

## Northwind Traders Sales and KPIs July 2013 - April 2015

Total Revenue

\$1.247K

April Monthly Growth

18.07%

YTD Increase From 2014

54.69%

% Orders on Time

95.10%

Average Monthly Sales: **\$56.7k**  
Total Revenue: **\$1.25m**

Last month (April 2015) saw an **all-time peak monthly revenue** of **\$123.8k**

The top 5 selling countries for the selected timeframe are below.

**Right click a country and select 'drill through' for an in-depth view.**

Reset Selection

Year

All

Month

All

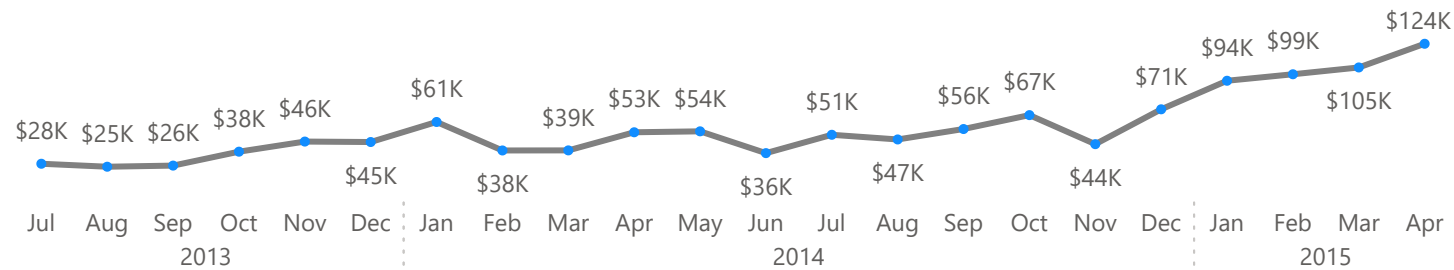
Product Category

All

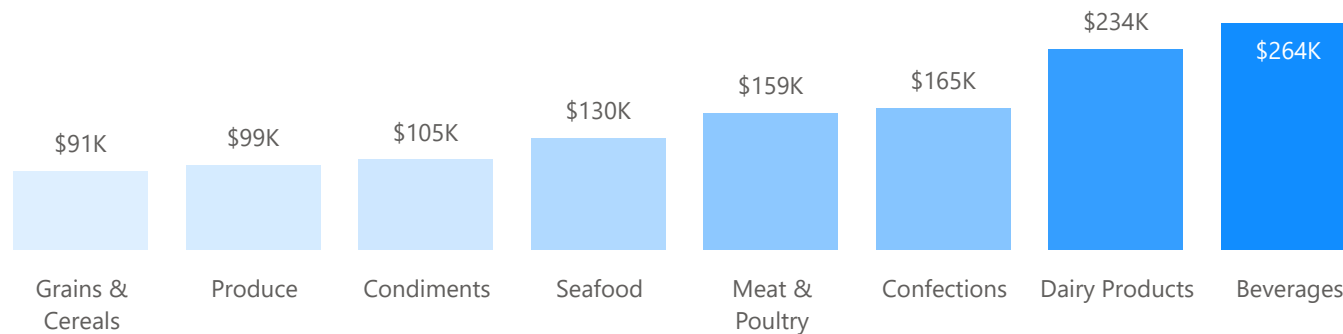
Country of Sale

All

Sales by Month



Top Selling Product Categories



Country	Revenue	% Total
USA	\$239,070	18.89%
Germany	\$228,568	18.06%
Austria	\$122,786	9.70%
Brazil	\$104,899	8.29%
France	\$80,566	6.36%
Total	\$775,888	61.30%

Reset Selection

Year

All

Month

All

Top Sellers:

Product Category

Confections

Product

Total Revenue  
\$228,568



Beverages  
\$53,699

Dairy Products  
\$49,391

**Confections**  
\$35,434

Seafood  
\$22,199

Meat & Poultry  
\$21,456

Condiments  
\$16,737

Produce  
\$16,013

Grains & Cereals  
\$13,640

Tarte au sucre  
\$9,369

Gumbär Gummibärchen  
\$5,877

Schoggi Schokolade  
\$5,663

Sir Rodney's Marmalade  
\$4,115

Sir Rodney's Scones  
\$2,551

Pavlova  
\$2,539

Teatime Chocolate Bis...  
\$1,942

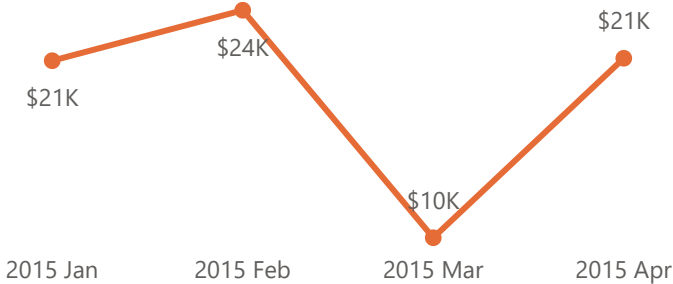
Maxilaku  
\$1,086

2015 YTD Revenue

\$75.840

166.73%  
YOY Change

32  
Total Orders

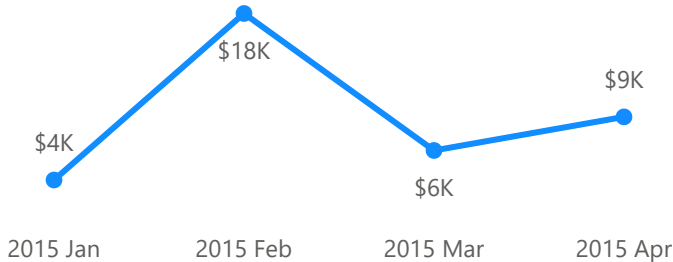


Top Customer this Year

QUICK-Stop

30.01%  
YOY Change

1  
Total Orders



Operational Costs

(Hover for breakdown)

Revenue Shipping Costs Discounts

