

# SALES DASHBOARD

Exploring Active Wear Trends and Product Performance

Overview

Products

Location

Orders

Revenue

Profit

Quantity

Customers

Revenue

229.11K!

Goal: 231.39K (-0.99%)

Profit

68.83K!

Goal: 69.36K (-0.76%)

Quantity

4896✓

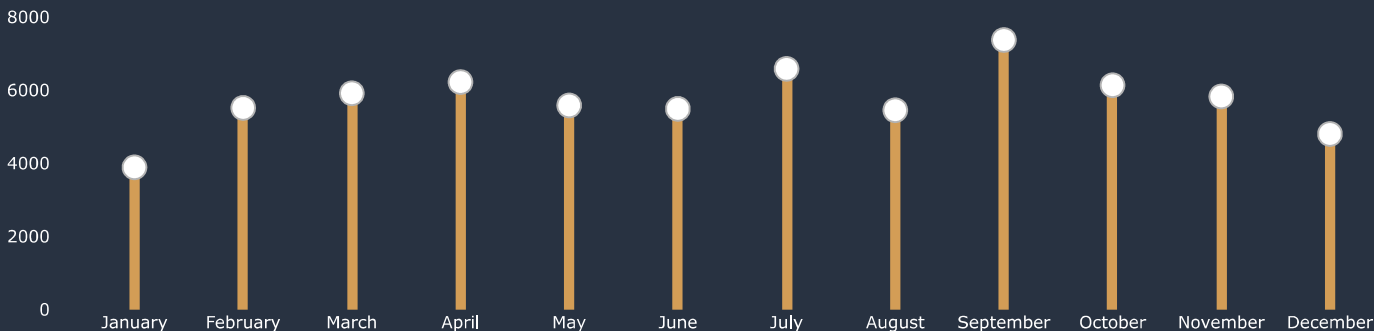
Goal: 4732 (+3.47%)

Customers

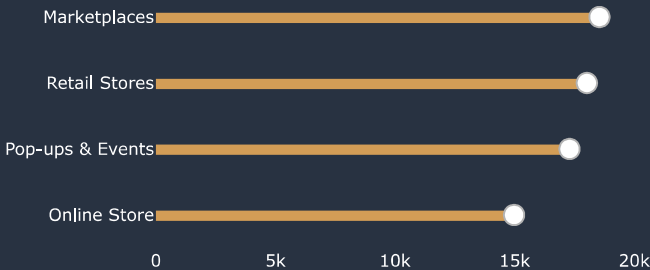
1634✓

Goal: 1603 (+1.93%)

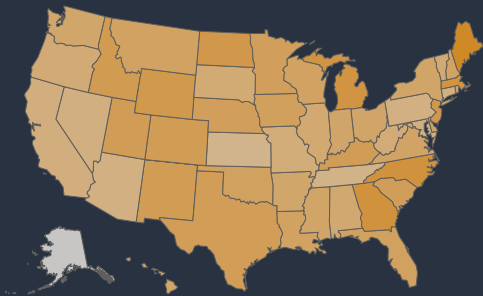
Profit by Month



Profit by Sales Channel



Profit by State



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METRIC

2021 2022 2023 2024

Profit

Revenue

16.14K!  
Goal: 17.29K (-6.66%)

Profit

4.78K!  
Goal: 5.00K (-4.46%)

Quantity

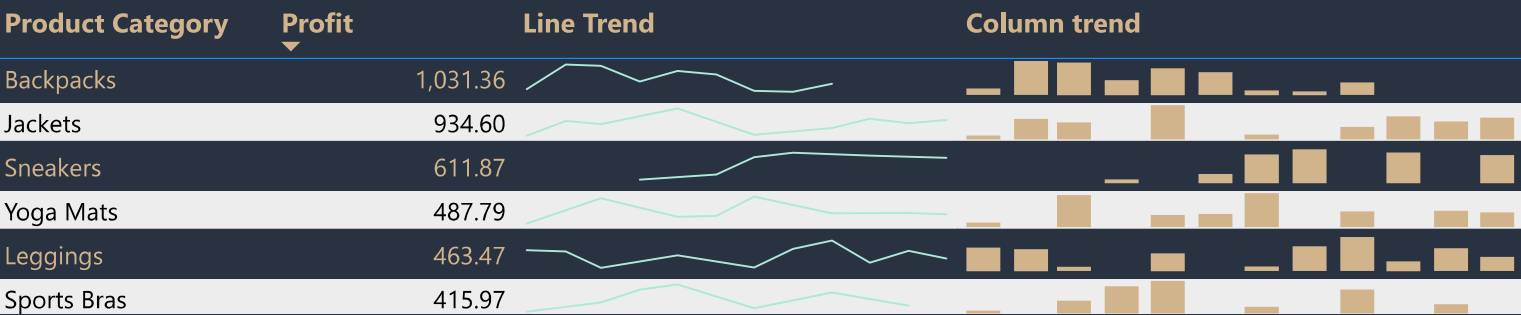
381✓

Goal: 362 (+5.25%)

