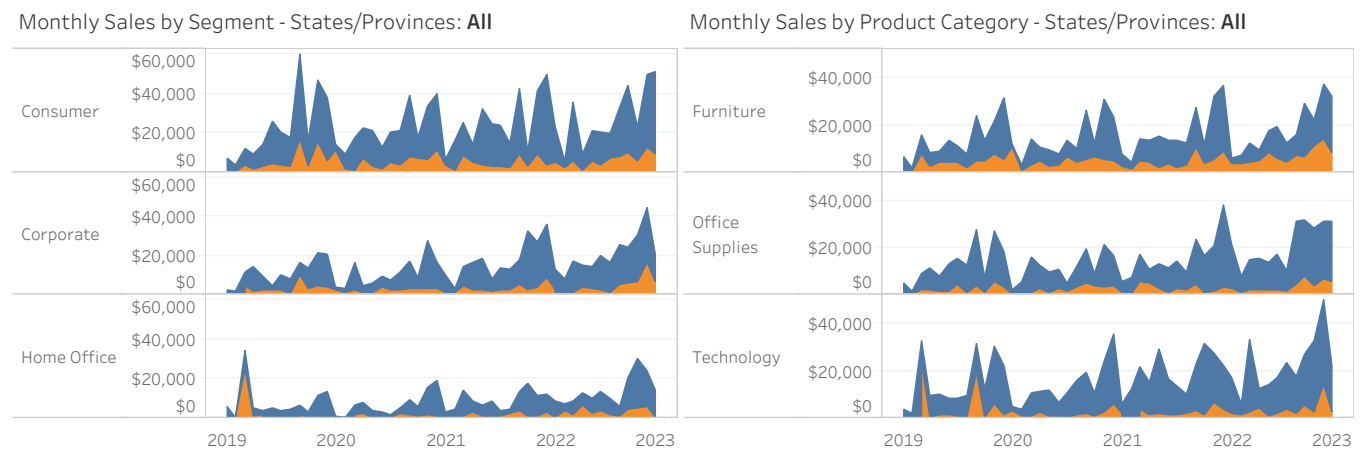
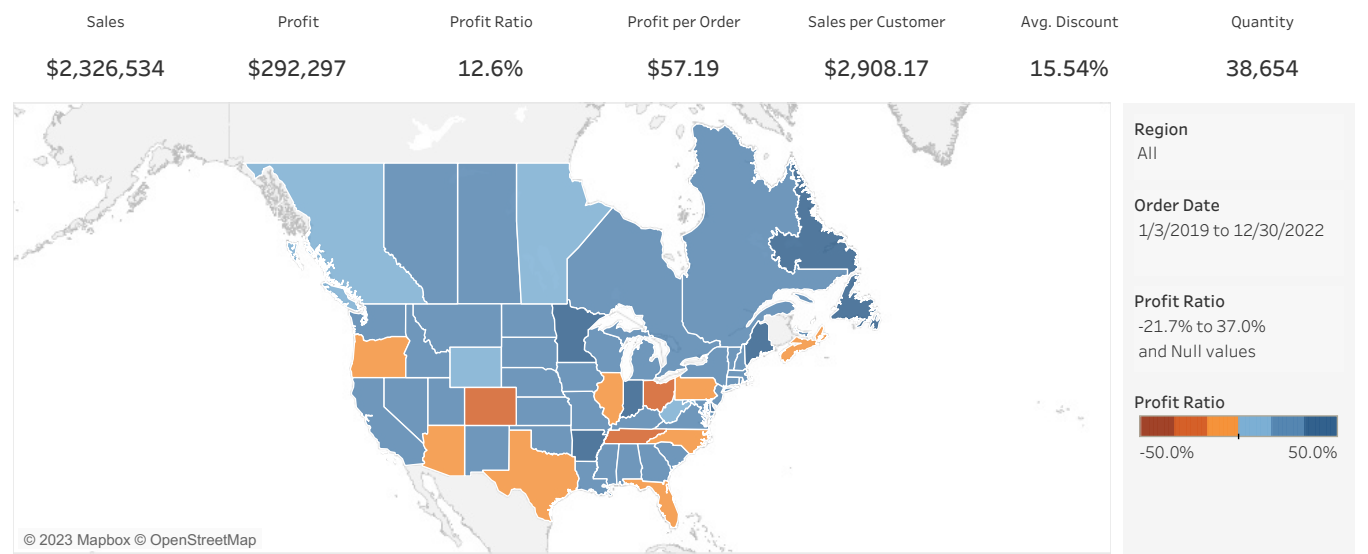


Story 1

Overview	Product	Customars	Shipping	Performance	Commission	Order details
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Executive Overview - Profitability (All)



