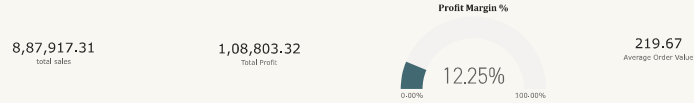


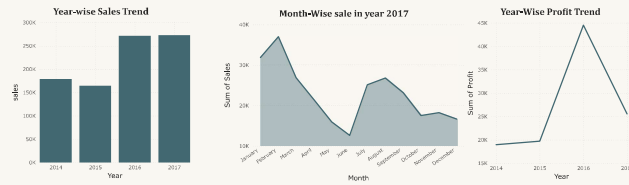
Sales performance dashboard

KPI'S & Report

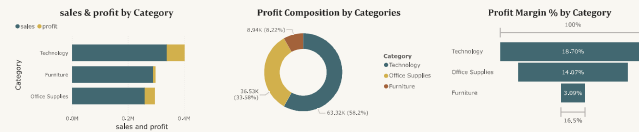
EXECUTIVE KPIs



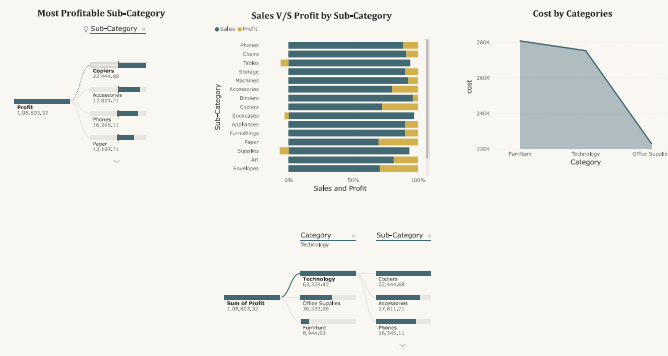
TREND ANALYSIS



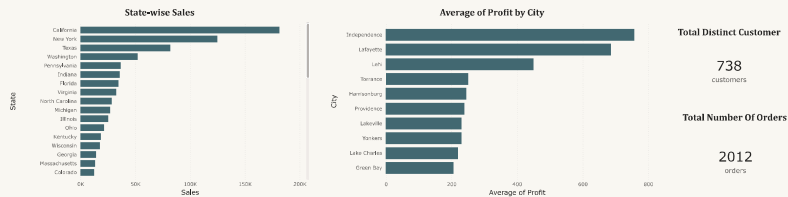
CATEGORY PERFORMANCE



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.