

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%

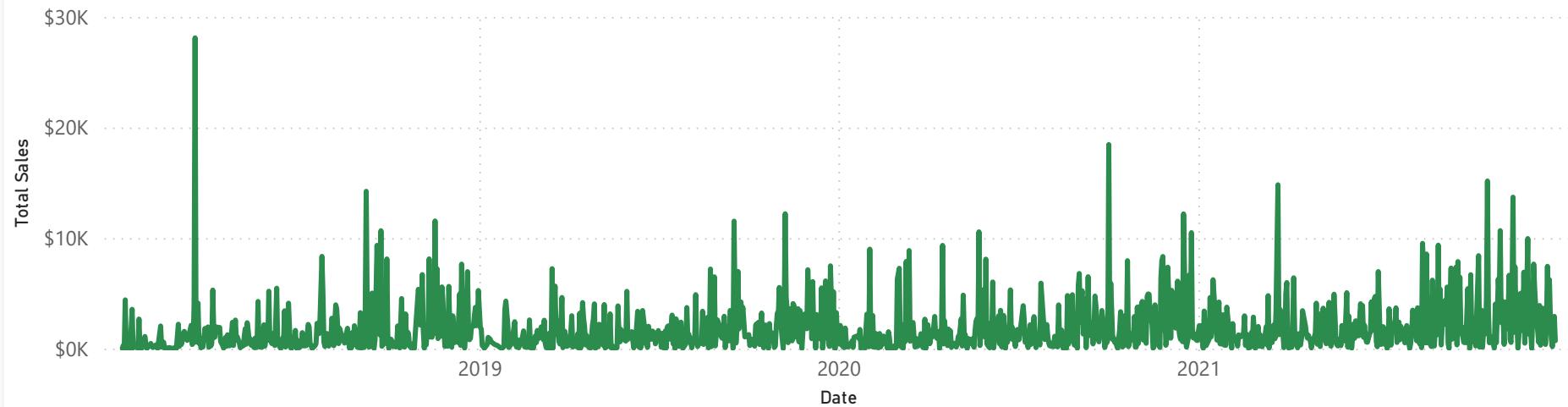
Target Achievement %

112.9%

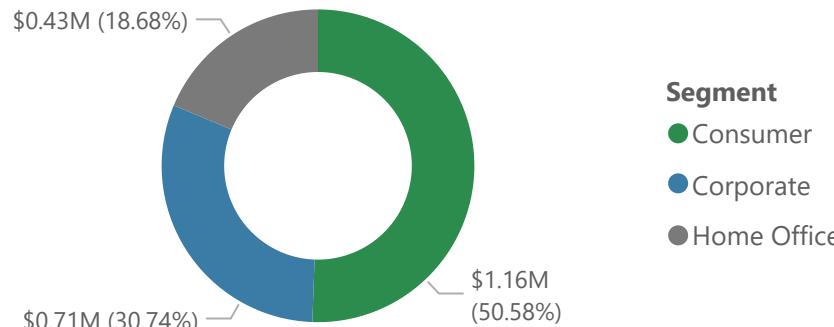
Return Rate %

8.01%

Total Sales and YoY Sales Growth by Date



Total Sales by Segment



Total Sales by Region and Region

Region ● West ● East ● Central ● South



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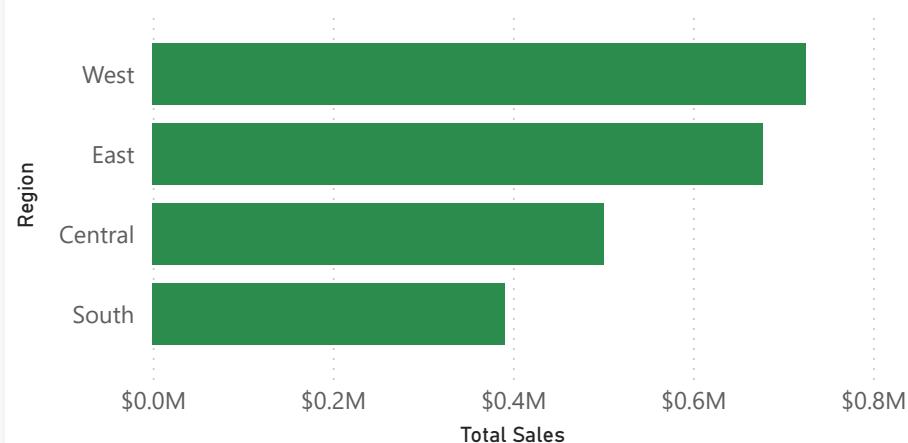
Returns & Profitability...