Story 1

Overview	Product	Customars	Shipping	Performance	Commission	Order details
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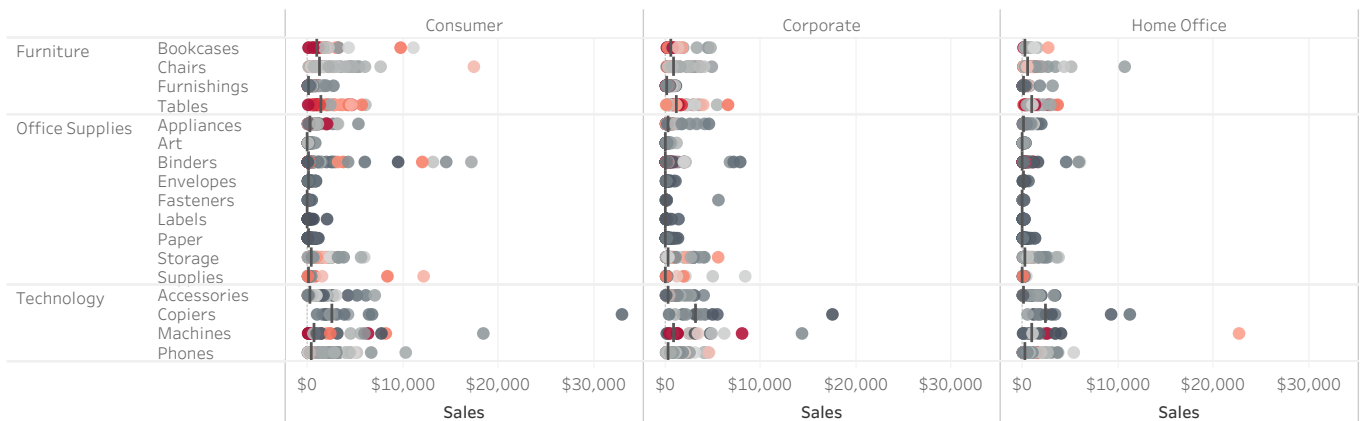
Product Drilldown

Sales by Product Category

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Furniture	2019	\$6,308	\$1,840	\$15,817	\$7,945	\$8,505	\$13,206	\$10,821	\$7,320	\$23,816	\$13,136	\$21,763	\$31,648	Sales <div><div></div></div> 1K50K
	2020	\$11,805	\$3,134	\$13,743	\$10,476	\$9,419	\$7,714	\$13,674	\$9,639	\$26,273	\$12,027	\$30,881	\$23,546	
	2021	\$7,688	\$3,926	\$14,116	\$13,291	\$15,160	\$13,231	\$13,116	\$12,483	\$27,327	\$11,889	\$31,784	\$36,970	
	2022	\$6,029	\$6,866	\$12,369	\$9,323	\$17,483	\$19,009	\$12,476	\$15,442	\$29,097	\$22,246	\$37,057	\$31,917	
Office Supplies	2019	\$4,858	\$1,072	\$8,606	\$11,155	\$7,872	\$13,027	\$15,121	\$12,388	\$27,487	\$7,298	\$26,862	\$18,267	Profit Ratio <div><div></div></div> -0.550.0%
	2020	\$1,822	\$5,368	\$15,892	\$12,559	\$9,185	\$10,648	\$4,720	\$11,894	\$19,337	\$8,673	\$21,218	\$16,355	
	2021	\$5,313	\$6,794	\$17,347	\$10,647	\$13,050	\$11,334	\$13,915	\$9,561	\$23,311	\$16,403	\$20,487	\$38,210	
	2022	\$21,287	\$7,408	\$14,931	\$15,072	\$13,763	\$16,986	\$10,304	\$31,069	\$31,946	\$28,334	\$31,479	\$31,256	
Technology	2019	\$3,353	\$1,609	\$32,511	\$9,195	\$9,943	\$8,436	\$8,004	\$9,210	\$31,367	\$11,979	\$30,201	\$22,093	
	2020	\$4,835	\$3,449	\$10,344	\$11,161	\$11,643	\$6,435	\$10,371	\$15,525	\$19,017	\$10,707	\$23,874	\$35,632	
	2021	\$5,830	\$12,259	\$21,568	\$14,891	\$28,833	\$16,372	\$13,269	\$9,672	\$22,883	\$31,540	\$27,141	\$22,323	
	2022	\$16,943	\$6,027	\$33,429	\$12,383	\$13,910	\$17,061	\$23,210	\$17,619	\$27,022	\$32,895	\$49,919	\$22,002	

Sales and Profit by Product Names

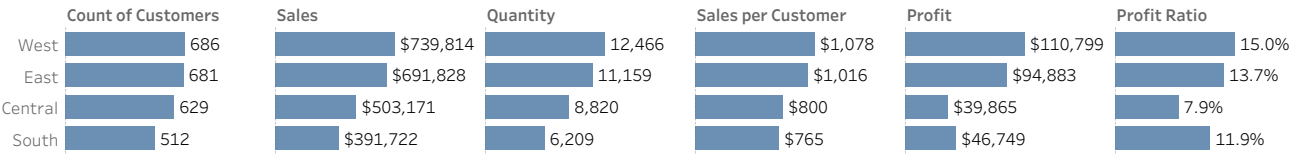
Year: All, Month: All, Product Category: All



