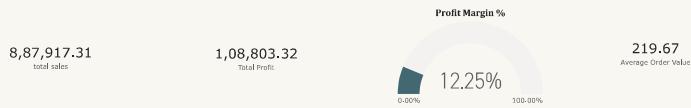


Sales performance dashboard

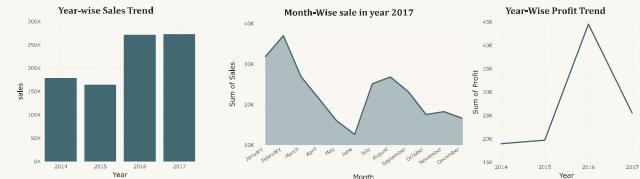
|KPI'S & Report

source: sales

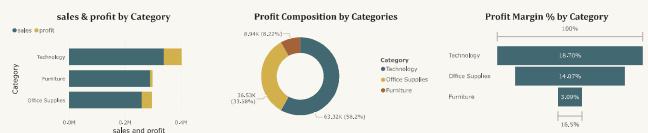
EXECUTIVE KPIs



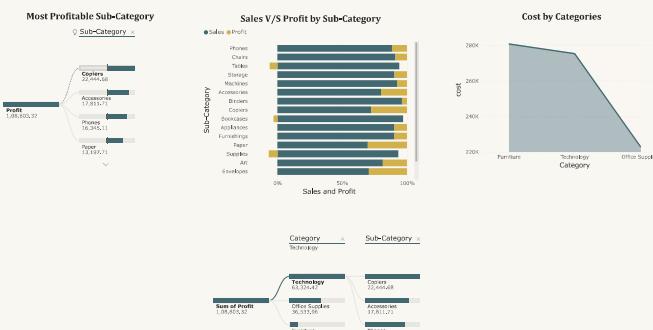
TREND ANALYSIS



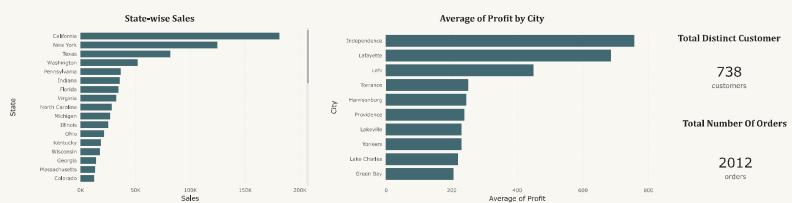
CATEGORY PERFORMANCE



SEGMENTATION



GEOGRAPHICAL PERFORMANCE



LOSSES AND RISKS



Insights & Actions

- Technology** is clearly making the most money, while Furniture sells but doesn't earn much.
- Furniture pricing and costs need attention.
- Tables and Bookcases are the biggest reasons for losses.
- These products should be repriced or reduced.
- Phones and Copiers bring good profit even with fewer orders.
- These are worth pushing more.
- California** and **New York** sell the most, but some states make very little profit.
- Costs and discounts in those states should be reviewed.
- Sales grew a lot after 2015, but profits didn't stay stable.
- Costs need better control during growth.