



E-Commerce Sales & Order Performance Dashboard



A consolidated view of revenue, orders, customer insights, and regional performance.

Total Sales

12M

Total Orders

2500

Avg Sales Difference

-5.81K

Sales Difference

-223165

89868

Sales by POC – Target Performance

60

40

20

0

Target Not Met

Target Exceeded

Total 2023 Sales Target by Sales Team

4M

3M

2M

1M

0M

Alpha

Beta

Gamma

Delta

Epsilon

Country-wise Top Sales Manager (Orders Value)

| Customer Country | Aino Virtanen | Alexander Müller | Amelia Johnson | Ava Williams | Benjamin Chen | Benjamin Chen |
|------------------|---------------|------------------|----------------|--------------|---------------|---------------|
| USA | 77627 | 182927 | 118427 | 117947 | 338017 | |
| France | 19194 | 57103 | 77104 | 63040 | 122626 | |
| Spain | 34689 | 49718 | 43602 | 29859 | 117924 | |
| India | 15484 | 32528 | 31549 | 60821 | 133768 | |
| Germany | 25522 | 47047 | 51101 | 43004 | 71007 | |
| Total | 282411 | 407089 | 383744 | 355885 | 1032580 | |

Top-10 Sales Managers by Sales Value

2.0M

1.5M

1.0M

0.5M

0.0M

Noah Meier

Benjamin Chen

Isabella Garcia

Marco Bianchi

Benjamin Weber

Alexander Müller

Sophia Rossi

Dev Patel

Daniela Hernan...

Amelia Johnson

Top-10 Points of Contact by Sales Value

1.0M

0.5M

0.0M

Diego Fre...

Valarie Nelson

Peter Ferguson

Victoria Ashwo...

Anna O'Hara

Eric Natividad

Janine Labrune

Jeff Young

Kwai Yu

Paul Henriot

Sales Manager Ranking by Orders & Customers

Noah Meier

Benjamin C...

Isabella Gar...

Marco Bian...

Dev Patel

Benjamin ...

Lukas Schm...

Amelia Joh...

Alexander ...

Chloe Dupo...

Emma Hans...

