

ALL STORES

\$12,566,353

 Sales YTD

\$1,252,959

 Sales INV. YTD

100.00%

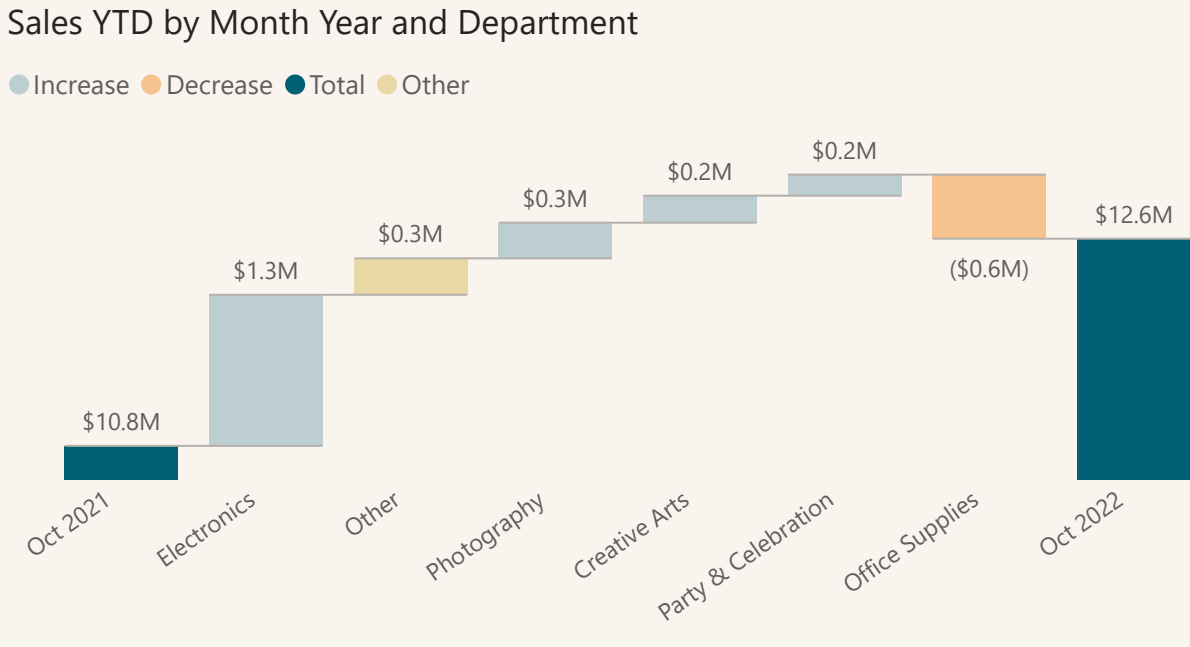
Inv % All Stores

\$6,748,069

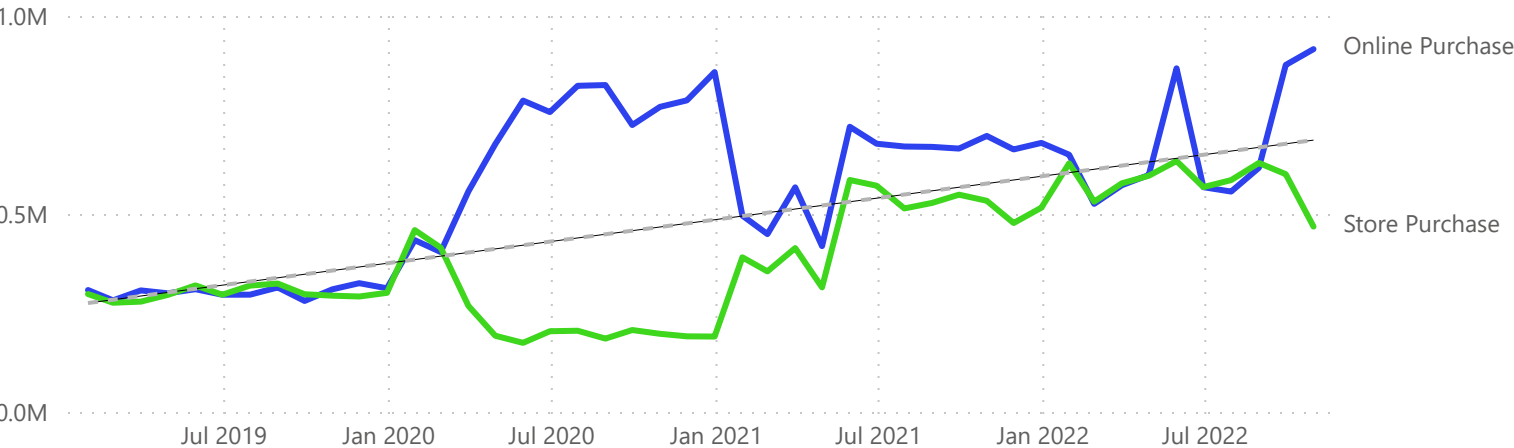
 Sales Online YTD

Slice Waterfall By

- ☒ Department
- ☐ Customer State
- ☐ Store Name
- ☐ Product Name
- ☐ Cost Bucket



Sales Development



Store Selection



Latest Actual Month

Oct 2022

Budget



Stores

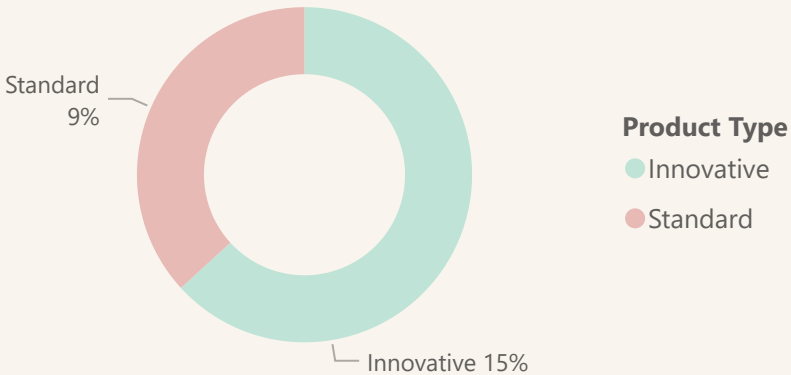


Month Year	Sales NEW Reg. Customers	Total Sales	Sales PY	Δ Sales PY %	Last 12 Month	Last 12 Month
Oct 2021	\$12,513.25	\$1,230,554	\$967,985	27.1% ▲	202110	202110
Nov 2021	\$1,644.42	\$1,140,237	\$978,012	16.6%	202111	202111
Dec 2021	\$3,949.84	\$1,195,520	\$1,048,857	14.0%	202112	202112
Jan 2022	\$68,977.21	\$1,277,650	\$886,576	44.1% ▲	202201	202201
Feb 2022	\$12,838.44	\$1,056,772	\$804,351	31.4% ▲	202202	202202
Mar 2022	\$6,337.02	\$1,150,308	\$981,245	17.2%	202203	202203
Apr 2022	\$2,956.96	\$1,195,104	\$733,594	62.9% ▲	202204	202204
May 2022	\$6,510.79	\$1,501,664	\$1,306,130	15.0%	202205	202205
Jun 2022	\$161.37	\$1,135,618	\$1,248,843	-9.1%	202206	202206
Jul 2022	\$782.71	\$1,142,286	\$1,184,463	-3.6%	202207	202207
Aug 2022	\$419	\$1,245,453	\$1,197,480	4.0%	202208	202208
Sep 2022	\$695.29	\$1,476,954	\$1,213,990	21.7% ▲	202209	202209
Oct 2022	\$1,299.13	\$1,384,544	\$1,230,554	12.5%	202210	202210