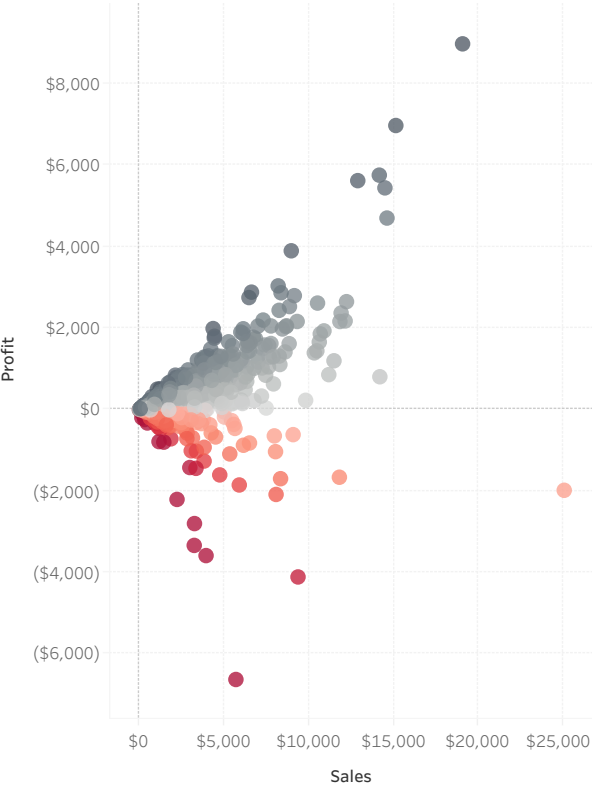
Story 1

Overview	Product	Customars	Shipping	Performance	Commission	Order details
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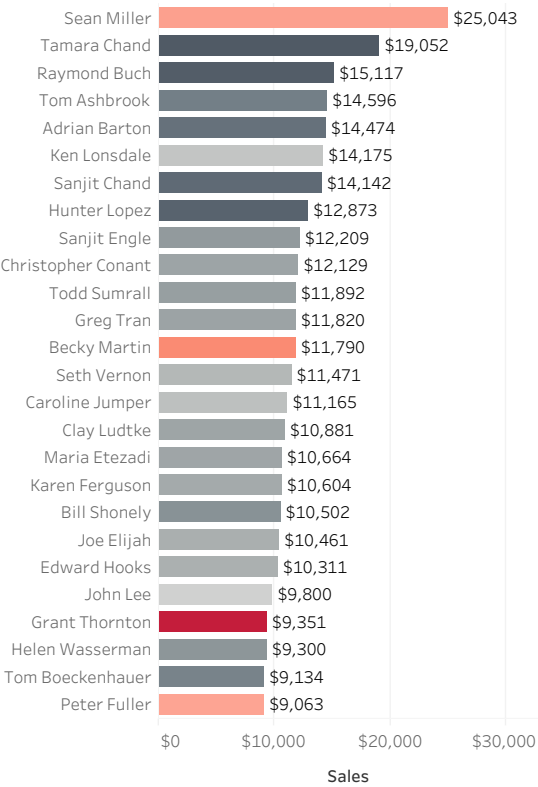
Customer Analysis



Sales and Profit by Customer



Customer Ranking



Year
All

Category

- ☒ Furniture
- ☒ Office Su..
- ☒ Technolo..

Segment

- ☒ Consumer
- ☒ Corporate
- ☒ Home Off..