0

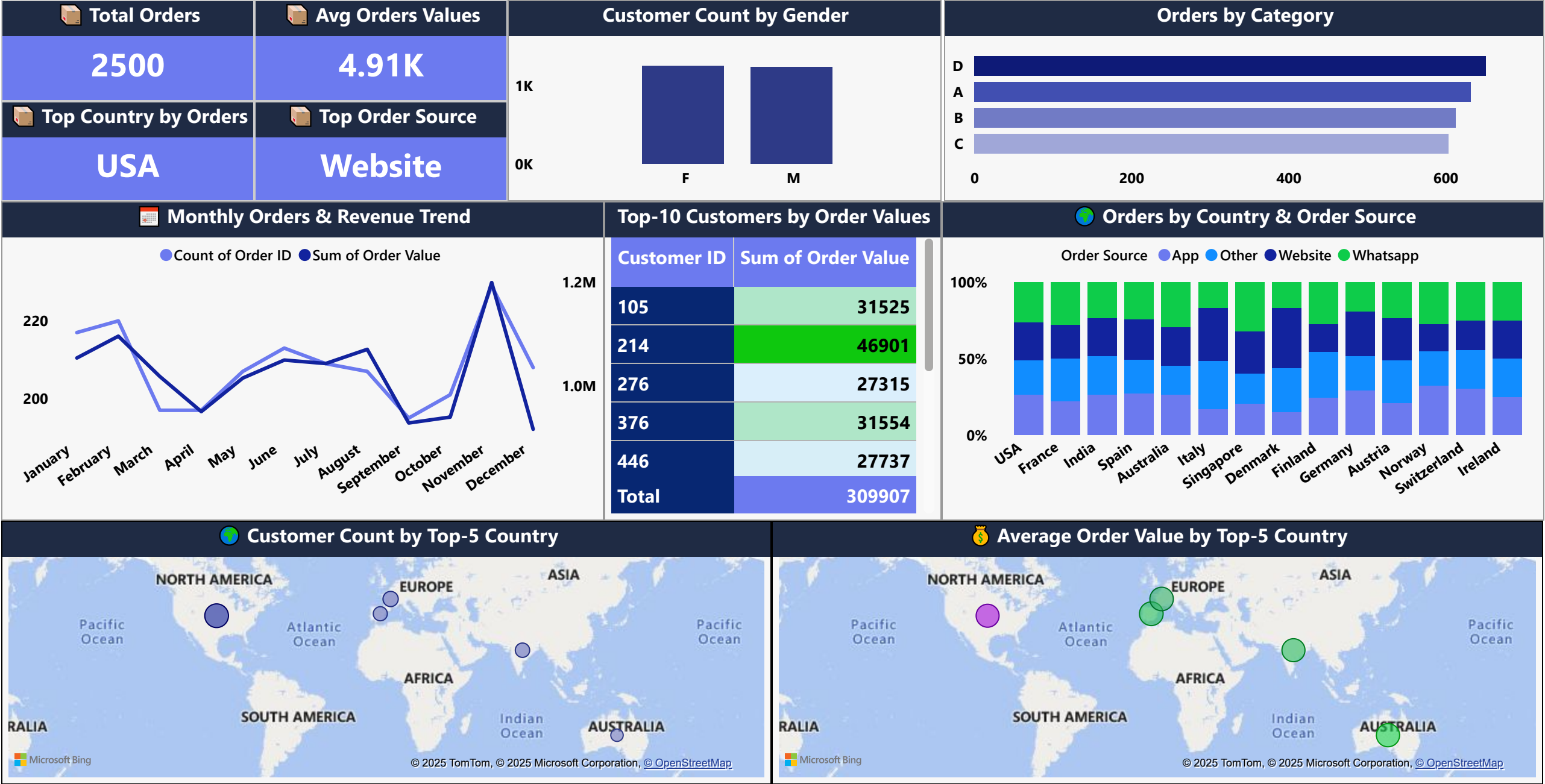
200



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Monthly Orders & Revenue Trend

Count of Order ID

Sum of Order Value

220

200

JanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

Top-10 Customers by Order Values

| Customer ID | Sum of Order Value |
|-------------|--------------------|
| 105 | 31525 |
| 214 | 46901 |
| 276 | 27315 |
| 376 | 31554 |
| 446 | 27737 |
| Total | 309907 |

Orders by Country & Order Source

Order Source

App

Other

Website

Whatsapp

100%50%0%

USAFranceIndiaSpainAustraliaItalySingaporeDenmarkFinlandGermanyAustriaNorwaySwitzerlandIreland

Customer Count by Top-5 Country

NORTH AMERICA

EUROPE

ASIA

AFRICA

SOUTH AMERICA

AUSTRALIA

Microsoft Bing

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Average Order Value by Top-5 Country

NORTH AMERICA

EUROPE

ASIA

AFRICA

SOUTH AMERICA

AUSTRALIA

Microsoft Bing



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| Sales Manager | Sales POC | Sales Team | Order Datetime |
|--|---|--|---|
| <div><input type="checkbox"/> Aino Virtanen</div> <div><input type="checkbox"/> Alexander Müller</div> <div><input type="checkbox"/> Amelia Johnson</div> <div><input type="checkbox"/> Ava Williams</div> <div><input type="checkbox"/> Benjamin Chen</div> <div><input type="checkbox"/> Benjamin Weber</div> <div><input type="checkbox"/> Charlotte Müller</div> | <div><input type="checkbox"/> Adrian Huxley</div> <div><input type="checkbox"/> Akiko Shimamura</div> <div><input type="checkbox"/> Allen Nelson</div> <div><input type="checkbox"/> Ann Brown</div> <div><input type="checkbox"/> Anna O'Hara</div> <div><input type="checkbox"/> Annette Roulet</div> <div><input type="checkbox"/> Arnold G.</div> | <div><input type="checkbox"/> Alpha</div> <div><input type="checkbox"/> Beta</div> <div><input type="checkbox"/> Delta</div> <div><input type="checkbox"/> Epsilon</div> <div><input type="checkbox"/> Gamma</div> | <div><div>01-01-2023 </div><div>31-12-2023 </div></div> <div><div></div><div></div></div> |

☐ Adrian Huxley

☐ Akiko Shimamura

☐ Allen Nelson

☐ Ann Brown

☐ Anna O'Hara

☐ Annette Roulet

☐ Ashley G...

☐ Alpha

☐ Beta

☐ Delta

☐ Epsilon

☐ Gamma

01-01-2023

31-12-2023

Average Sales vs. Target Trend by Order Date





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Order Value by Country & Sales Manager





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Sales Manager vs. Customer Country – Order Value Analysis

