Profit by State** | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pro

SUM(Order Net Profit): $30,850,410

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Standard

Pages

Filters

Marks

Automatic

Color Size Label

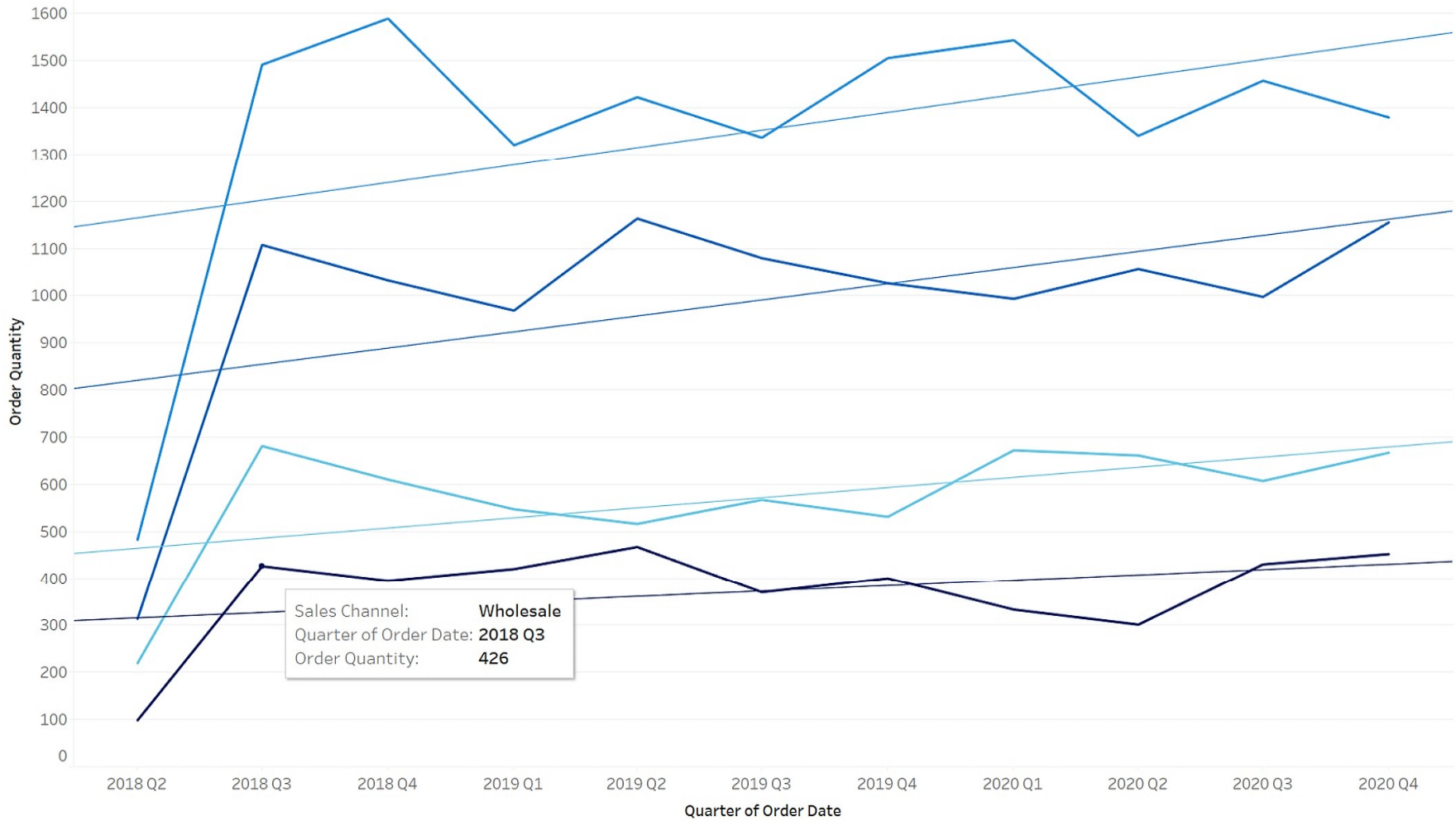
Detail Tooltip Path

Sales Channel

Columns: QUARTER(Order D..

Rows: SUM(Order Quantity)

Order Quantity per Quarter: Abigail Rhea



Caption

Line chart. 1 color marks card to represent Distributor, In-Store, Online, and Wholesale order quantities. Line chart is broken down by each quarter of each year. Color formatting is adjusted to increase simpli
trend lines were added to each line to show that even with lower order quantities in Distributor and Wholesale, order quantities are trending up in all four sales channels .This chart shows the order quantity
quarter and the apparent purchase increase in-store and online in comparison to distributor and wholesale orders.

t by Market | Sales Channel Profit by Region | Profit by State | **Quarterly Order Quantity** | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pro

SUM(Order Quantity): 36,123

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Standard

Pages

Filters

Marks

All

SUM(Order Net ...

SUM(Yearly Sal...

Automatic

Color Size Label

Detail Tooltip

YEAR(Order ..

