

# SALES PERFORMANCE DASHBOARD OCT 2025

**Ksh 4.19M**

TOTAL ACTUAL SALES

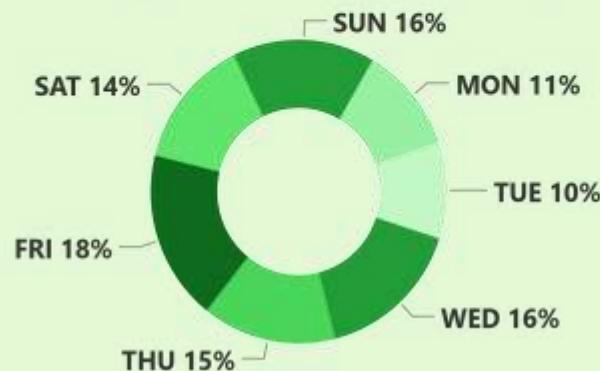
**-Ksh 1.72M**

TOTAL BUDGET VARIANCE

**Ksh 38.21K**

TOTAL SALES VARIANCE YEAR ON YEAR

## Percentage Of Actual Sales by Day



## Daily Sales Trend: This Year vs Last Year vs Budgeted

● ACTUAL SALES ● BUDGETED SALES ● LAST YEAR SALES



## Total Daily Sales Variance Against Last Year



# CUSTOMER GROWTH & VALUE DASHBOARD OCT 2025

**3898**

Total Customers

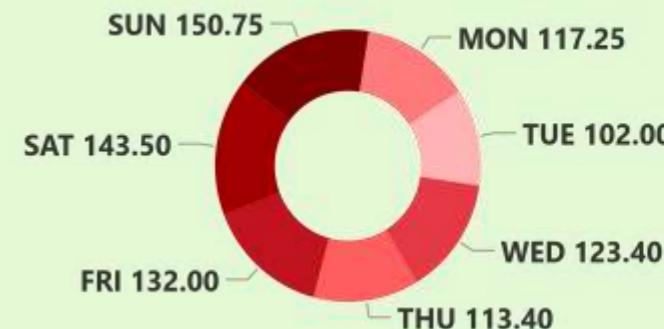
**Ksh 1.09K**

Average Spend Per Customer

**227**

Customers Gained against OCTOBER Last Year

## Average Customer Count by DAY



## Total Daily Customers: This Year vs Last Year vs Budgeted



## Daily Average Spend Per Customer : This Year vs Last Year



**Build visuals with your data** Select or  
drag fields from the **Data** pane onto the report canvas.