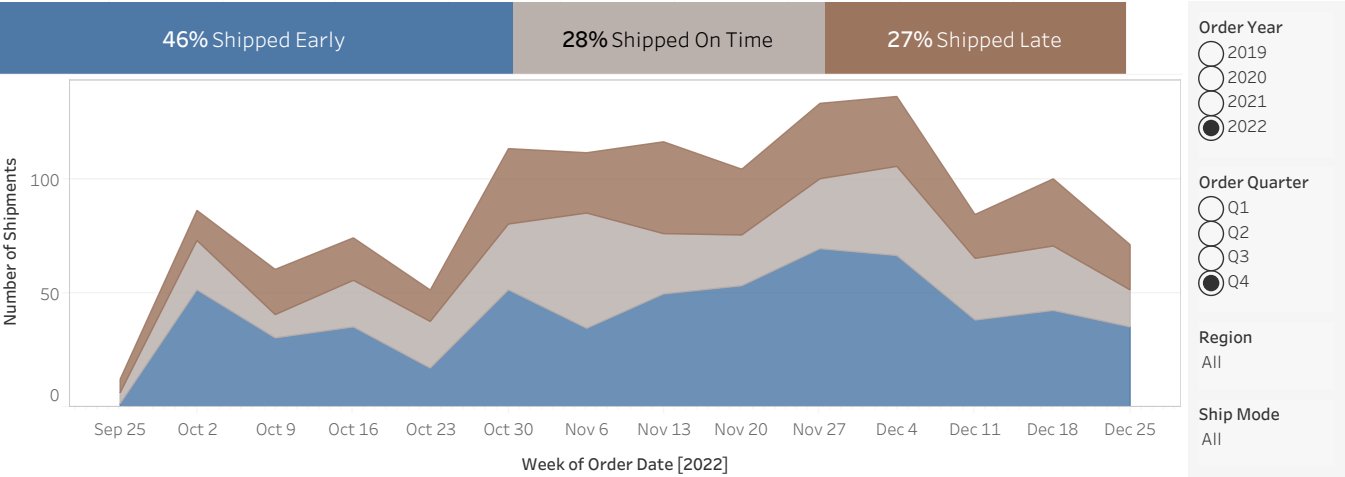
Profit Ratio

-0.550.0%

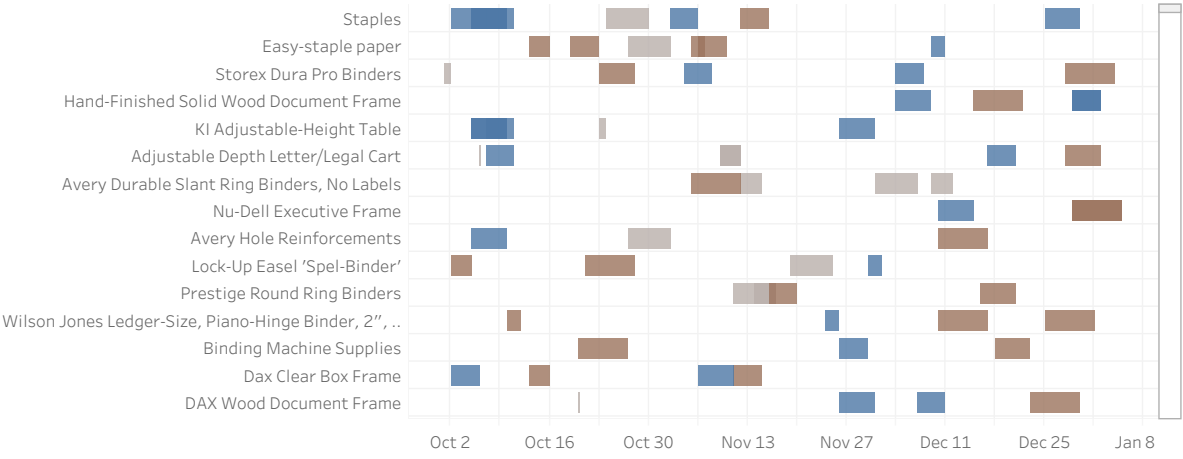
Story 1

Overview	Product	Customars	Shipping	Performance	Commission	Order details
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On-Time Shipment Trends



Days to Ship by Product for Q4 of 2022



Story 1

Product	Customers	Shipping	Performance	Commission	Order details	Forecast
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Story 1

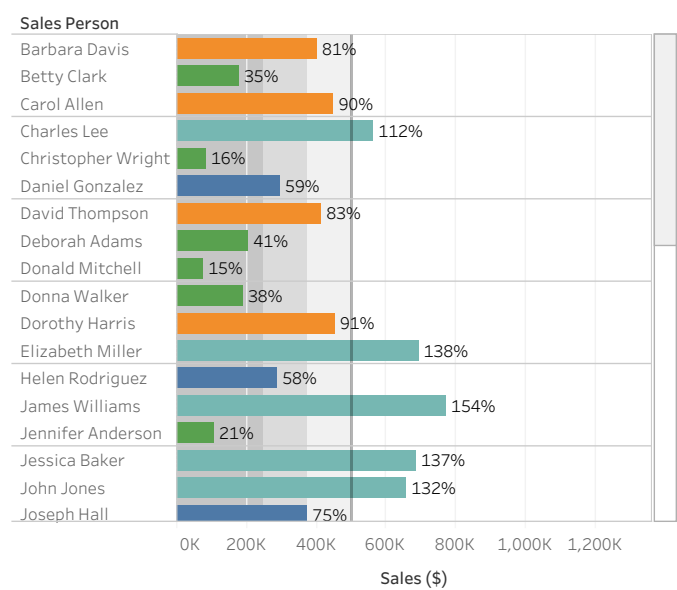
Customers	Shipping	Performance	Commission	Order details	Forecast	What if Forecast
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Sales Commission Model