| Sales Manager | Australia | Austria | Denmark | Finland | France | Germany | India | Ireland | Italy | Norway | Singapore | Spain | Switzerland | USA | Total |
|-------------------|-----------|---------|---------|---------|---------|---------|---------|---------|--------|--------|-----------|---------|-------------|---------|----------|
| Aino Virtanen | 25568 | | 20833 | 6952 | 19194 | 5783 | 15484 | 6692 | 30360 | | 24253 | 34689 | 14976 | 77627 | 282411 |
| Alexander Müller | 17847 | 31218 | 5862 | 8648 | 57103 | 8332 | 32528 | 148 | 10474 | | 2284 | 49718 | | 182927 | 407089 |
| Amelia Johnson | 51461 | 1699 | 775 | | 77104 | 11600 | 31549 | 7938 | 24085 | 8713 | 6791 | 43602 | | 118427 | 383744 |
| Ava Williams | 16884 | 5053 | 19774 | 13074 | 63040 | 4492 | 60821 | | 3349 | | 13335 | 29859 | 8257 | 117947 | 355885 |
| Benjamin Chen | 71967 | 17625 | 20440 | 35714 | 122626 | 20791 | 133768 | 8148 | 32918 | 11732 | 83304 | 117924 | 17606 | 338017 | 1032580 |
| Benjamin Weber | 55946 | 642 | 17881 | 11080 | 63176 | 15669 | 62890 | 930 | 3481 | 1716 | 4650 | 66775 | 7486 | 153681 | 466003 |
| Charlotte Miller | 20220 | 3650 | 16993 | 23852 | 47750 | 6266 | 37348 | | 22747 | 5886 | 18816 | 24002 | 2713 | 96997 | 327240 |
| Chloe Dupont | 6733 | 3924 | 10287 | 14395 | 44219 | 2664 | 58440 | | 14908 | | | 30318 | | 191805 | 377693 |
| Daniela Hernandez | 33641 | 3121 | | 8408 | 30327 | 927 | 45270 | 1072 | 8522 | 35468 | 25965 | 36213 | 2228 | 159541 | 390703 |
| Dev Patel | 12480 | 15001 | 19499 | 7481 | 68188 | 13187 | 42277 | 5671 | 19166 | | 19489 | 42084 | | 135282 | 399805 |
| Emily Dubois | 23706 | 6399 | 19388 | 12685 | 36044 | 8615 | 49746 | | 7637 | 3392 | 9161 | 54629 | 5162 | 86069 | 322633 |
| Emily Murphy | 12059 | 7497 | 9829 | | 21434 | 5900 | 22140 | 720 | 25489 | | 23801 | 56514 | 4382 | 98862 | 288627 |
| Emma Hansen | 1327 | 5113 | 6117 | 12261 | 60685 | 21843 | 45668 | | 6578 | 11685 | | 54455 | 9636 | 123066 | 358434 |
| Ethan Lee | 38465 | 6510 | 4953 | 8190 | 12523 | | 40877 | | 8180 | 6186 | 38844 | 43255 | 9873 | 142657 | 360513 |
| Isabella Garcia | 45277 | 6030 | | 21308 | 84002 | 17355 | 46521 | 6063 | 23288 | 4019 | 15070 | 63903 | 8024 | 199550 | 540410 |
| Liam Baumann | 8514 | 6527 | | 10333 | 33400 | 21961 | 5512 | | 24856 | | 8355 | 30383 | 576 | 122603 | 273020 |
| Liam O'Sullivan | 13972 | 9460 | 3774 | 10726 | 67991 | 2923 | 56097 | | 13578 | 14242 | 13000 | 28446 | 6590 | 111407 | 352206 |
| Lucas Nielsen | 24557 | 37508 | 6046 | | 50997 | 11259 | 32208 | | 26537 | 10730 | | 32398 | 8432 | 126321 | 366993 |
| Lucas Olsen | 36736 | | | 6807 | 14316 | 75 | 32330 | | 18081 | | 16657 | 30075 | 1369 | 163233 | 319679 |
| Lukas Schmidt | 54152 | | 10933 | 799 | 54750 | 15706 | 35784 | | 7879 | 4570 | 5523 | 59635 | | 124873 | 374604 |
| Marco Bianchi | 58957 | 9085 | 21758 | 4854 | 34539 | 7173 | 88555 | 7588 | 18000 | 9467 | 13655 | 71134 | 8390 | 136112 | 489267 |
| Mia Khan | 10611 | 849 | 8983 | | 9105 | | 1641 | | 11308 | | | 26075 | | 85860 | 154432 |
| Noah Meier | 140715 | 26281 | 52893 | 42268 | 229185 | 5435 | 159140 | 23280 | 63721 | 26102 | 29838 | 169966 | 21489 | 412628 | 1402941 |
| Oliver Kumar | 42571 | | | 12987 | 70265 | | 29338 | 3844 | 7311 | 13821 | 5782 | 37663 | 6696 | 52723 | 283001 |
| Olivia Jensen | 30439 | 5634 | 18559 | 1562 | 75264 | 8536 | 27671 | 3233 | 8592 | 5714 | 26353 | 31549 | 7479 | 131215 | 381800 |
| Total | 974217 | 223916 | 307260 | 324319 | 1640341 | 299656 | 1365448 | 91966 | 539764 | 195229 | 486633 | 1386799 | 165904 | 4274438 | 12275890 |