Product Sales KPIs

Sales Date	Subcategory	Product	Quantity	Sales	Linear KPI	Stoplight KPI
1/5/2015	Accessories	Carrying Case	68	$16,997		
		Mini Battery Charger	44	$1,056		
			112	$18,053		🟢
	Digital	Slim Digital	44	$8,358		
			44	$8,358		🔴
	Total		156	$26,410		
1/6/2015	Accessories	Telephoto Conversion Lens	18	$1,380		
		Tripod	18	$1,350		
		USB Cable	26	$780		
			62	$3,510		🔴
	Total		62	$3,510		

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Date	Category	Product	Units	Sales			
1/7/2015	Digital	Compact Digital	84	$10,836			
			84	$10,836			
	Digital SLR	SLR Camera	88	$26,576			
			88	$26,576			
	Total		172	$37,412			
1/8/2015	Accessories	Budget Movie-Maker	9	$3,798			
			9	$3,798			
	Digital	Consumer Digital	17	$2,550			
			17	$2,550			
	Total		26	$6,348			
1/9/2015	Camcorders	Business Videographer	13	$10,400			
			13	$10,400			

Date	Category	Product	Qty	Amount		
1/9/2015	Digital SLR	SLR Camera 35mm	34	$18,530		
			34	$18,530		🟢
	Total		47	$28,930		
1/10/2015	Camcorders	Social Videographer	60	$3,000		
			60	$3,000		🔴
	Total		60	$3,000		
1/11/2015	Accessories	Lens Adapter	17	$1,148		
			17	$1,148		🔴
	Digital	Advanced Digital	39	$7,235		
			39	$7,235		🔴
	Total		56	$8,382		
Total			**579**	**$113,992**		

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