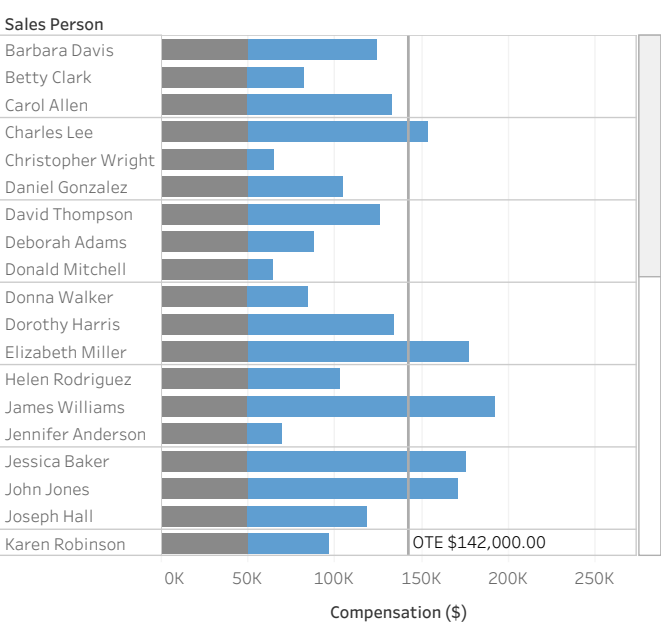
Enter new quota, commission rate and base salary to estimate sales and compensation

New quota	Base salary	Sort by	Commission rate
\$500K	\$50,000	Names	18.4%

Estimated Quota Attainment Results with These Assumptions



Total Compensation with These Assumptions



Below 50% 50-75% 75-100% 100%+ Min. Base (Variable) Commission (Variable)

Estimated Sales:		Estimated Compensation:	
Sales	\$15.36M	OTE (Variable)	\$5.82M
% of quota achieved	75%	Avg. OTE (Variable)	\$142K

Story 1

Shipping	Performance	Commission	Order details	Forecast	What if Forecast	Dashboard 7
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Order Details

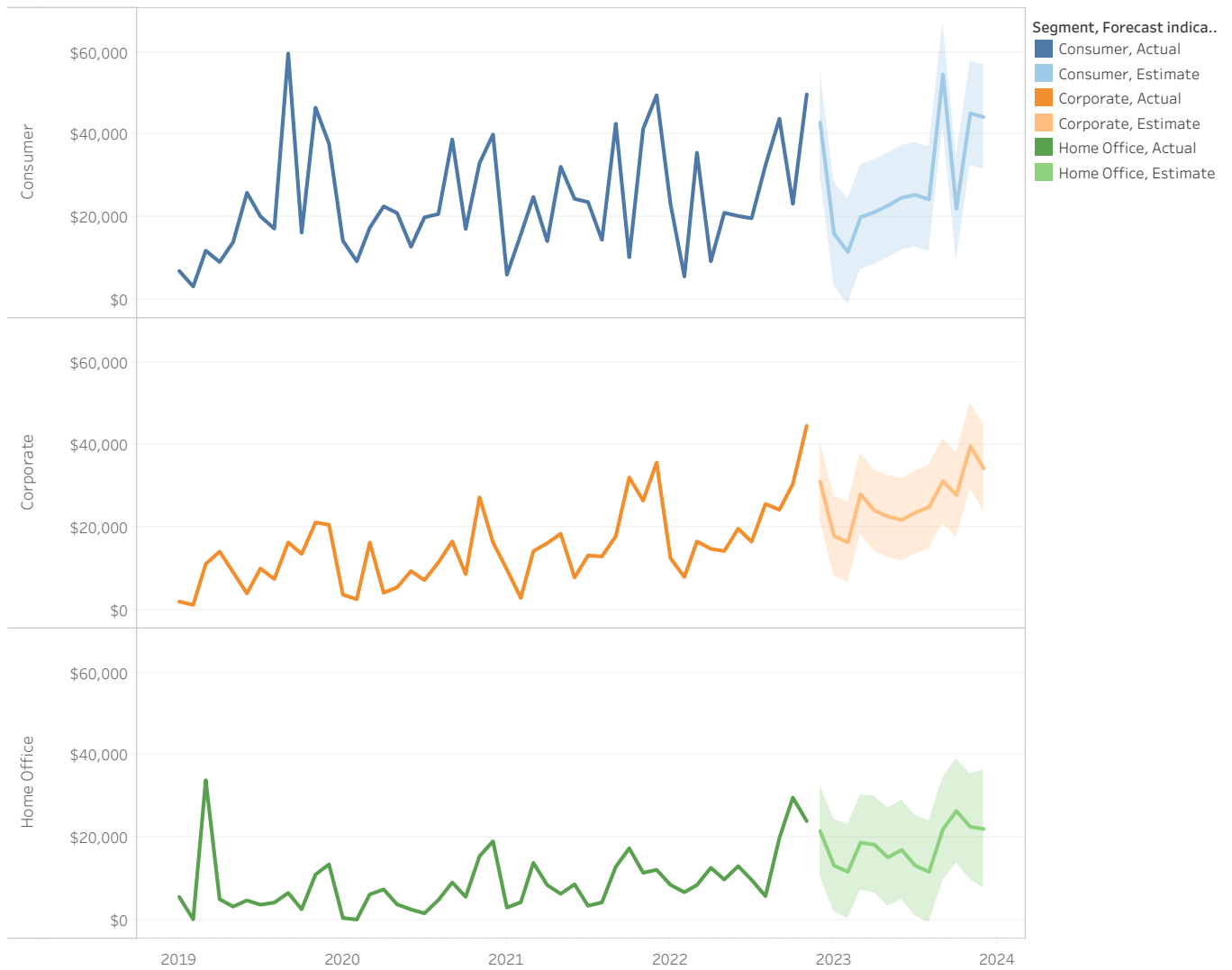
Order Date	Region	State/Province	City	Category	Segment
1/3/2019 to 12/30/2022	All	All	All	All	All

