

# Sales YoY



Sum of Sales CY, Sales %  
Change | Positive, Sales %  
Change | Negative and Sales %  
Change. The data is filtered on  
Region, State, City, Category,  
Sub-Category and Segment.  
The Region filter keeps West.  
The State filter keeps multiple  
members. The City filter keeps  
multiple members. The  
Category filter keeps multiple  
members. The Sub-Category  
filter keeps multiple members.  
The Segment filter keeps  
multiple members.

Profit YoY



Sum of Profit CY, Profit % Change, Profit % Change | Positive and Profit % Change | Negative. The data is filtered on Region, which keeps West.

Customer YoY

TOTAL CUSTOMER

276



2.60% YoY

Customer CY, Customer %  
Change | Positive,  
Customer % Change |  
Negative and Customer %  
Change. The data is  
filtered on Region, which  
keeps West.

# Sales MoM

Year of..	Month of ..	Sales	MoM	MoM
2018	January	2,939		<div><div></div><div></div></div> -940.58%940.58%
	February	1,058	-64.00%	
	March	11,009	940.58%	<div><div></div><div></div></div> 0
	April	9,343	-15.13%	
	May	6,570	-29.68%	
	June	9,629	46.56%	
	July	21,809	126.48%	
	August	13,248	-39.25%	
	September	14,901	12.47%	
	October	8,729	-41.42%	
	November	23,192	165.69%	
	December	25,456	9.77%	
2019	January	6,027		
	February	1,804	-70.06%	
	March	15,662	768.10%	
	April	9,056	-42.18%	
	May	12,043	32.98%	
	June	5,089	-57.74%	
	July	7,090	39.32%	
	August	12,548	76.99%	
	September	13,899	10.76%	
	October	14,017	0.85%	
	November	14,549	3.80%	
	December	28,183	93.71%	
2020	January	3,658		
	February	3,100	-15.25%	
	March	17,559	466.39%	
	April	10,482	-40.30%	
	May	10,694	2.02%	
	June	18,598	73.91%	
	July	15,281	-17.84%	
	August	11,818	-22.66%	
	September	23,621	99.87%	
	October	15,625	-33.85%	
	November	23,923	53.11%	
	December	33,122	38.45%	
2021	January	12,082		
	February	9,815	-18.76%	
	March	29,024	195.71%	
	April	13,460	-53.63%	
	May	15,609	15.97%	
	June	15,920	1.99%	
	July	20,768	30.45%	
	August	25,738	23.93%	
	September	27,907	8.43%	
	October	21,212	-23.99%	
	November	28,942	36.44%	
	December	29,652	2.45%	

MoM and Sales broken down by Order Date  
Year and Order Date Month. Color shows  
MoM and Sales. The data is filtered on  
Region, which keeps West.

# Profit QoQ

Year of..	Quarte..	Profit	QoQ	QoQ
2018	Q1	1,784		<div><div></div><div></div></div> <div>-314.33%314.33%</div>
	Q2	4,275	139.62%	
	Q3	7,583	77.39%	
	Q4	6,424	-15.29%	
2019	Q1	5,278		<div><div></div><div></div></div> <div>0</div>
	Q2	4,008	-24.05%	
	Q3	3,714	-7.33%	
	Q4	7,492	101.69%	
2020	Q1	2,243		
	Q2	4,117	83.54%	
	Q3	8,505	106.60%	
	Q4	9,187	8.03%	
2021	Q1	13,972		
	Q2	3,683	-73.64%	
	Q3	15,259	314.33%	
	Q4	10,896	-28.59%	

Profit and QoQ broken down by Order Date Year and Order Date Quarter. Color shows Profit and QoQ. The data is filtered on Region, which keeps West.

## Sample Superstore KPI with Ruangguru

Region  
West

State  
All

City  
All

Segment  
All

Category  
All

Sub-Catego..  
All

Current Ye..  
2,019

TOTAL SALES

**\$139.966K**



-5.35% YoY

PROFIT

**\$20.49K**



2.13% YoY

TOTAL CUSTOMER

**276**



2.60% YoY

### Sales MoM

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### Profit QoQ

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	Q3	7,583	77.39%
	Q4	6,424	-15.29%
2019	Q1	5,278	
	Q2	4,008	-24.05%
	Q3	3,714	-7.33%
	Q4	7,492	101.69%
2020	Q1	2,242	

Adapted From: Sample Superstore KPI by Seoyeon Jun