



Sales Dashboard | 2023

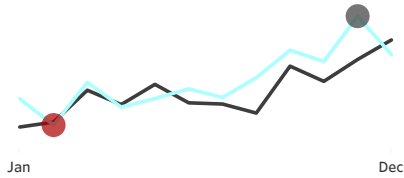


2023 vs. 2022 ● Highest Month ● Lowest Month

Total Sales

\$733K

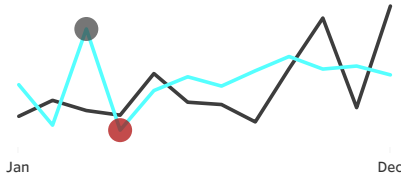
▲ 20.4% vs. PY



Total Profit

\$93K

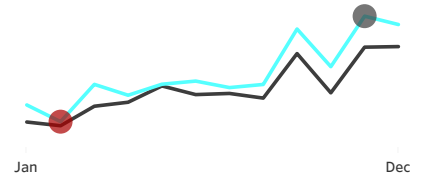
▲ 12.5% vs. PY



Total Quantity

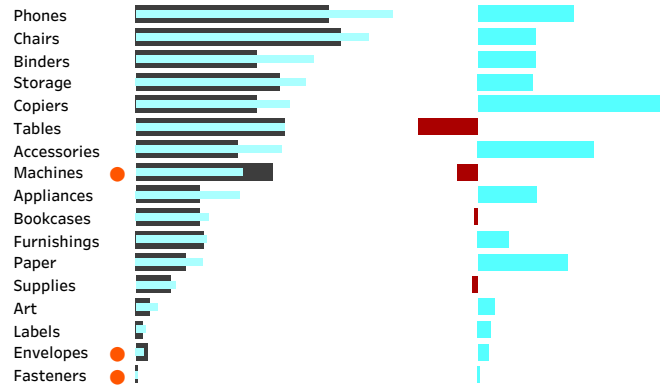
\$12K

▲ 26.8% vs. PY



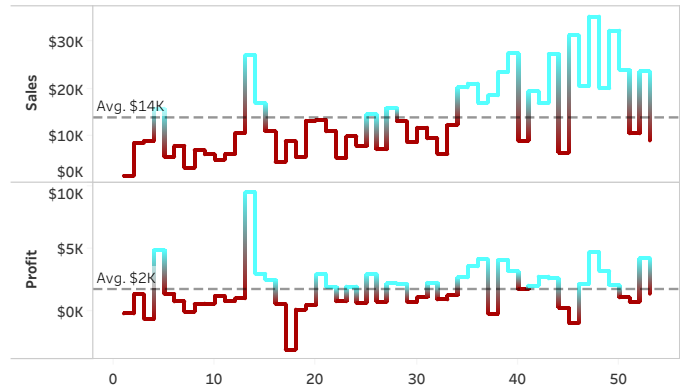
Sales & Profit By Subcategory

2023 Sales vs. 2022 Sales



Sales & Profit Trends over Time

2023 ● Above ● Below





Customer Dashboard | 2023

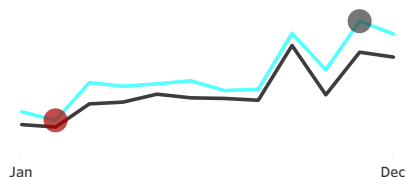


2023 vs. 2022 ● Highest Month ● Lowest Month

Total Customers

693

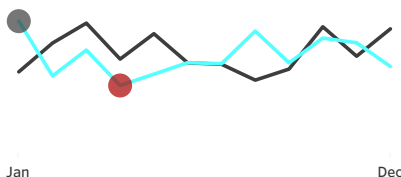
▲ 8.6% vs. PY



Total Sales Per Customers

\$1,058

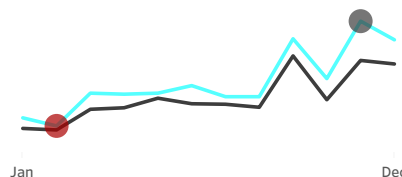
▲ 10.8% vs. PY



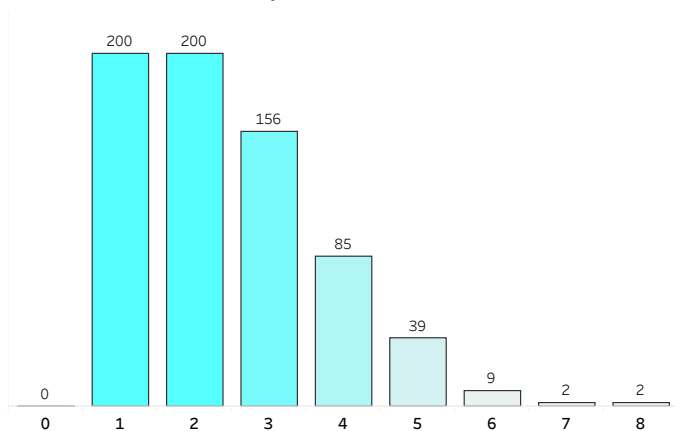
Total Orders

1,687

▲ 28.3% vs. PY



Customer Distribution by Nr. of Orders



Top 10 Customers by Profit

Rank	Customers	Last Order	2023 Profit	2023 Sales	Orders
#1	Raymond Buch	25/09/2023	\$6,781	\$14,203	3
#2	Hunter Lopez	17/11/2023	\$5,046	\$10,523	2
#3	Tom Ashbrook	22/10/2023	\$4,599	\$13,723	2
#4	Andy Reiter	24/12/2023	\$2,608	\$5,821	2
#5	Jane Waco	18/11/2023	\$1,953	\$5,385	4
#6	Helen Wasserman	04/09/2023	\$1,947	\$8,166	5
#7	Brian Moss	27/11/2023	\$1,938	\$5,683	5
#8	Alan Dominguez	01/12/2023	\$1,867	\$5,434	4
#9	Jim Epp	12/11/2023	\$1,704	\$4,074	4
#10	Steven Roelle	17/06/2023	\$1,676	\$3,506	1