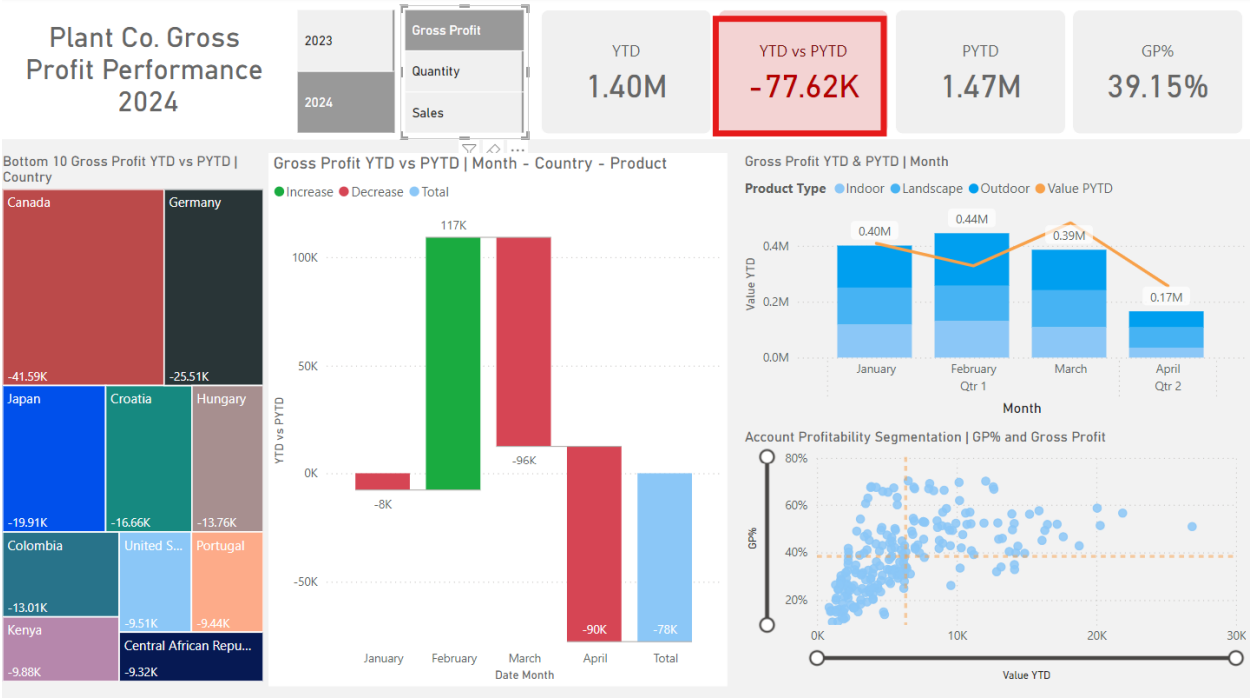


A brief example of the insights that can be derived from this report.

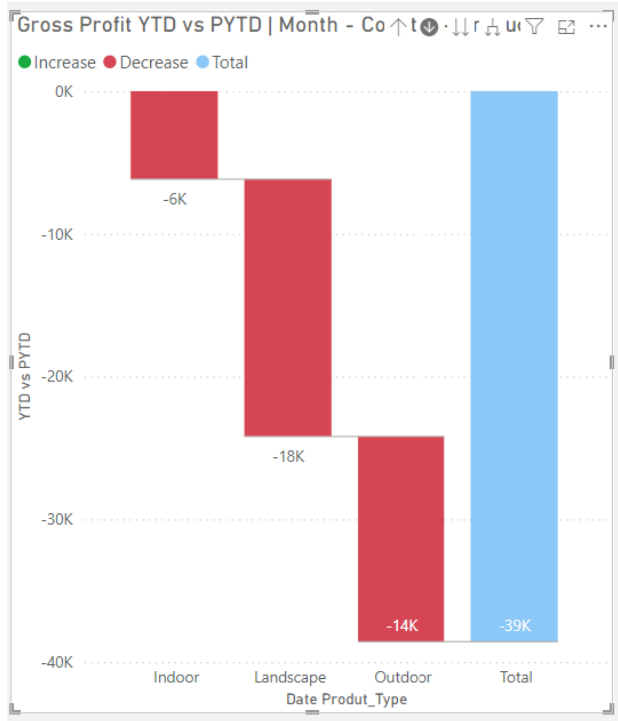
We start by selecting a year (2024) and a performance measure (gross profit).