Year

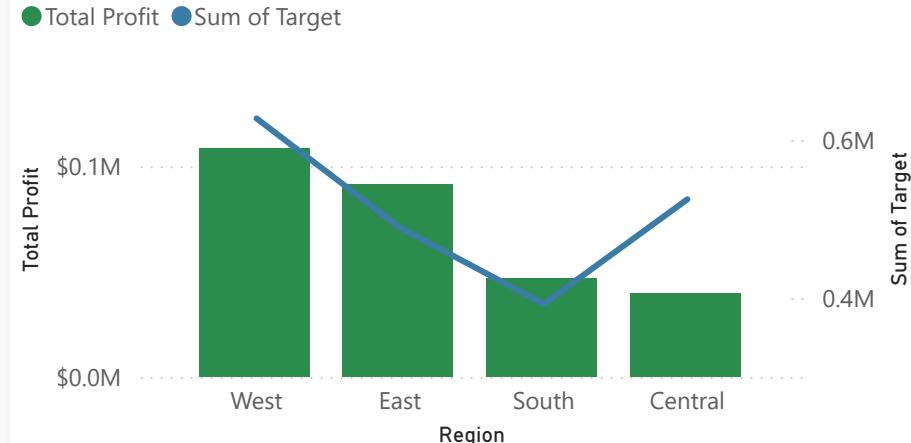
Region

Segment

Total Sales by Region

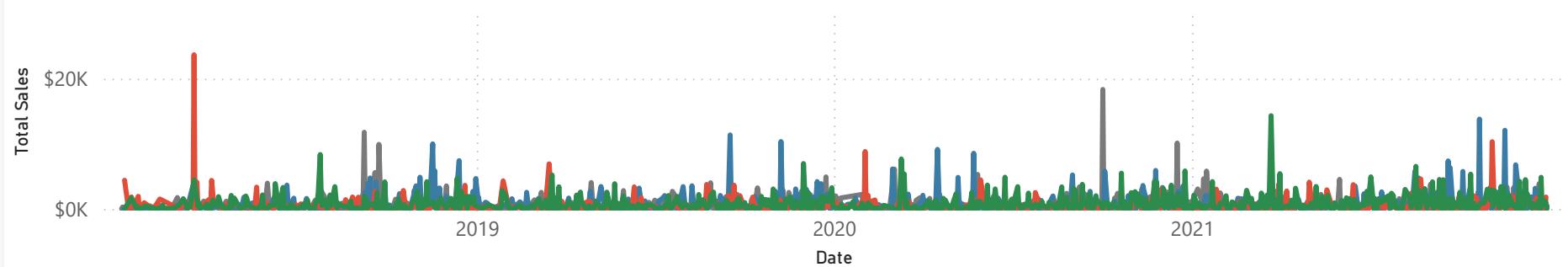


Total Profit and Sum of Target by Region

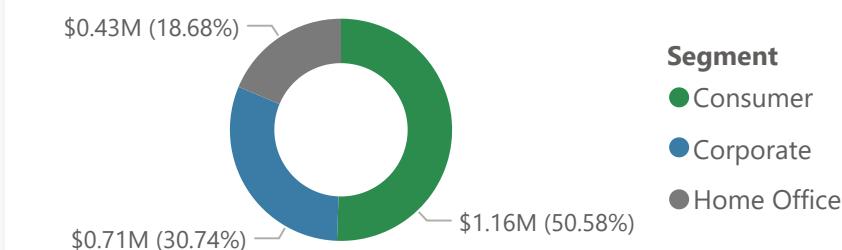


Total Sales by Date and Region

Region ● Central ● East ● South ● West



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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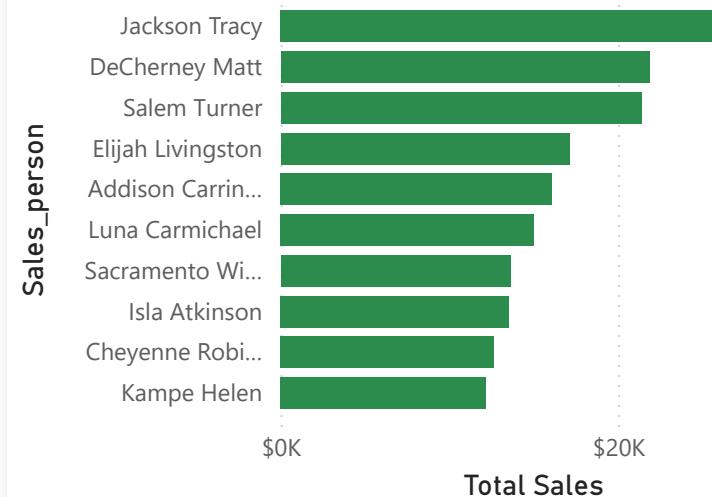
Returns & Profitability...

