Performance de Vendas Mês Atual

Objetivo de Vendas

$146,08K

0K

$76,64K

$63,86K
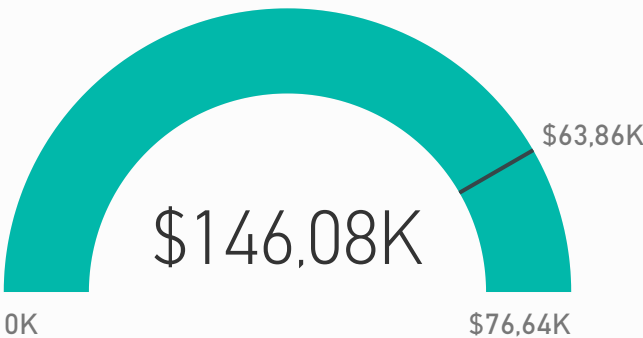
KPI's

$146.083,82
Total Fat $

$63.864,00
Total Meta $

228,74%
% Realiz.

51.49% 🟢
MoM

24.3% 🟢
YoY

Comercial % Vendas

Legend ● FILIAL ● MATRIZ

RUAN PARLA
CHESTER LIGTH
FILIAL
MATRIZ
TIAGO FIELDER
CHARLES NOIX

Top 5 Clientes

BIKE NOVA
CICLOBIKE ME
PEDAL RAPIDO
BEST BIKES
PRIME BIKES

$0K $10K $20K $30K $40K
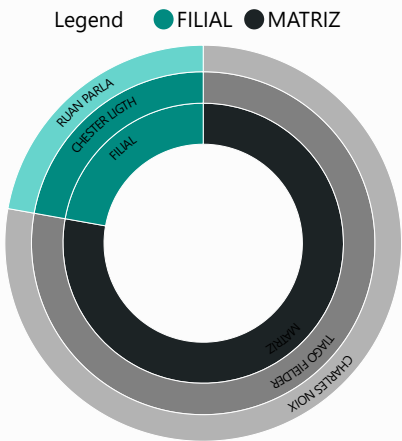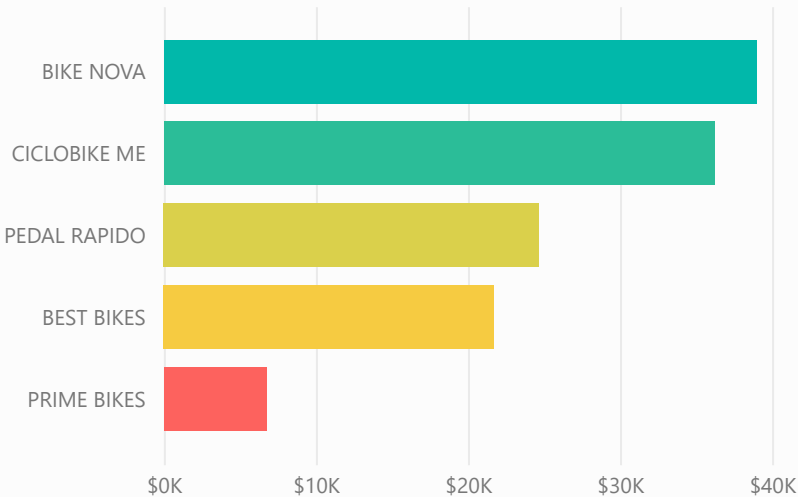
Indicadores MoM e YoY

Fantasia	Total Fat $	MoM	YoY
FILIAL	$32.427,78	-56.49% 🟠	-40.94% 🟠
MATRIZ	$113.656,04	418.81% 🟢	81.5% 🟢

Indicadores de Objetivo

Fantasia	Total Fat $	Total Meta	% Realiz.	KPI_META
FILIAL	$32.427,78	$32.238,00	100,59%	🟢
MATRIZ	$113.656,04	$31.626,00	359,38%	🟢

Indicadores de Rentabilidade

Fantasia	Total Fat %	Lucro $	% Lucro	KPI_LUCRO
FILIAL	$32.427,78	$3.242,97	11,11%	🟢
MATRIZ	$113.656,04	$11.365,33	11,11%	🟢

Total Fat $ X Total Meta $ por Vendedor

● Total Fat $ ● Total Meta $

$100K

$80K

$60K

$40K

$20K

$16.500

$16.000

CHARLES NOIX   RUAN PARLA   MALCON DEXTER   OWEN STRONG

Top 5 Produtos

BICICLETA ARO 2...
Estrada-150 - Ver...
Touring-1000 - A...
Estrada-550-W - ...
Touring-1000 - A...

