

# 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

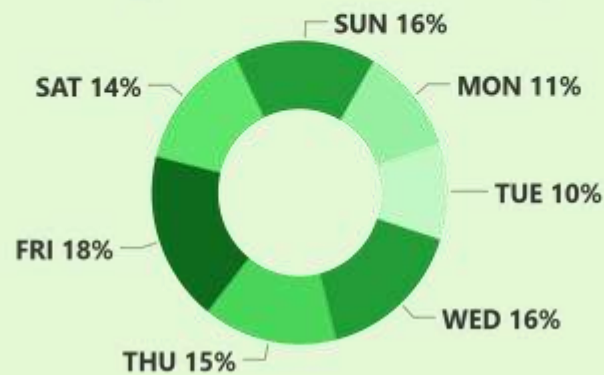
Daily Sales Trend: This Year vs Last Year vs Budgeted



Total Daily Sales Variance Against Last Year



Percentage Of Actual Sales by Day



# CUSTOMER GROWTH & VALUE DASHBOARD OCT 2025

3898

Total Customers

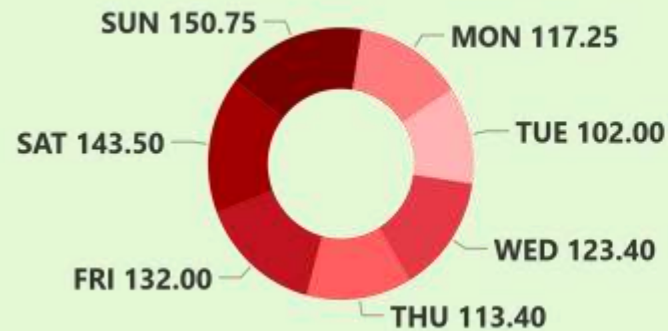
Ksh 1.09K

Average Spend Per Customer

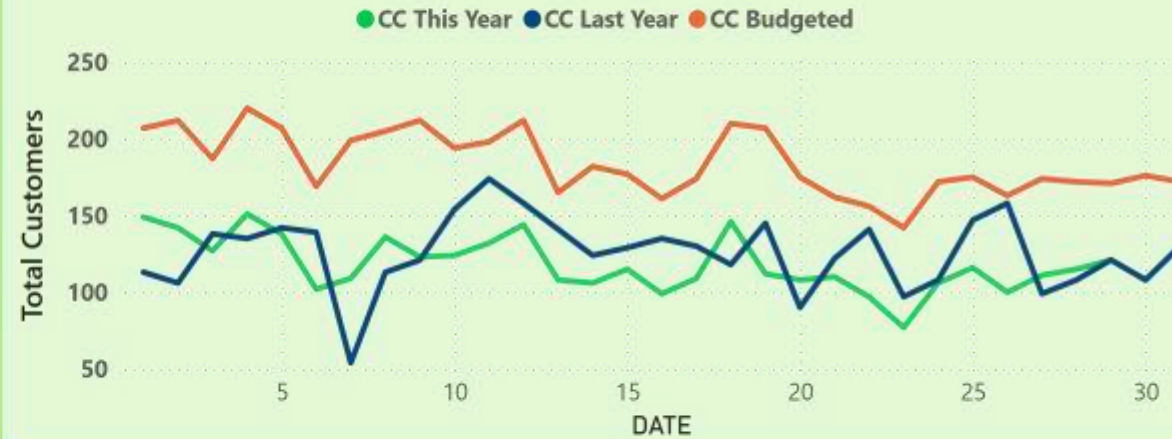
227

Customers Gained against OCTOBER Last Year

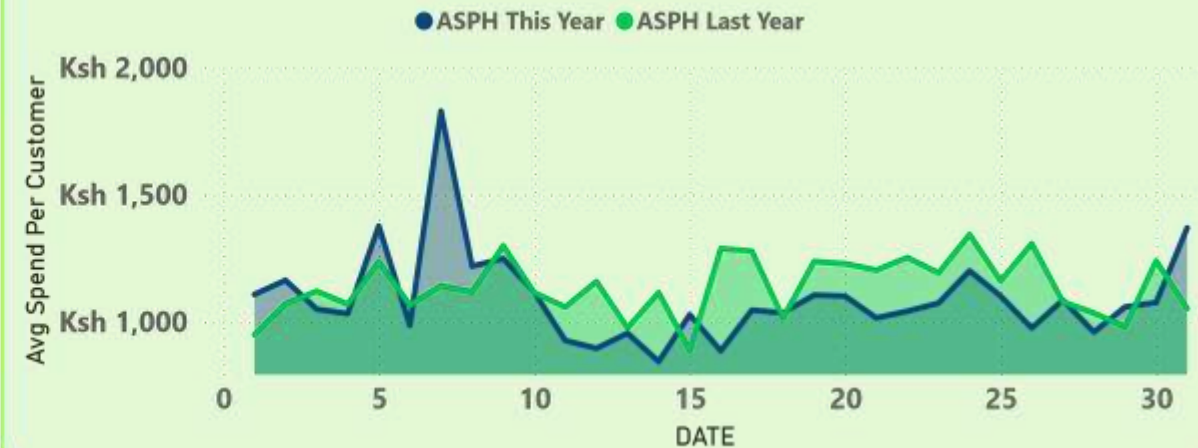
## Average Customer Count by DAY



## 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.

