



PERFORMANCE OVERVIEW

SALES

Net Sales	Units Sold
122.71K	2551

VARIANCE

Net Sales Variance	Return Variance
43.32K	47.48K

RETURN

Returns	Return Rate	Unit Returns
0.4	0.41	1673

Month Filter

Apr



SALES & RETURN REPORT

Welcome to the financial performance report. In this report, you will find insights about the sales and return performance over a specific period of time.

You can export the reports to excel files which is already connected to the server for further analysis on your own.

An example of report created by Minh Trang



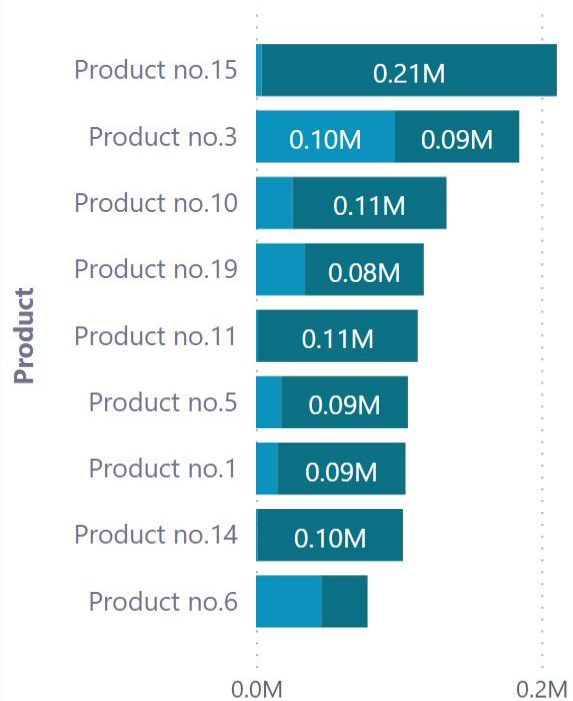
NET SALES

Key Influencers: Rank the factors and their probability that affects sales the most

