

# BCG Sales Dashboard

Executive Overview

Regional & Segment...

Salesperson Performance...

Returns & Profitability...

Year

All

Region

All

Segment

All

Total Sales

\$2.30M

Total Profit

\$286.01K

Profit Margin %

12.5%

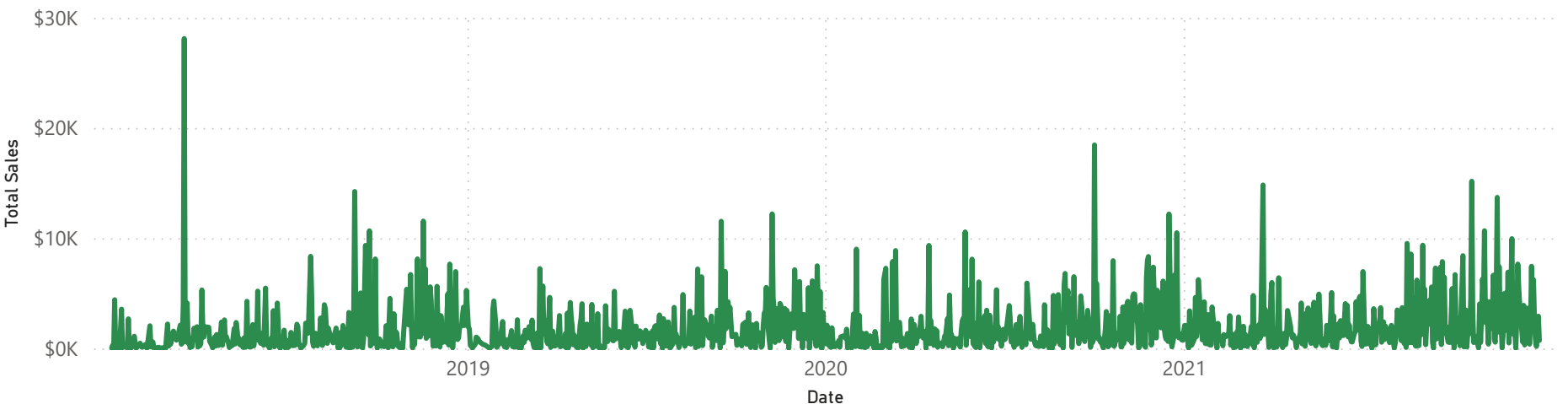
Target Achievement %

112.9%

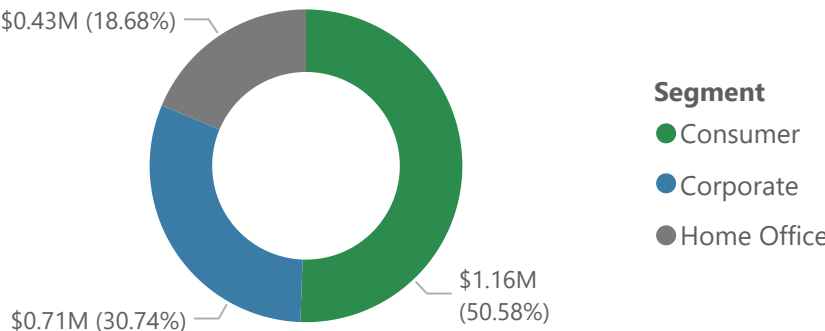
Return Rate %

8.01%

Total Sales and YoY Sales Growth by Date



