Visualized Report

Women's Shoes Sales Dashboard 2024

Year
2024

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

Month
- July
- August
- September

Branches
- Jeddah branch
- Khobar branch
- Riyadh branch

07/01/2024 — First Sale

09/30/2024 — Last Sale
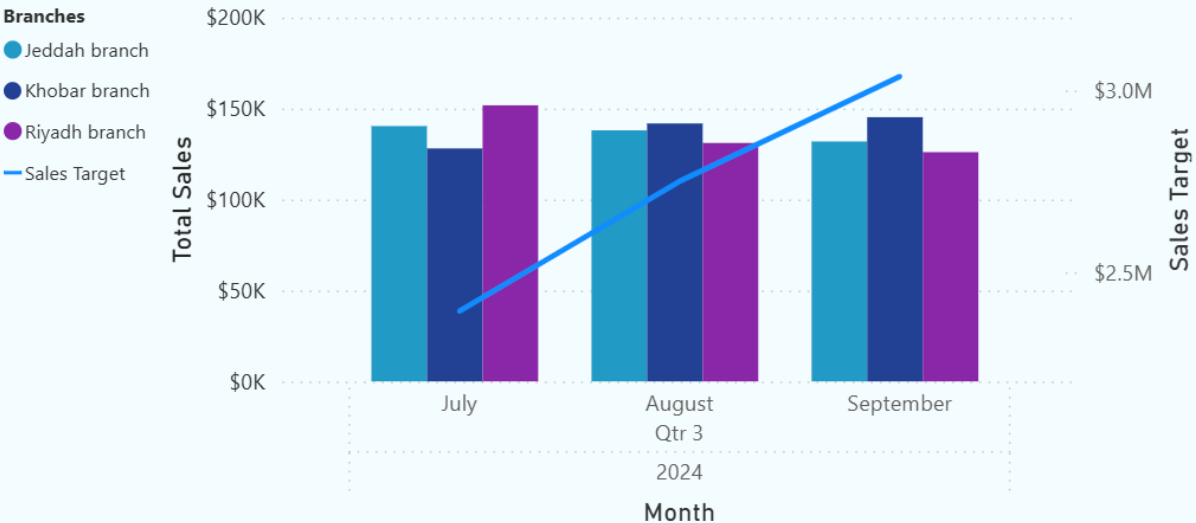
$3.04M — YTD Sales Target

34K — YTD Volume Target

Sales KPI and Target by Year
$1.23434M ✓
Goal: $1.022669M (+20.7%)

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: $2.5M – $3.0M; Months: July, August, September — Qtr 3 — 2024)

Top Sales by Branches

Branch	Top Sales
Khobar branch	1.23M
Riyadh branch	1.23M
Jeddah branch	1.23M
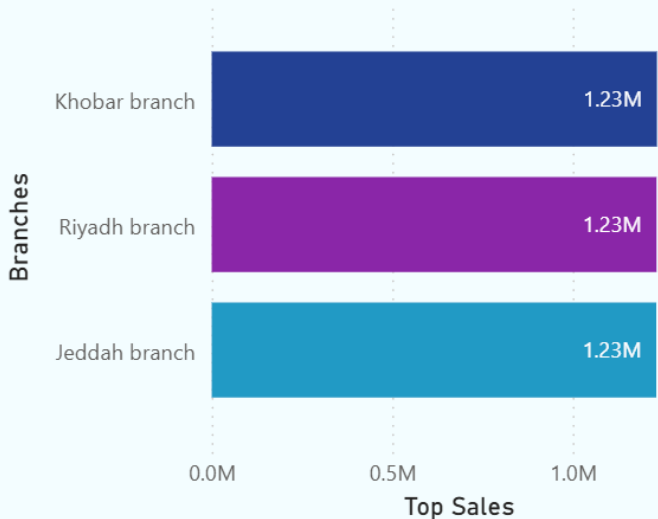
Branch Name	Sales Target	YTD Sales Target	YTD Sales	QTD Sales	MTD Sales	Volume Target	YTD Volume Target	YTD Sales	QTD Sale Volume	MTD Sale Volume
Khobar branch	$387,747	$1,122,374	$1,233,280	$415,130	$145,260	2708	10874	6131	2053	714
Jeddah branch	$332,094	$977,722	$1,231,400	$410,330	$131,910	4792	11889	6052	2024	658
Riyadh branch	$302,828	$937,990	$1,232,100	$408,880	$126,030	4074	11724	6136	2073	652
Total	**$1,022,669**	**$3,038,086**	**$3,696,780**	**$1,234,340**	**$403,200**	**11574**	**34487**	**18319**	**6150**	**2024**

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])))
3395	18	top_sales		6	IF(RANKX(ALLSELECTED(branches[branch_name]), [ytd_sales],,DESC)<=10, [ytd_sales],BLANK())
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