Decomposition Tree: Drill into further dimension to understand key metrics

Category Breakdown

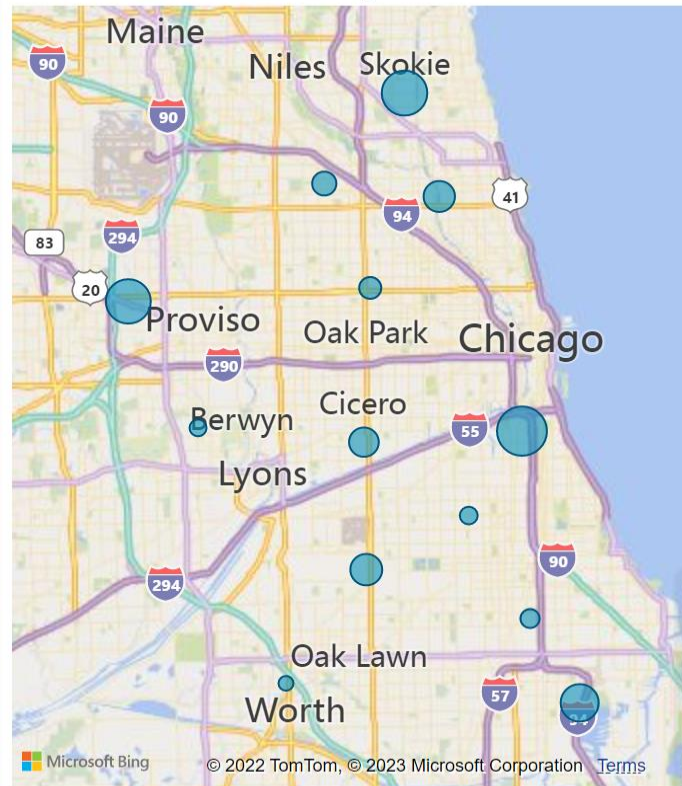
Net Sales by: ● Returned ● Sold



Visual

Tabular

Net Sales by Location

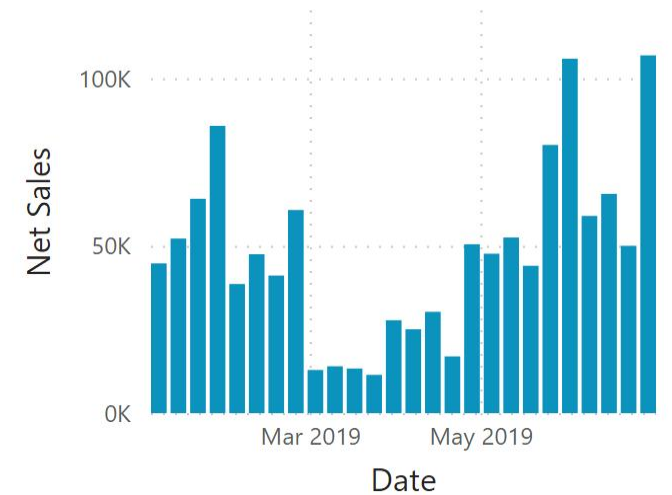




Visual

Map

Net Sales vs net sales PM by date as stacked column chart

Showing results for Net sales sorted by sale date as stacked column chart



Is this useful?  



NET SALES

Click here to follow link

Decomposition Tree: Drill into further dimension to understand key metrics

Category Breakdown

Net Sales

Store Breakdown

Decomposition Tree

Price Range x

>\$70

Gender x

Male

Category x

Category A

Sum of Amount
1712020

>\$70

713659

Male

505808

Category A

345328

\$40 - \$70

644997

Female

207851

Category C

160480

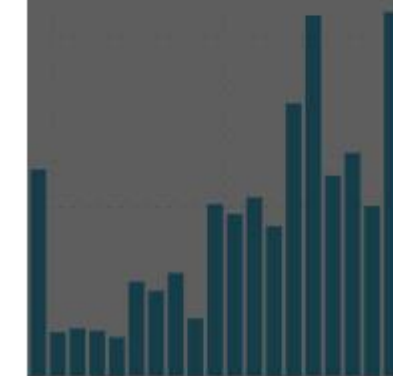
<\$40

353364



sales PM by date as
chart

sorted by sale date as stacked column



ar 2019 May 2019

Date

Is this useful?



Visual

Tabular

Visual

Map



NET SALES

Key Influencers: Rank the factors and their probability that affects sales the most

Click here to follow link

Key influencers Top segments

What influences our Customer to be Male ?

When...

...the likelihood of our Customer being Male increases by

Segment is Turquoise

1.18x

Promotion is Store Discount (-10%)

1.16x

Price Range is \$40 - \$70

1.15x

Promotion is Coupon (-20%)

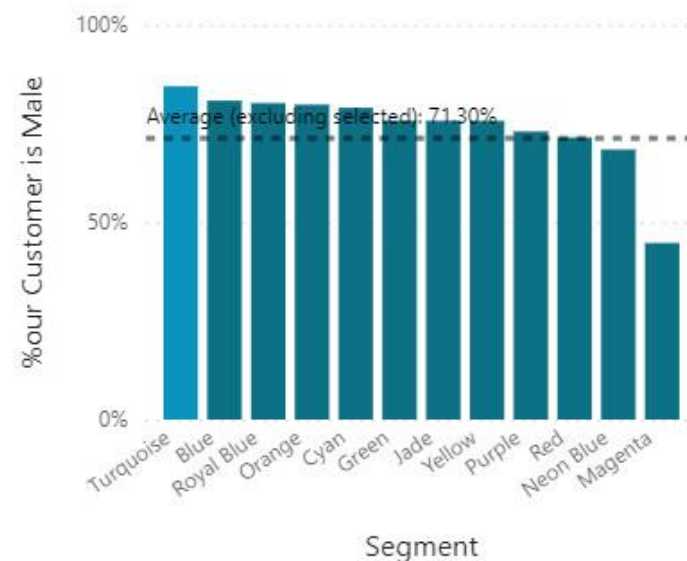
1.13x

Category is Category A

1.12x

Sort by: Impact Count

← our Customer is more likely to be Male when Segment is Turquoise than otherwise (on average).



☐ Only show values that are influencers



RETURN RATE

We Decrease Our Return Rate (%) to:

0

20

WHAT IF ?

Extra Profit

459.8K

Net Sales (Forecast)

