



Sales Dashboard Comparison

Operational vs Tactical vs Strategic
Dashboards

Operational Sales Dashboard



Dashboard **Type: Operational**



Metrics:

- Daily Sales Volume
- Conversion Rate
- Customer Complaints
- Inventory Levels



Stakeholders Impacted:

- Sales Reps
- Customer Service
- Warehouse Staff



Impact on Decision-Making:

Supports real-time decisions and immediate corrective actions.



Insights to Improve Company:

Identify bottlenecks in daily operations and improve customer response time.

Operational

DETAILS REPORT

FY22

FY23

FY24

Category	Sub-Category	State/Province	Gross Sales	Net Sales	Gross Profit	Profit Growth
Office Supplies	Binders	California	\$18,074.864	\$15,257.82	\$6,403.22	276.16%
Technology	Phones	New York	\$17,195.82	\$14,100.43	\$4,567.42	104.84%
Office Supplies	Storage	California	\$15,266.66	\$13,259.30	\$2,667.07	65.59%
Technology	Phones	California	\$15,894.56	\$11,660.74	\$1,331.45	-30.06%
Technology	Copiers	California	\$12,159.776	\$11,279.79	\$3,872.93	59.58%
Technology	Copiers	New York	\$11,199.968	\$11,199.97	\$3,919.99	4255.69%
Furniture	Chairs	California	\$13,678.816	\$10,693.31	\$325.92	-54.64%
Furniture	Tables	California	\$12,386.16	\$10,505.51	-\$3.86	-98.27%
Technology	Copiers	Delaware	\$10,499.97	\$10,499.97	\$5,039.99	
Technology	Accessories	California	\$13,535.5	\$10,459.05	\$4,115.03	21.27%
Technology	Machines	New York	\$10,440.45	\$10,440.45	\$3,847.70	-1.98%
Furniture	Chairs	New York	\$15,458.949	\$9,962.78	\$2,450.05	35.66%
Technology	Accessories	Washington	\$9,119.99	\$8,854.06	\$2,797.81	483.66%
Furniture	Tables	Washington	\$8,767.96	\$8,696.98	\$1,303.15	35.24%
Technology	Machines	North Carolina	\$8,695.68	\$8,695.68	-\$3,867.82	
Furniture	Chairs	Pennsylvania	\$8,728.195	\$8,586.82	-\$1,090.74	148.52%
Office Supplies	Binders	New York	\$8,462.568	\$8,374.99	\$2,842.84	-27.69%
Technology	Phones	Florida	\$8,279.304	\$8,279.30	\$687.06	58.86%
Office Supplies	Binders	Michigan	\$7,641.67	\$7,641.67	\$3,538.75	-30.12%

Tactical Sales Dashboard



Dashboard Type: Tactical



Metrics:

- Monthly Revenue
- Lead Conversion Rate
- Sales by Region
- Customer Retention



Stakeholders Impacted:

- Sales Managers
- Marketing Team
- Regional Supervisors



Impact on Decision-Making:

Helps in planning campaigns, allocating resources, and managing team performance.



Insights to Improve Company:

Optimize regional strategies and improve lead nurturing processes.

Tactical

REGIONAL PROFIT REPORT

FY22

FY23

Cumulative Gross Profit by States for the Fiscal Year of FY24



Strategic Sales Dashboard



Dashboard Type: Strategic



Metrics:

- Annual Growth Rate
- Market Share
- Customer Lifetime Value
- Profit Margins



Stakeholders Impacted:

- Executives
- Board Members
- Investors



Impact on Decision-Making:

Guides long-term planning and investment decisions.



Insights to Improve Company:

Align sales goals with company vision and explore new market opportunities.

Strategic

EXECUTIVE SUMMARY REPORT

FY22 FY23 FY24

Gross Sales YTD
\$733.22K

PY \$608.47K
vs PY ▲20.50%

Gross Profit YTD
\$93.44K

PY \$81.73K
vs PY ▲14.33%

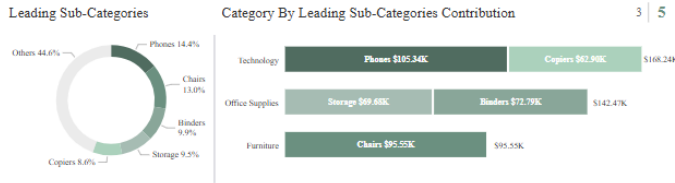
Customer Retention Rate
87.21%

682 Out of 782 Customers

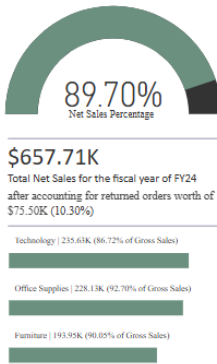
Profitable Days
256

Out of 322 Operational Days

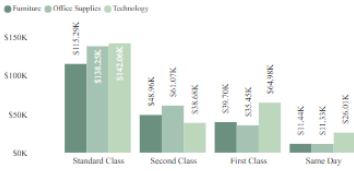
Gross Sales Distributed By Leading Sub-Categories and Corresponding Categories



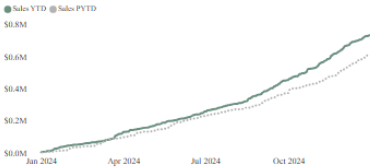
Net Sales Details



Gross Sales by Ship Mode and Category



Cumulative Gross Sales over Time



Gross Sales by State



Gross Profit by Fiscal Month