Product Detail Sheet

Order ID	Customer Name	Order Date	Ship Date	Ship Mode	Sales	Quanti..	Disco..	Profit	Profit ..	Days t..	Days t..
CA-2019-100867	Eugene Hildebrand	10/19/2019	10/24/2019	Standard Class	\$33	3	0%	\$9	26.0%	6	5
CA-2019-107153	George Zrebassa	9/28/2019	10/3/2019	Standard Class	\$11	2	20%	\$4	35.0%	6	5
CA-2019-115238	Jane Waco	1/21/2019	1/24/2019	Standard Class	\$281	22	0%	\$89	31.7%	30	15
CA-2019-115777	Doug O'Connell	8/19/2019	8/24/2019	Standard Class	\$388	1	0%	\$182	47.0%	6	5
CA-2019-117964	Michael Knudson	12/2/2019	12/6/2019	Standard Class	\$56	12	80%	(\$19)	-32.9%	12	8
CA-2019-119508	Tracy Zic	12/4/2019	12/9/2019	Standard Class	\$42	11	0%	\$15	36.4%	12	10
CA-2019-123625	Bruce Galang	12/29/2019	1/2/2020	Standard Class	\$258	17	0%	\$88	34.2%	24	16
CA-2019-123664	Neil Cohen	12/2/2019	12/6/2019	Standard Class	\$58	5	60%	(\$25)	-42.5%	6	4
CA-2019-125388	Michael Paige	10/19/2019	10/23/2019	Standard Class	\$174	7	20%	\$26	15.2%	12	8
CA-2019-126438	Alex Russell	9/10/2019	9/13/2019	First Class	\$15	2	0%	\$4	25.0%	1	3
CA-2019-126634	Alan Barnes	12/20/2019	12/22/2019	Second Class	\$94	5	0%	\$40	42.0%	3	2
CA-2019-129322	Denny Blanton	8/8/2019	8/10/2019	Second Class	\$601	11	0%	\$255	42.5%	9	6
CA-2019-131807	Greg Guthrie	10/5/2019	10/10/2019	Standard Class	\$753	22	60%	(\$14)	-1.9%	36	30
CA-2019-132339	Jennifer Braxton	8/19/2019	8/23/2019	Standard Class	\$19	3	0%	\$9	48.0%	6	4
CA-2019-139675	Nicole Fjeld	3/13/2019	3/18/2019	Second Class	\$1,243	12	20%	\$195	15.7%	6	10
CA-2019-141531	Bruce Galang	12/29/2019	1/2/2020	Standard Class	\$88	7	0%	\$30	34.2%	12	8
CA-2019-143500	Harry Olson	12/30/2019	1/3/2020	Standard Class	\$3	3	20%	(\$1)	-20.0%	6	4
CA-2019-146626	James Peterman	12/29/2019	1/5/2020	Standard Class	\$20	5	0%	\$10	49.0%	6	7
CA-2019-151799	Ben Ferrer	12/14/2019	12/18/2019	Standard Class	\$1,843	14	30%	\$432	23.5%	30	20
CA-2019-152443	Frank Gastineau	5/21/2019	5/26/2019	Standard Class	\$712	16	0%	\$297	41.7%	18	15
CA-2019-153623	James Peterman	11/24/2019	12/5/2019	Standard Class	\$198	16	0%	\$71	35.7%	12	22
CA-2019-153738	Alejandro Grove	9/20/2019	9/22/2019	First Class	\$38	6	0%	\$17	45.0%	1	2
CA-2019-160325	Bart Pistole	9/24/2019	9/24/2019	Same Day	\$830	5	0%	\$241	29.1%	0	0
CA-2019-166086	Carol Triggs	5/7/2019	5/12/2019	Standard Class	\$1,091	12	30%	\$216	19.8%	24	20
CA-2019-166695	Chuck Clark	5/20/2019	5/24/2019	Standard Class	\$868	10	40%	(\$55)	-6.4%	18	12
CA-2019-184712	Neil Cohen	6/18/2019	6/20/2019	Second Class	\$74	3	20%	\$23	31.3%	3	2
CA-2020-112224	Neil Cohen	12/2/2020	12/6/2020	Standard Class	\$58	5	60%	(\$25)	-42.5%	6	4
CA-2020-115238	Jane Waco	1/21/2020	1/24/2020	Standard Class	\$281	22	0%	\$89	31.7%	30	15
CA-2020-119508	Tracy Zic	12/4/2020	12/9/2020	Standard Class	\$402	6	10%	\$79	19.6%	12	10
CA-2020-129322	Denny Blanton	8/8/2020	8/10/2020	Second Class	\$159	5	60%	\$16	10.0%	9	6
CA-2020-132548	Carol Triggs	5/7/2020	5/12/2020	Standard Class	\$115	20	60%	\$9	8.0%	24	20
CA-2020-139675	Nicole Fjeld	3/13/2020	3/18/2020	Second Class	\$1,243	12	20%	\$195	15.7%	6	10

