

RETAIL BUSINESS DASHBOARD

1996

77

PRODUCTS

830

ORDERS

89

CUSTOMERS

€ 1.45M

TOTAL REVENUE

36.1

AVG
number of
orders per
year

2.6

AVG
products
per order

1.7K

AVG
order
price

1998

☐ Jan

☐ Feb

☐ Mar

☐ Apr

☐ May

☐ Jun

☐ Jul

☐ Aug

☐ Sep

☐ Oct

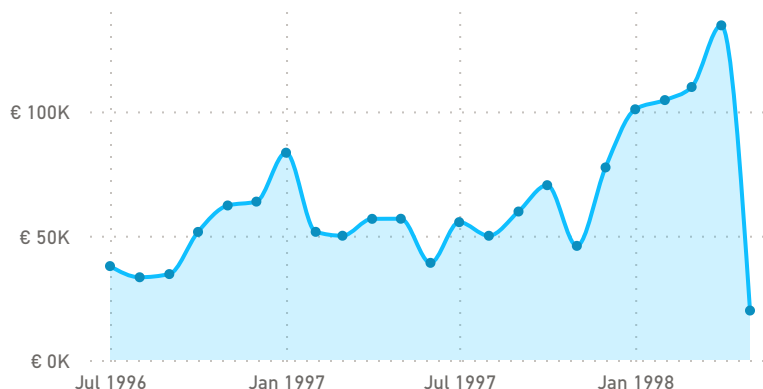
☐ Nov

☐ Dec

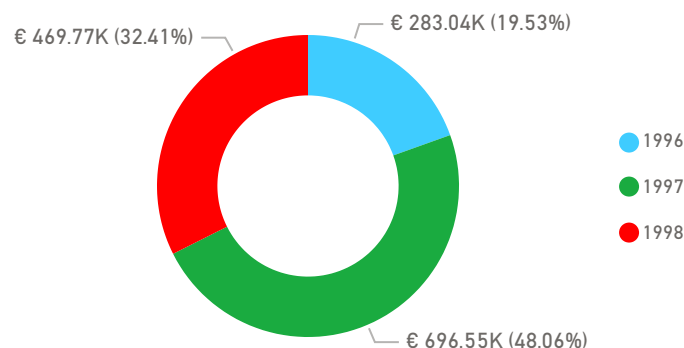
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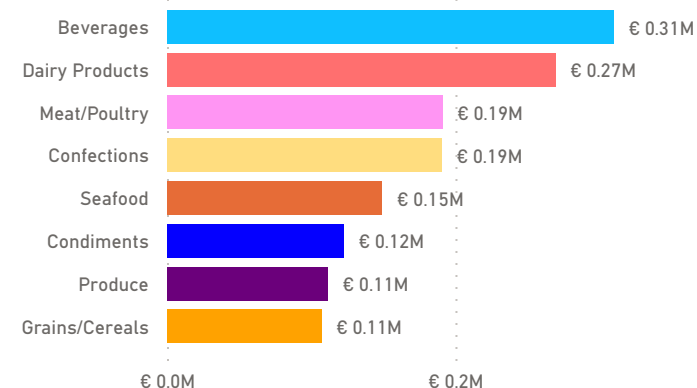
Revenue Trend