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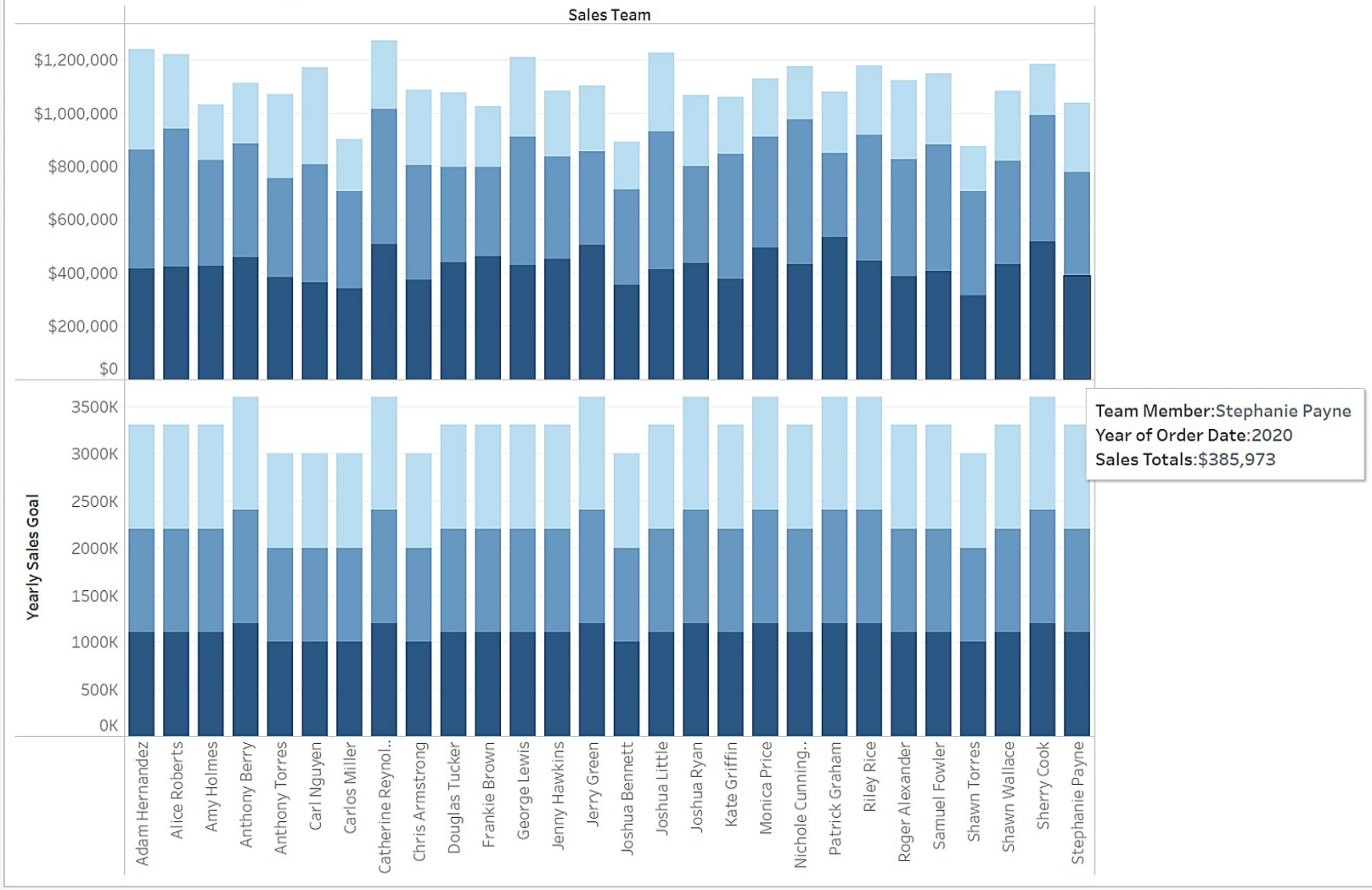
Columns: Sales Team

Rows: SUM(Order Net Profit) SUM(Yearly Sales Go..

Sales Team Totals: Abigail Rhea



Caption

Stacked Bar Chart with dual-axis. Annual sales profit total for each sales team member in first box and annual sales goal for each team member in box 2. Color is formatted by Year. Tool tip marks card shows Sales Member name, Year, Yearly Sales Profit, and Yearly Sales Goal. Chart uses calculated field to retrieve sales in each respective year. The purpose of this chart is to show sales progress of each team member to see who is trending up in sales and who is trending down, as well as to measure actual vs predicted sales for each sales member.