Total Sales by Segment



Total Sales by Region and Region



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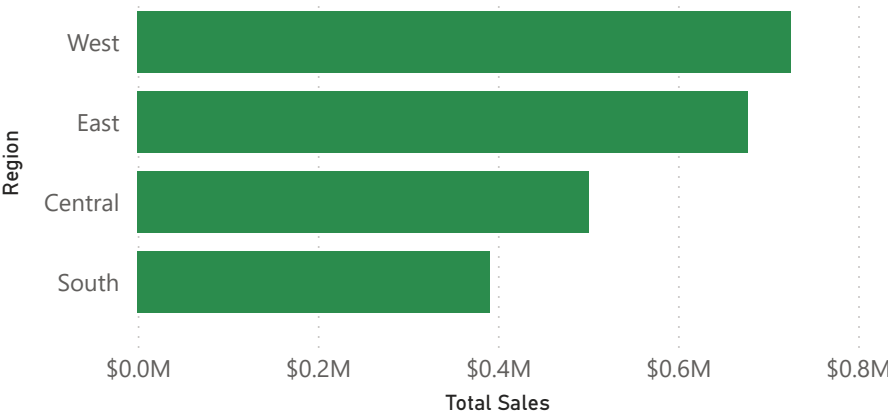
Region

All

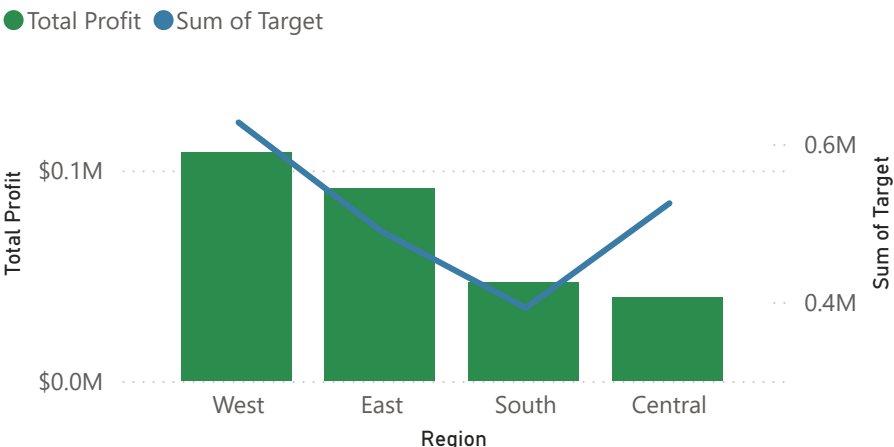
Segment

All

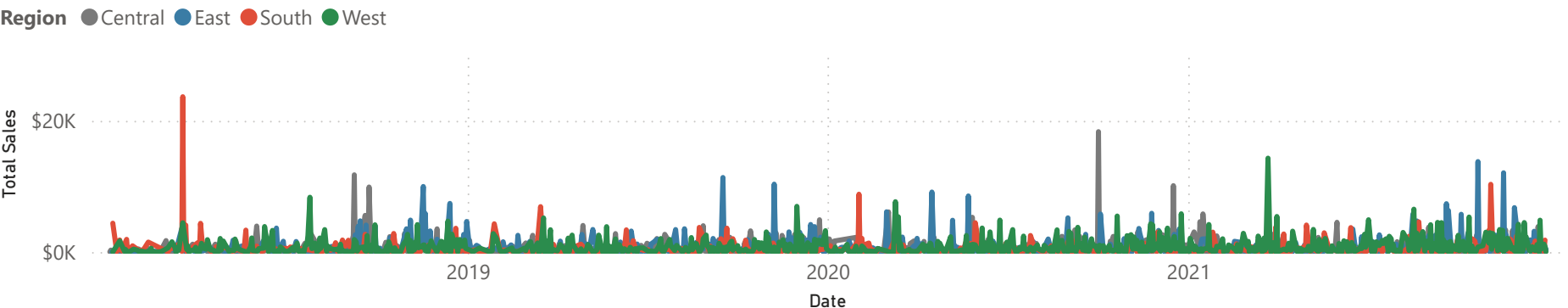
Total Sales by Region



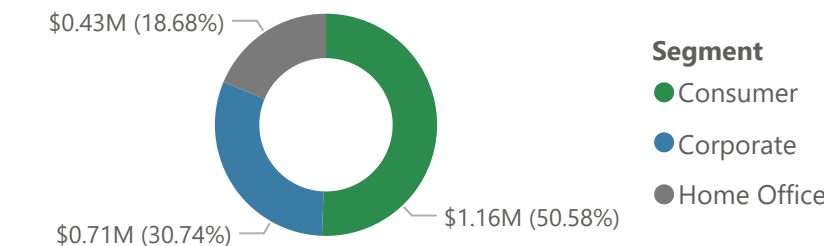
Total Profit and Sum of Target by Region