Revenue Distribution by Year

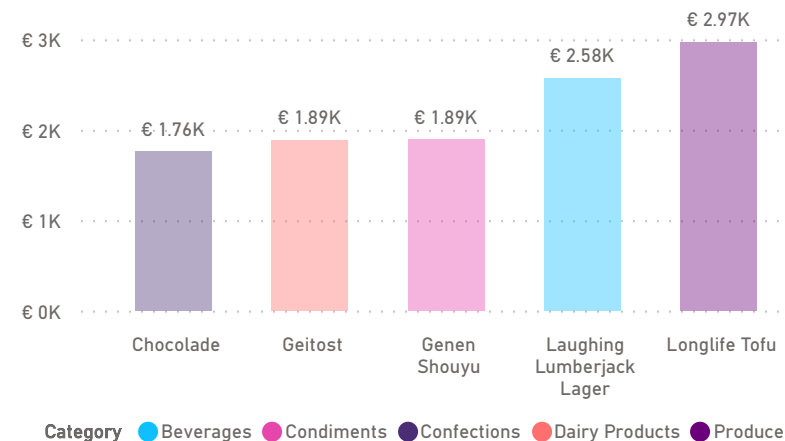


Product Category Ranking



Year	Month	Orders	Products in Orders	Revenue	% of Total Revenue	Average Products number per Order in
1996	July	22	59	€ 37,779.85	2.61%	2.68
1996	August	25	69	€ 33,285.49	2.30%	2.76
1996	September	23	57	€ 34,565.60	2.38%	2.48
1996	October	26	73	€ 51,528.69	3.56%	2.81
1996	November	25	66	€ 62,163.99	4.29%	2.64
1996	December	31	81	€ 63,721.23	4.40%	2.61
1997	January	33	85	€ 83,400.47	5.75%	2.58
1997	February	29	79	€ 51,561.06	3.56%	2.72
1997	March	30	77	€ 49,992.59	3.45%	2.57
1997	April	31	81	€ 56,787.54	3.92%	2.61
1997	May	32	96	€ 56,823.70	3.92%	3.00
1997	June	30	76	€ 39,088.00	2.70%	2.53
1997	July	33	77	€ 55,464.93	3.83%	2.33
Total		830	2155	€ 1,449,367.31	100.00%	2.60

