

# Sales Marketing Dashboard

2022

2023

2024

Overview

Product Details



Revenue

\$630K

vs PY +4,8%↑



Cost

\$493K

vs PY +5,2%↑



Profit

\$136K

vs PY +3,1%↑



Avg Conversion Rate

17

vs PY -1,2%↓

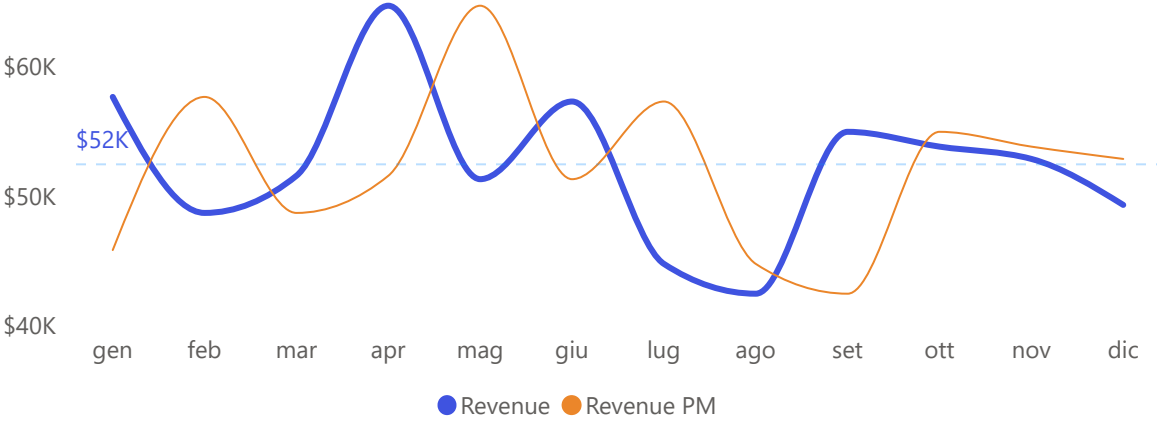


Views

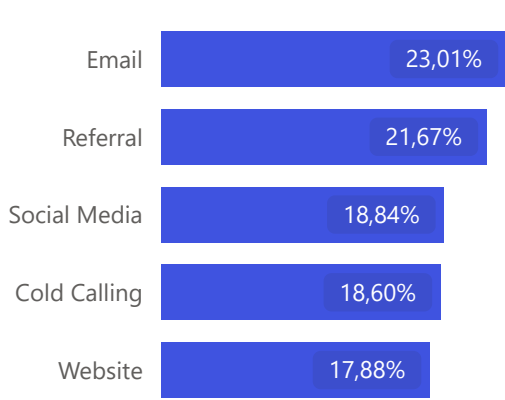
46K

vs PY +1,2%↑

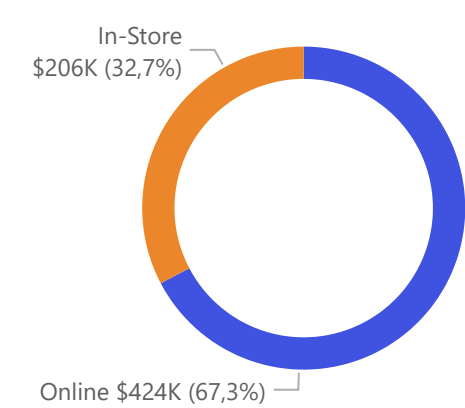
## Revenue by Month



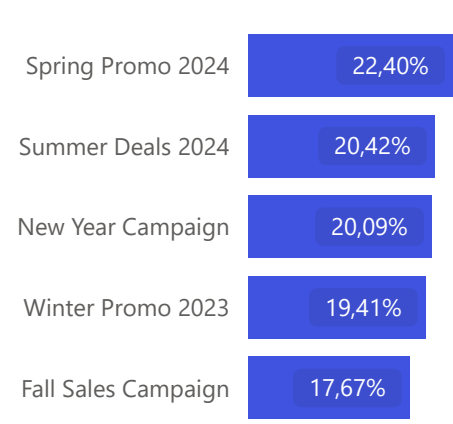
## Revenue by Lead Source



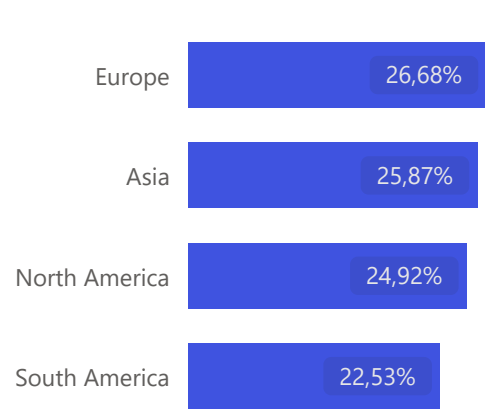
## Revenue by Sales Channel



## Revenue by Marketing Campaign

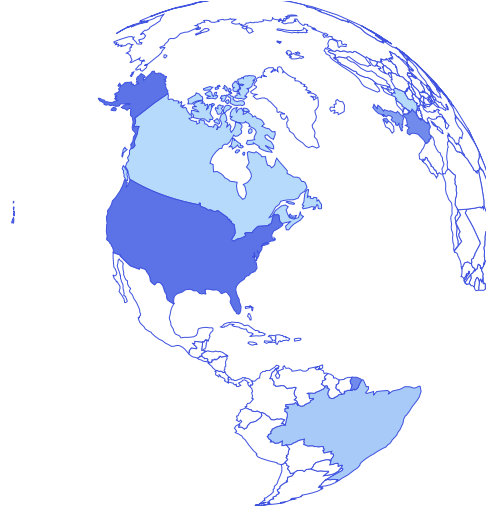


## Revenue by Region



## Revenue & Session by Country

Country	Sessions	Revenue
Japan	1.415	\$93K
United States	1.409	\$87K
South Korea	1.196	\$80K
France	1.177	\$83K
United Kingdom	1.116	\$79K
Brazil	1.089	\$71K
Germany	1.049	\$68K
Canada	1.033	\$68K



Search






























































2022

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Overview

Product Details

ID	Product	Rating	Scoring	Stock	No Invoices	Price	Views	Revenue		Cost		Profit	
1	 Tablet Z	6	★★★★★☆☆☆☆☆	185	143	784,88	9158	\$112.238		\$87.566		\$24.672	