KPI Slicer

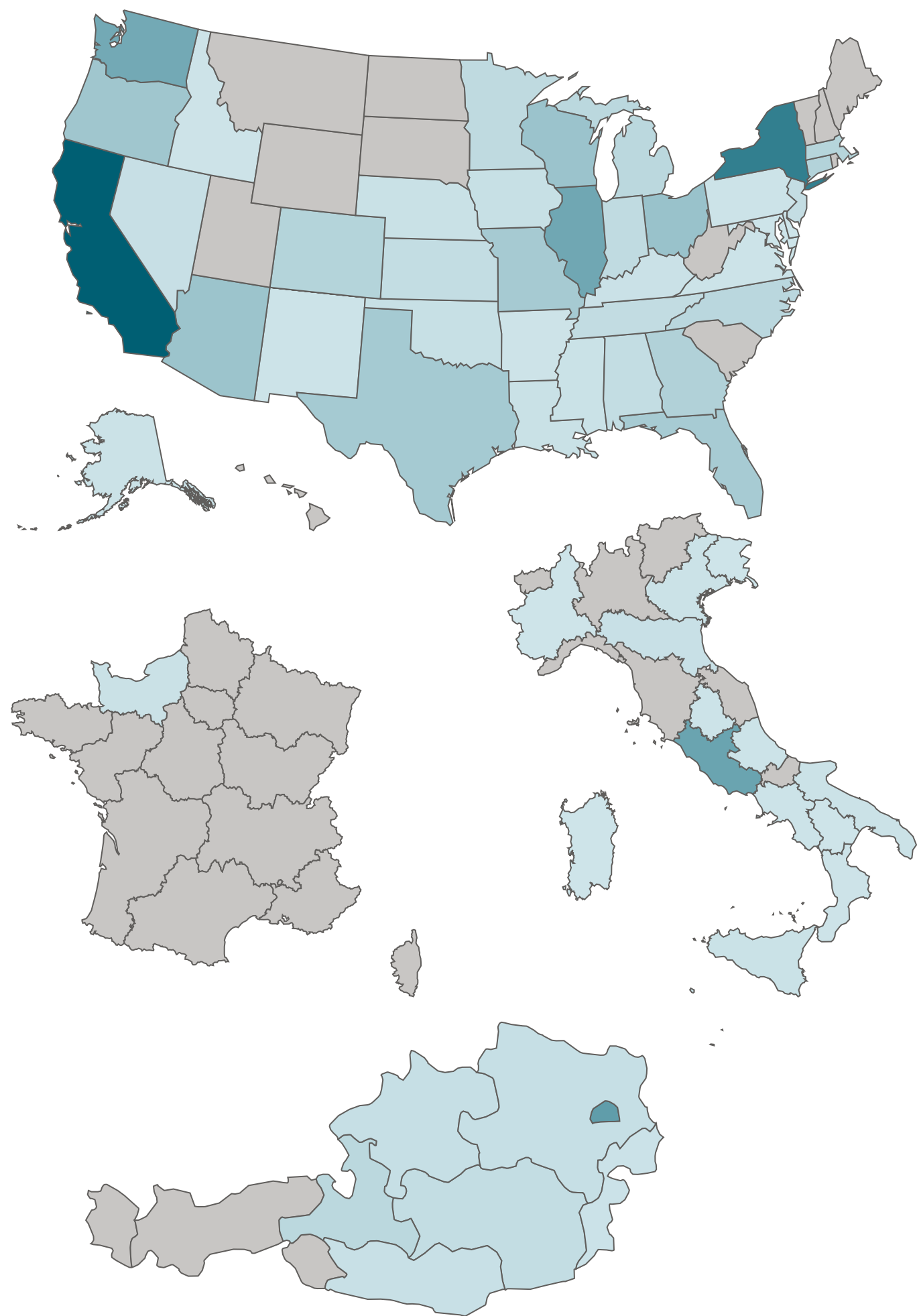
- ☐ Gross Profit YTD
- ☒ Gross Margin YTD %

Gross Margin YTD % by Product Type



Sales by Customer Location

Globe



Store Region sorted by Gross Profit



Store (Details)

ProductName

Customer State

Type Name

Gross Margin %

9.65%

IT - Bella Milano

14.34%

IT - Ufficio+ Roma

14.16%

AT - Wien-Büro+

13.77%

FR - Bureau+ Paris

13.38%

US - OP Los Angeles

9.95%

US - OP San Jose

8.69%

US - Office+ Milwaukee

8.57%

US - Office+ Brooklyn

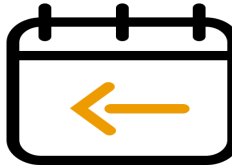
8.19%

\$7.31711656M!

