Visualized Report

Women's Shoes Sales Dashboard 2024

Year
2024

Quarter

| Qtr 1 | Qtr 2 |
| Qtr 3 | Qtr 4 |

Month
- January
- February
- March
- April

Branches
- Jeddah branch
- Khobar branch
- Riyadh branch

01/01/2024 — First Sale

12/31/2024 — Last Sale

$3.9M — YTD Sales Target

48K — YTD Volume Target

Average Sale and Target by Branch
$1.6709M ✓
Goal: $1.250908M (+33.57%)

Total Sales and Sales Target by Year, Quarter, Month and Branches

Branches
- ● Jeddah branch
- ● Khobar branch
- ● Riyadh branch
- — Sales Target

(Total Sales axis: $0K–$200K; Sales Target axis: $0M–$4M; Months January–December; Qtr 1, Qtr 2, Qtr 3, Qtr 4; 2024)

Top Total Sales by Branches

Branch	Top Total Sales
Khobar branch	$1.7M
Jeddah branch	$1.7M
Riyadh branch	$1.7M
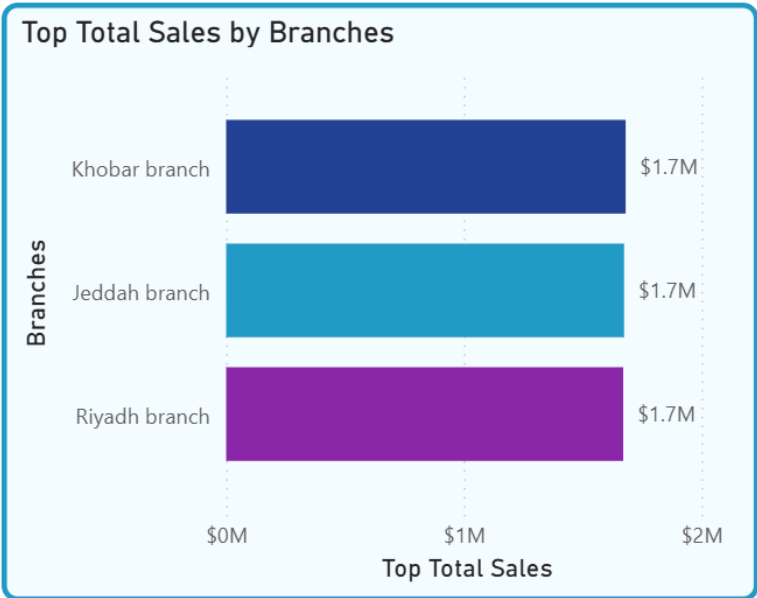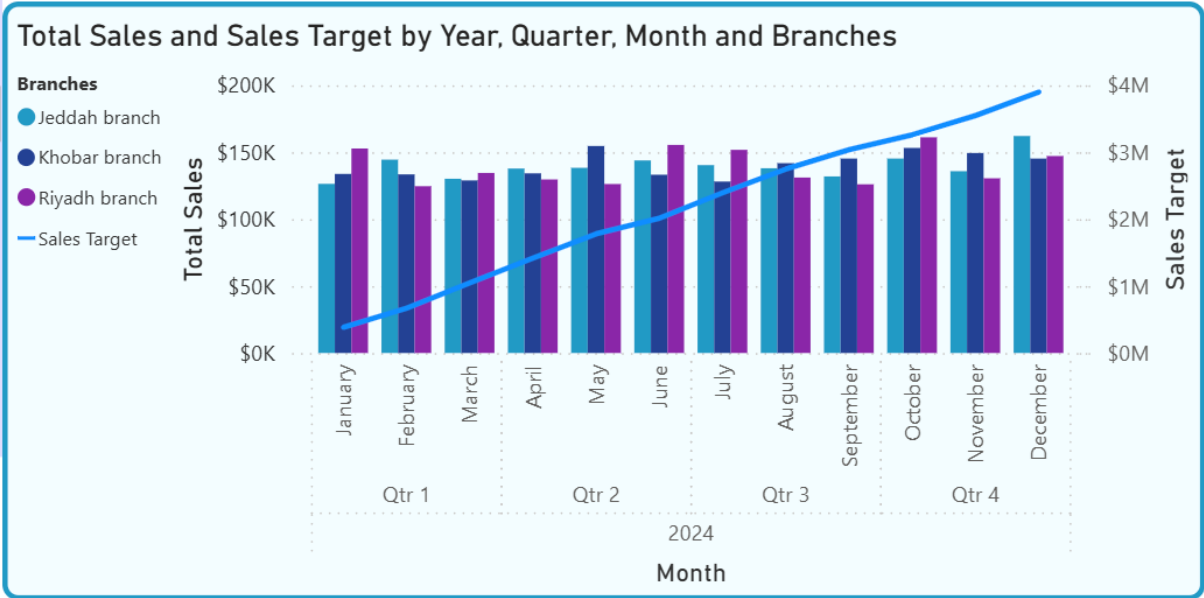
Branch Name	Sales Target	Total Sales	YTD Sales Target	YTD Sales	QTD Sales	MTD Sales	Volume Target	Total Sale Volume	YTD Volume Target	YTD Sales	QTD Sale Volume	MTD Sale Volume
Khobar branch	$1,419,414	$1,681,120	$1,419,414	$1,681,120	$447,840	$145,250	15845	8345	15845	8345	2214	735
Jeddah branch	$1,229,102	$1,674,660	$1,229,102	$1,674,660	$443,260	$162,130	16197	8253	16197	8253	2201	787
Riyadh branch	$1,250,908	$1,670,900	$1,250,908	$1,670,900	$438,800	$147,160	16301	8329	16301	8329	2193	721
Total	**$3,899,424**	**$5,026,680**	**$3,899,424**	**$5,026,680**	**$1,329,900**	**$454,540**	**48343**	**24927**	**48343**	**24927**	**6608**	**2243**