2	 Smartwatch 3	5	★★★★★☆☆☆☆☆	133	118	809,83	7425	\$95.560		\$74.259		\$21.301	
3	 Camera Pro S	6	★★★★★☆☆☆☆☆	84	121	844,00	7085	\$102.124		\$81.712		\$20.412	
4	 Soundbar 360	5	★★★★★☆☆☆☆☆	172	137	834,75	8310	\$114.361		\$88.475		\$25.886	
5	 Smartphone X	6	★★★★★☆☆☆☆☆	138	126	808,89	7420	\$101.920		\$78.686		\$23.234	
6	 Smart TV QLED	6	★★★★★☆☆☆☆☆	78	139	790,34	8672	\$109.857		\$85.589		\$24.268	
7	 Desktop PC Ultra	5	★★★★★☆☆☆☆☆	266	108	891,76	6427	\$96.310		\$76.067		\$20.243	
8	 Gaming Console Z	6	★★★★★☆☆☆☆☆	234	159	841,90	9471	\$133.862		\$105.313		\$28.549	
9	 VR Headset Pro	5	★★★★★☆☆☆☆☆	151	137	853,37	8010	\$116.912		\$94.254		\$22.658	
10	 Headphones Plus	6	★★★★★☆☆☆☆☆	109	138	800,71	8672	\$110.498		\$86.075		\$24.423	
11	 Fitness Tracker X	5	★★★★★☆☆☆☆☆	152	133	832,86	8187	\$110.771		\$87.926		\$22.845	
12	 Monitor HD 24	5	★★★★★☆☆☆☆☆	271	145	840,88	8898	\$121.927		\$96.988		\$24.939	
13	 Laptop Pro 14	5	★★★★★☆☆☆☆☆	98	123	762,35	7768	\$93.769		\$71.873		\$21.896	
14	 Wireless Speaker	5	★★★★★☆☆☆☆☆	123	134	801,10	8051	\$107.347		\$83.575		\$23.772	
15	 Drone Vision	5	★★★★★☆☆☆☆☆	261	139	812,29	8467	\$112.909		\$87.806		\$25.103	