1,707,791

Return Rate

0.27

Return Rate through time

What if analysis

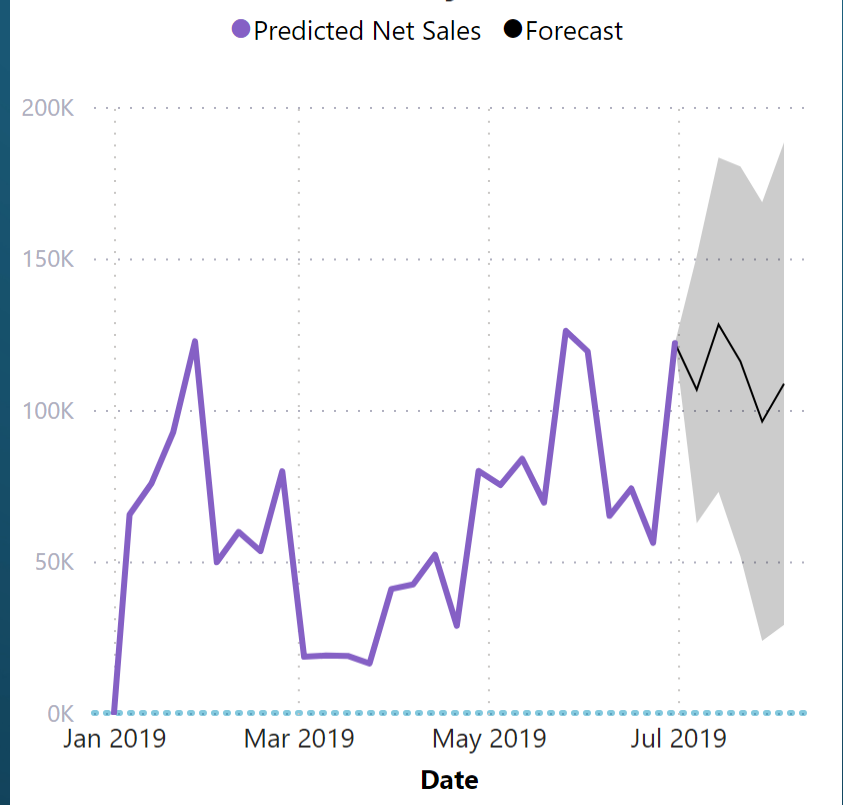
Net Sales vs "What If" Analysis

Store	Net Sales	Forecast	Extra Profit
Store no.0	77617	108,321.00	30,704.00
Store no.1	148695	190,498.00	41,803.00
Store no.10	123567	158,006.00	34,439.00
Store no.11	53535	78,363.00	24,828.00
Store no.12	163202	212,045.00	48,843.00
Store no.13	56317	76,215.00	19,898.00
Store no.2	101392	119,665.00	18,273.00
Store no.3	70636	93,400.00	22,764.00
Store no.4	146545	199,731.00	53,186.00
Store no.5	95839	146,816.00	50,977.00
Store no.6	103097	143,060.00	39,963.00
Total	1248013	1,707,791.00	459,778.00

Comparison

Map

"What If" Analysis Forecast



Forecast

Extra Profit



RETURN RATE

Extra Profit

459.8K

Net Sales (Forecast)

1,707,791

Return Rate

0.27

[Click here to follow link](#)

[Return Rate through time](#)

[What if analysis](#)

Return Rate Over Time

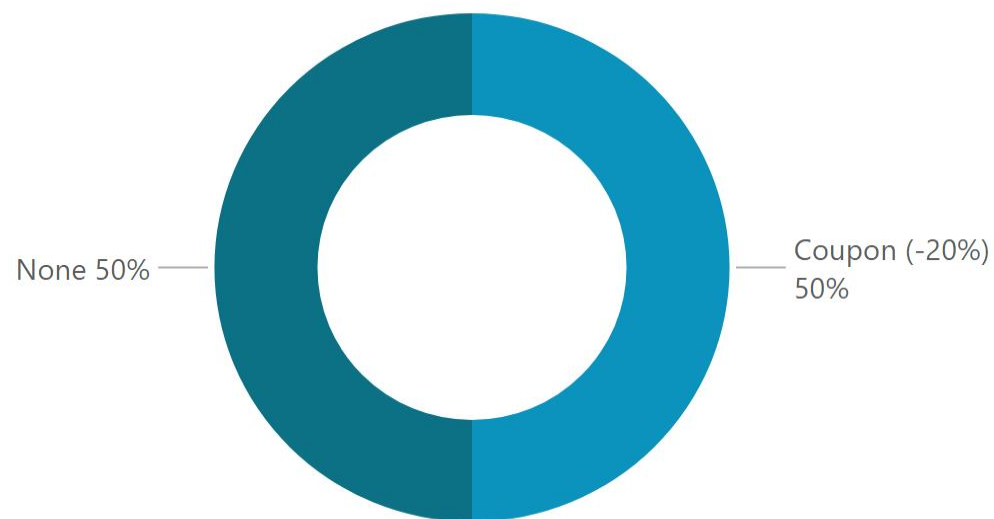




PRICE RANGES

⬅ For your chosen product ...

Count of Price Range by Promotion



Count of Price Range by Store