$0K $50K
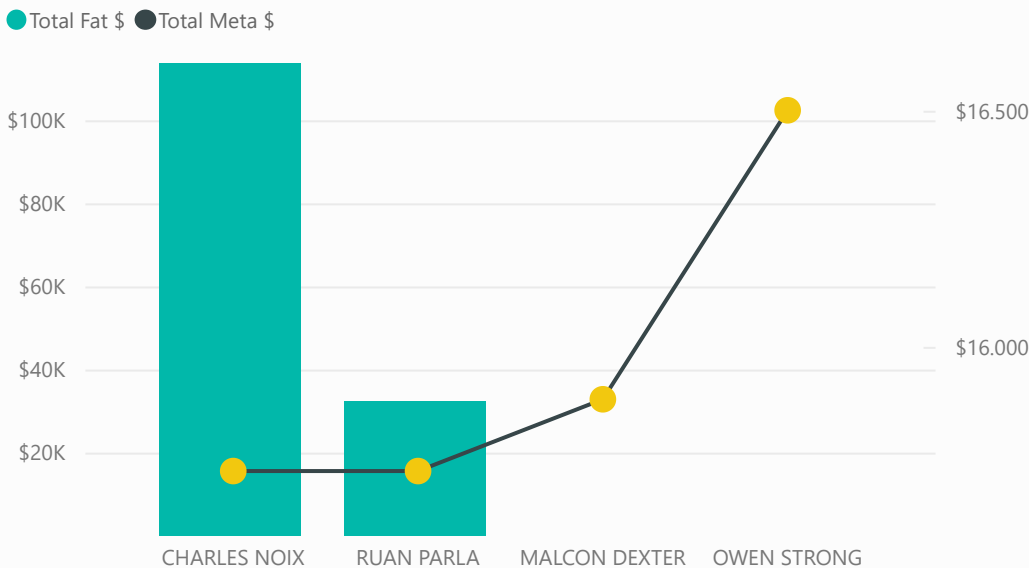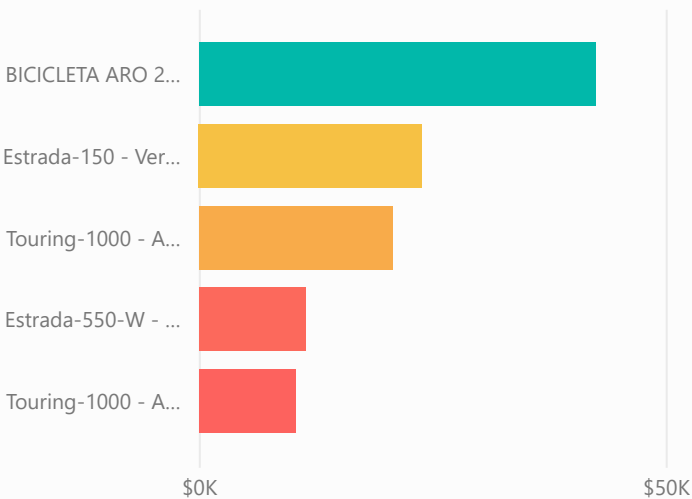
Performance de Vendas Ano Atual

Objetivo de Vendas

$1,48M

0M
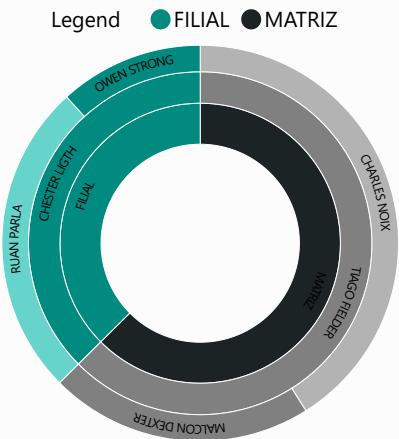$1,50M
$1,80M
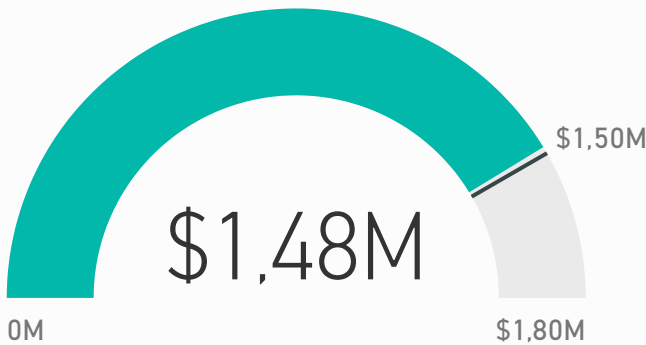
KPI's

$1.483.535,34
Total Fat $

$1.497.653,75
Total Meta $

99,06%
% Realiz.