Story 1

Performance	Commission	Order details	Forecast	What if Forecast	Dashboard 7	Category
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Story 1

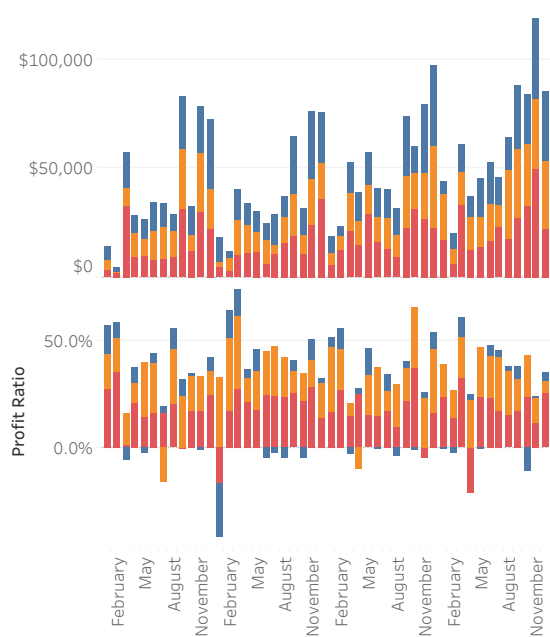
Performance	Commission	Order details	Forecast	What if Forecast	Dashboard 7	Category
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			Q1				Q2			Order Date
Region	Segment		January	February	March	Total	April	May	June	All
Central	Consumer	Sales	\$16,479	\$4,078	\$24,791	\$45,347	\$13,723	\$16,225	\$11,000	Measure Names Sales Sales Forecast New Business Growth 60% Churn Rate 6.40%
		Sales Forecast	\$24,679	\$6,107	\$37,126	\$67,912	\$20,552	\$24,299	\$16,666	
	Corporate	Sales	\$13,060	\$1,712	\$9,109	\$23,880	\$5,885	\$15,102	\$8,500	
		Sales Forecast	\$19,558	\$2,563	\$13,641	\$35,762	\$8,813	\$22,616	\$12,700	
	Home Office	Sales	\$2,145	\$2,422	\$7,317	\$11,884	\$6,592	\$4,678	\$13,200	
		Sales Forecast	\$3,212	\$3,627	\$10,958	\$17,797	\$9,872	\$7,006	\$19,800	
	Total	Sales	\$31,683	\$8,211	\$41,216	\$81,111	\$26,200	\$36,005	\$32,800	
		Sales Forecast	\$47,449	\$12,297	\$61,725	\$121,472	\$39,237	\$53,921	\$49,200	
East	Consumer	Sales	\$7,151	\$8,932	\$20,448	\$36,532	\$12,618	\$34,207	\$28,200	
		Sales Forecast	\$10,710	\$13,376	\$30,624	\$54,710	\$18,897	\$51,229	\$42,300	
	Corporate	Sales	\$7,383	\$4,184	\$12,777	\$24,345	\$15,146	\$7,431	\$11,200	
		Sales Forecast	\$11,056	\$6,267	\$19,135	\$36,459	\$22,683	\$11,128	\$16,900	
	Home Office	Sales	\$1,961	\$1,665	\$3,889	\$7,515	\$11,140	\$3,801	\$6,200	
		Sales Forecast	\$2,937	\$2,493	\$5,824	\$11,255	\$16,683	\$5,693	\$9,400	
	Total	Sales	\$16,495	\$14,781	\$37,115	\$68,391	\$38,905	\$45,439	\$45,800	
		Sales Forecast	\$24,703	\$22,136	\$55,583	\$102,423	\$58,263	\$68,050	\$68,600	
South	Consumer	Sales	\$12,089	\$15,050	\$14,914	\$42,054	\$11,286	\$14,668	\$13,100	
		Sales Forecast	\$18,105	\$22,539	\$22,336	\$62,979	\$16,902	\$21,967	\$19,700	
	Corporate	Sales	\$3,950	\$2,257	\$10,558	\$16,765	\$13,796	\$11,695	\$11,200	
		Sales Forecast	\$5,916	\$3,380	\$15,811	\$25,107	\$20,660	\$17,515	\$16,700	
	Home Office	Sales	\$7,147	\$3,675	\$28,643	\$39,464	\$5,235	\$4,304	\$1,100	
		Sales Forecast	\$10,703	\$5,503	\$42,896	\$59,102	\$7,839	\$6,445	\$1,600	
	Total	Sales	\$23,186	\$20,981	\$54,115	\$98,283	\$30,316	\$30,667	\$25,900	
		Sales Forecast	\$34,723	\$31,422	\$81,043	\$147,188	\$45,402	\$45,927	\$38,100	
West	Consumer	Sales	\$14,722	\$5,766	\$29,707	\$50,195	\$17,554	\$23,094	\$30,900	
		Sales Forecast	\$22,048	\$8,635	\$44,489	\$75,172	\$26,289	\$34,585	\$46,300	
	Corporate	Sales	\$3,543	\$6,422	\$25,796	\$35,761	\$14,406	\$13,081	\$9,800	
		Sales Forecast	\$5,305	\$9,618	\$38,633	\$53,556	\$21,575	\$19,590	\$14,700	
	Home Office	Sales	\$6,440	\$3,589	\$22,722	\$32,752	\$10,717	\$10,479	\$8,400	
		Sales Forecast	\$9,645	\$5,375	\$34,029	\$49,049	\$16,050	\$15,693	\$12,600	
	Total	Sales	\$24,705	\$15,777	\$78,226	\$118,708	\$42,678	\$46,653	\$49,200	
		Sales Forecast	\$36,998	\$23,628	\$117,151	\$177,777	\$63,914	\$69,868	\$73,700	
Grand Total	Sales	\$96,070	\$59,751	\$210,672	\$366,493	\$138,099	\$158,765	\$153,400		
	Sales Forecast	\$143,874	\$89,483	\$315,503	\$548,860	\$206,817	\$237,767	\$229,800		

