

145095,62  
257  
8535,04  
20  
3,97

#### REGIONAL PERFORMANCE

Region	Revenue
North	18249,47
South	52680,31
East	37465,89
West	36699,95

Best Region (Revenue)

South

Worst Region (Revenue)

North

#### PRODUCT PERFORMANCE

Product	Revenue
Laptop	68484,48
Tablet	12987
Phone	52425
Monitor	5599,84
Keyboard	5599,3
Headphones	0
	145095,62

#### SALES REP PERFORMANCE

Rep	Revenue
Alice	20393,58
Bob	38856
Charlie	31456,96
Diana	11939,55
Eve	22449,73
Unknown	19999,8

Sorted table '=SORT(KPI\_Engine!A35:E40; 2; -1)'

Bob	38856
Charlie	31456,96
Eve	22449,73
Alice	20393,58

Unknown	19999,8
Diana	11939,55

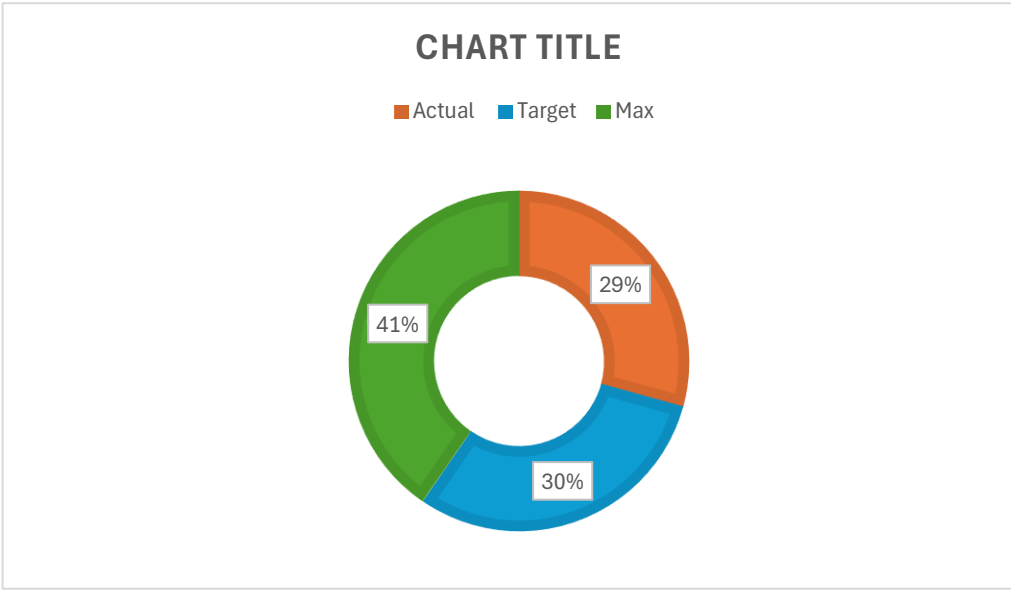
#VALUE!

Jan	Feb
15000	16000
45000	48000
30000	32000
28000	30000

Product	Revenue
Laptop	68484,48
Table	12987
Phone	52425
Monitor	5599,84
Keyboard	5599,3
Total	145095,62

=CHOOSE(MATCH(A73,"Revenue, Units, Transactions","N/A"); KPI\_Engine!B13:B16; K

Metric	Actual
Revenue	145095,62





SUM REVENUE  
SUM UNIT SOLD  
'=B5/B8'  
COUNTA  
AVERAGE RATING

Units	Average sales	Transactions
53	344,3296226	6
92	572,6120652	5
57	657,2963158	5
55	667,2718182	4

2  
1

Units	Avg Price	Transactions
67	1.022,16	5
29	447,83	4
75	699,00	4
16	349,99	4
70	79,99	3
0	79,99	0
257		

Units	Avg Sale	Transactions
54	377,66	4
51	761,88	4
50	629,14	4
55	217,08	4
27	831,47	3
20	999,99	1
51	761,8823529	4
50	629,1392	4
27	831,4714815	3
54	377,6588889	4

20

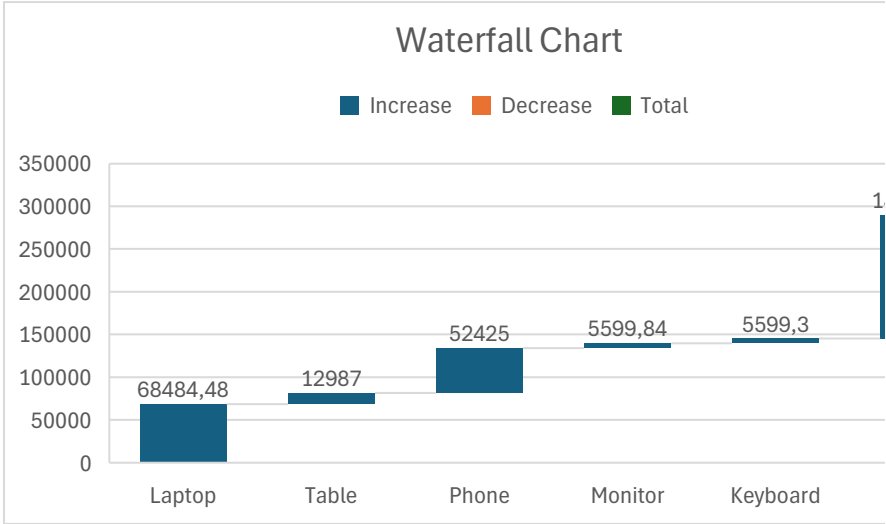
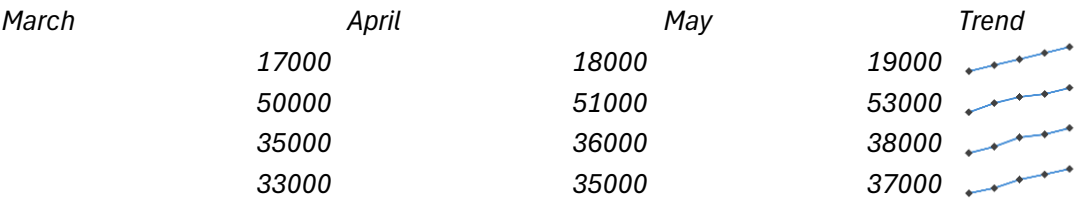
55

999,99

217,0827273

1

4



PI\_Engine!C13:C16; KPI\_Engine!E13:E16)'

// recheck

Target

Max

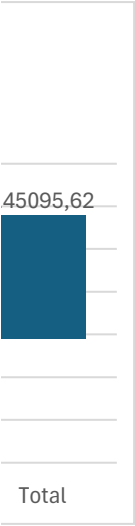
150000

200000













*changed to =AVERAGE(Cleaned\_Data!H:H)*

*Max in given list, , match (max value position in list), index - give related data of matched index  
MIN to get lowest value*





*Average Transaction Value*