

Sales Dashboard

Key Performance Indicator

1. Increase annual total sales by 10% and reach a total sales goal of \$2 million by the end of the next fiscal year.
2. Increase the annual growth rate of unique customers by 15%, aiming to acquire a total of 2,000 unique customers by the conclusion of the upcoming fiscal year.
3. Expand product sales variety to lessen dependence on dominant product categories, aiming to limit the combined sales contribution of the top two categories (Robot and Drone) by 60%.
4. Increase the clientele in less explored regions like Africa and Asia within the upcoming six months.
5. Achieve a minimum monthly sales performance of \$75,000 by implementing targeted marketing campaigns and promotions.

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Sales Overview

Category

City

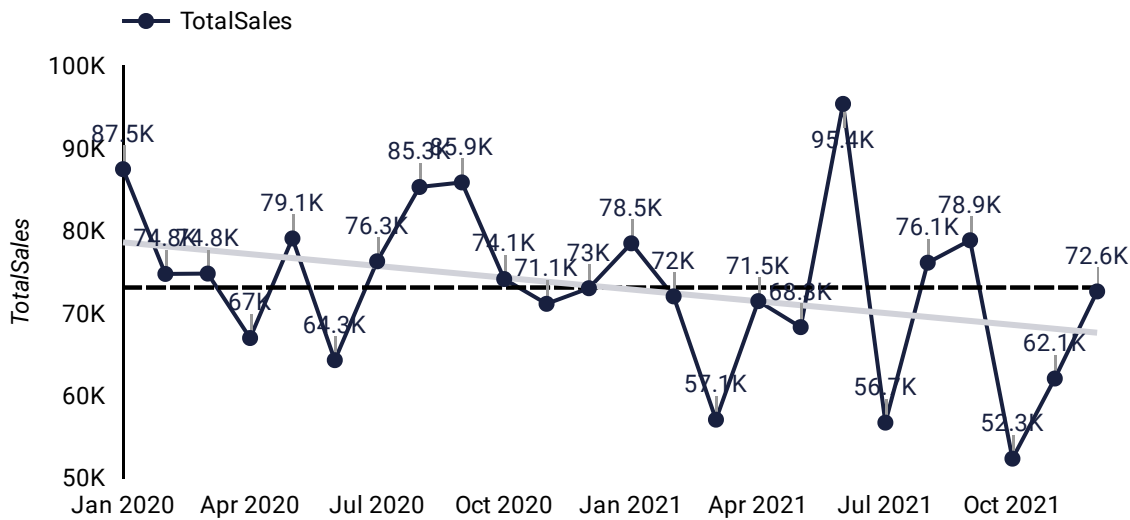
Select date range

Total Sales
1.75M

Unique Customers
1.67K

Transactions
3.34K

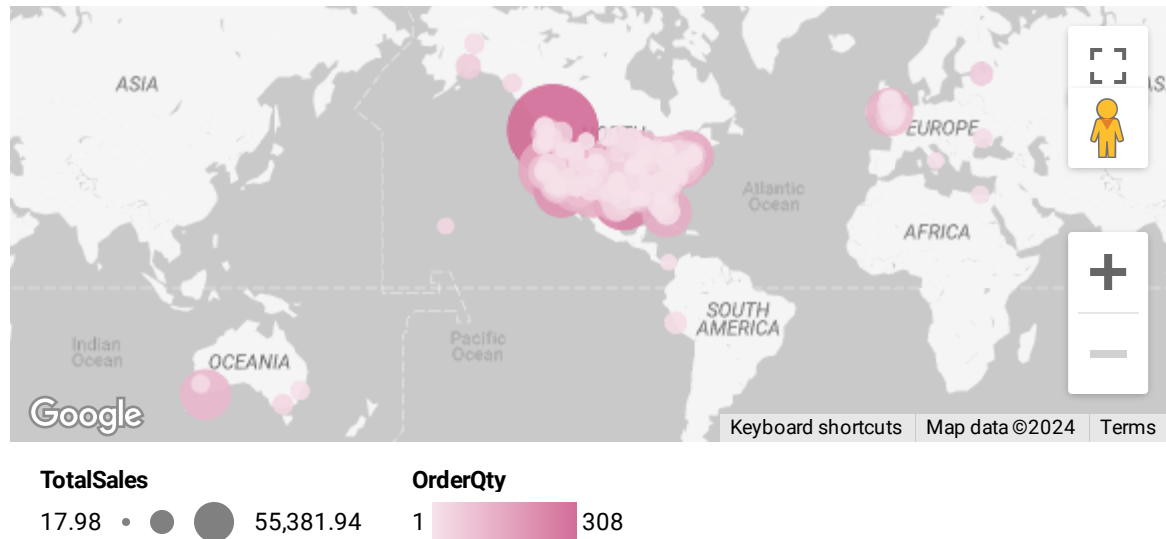
Sales Performance Over Time



Sales and Item Sold by Category



Sales and Item Sold by City



	City	Total Quantity	Total Sales
1.	Washington	308	55,382
2.	Houston	249	33,761
3.	Sacramento	153	33,380
4.	San Diego	203	29,229
5.	Albany	109	25,406

Product Overview

Total Items Sold
11.65K

Number of Category
7

Number of Products
69

	Product Name	Total Quantity...	Average Price	Total Sales
1.	Sleepy Eye Blueprint	312	12	3,741
2.	DTI-84 Drone	231	455	105,105
3.	AI for Educators	211	50	10,539
4.	Building Your Own ...	210	25	5,248