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | **Sales Team Totals** | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pro

ns SUM(Order Net Profit): $30,850,410

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Entire View

Pages

Filters

Marks

Automatic

Color Size Label

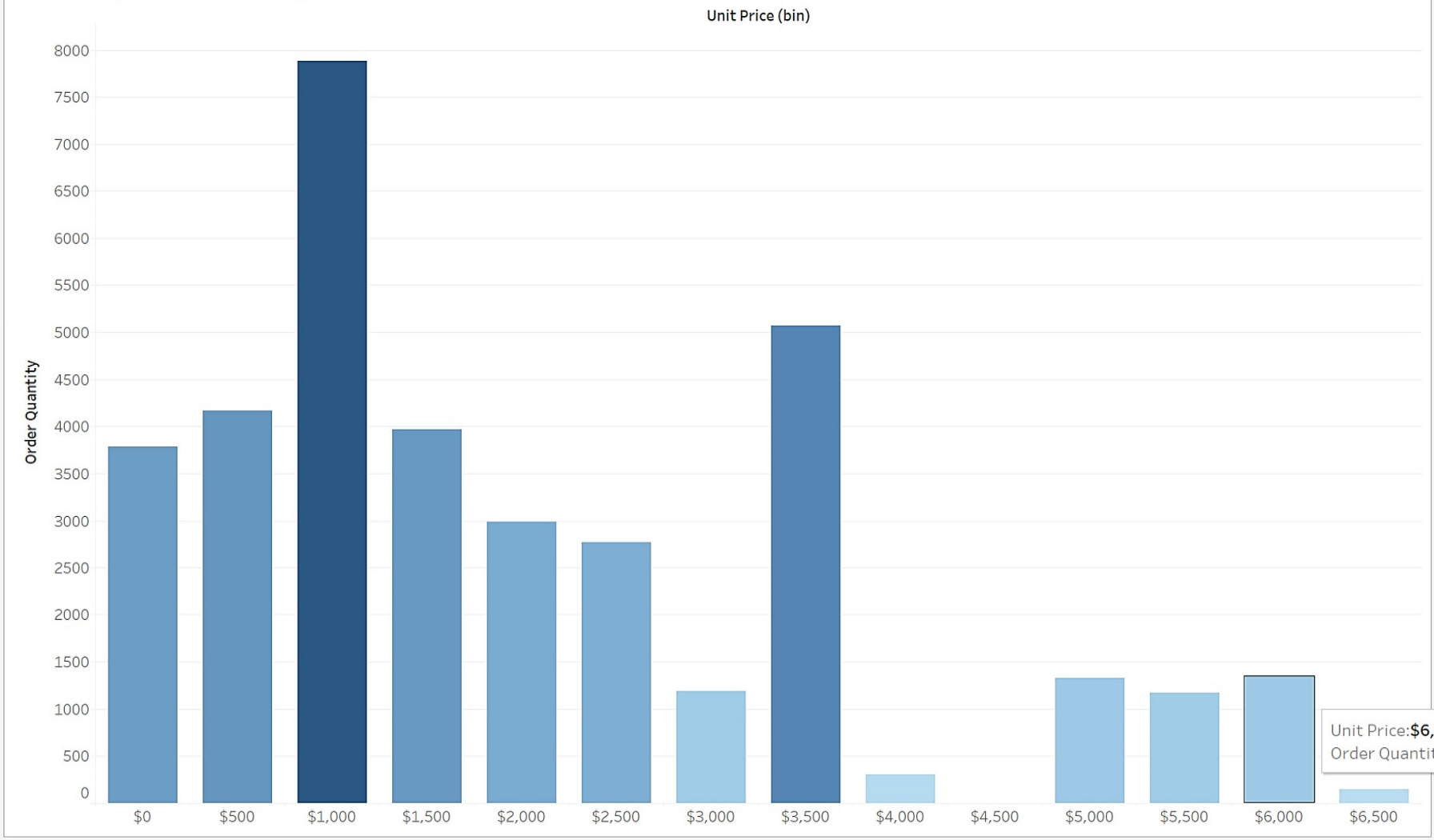
Detail Tooltip

SUM(Order Qu..

Columns: Unit Price (bin)

Rows: SUM(Order Quantity)

Orders by Unit Price: Abigail Rhea



Caption

Histogram chart showing the unit price and frequency of order within that price range. The unit price has a bin created in increments of $500. The color in formatted by Order Quantity. The tool tip marks card and the order quantity within the bin. The purpose of this chart is to show how buyers are spending their money and how we can maximize sales by adjusting unit price.

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | **Orders by Unit Price** | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pro

SUM(Order Quantity): 36,123

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Entire View

Pages

Columns: Customer Name

Rows: SUM(Order Quantity)