DAX Measures

[ID]	[TableID]	[Name]	[Description]	[DataType]	[Expression]
1476	18	first_sale		2	FORMAT(CALCULATE(MIN(sales[sale_date])), "mm/dd/yyyy", "en-GB")
1478	18	last_sale		2	FORMAT(CALCULATE(max(sales[sale_date])), "mm/dd/yyyy", "en-GB")
3031	18	aggregate_sale		6	SUMX(sales, sales[total_price])
3033	18	mtd_sales		6	CALCULATE([aggregate_sale], DATESMTD(DateTable[Date]))
3035	18	qtd_sales		6	CALCULATE([aggregate_sale], DATESQTD((DateTable[Date])))
3037	18	aggregate_quatity		6	SUMX(sales, sales[⌀quantity_sold])
3039	18	mtd_quantity		6	CALCULATE([aggregate_quatity], DATESMTD(DateTable[Date]))
3041	18	qtd_quantity		6	CALCULATE([aggregate_quatity], DATESQTD((DateTable[Date])))
3061	18	ytd_quantity		6	CALCULATE([aggregate_quatity], DATESYTD((DateTable[Date])))
3063	18	ytd_sales		6	CALCULATE([aggregate_sale], DATESYTD((DateTable[Date])))
3054	27	aggregate_sales_target		6	SUMX(sales_targets, sales_targets[sales_target])
3056	27	aggregate_units_target		6	SUMX(sales_targets, sales_targets[units_target])
3071	27	ytd_sales_target		6	CALCULATE([aggregate_sales_target], DATESYTD((DateTable[Date])))
3073	27	ytd_unit_target		6	CALCULATE([aggregate_units_target], DATESYTD((DateTable[Date])))

Custom Tables:

```
DateTable = ADDCOLUMNS(CALENDAR(MINX(sales, sales[sale_date]), MAXX(sales, sales[sale_date])),
    "date_as_int", FORMAT([Date], "YYYYMMDD"),
    "year", YEAR([Date]),
    "month", MONTH([Date]),
    "month_name_short", FORMAT([Date], "mmm"),
    "month_name_long", FORMAT([Date], "mmmm"),
    "day_of_month", DAY([Date]),
    "day_of_week", WEEKDAY([Date]),
    "quarter", QUARTER([Date]))
```

Data Model