



# Sales Dashboard | 2023



2023 vs.2022 ● Highest Month ● Lowest Month

## Total Sales

**\$733K**

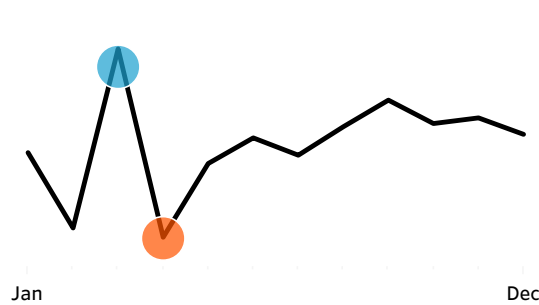
▲ 20.36% vs. PY



## Total profit

**\$93K**

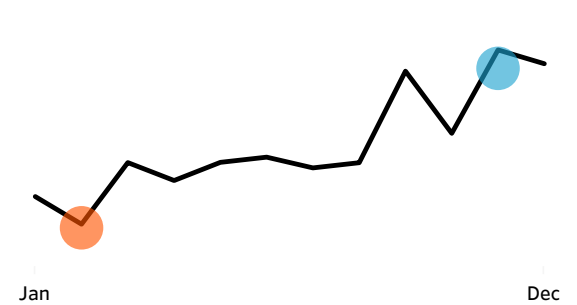
▲ 14.2% vs. PY



## Total Quantity

**\$12K**

▲ 26.8% vs. PY

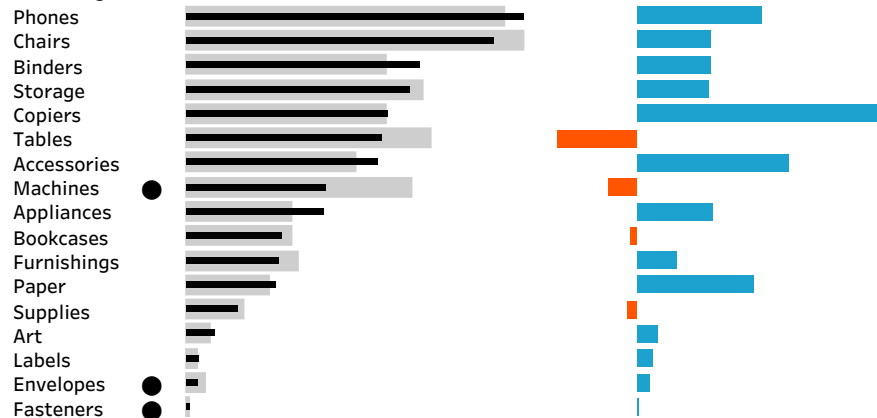


## Sales & Profit By Subcategory

2023 Sales Vs. 2022

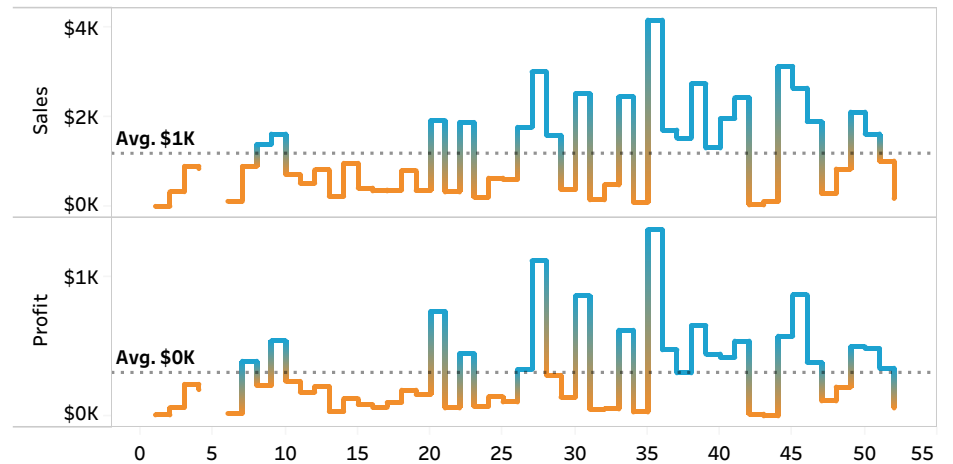
2023 ● Profit ● Loss

Sub-Catego.. KPI...