Filters

Category

Marks

Circle

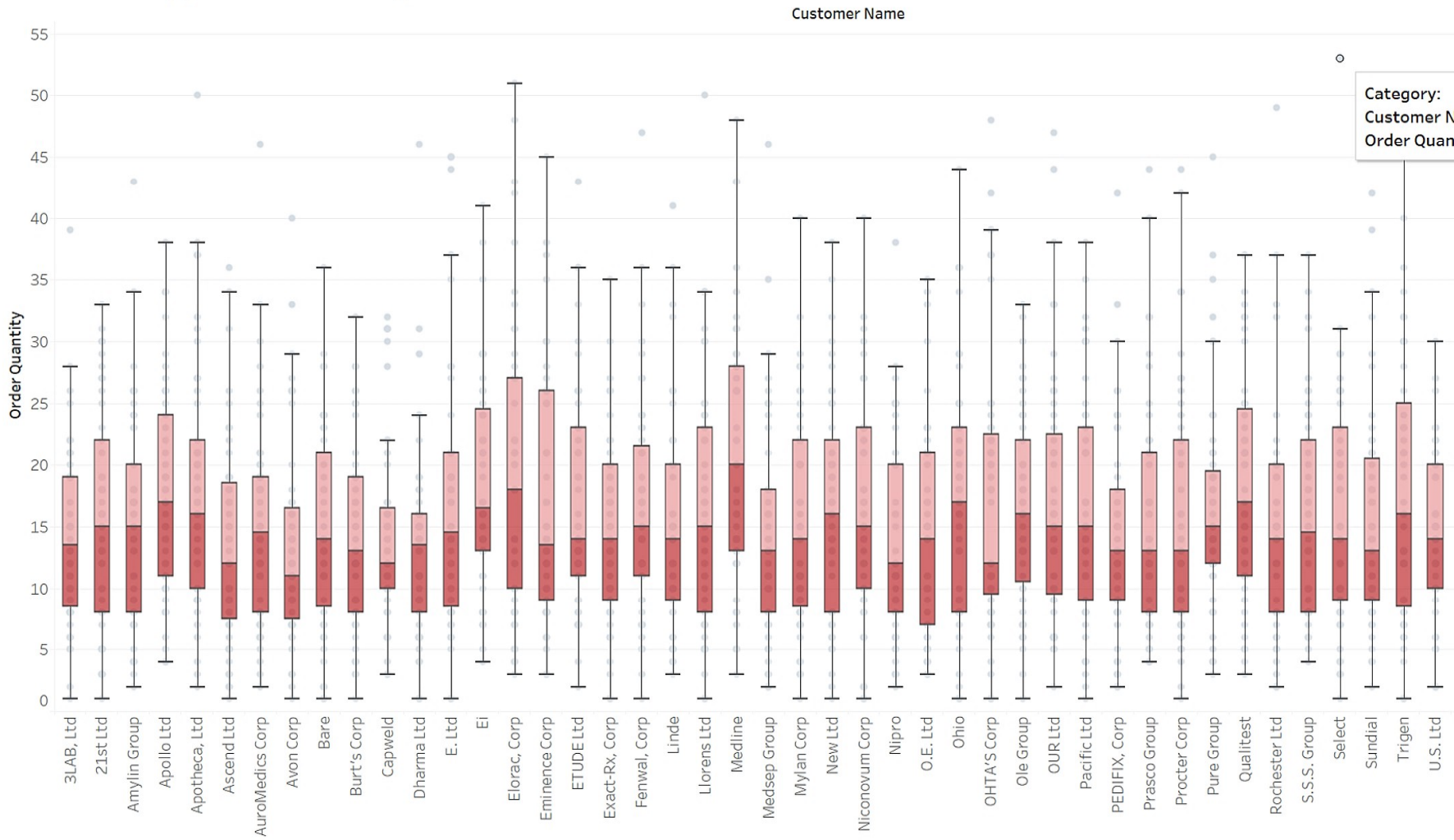
Color | Size | Label

Detail | Tooltip

Category

ATTR(Order D..

Order Quantity per Customer: Abigail Rhea



Caption

Box and Whisker Plot. Sum of Order Quantity per Customer. Details are formatted by category. Tool tip marks card labels the Category, Customer Name, and Order Quantity. The view is filtered on Category., v
members. Color formatted to shades of red for visual simplicity. The purpose of this chart is to show the ordering trends in each category by every customer.

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | **Order Quantity per Customer** | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pro

ns SUM(Order Quantity): 36,123

Search

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board Story Analysis Map Format Server Window Help

