



Each week I reported to senior managers on sales to an agricultural customer. Above are graphics from a dashboard I developed for stakeholders to quickly understand KPI's related to this service. In 2019 the agricultural customer imposed an upper limit on the total tonnage sold to them.

The graphic shows that Lane Forest delivered the least amount of total material per month in 2019 when compared to 2018 and 2017 (ref: Chart 1). Within the report I also display the average profit per ton (PPT), and analyze weekly how suppliers affect this metric. (ref: Chart 2).

Stakeholders understand that we delivered low amounts of material to the customer, but our attention to material PPT has generated more total profits for the company in 2019 than 2018 and 2017 (ref: Chart 3).