Customers

128✓

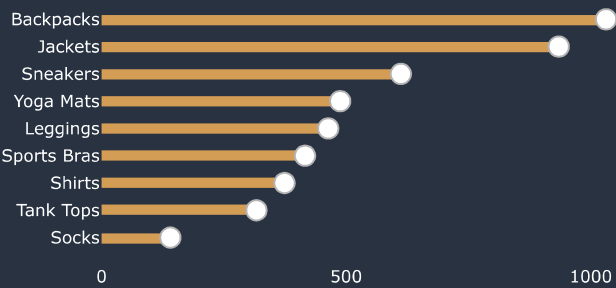
Goal: 123 (+4.07%)



Region

Profit by Product Name

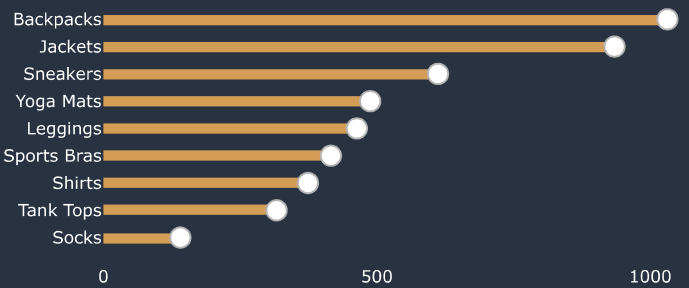
South



Sales Channel

Profit by Product Name

Pop-ups & Events



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METRIC

Profit

Revenue

229.11K!

Goal: 231.39K (-0.99%)

Profit

68.83K!

Goal: 69.36K (-0.76%)

Quantity

4896✓

Goal: 4732 (+3.47%)

Customers

1634✓

Goal: 1603 (+1.93%)

Profit

Sales Trend

Region ● Midwest ● Northeast ● South ● West

2021

2022

2023

2024

Profit

5K

0K

January

February

March

April

May

June

July

August

September

October

November

December

Month

KPIs | By States

State	Count of Customer ID	Sum of Revenue	Sum of Quantity	Current Total Profit	PTP	YoY Profit Change
Missouri	27	3,745.11	78	1,088.63	1,930.98	-43.62 ▼
Pennsylvania	26	3,217.83	79	979.14	1,694.73	-42.22 ▼
Connecticut	32	3,546.44	92	988.83	1,615.86	-38.80 ▼
Kansas	30	2,834.60	90	845.79	1,307.39	-35.31 ▼
Nevada	37	3,177.07	95	989.87	1,428.67	-30.71 ▼
Tennessee	27	2,825.07	78	910.15	1,280.39	-28.92 ▼

# ORDER DETAILS

Overview

Products

Location

Orders

2021

2022

2023

2024

Order ID	Order Date	State	Sales Channel	Product Name	Sum of Quantity	Sum of Revenue	Sum of Profit	Profit Ratio
IN-2023-10059	Friday, January 20, 2023	Alabama	Marketplaces	Leggings	3	125.04	26.42	21.13
IN-2023-16672	Friday, June 09, 2023	Alabama	Online Store	Sneakers	5	412.70	134.53	32.60
IN-2023-18365	Thursday, February 23, 2023	Alabama	Pop-ups & Events	Tank Tops	1	20.52	5.46	26.61
IN-2023-19925	Friday, January 06, 2023	Alabama	Online Store	Sneakers	1	78.48	16.32	20.80
IN-2023-21787	Saturday, December 16, 2023	Alabama	Marketplaces	Sneakers	2	157.28	38.73	24.62
IN-2023-21831	Monday, December 04, 2023	Alabama	Marketplaces	Yoga Mats	5	242.85	60.54	24.93
IN-2023-24080	Saturday, May 06, 2023	Alabama	Online Store	Yoga Mats	4	206.84	42.46	20.53
IN-2023-26869	Thursday, July 13, 2023	Alabama	Online Store	Tank Tops	5	101.45	38.23	37.68
IN-2023-27362	Thursday, July 20, 2023	Alabama	Retail Stores	Sports Bras	3	93.99	19.80	21.07
IN-2023-30129	Monday, April 24, 2023	Alabama	Online Store	Socks	1	10.27	2.09	20.35
IN-2023-31774	Thursday, August 17, 2023	Alabama	Retail Stores	Socks	4	41.08	10.63	25.88
IN-2023-36501	Wednesday, August 23, 2023	Alabama	Retail Stores	Sneakers	4	316.56	90.36	28.54
IN-2023-43708	Tuesday, September 05, 2023	Alabama	Online Store	Tank Tops	4	79.56	19.06	23.96
IN-2023-44597	Tuesday, January 24, 2023	Alabama	Retail Stores	Sports Bras	4	125.28	25.23	20.14
IN-2023-46517	Tuesday, September 05, 2023	Alabama	Online Store	Socks	5	50.80	18.43	36.28
IN-2023-46657	Saturday, January 28, 2023	Alabama	Marketplaces	Sports Bras	2	61.94	18.36	29.64
IN-2023-50519	Friday, March 10, 2023	Alabama	Marketplaces	Leggings	5	209.25	57.92	27.68
IN-2023-50882	Monday, September 25, 2023	Alabama	Marketplaces	Yoga Mats	5	247.05	86.58	35.05
IN-2023-52602	Saturday, December 16, 2023	Alabama	Pop-ups & Events	Yoga Mats	1	40.20	16.81	24.94