Total Sales by Date and Region



Total Sales by Segment



Region	Total Sales	Total Profit	Profit Margin %	Target Achievement %
Central	\$5,01,239.89	\$39,706.36	7.9%	95.5%
East	\$6,77,906.37	\$91,353.88	13.5%	138.7%
South	\$3,91,007.83	\$46,549.20	11.9%	99.6%
West	\$7,25,355.49	\$1,08,404.38	14.9%	115.6%
Total	\$22,95,509.57	\$2,86,013.82	12.5%	112.9%

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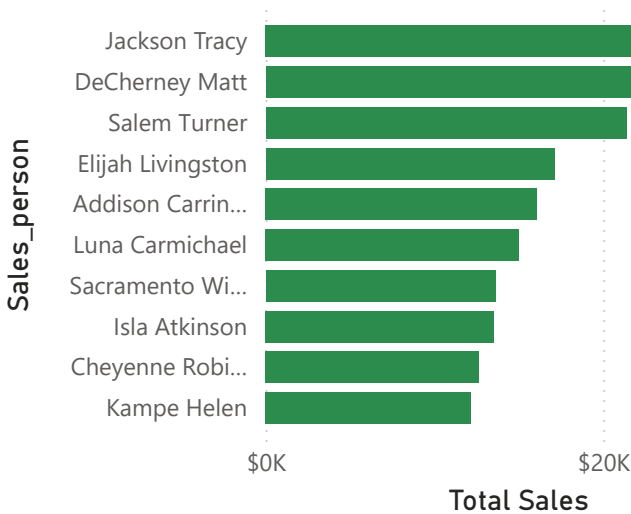
Region