Standard

Pages

Filters

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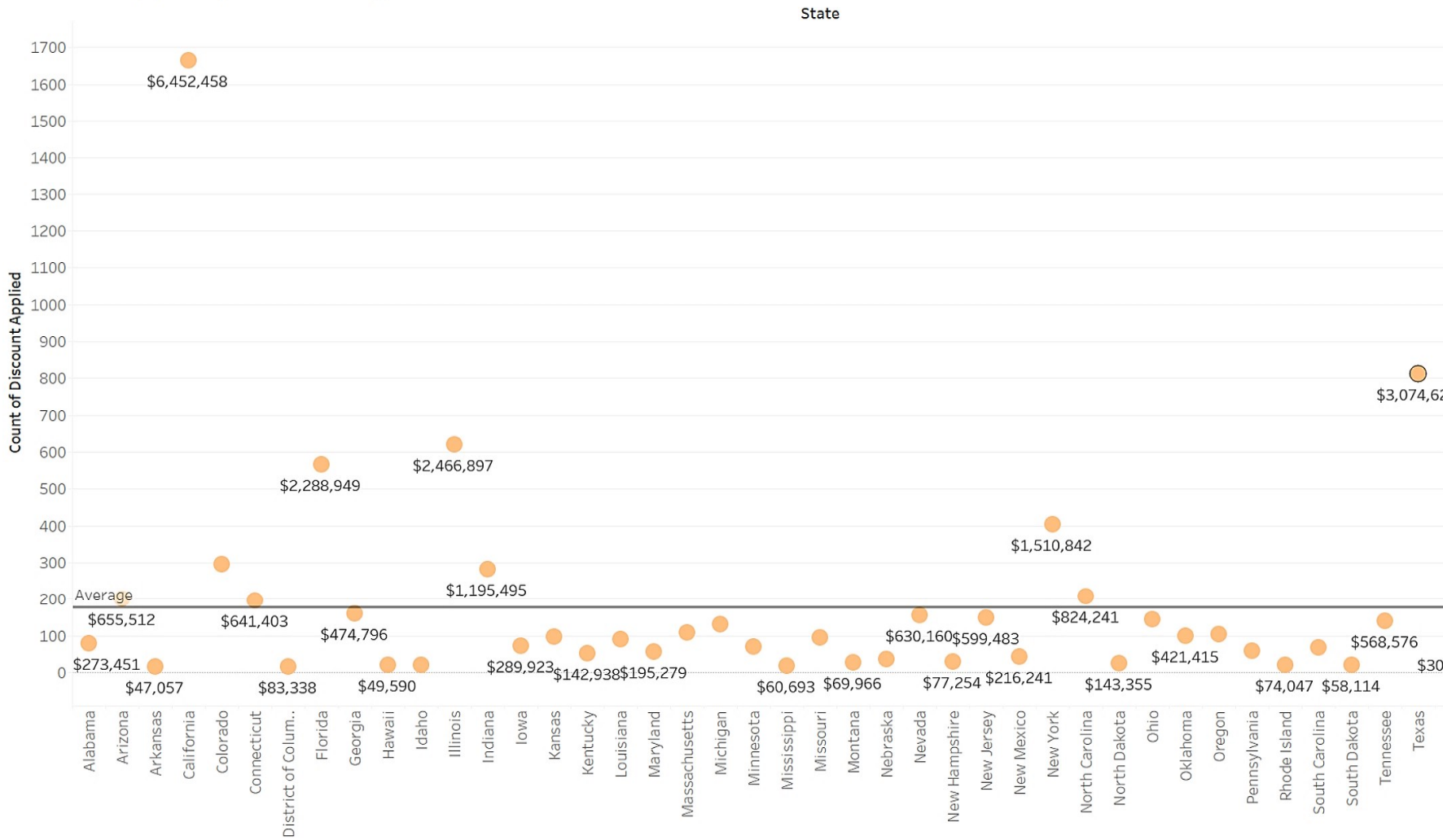
Columns: State

Rows: CNT(Discount Applie..

Discounts Applied per State: Abigail Rhea



Caption

Scatter plot. A Count of Discounts Applied for each State. The marks are labeled by sum of Order Net Profit.Color was changed to orange and tool tips were edited to include the State, Net Profit of that state, were applied to that state. A reference line was added to show the average amount of discounts applied. The purpose of this chart is to show how effective discounts are in comparison to net sales.

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | **Discounts Applied per State** | Total Profit KPI | Footer | Sales and Net Pro

SUM of CNT(Discount Applied): 7,983

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Standard

Pages

Columns

Rows

Filters

Action (State)

Action (Select You..

Marks

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Color Size Text

Detail Tooltip

SUM(Order Ne..

Total Profit KPI: Abigail Rhea

$30,850,410

Caption

Sum of Order Net Profit KPI. Order Net profit is a calculated field created by subtracting unit cost from unit price and multiplying that by the order quantity. The data is filtered on Action (State) and Action (S
Action (State) filter keeps 45 members. The Action (Select Your Market) filter keeps 5 members.Color was formatted to fit the color palette of the dashboard. The purpose of this KPI is to adjust net profit by c

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | **Total Profit KPI** | Footer | Sales and Net Pro

UM(Order Net Profit): $30,850,410

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Standard

Pages

Columns

Rows

Filters

Action (State)

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Color Size Text

Detail Tooltip

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Data Source: Regional_Sales

Caption

Footer. This worksheet gives us the data source and updated access date and time.This goes on the bottom of the dashboard for reference,

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pro

Search

oject_Abigail Rhea

board Story Analysis Map Format Server Window Help

Sales and Net Profit Analysis: A..