## Sales & Profit Trend Over Time

2023 ● Above ● Below





# Customer Dashboard | 2023

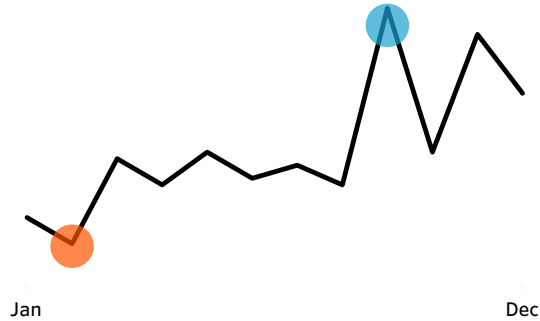


2023 vs.2022 ● Highest Month ● Lowest Month

## Total Customers

693

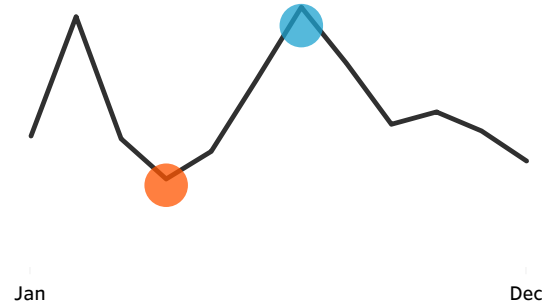
▲ 8.6% vs. PY



## Total Sales Per Customer

\$1,058

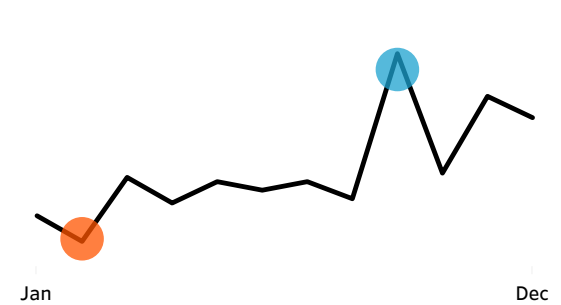
▲ 10.8% vs. PY



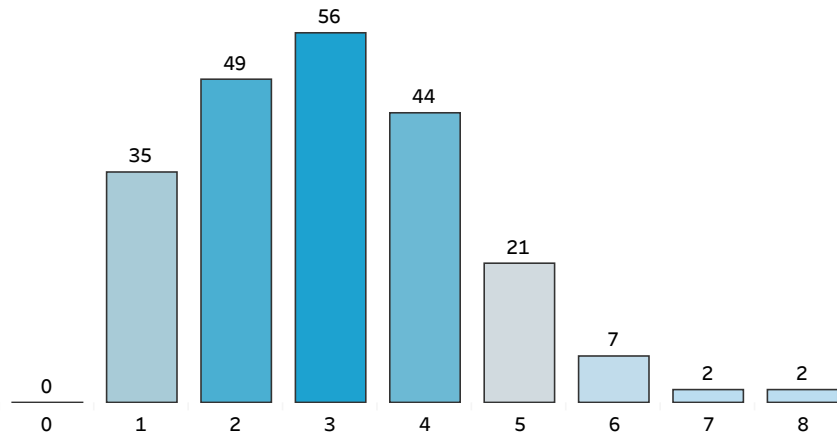
## Total Orders

1,687

▲ 28.3% vs. PY



## Customer Distribution by Nr. of Orders



## Top 10 customer by Profit

Rank	Customers	Last Order	2023 Profit	2023 Sales	Order..
#1	Raymond Buch	9/25/2023	\$6,781	\$14,203	3
#2	Hunter Lopez	11/17/2023	\$5,046	\$10,523	2
#3	Tom Ashbrook	10/22/2023	\$4,599	\$13,723	2
#4	Andy Reiter	12/24/2023	\$2,608	\$5,821	2
#5	Jane Waco	11/18/2023	\$1,953	\$5,385	4
#6	Helen Wasserman	9/4/2023	\$1,947	\$8,166	5
#7	Brian Moss	11/27/2023	\$1,938	\$5,683	5
#8	Alan Dominguez	12/1/2023	\$1,867	\$5,434	4
#9	Jim Epp	11/12/2023	\$1,704	\$4,074	4
#10	Steven Roelle	6/17/2023	\$1,676	\$3,506	1