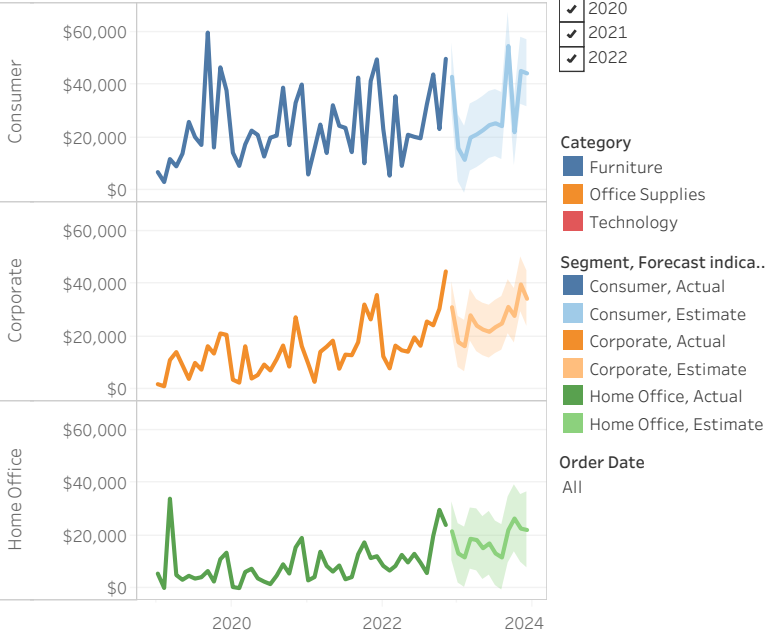
Story 1

Performance	Commission	Order details	Forecast	What if Forecast	Dashboard 7	Category
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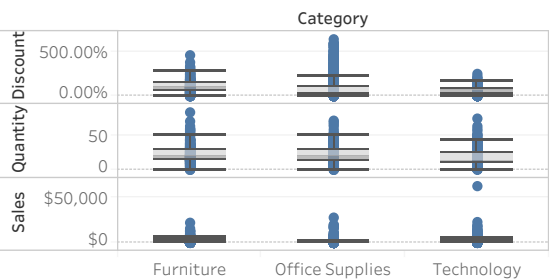
Sales Performance vs Target



Sales Forecast



category



What if Forecast Based on All Sales (60% Growth, 6.40% Churn)

Region		Segment		Q1	
				January	Feb
Central	Consumer	Sales		\$16,479	
		Sales Forecast		\$24,679	
	Corporate	Sales		\$13,060	
		Sales Forecast		\$19,558	
	Home Office	Sales		\$2,145	
		Sales Forecast		\$3,212	

Year
2019
2020
2021
2022

Category
Furniture
Office Supplies
Technology

Segment, Forecast indica..
Consumer, Actual
Consumer, Estimate
Corporate, Actual
Corporate, Estimate
Home Office, Actual
Home Office, Estimate

Order Date
All

Measure Names
Sales
Sales Forecast

New Business Growth
60%

Churn Rate
6.40%

Story 1

Performance	Commission	Order details	Forecast	What if Forecast	Dashboard 7	Category
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