Total Profit KPI: Abigail Rhea

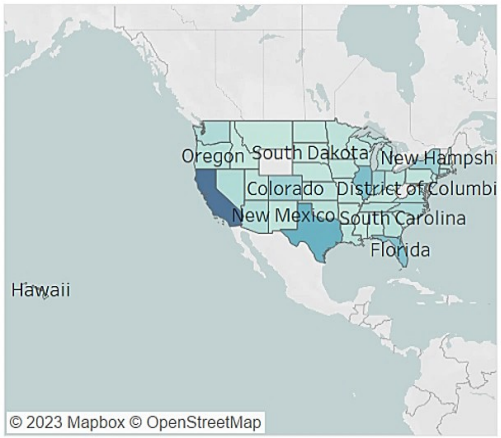
Order Net Profit

$47,057 — $6,452,458

Select Your Market

Sales Channel

Profit by State: Abigail Rhea



Profit by Sales Channel: Abigail Rhea

Profit by Sales Channel: Abigail Rhea

Data Source: Regional_Sales as of 7/2/2023 4:51:08 PM

t by Market | Sales Channel Profit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Pr

Search

oject_Abigail Rhea

board Story Analysis Format Server Window Help

Sales and Net Profit Analysis: Abigail Rhea

The total sales profit of each sales channel and region will greatly impact the companies ability to adjust sales techniques in areas that have less profit. It will also show the success of other regions and sales channels, so that we can continue to increase profit in those areas with successful techniques already in use.

By looking at region and s channels are thriving and

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

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board Story Analysis Format Server Window Help

Sales and Net Profit Analysis: Abigail Rhea

greatly impact the
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By looking at region and sales channel combined, we can see where certain channels are thriving and where they are failing.

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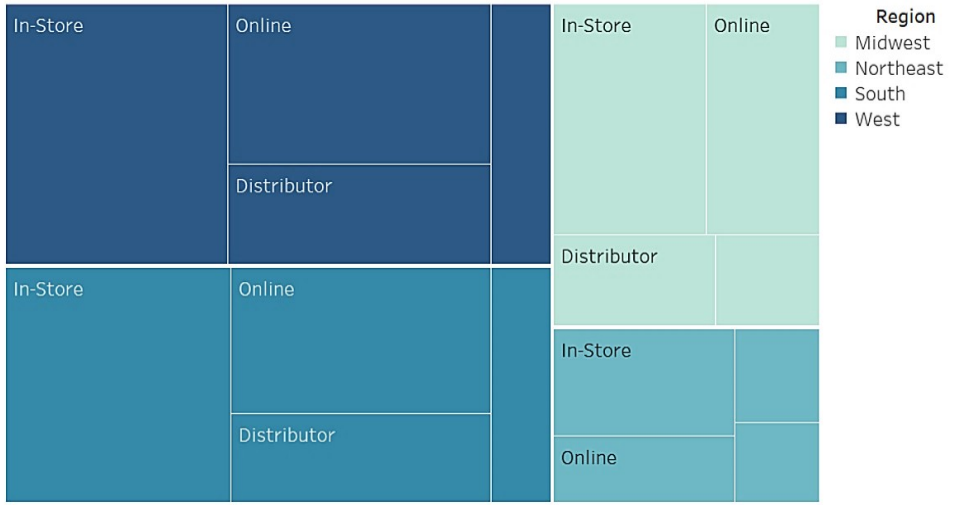

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

Search

oject_Abigail Rhea

board Story Analysis Format Server Window Help

Sales and Net Profit Analysis: Abigail Rhea

e where certain

Sales profit by state is a useful tool to have when adjusting sales techniques or marketing techniques. We can accurately gauge which part of the region is successful and which states need adjustment.

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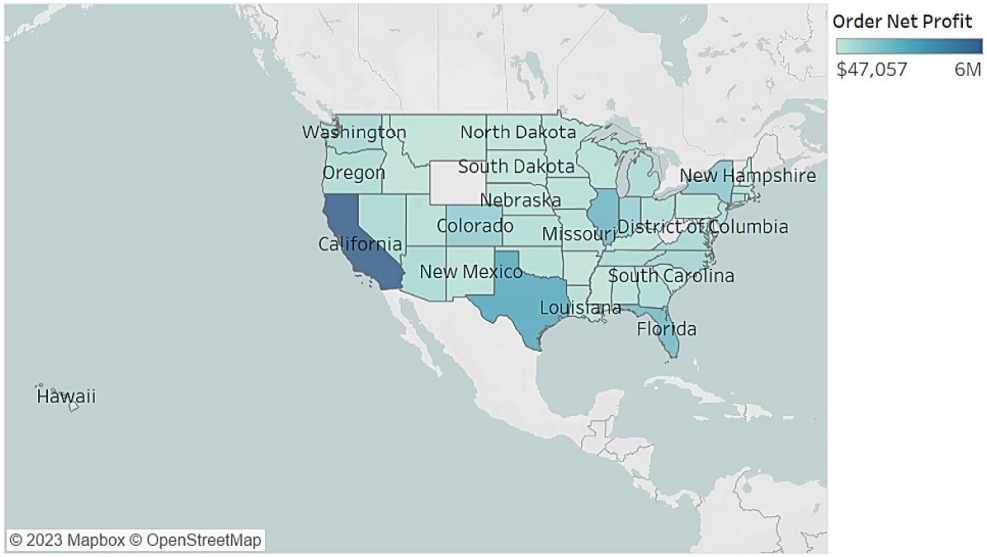

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

Search

oject_Abigail Rhea

board Story Analysis Format Server Window Help

Sales and Net Profit Analysis: Abigail Rhea

sales techniques
art of the region is

By looking at the revenue brought in by the sales team each year, we can see which team members are boosting profit and which team members may need to be reevaluated.