Budget YTD Goal: \$7,539,486 (-\$222.37K -2.95%)
Jun 2022

Apply All Filters

Clear All Filters

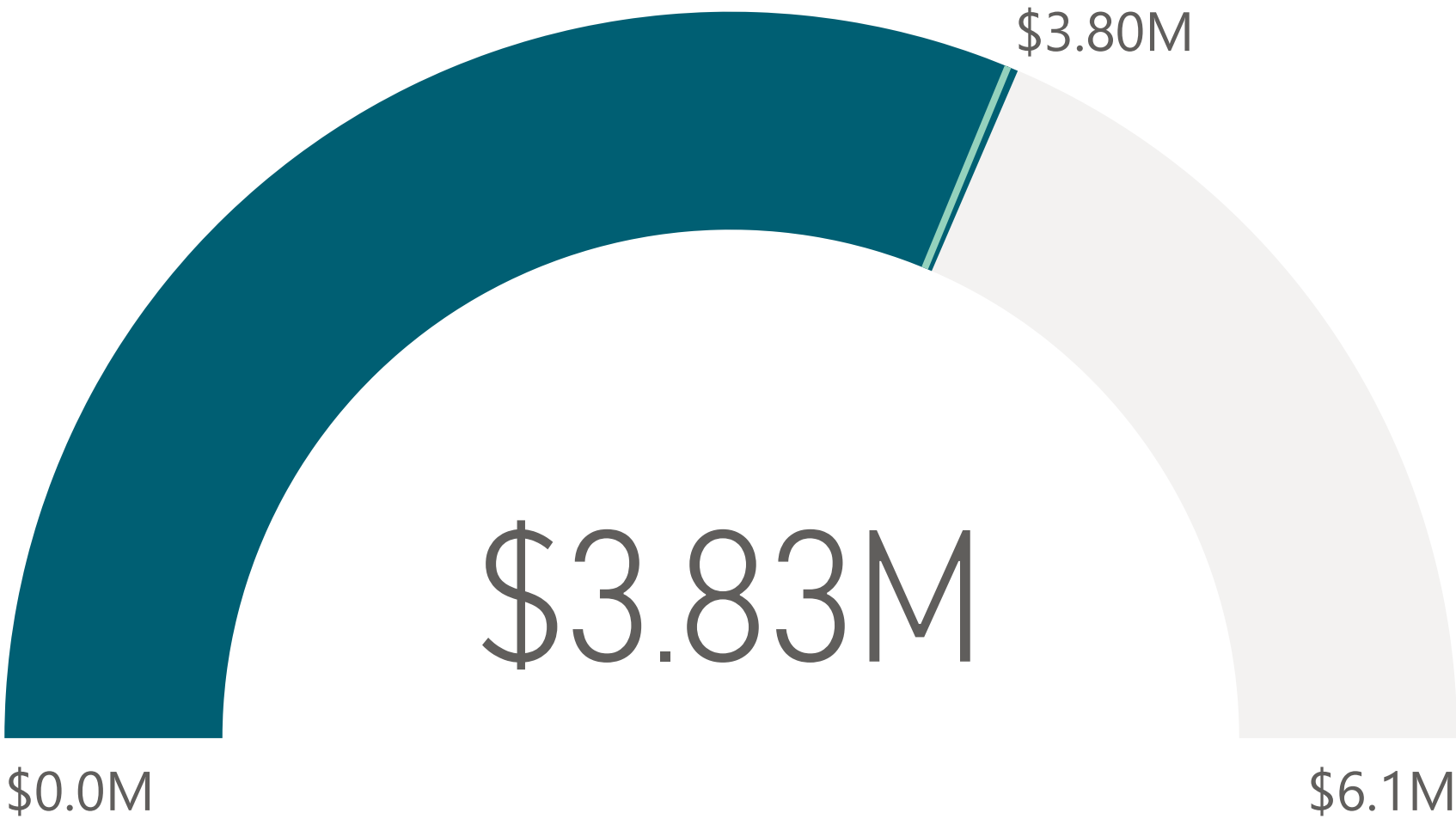


Latest Actual
Month

Oct 2022



Sales Current Year Vs. Budget Sales



Department	Sales Current Year	Budget Sales	△ Budget %
Creative Arts	\$834,716	\$757,068	10.26%
Electronics	\$1,179,864	\$1,118,800	5.46%
Music	\$445,726	\$657,685	-32.23% ▼
Office Supplies	\$507,882	\$590,159	-13.94%
Party & Celebration	\$124,943	\$79,174	57.81% ▲
Photography	\$226,975	\$147,507	53.87% ▲
Sporting Goods	\$512,281	\$453,500	12.96%
Total	\$3,832,386	\$3,803,892	0.75%

