



Sales Dashboard | 2023

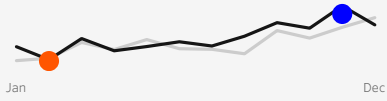


2023 vs. 2022 ● Highest Month ● Lowest Month

Total Sales

\$733K

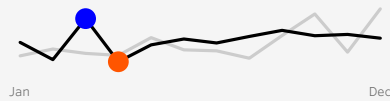
▲ 20.4% vs. PY



Total Profit

\$93K

▲ 14.2% vs. PY



Total Quantity

\$12K

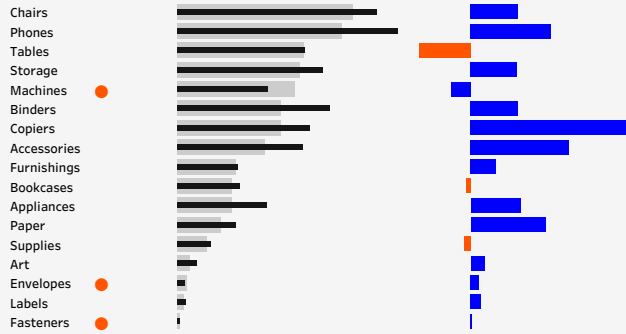
▲ 26.8% vs. PY



Sales & Profit by Subcategory

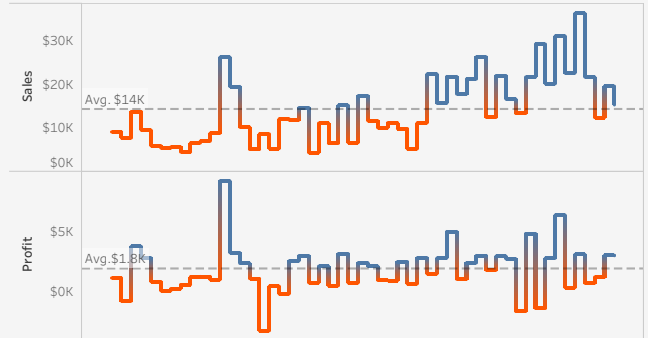
2023 Sales vs. 2022 Sales

2023 ● Profit ● Loss



Sales & Profit Trends over time

2023 ● Above ● Below





Customer Dashboard | 2023



2023 vs. 2022 ● Highest Month ● Lowest Month

Total Customers

693

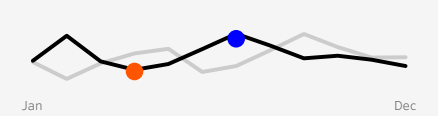
▲ 8.6% vs. PY



Total Sales Per Customers

\$1.06K

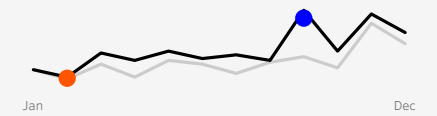
▲ 10.8% vs. PY



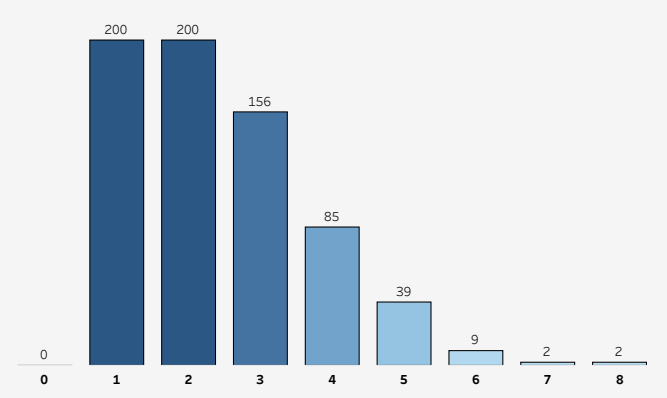
Total Orders

1,687

▲ 28.3% vs. PY



Customer Distribution by No. of Orders



Top 10 Customers by Profit

Rank	Customers	Last Order	2023 Profit	2023 Sales	Orders
1	Raymond Buch	9/25/2023	\$7K	\$14,203	3
2	Hunter Lopez	11/17/2023	\$5K	\$10,523	2
3	Tom Ashbrook	10/22/2023	\$5K	\$13,723	2
4	Andy Reiter	12/24/2023	\$3K	\$5,821	2
5	Jane Waco	11/18/2023	\$2K	\$5,385	4
6	Helen Wasserman	9/4/2023	\$2K	\$8,166	5
7	Brian Moss	11/27/2023	\$2K	\$5,683	5
8	Alan Dominguez	12/1/2023	\$2K	\$5,434	4
9	Jim Epp	11/12/2023	\$2K	\$4,074	4
10	Steven Roelle	6/17/2023	\$2K	\$3,506	1