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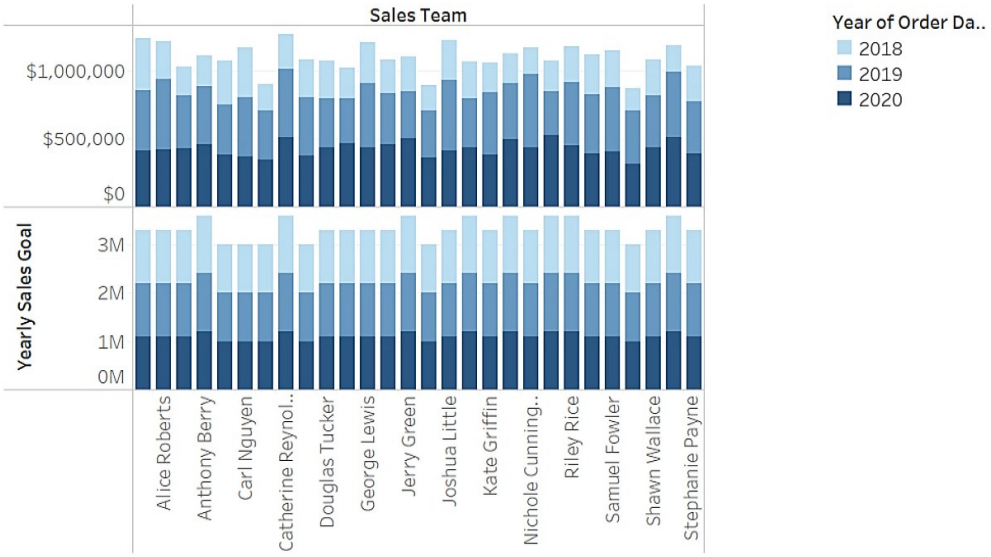

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

Search

oject_Abigail Rhea

board Story Analysis Format Server Window Help

Sales and Net Profit Analysis: Abigail Rhea

h year, we can see
nembers may need

A histogram to show the relationship between unit price and order purchase quantity is a helpful aid in determining the impact of our prices. This way we can see if the price for a unit may be too high or even too low, depending on frequency. There is a potential to increase profit.

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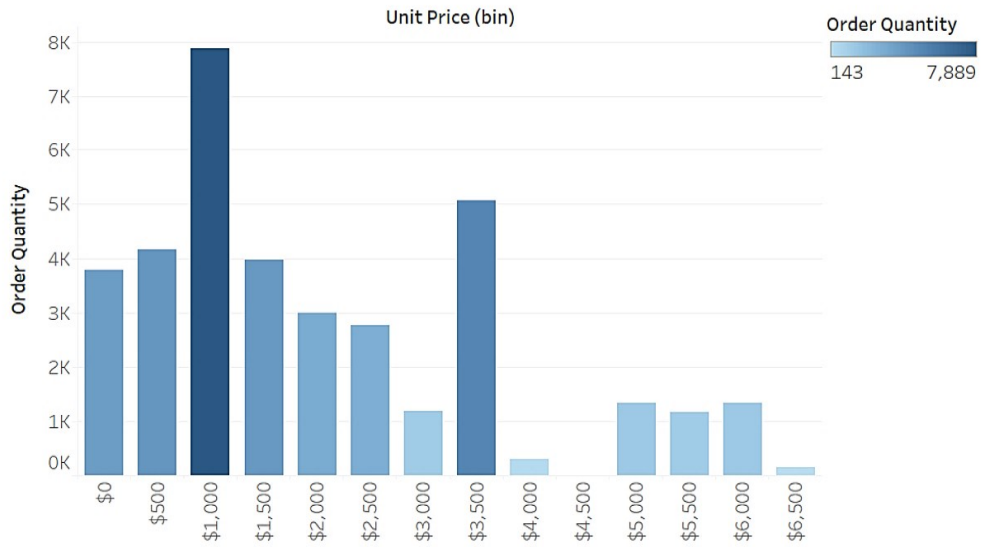

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

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board Story Analysis Format Server Window Help

Sales and Net Profit Analysis: Abigail Rhea

nd order purchase
rices. This way we
ow, depending on

Seeing the order frequency of each customer is a wonderful marketing aid. We can use this tool to adjust our relationship with our customers, giving the potential to create new business.