KPI_META

-17.37%
YoY

Comercial %Vendas

Legend ● FILIAL ● MATRIZ

OWEN STRONG
CHESTER LIGTH
FILIAL
RUAN PARLA
CHARLES NOIX
MATRIZ
TIAGO FIELDER
MALCON DEXTER

Top 5 Clientes

BIKE NOVA
DESAFIA
BEST CICLOS
ROTA BIKES
PEDAL PATRA

$0K $50K $100K $150K $200K
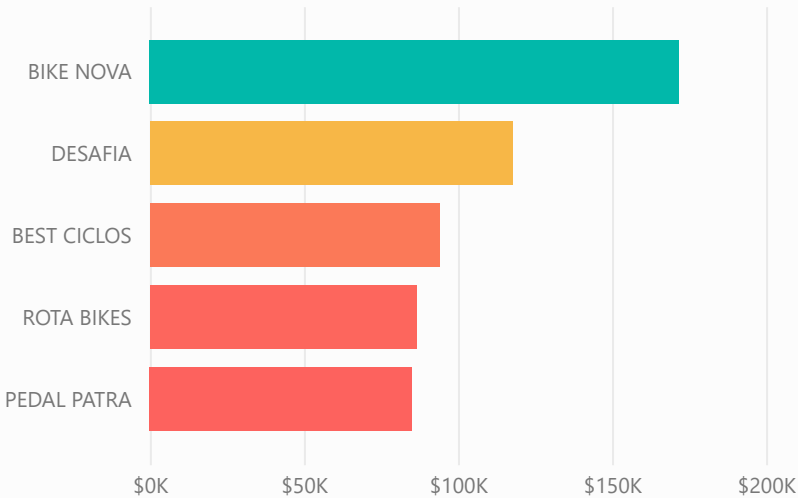
Indicadores YoY

Fantasia	Total Fat $	YoY
FILIAL	$555.484,91	2.27% ●
MATRIZ	$928.050,43	-25.88% ●
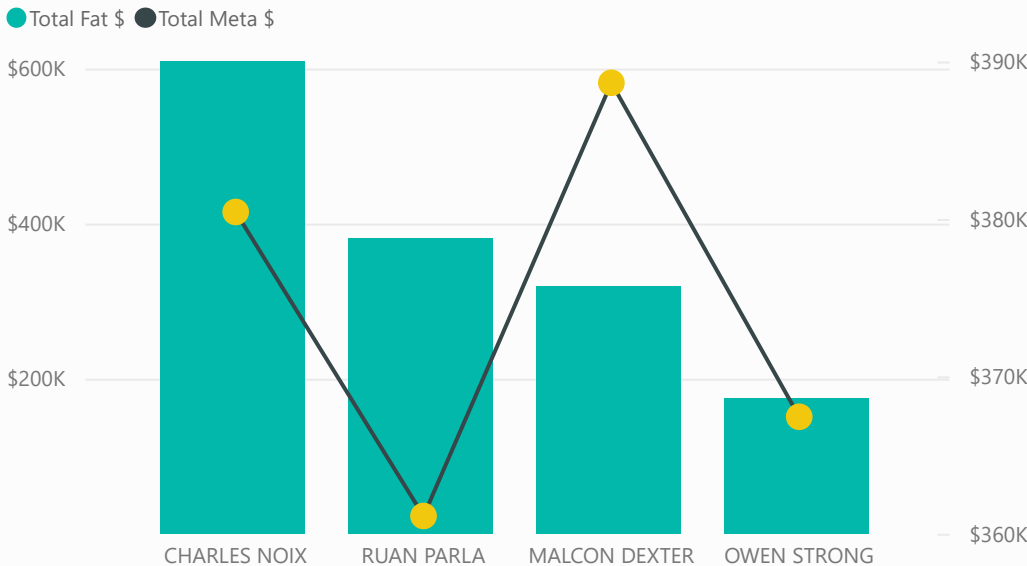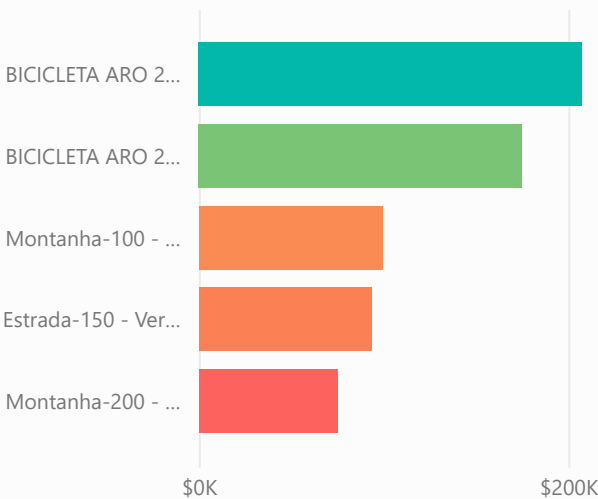
Indicadores de Objetivo