Year

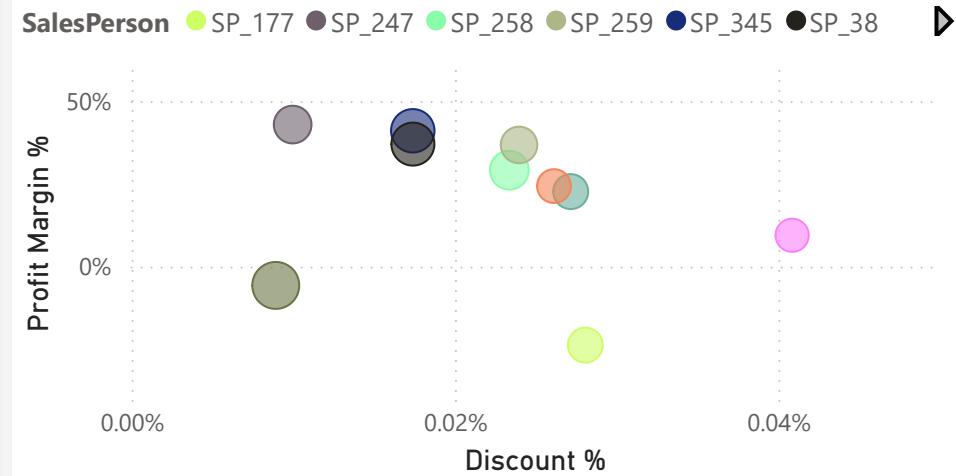
Region

Segment

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%
Total		2033748	12.5%	112.9%	0.07%	8.01%

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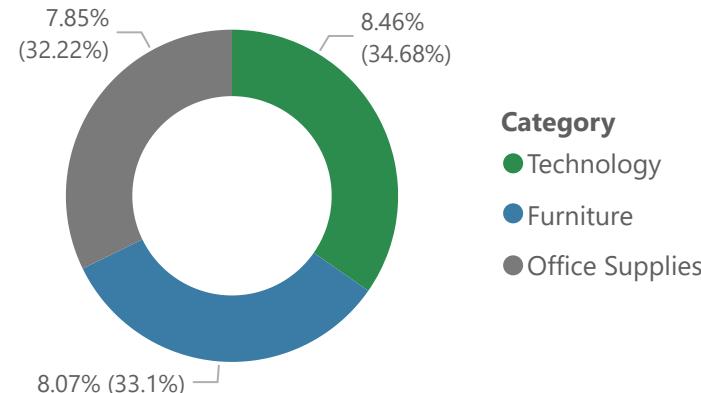
Returns & Profitability...

Year

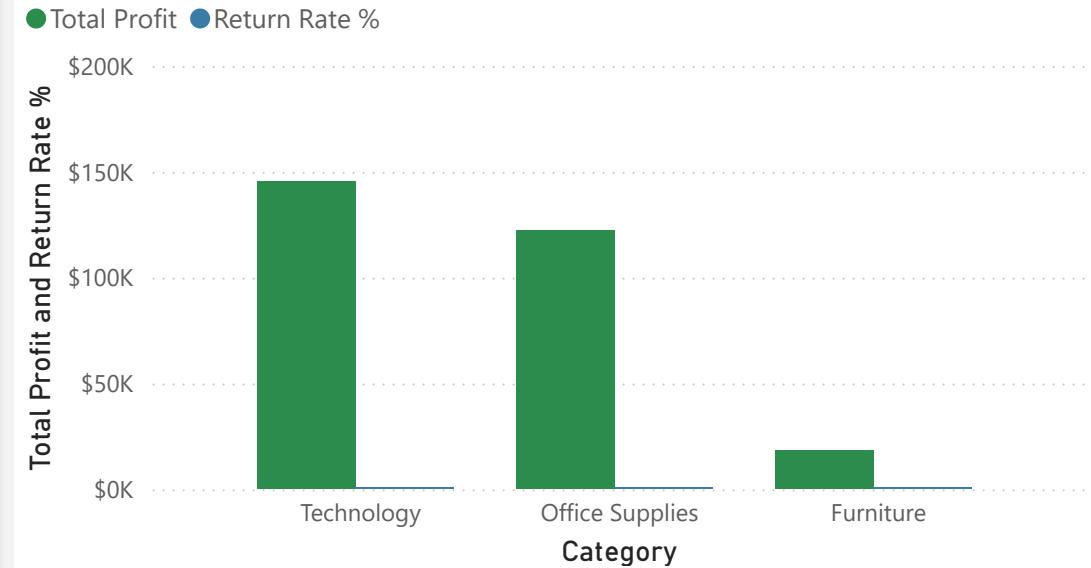
Region

Segment

Return Rate % by Category



Total Profit and Return Rate % by Category



Return Rate % by Date