FULL YEAR

Sales Current Year and Budget Sales by Month Year



Sales YTD as Compared to Budget



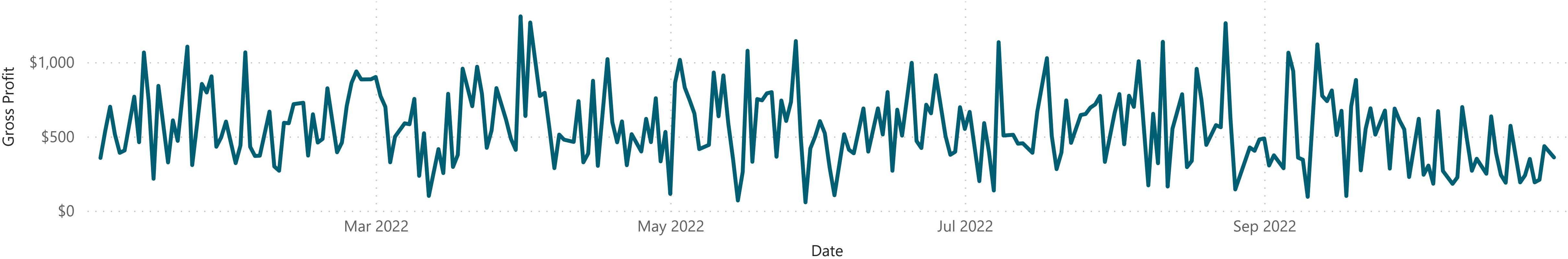


Store Details Page

StoreName	StoreCountry	StoreCity
IT - Bella Milano	Italy	Milan

Department	Total Quantity	Total Sales	Total Cost	Gross Profit	Gross Margin %
+ Creative Arts	5,994	\$210,685	\$177,534	\$33,151	15.74%
+ Electronics	8,149	\$303,140	\$259,362	\$43,777	14.44%
+ Music	2,770	\$106,732	\$91,247	\$15,485	14.51%
- Office Supplies	1,256	\$163,348	\$138,764	\$24,584	15.05%
- Ergonomic	562	\$148,627	\$126,452	\$22,175	14.92%
- Desks	389	\$80,495	\$70,571	\$9,924	12.33%
- Desks	104	\$13,292	\$10,837	\$2,455	18.47%
Binder Rings	29	\$763	\$606	\$157	20.60%
Index Dividers	32	\$383	\$284	\$98	25.65%
Sheet Protectors	28	\$393	\$305	\$88	22.37%
Standard Desk	15	\$11,754	\$9,642	\$2,112	17.97%
+ Standing Desks	285	\$67,203	\$59,733	\$7,469	11.11%
+ Office Chairs	173	\$68,132	\$55,881	\$12,251	17.98%
+ Filing & Organization	368	\$3,022	\$2,422	\$600	19.84%
+ Office Instruments	326	\$11,699	\$9,890	\$1,809	15.46%
+ Party & Celebration	1,521	\$33,445	\$28,188	\$5,257	15.72%
Total	25,082	\$993,763	\$846,919	\$146,844	14.78%

Gross Profit by Date





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Budget: \$1,725,897 (-\$1,725,897)

Dec 2022

Type	Sales YTD	Budget YTD	△ Budget %
Innovative	\$1,252,959	\$1,687,384	-25.75%
Standard	\$11,313,394	\$13,975,179	-19.05%
Total	\$12,566,353	\$15,662,563	-19.77%



CustNum	CustomerName	Customer State	Sales NEW Re Customers
CN008004	A. Scott Vinjamuri	Oklahoma	\$2,727.34
CN018152	Aadam Thomas	North Carolina	\$3,891.36
CN004134	Aahlada Sanyal	New Jersey	\$8,224.63
CN002938	Aakarsha Skujins	Missouri	\$9,113.77
CN000187	Aakriti Jee	Tennessee	\$6,223.37
CN004963	Aakriti Rallapalli	Texas	\$9,237.54
CN012593	Aaliyah Hamilton	Wisconsin	\$4,897.56
CN004616	Aamdaal Reed	California	\$5,499.17
CN001665	Aaron de Smet	Liège	\$964.38
Total			\$49,135,750.

ProductName	Total Quantity	Gross Profit
Adjustable Standing Desk (Innovative)	1,049	\$251,188
Air Mattress & Sleeping Pad Accessories	4,166	\$17,014
Air Mattresses	2,452	\$11,720
Alto & Baritone Horns	1,200	\$7,229
Art & Craft Paper	2,789	\$17,913
Audio Cards & Adapters	2,110	\$11,257
Audio Samplers	2,081	\$2,907
Autographed Sports Paraphernalia	3,741	\$7,702
Badminton Nets	3,462	\$6,107
Badminton Racquets & Sets	2,478	\$2,685
Balloons Bulk	5,705	\$17,354
Total	1,405,458	\$4,526,634