Fantasia	Total Fat $	Total Meta	% Realiz.	KPI_META
FILIAL	$555.484,91	$728.559,99	76,24%	●
MATRIZ	$928.050,43	$769.093,76	120,67%	●

Indicadores de Rentabilidade

Fantasia	Total Fat %	Lucro $	% Lucro	KPI_LUCRO
FILIAL	$555.484,91	$55.550,03	11,11%	●
MATRIZ	$928.050,43	$92.803,83	11,11%	●

Total Fat $ X Total Meta $ por Vendedor

● Total Fat $ ● Total Meta $

$600K $390K
$400K $380K
$200K $370K
$360K

CHARLES NOIX   RUAN PARLA   MALCON DEXTER   OWEN STRONG

Top 5 Produtos

BICICLETA ARO 2...
BICICLETA ARO 2...
Montanha-100 - ...
Estrada-150 - Ver...
Montanha-200 - ...

$0K $200K

Análise de Tendência

MoM % x YoY %

● MoM% ● YoY%
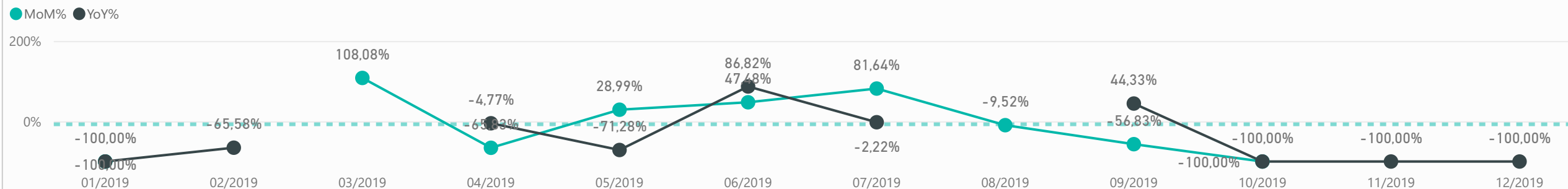
Faturamento x Meta

● Total Fat $ ● Total Meta $
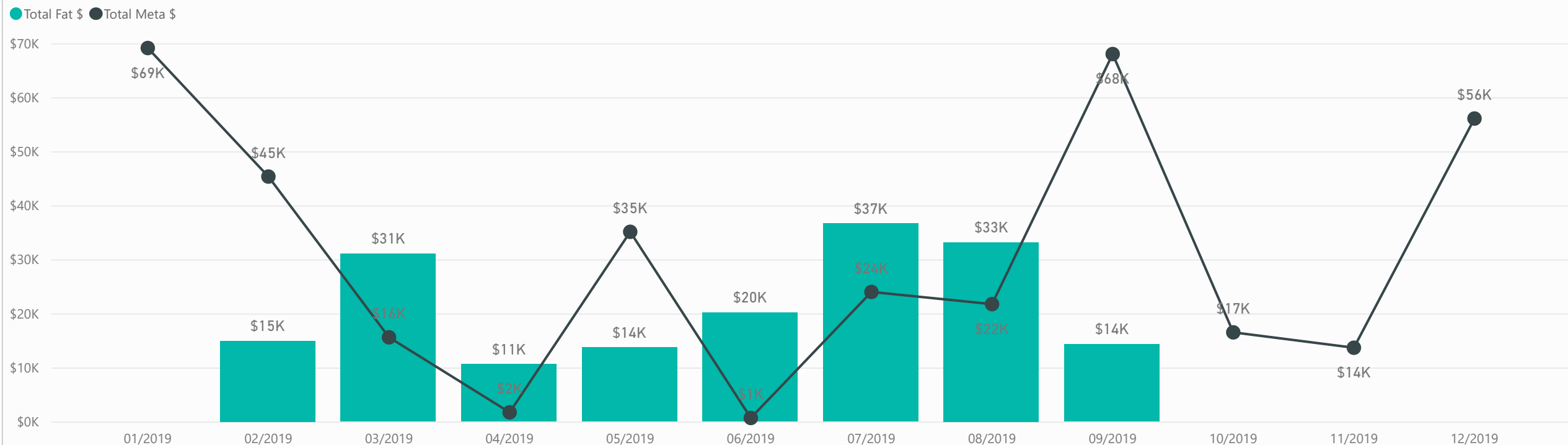
Fantasia	Nome	NOME	Total Fat $	Total Meta $	% Realiz.	CUSTO_VENDA	Lucro $	% Lucro	KPI_META	KPI_LUCRO
FILIAL	CHESTER LIGTH	OWEN STRONG	$693.562,95	$1.128.210,36	61,47%	$624.204,82	$69.358,13	11,11%	🟠	🟢
FILIAL	CHESTER LIGTH	RUAN PARLA	$1.066.896,57	$1.096.983,38	97,26%	$960.204,16	$106.692,41	11,11%	🟠	🟢
MATRIZ	TIAGO FIELDER	CHARLES NOIX	$2.078.975,57	$1.291.852,74	160,93%	$1.871.081,02	$207.894,55	11,11%	🟢	🟢
MATRIZ	TIAGO FIELDER	MALCON DEXTER	$1.019.560,33	$1.244.273,95	81,94%	$917.604,90	$101.955,43	11,11%	🟠	🟢
Total			**$4.858.995,42**	**$4.761.320,43**	**102,05%**	**$4.373.094,90**	**$485.900,52**	**11,11%**	🟢	🟢