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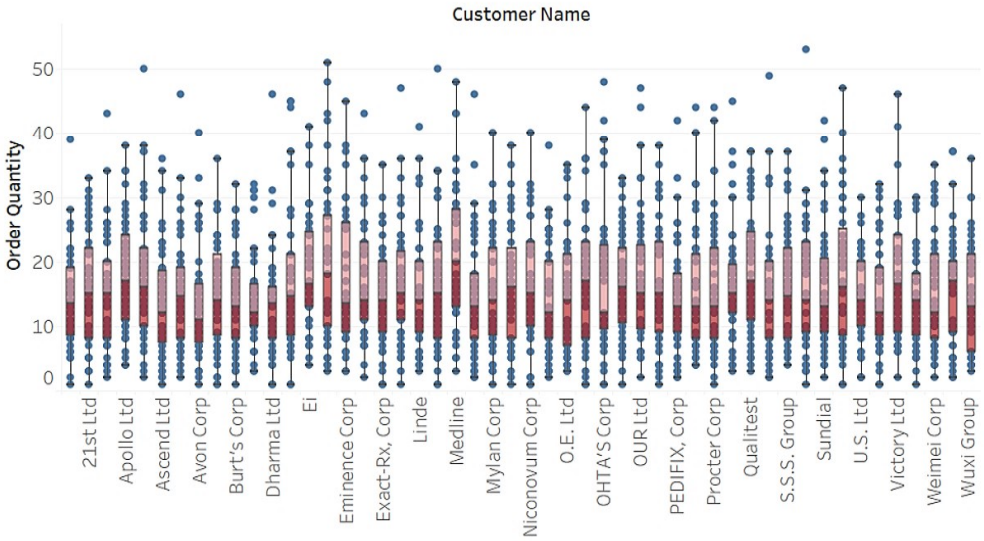

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

Search

oject_Abigail Rhea

board Story Analysis Format Server Window Help

Sales and Net Profit Analysis: Abigail Rhea

ıl marketing aid. We
ners, giving the

The scatter chart below represents the overall profit in each state and how many discounts were applied to the orders in that state. Giving discounts can absolutely increase sales. So, this measure is very helpful.

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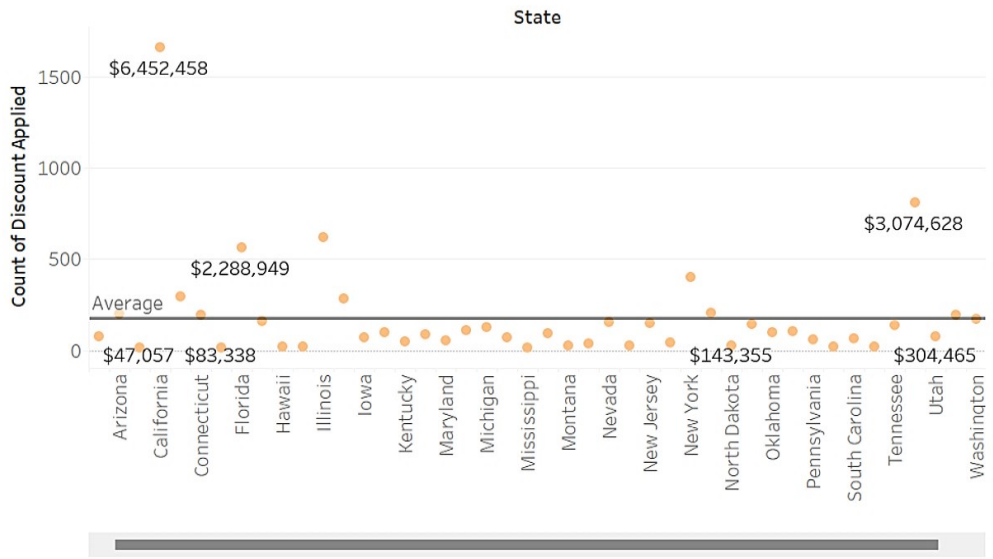

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

Search

oject_Abigail Rhea

board Story Analysis Format Server Window Help

Sales and Net Profit Analysis: Abigail Rhea

:h state and how
ving discounts can

Here is our total profit of sales between 2019 and 2021. It never hurts to see the final product of our hard work. This will adjust in the dashboard by clicking on attributes within the dashboard, such as a specific state, region, or sales channel.

Last
mea

$30,850,410

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

Search

oject_Abigail Rhea

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Sales and Net Profit Analysis: Abigail Rhea

21. It never hurts to see the dashboard by clicking : state, region, or sales

Last but not least, a conglomeration of the most helpful visual aids for measuring sales profit by state, region, and sales channel.

Sales and Net Profit Analysis: A..

Total Profit KPI: Abigail Rhea

Order Net Profit

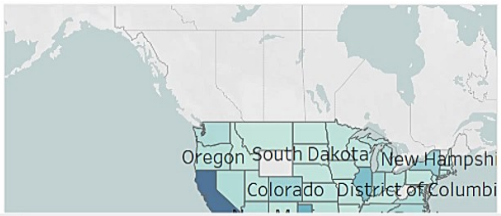
$47,057 $6,452,458

Select Your Market

Sales Channel

Profit by Sales Channel: Abigail Rhea

Profit by State: Abigail Rhea



Profit by Sales Channel: Abigail Rhea

fit by Region | Profit by State | Quarterly Order Quantity | Sales Team Totals | Orders by Unit Price | Order Quantity per Customer | Discounts Applied per State | Total Profit KPI | Footer | Sales and Net Profit Dashboard | Sales and Ne

Search