Gross profit is down 77k from the previous year. We can quickly see that Canada is performing at its lowest compared to the previous year sales (down 41k YTD).

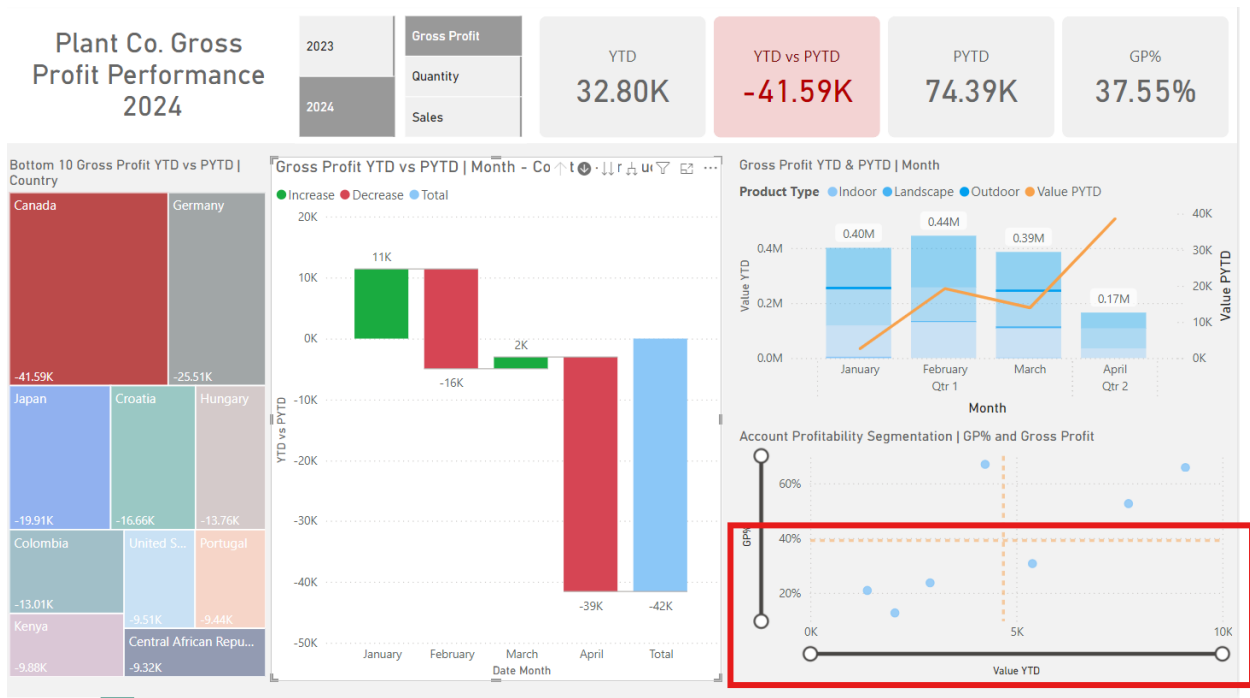


By selecting Canada on the tree map, we can quickly see the YTD vs PYTD comparison month-by-month on the waterfall chart. April saw a significant decline in sales compared to the prior year (down 39k).

Drilling into the waterfall chart further, we can see products in the landscape category saw the largest drop in gross profit (down 18k).



If we drill-up to see all of Canada again, we can use the scatterplot to see that many of our customers fall below our company average for gross profit.



We can also see which accounts are above our average profitability, which could help our sales team determine where to focus their efforts to maximize impact on overall company performance.

This is one short example of how this performance dashboard enables insights to drive profitability.