Fantasia	Nome	NOME	Total Fat $	`
FILIAL	CHESTER LIGTH	OWEN STRONG	$693.562,95	
FILIAL	CHESTER LIGTH	RUAN PARLA	$1.066.896,57	
MATRIZ	TIAGO FIELDER	CHARLES NOIX	$2.078.975,57	
MATRIZ	TIAGO FIELDER	MALCON DEXTER	$1.019.560,33	
Total			**$4.858.995,42**	

MES/ANO	Total Fat $	YoY%	MoM%	MoM $	KPI_MoM	KPI_YoY	MoM		YoY		META_120
04/2019	$256.328,49	81,79%	72,08%	148.958,03	🟢	🟢	72.08%	🟢	81.79%	🟢	54.575,70
01/2019	$223.470,49	25,96%	37,98%	161.955,81	🟢	🟢	37.98%	🟢	25.96%	🟢	313.158,00
05/2017	$205.868,85		9,02%	188.837,84	🟢	🟢	9.02%	🟢			171.691,20
07/2018	$197.597,75	131,44%	33,44%	148.078,87	🟢	🟢	33.44%	🟢	131.44%	🟢	113.479,20
08/2018	$196.225,09	5,90%	-0,69%	197.597,75	🟠	🟢	-0.69%	🟠	5.9%	🟢	90.404,40
04/2017	$188.837,84		52,96%	123.458,92	🟢	🟢	52.96%	🟢			244.733,81
08/2017	$185.290,42		117,03%	85.376,56	🟢	🟢	117.03%	🟢			90.644,40
01/2018	$177.417,32	38,52%	124,89%	78.889,15	🟢	🟢	124.89%	🟢	38.52%	🟢	311.607,60
12/2018	$161.955,81	105,30%	24,64%	129.940,58	🟢	🟢	24.64%	🟢	105.3%	🟢	252.308,40
11/2017	$153.916,96		49,11%	103.221,38	🟢	🟢	49.11%	🟢			62.636,40
06/2019	$153.662,84	3,77%	53,67%	99.996,99	🟢	🟢	53.67%	🟢	3.77%	🟢	3.306,00
03/2019	$148.958,03	17,05%	34,82%	110.484,34	🟢	🟢	34.82%	🟢	17.05%	🟢	77.010,00
06/2018	$148.078,87	20,52%	14,46%	129.372,60	🟢	🟢	14.46%	🟢	20.52%	🟢	3.416,40
Total	**$4.858.995,42**	**57,58%**	**3,10%**		🟢	🟢	**3.1%**	🟢	**57.58%**	🟢	**5.389.837,72**

10/2019

ULTIMO_MES_VENDA

2019

ULTIMO_ANO_VENDA