5.	RCB-889 Robot	208	549	114,192

Database

	OrderDate ⓘ ▲	Category	Product	CustomerCity	Price	Order Quantity	Total Sales
1.	Jan 1, 2020	Training Videos	Drone Video Techniques	Saint Petersburg	38	6	228
2.	Jan 1, 2020	eBooks	SCARA Robots	Des Moines	20	5	98
3.	Jan 1, 2020	eBooks	Spherical Robots	Birmingham	17	5	84
4.	Jan 1, 2020	Robots	RWW-75 Robot	Katy	883	3	2,649
5.	Jan 1, 2020	eBooks	Polar Robots	Jackson	24	2	48
6.	Jan 1, 2020	Drone Kits	BYOD-220	Honolulu	69	1	69
7.	Jan 2, 2020	Drone Kits	BYOD-100	Washington	54	5	270
8.	Jan 2, 2020	eBooks	Fixed Wing Drones	Birmingham	16	3	47
9.	Jan 2, 2020	Blueprints	Ladybug Robot Blueprint	West Palm Beach	12	2	24
10.	Jan 2, 2020	Drones	DTE-QFN20 Drone	Sacramento	250	2	500
11.	Jan 2, 2020	Robot Kits	BYOR-2640S	Houston	189	2	378
12.	Jan 2, 2020	Robot Kits	BYOR-2640S	Washington	189	2	378
13.	Jan 2, 2020	Robot Kits	BYOR-3000	Virginia Beach	214	2	428
14.	Jan 2, 2020	Training Videos	Drone Video Techniques	Des Moines	38	2	76
15.	Jan 2, 2020	Training Videos	Understanding Automation	San Diego	45	1	45
16.	Jan 3, 2020	Drones	DA-SA702 Drone	Stamford	399	4	1,596
17.	Jan 3, 2020	Drone Kits	BYOD-350	Torrance	90	3	270
18.	Jan 3, 2020	Training Videos	Drone Video Techniques	Green Bay	38	3	114
19.	Jan 3, 2020	Robots	MICR-23K Robot	Charlotte	899	2	1,798
20.	Jan 4, 2020	Robots	MICR-23K Robot	Albany	899	5	4,495
21.	Jan 4, 2020	Drone Kits	BYOD-350	Virginia Beach	90	4	360
22.	Jan 4, 2020	Drones	DC-304 Drone	Charlotte	395	3	1,185
23.	Jan 4, 2020	Training Videos	Drone Video Techniques	Palatine	38	3	114