

Sales Margin Dashboard

Region

Sales Rep

Product

Month


Order ID (Matching: 300)

Aggregate KPIs

Total Units Sold	37,087
Weighted Avg Unit Price	\$50.49
Weighted Avg Cost per Unit	\$38.03
Total Sales	\$1,872,616
Total Cost	\$1,410,320
Margin	\$462,296
Margin %	24.69%
Target Margin % (Avg)	24.93%

Transaction Details (XLOOKUP Order ID)

Units Sold	0
Unit Price	\$0.00
Cost per Unit	\$0.00
Discount %	0.00%
Target Margin %	0.00%

Month	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Trend
Units Sold	7,714	8,224	8,313	6,104	6,732	

Top 3 Products by Margin

Rank	Product	Margin
1	Widget C	\$3,743.00
2	Widget A	\$3,743.00
3	Widget B	\$3,680.00

Bottom 3 Products by Margin

Rank	Product	Margin
1	Widget A	\$88.20
2	Widget B	\$133.00
3	Widget D	\$138.25