All

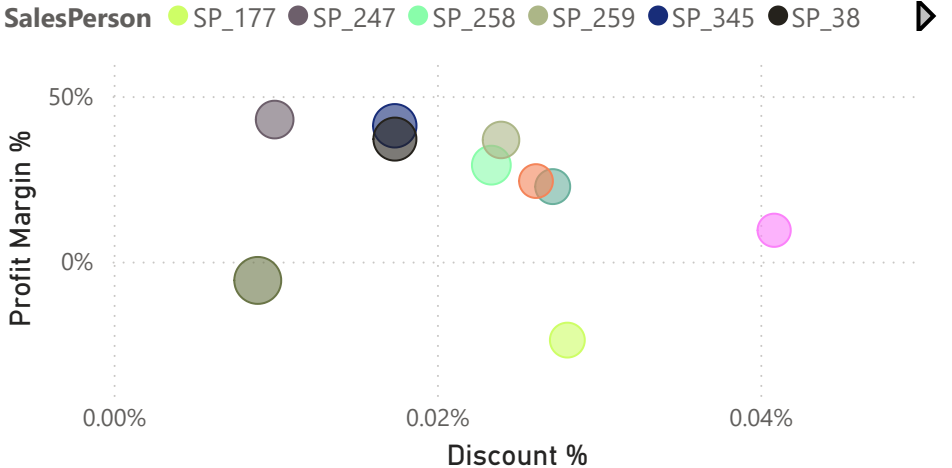
Segment

All

Total Sales by Sales\_person



Discount %, Profit Margin % and Total Sales by SalesPerson and SalesPerson



Sales_person	Region	Total Target	Profit Margin %	Target Achievement %	Discount %	Return Rate %
Abelman Aaron	Central	339900	3.3%	0.4%	0.03%	
Abelman Aaron	East	386172	17.5%	0.4%	0.10%	
Abelman Aaron	South	195504	29.7%	0.0%	1.08%	
Abelman Aaron	West	554772	6.5%	0.2%	0.07%	30.00%
Addison Brighton	Central	335508	26.2%	0.5%	0.01%	
Addison Brighton	East	277644	35.6%	0.2%	0.39%	
Addison Brighton	South	146508	29.7%	0.0%	0.55%	
Addison Brighton	West	550164	18.9%	0.1%	0.16%	20.00%
Addison Carrington	Central	400512	-60.7%	0.1%	0.21%	
Addison Carrington	East	285180	36.3%	0.0%	0.30%	25.00%
Addison Carrington	South	156504	37.4%	0.4%	0.06%	
Addison Carrington	West	510792	46.4%	2.9%	0.00%	16.67%
Addison Carrington	Central	303516	13.7%	0.1%	0.22%	
Total		2033748	12.5%	112.9%	0.07%	8.01%

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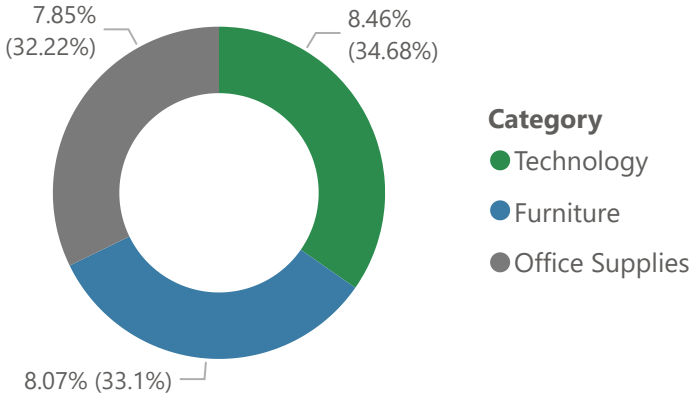
Region

All

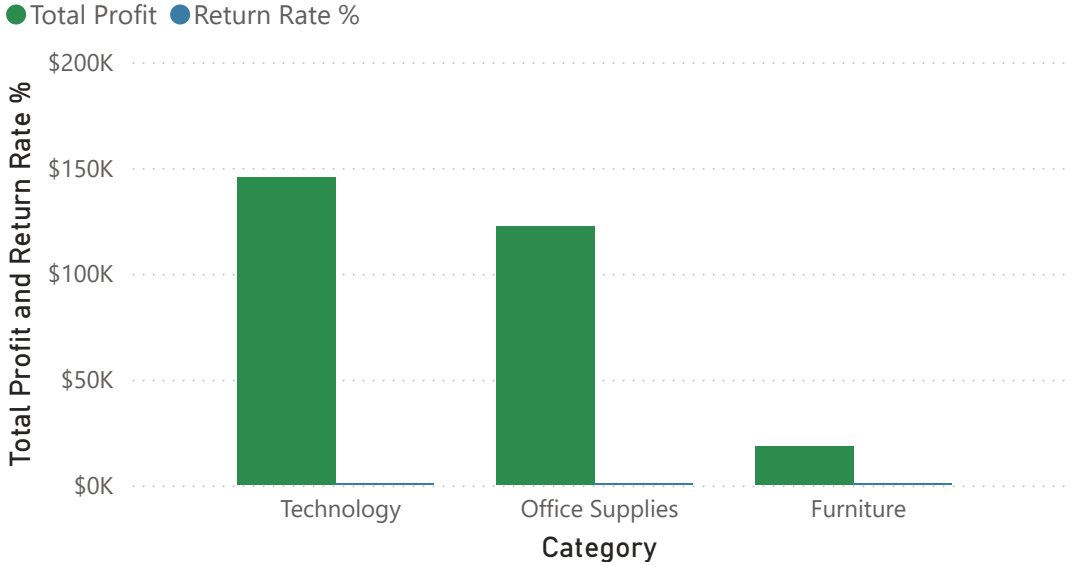
Segment

All

Return Rate % by Category



Total Profit and Return Rate % by Category



Return Rate % by Date