5 Worst Selling Products



RETAIL BUSINESS DASHBOARD

Revenue

1996

1997

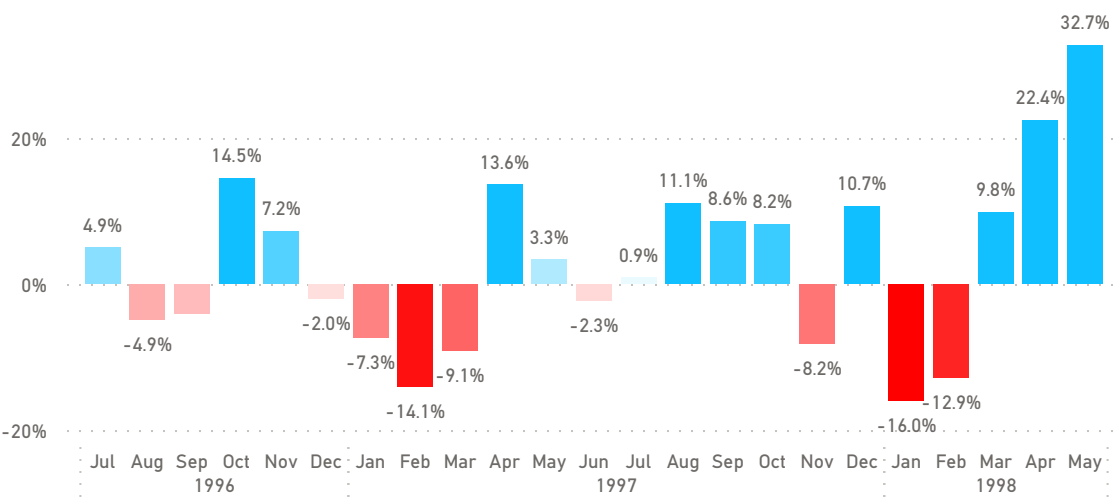
1998

- ☐ Jan
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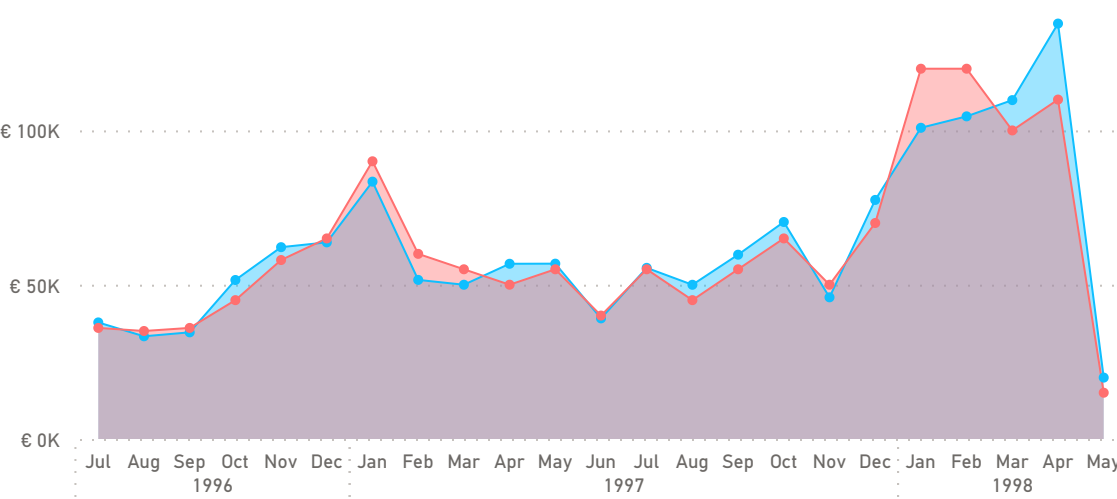
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Revenue VS Target Trend and Growth Rate



Revenue VS Target Trend and Growth Rate



Year	Month	Orders	AVG number of positions	AVG order price	Revenue	TargetSum	Revenue VS Target	%	Variance
1996	July	22	2.70	1,717.27	€ 37,779.85	€ 36,000	€ 1,779.85	104.94	4.94%
1996	August	25	2.80	1,331.42	€ 33,285.49	€ 35,000	-€ 1,714.51	95.10	-4.90%
1996	September	23	2.50	1,502.85	€ 34,565.60	€ 36,000	-€ 1,434.40	96.02	-3.98%
1996	October	26	2.80	1,981.87	€ 51,528.69	€ 45,000	€ 6,528.69	114.51	14.51%
1996	November	25	2.60	2,486.56	€ 62,163.99	€ 58,000	€ 4,163.99	107.18	7.18%
1996	December	31	2.60	2,055.52	€ 63,721.23	€ 65,000	-€ 1,278.77	98.03	-1.97%
1997	January	33	2.60	2,527.29	€ 83,400.47	€ 90,000	-€ 6,599.53	92.67	-7.33%
1997	February	29	2.70	1,777.97	€ 51,561.06	€ 60,000	-€ 8,438.94	85.94	-14.06%
1997	March	30	2.60	1,666.42	€ 49,992.59	€ 55,000	-€ 5,007.41	90.90	-9.10%
1997	April	31	2.60	1,831.86	€ 56,787.54	€ 50,000	€ 6,787.54	113.58	13.58%
1997	May	32	3.00	1,775.74	€ 56,823.70	€ 55,000	€ 1,823.70	103.32	3.32%
1997	June	30	2.50	1,302.93	€ 39,088.00	€ 40,000	-€ 912.00	97.72	-2.28%
1997	July	33	2.30	1,680.76	€ 55,464.93	€ 55,000	€ 464.93	100.85	0.85%
1997	August	33	2.50	1,514.60	€ 49,981.69	€ 45,000	€ 4,981.69	111.07	11.07%
1997	September	37	2.60	1,614.41	€ 59,733.02	€ 55,000	€ 4,733.02	108.61	8.61%
1997	October	33	2.60	1,655.55	€ 53,683.55	€ 55,000	-€ 1,316.45	97.61	-2.39%
1997	November	33	2.60	1,655.55	€ 53,683.55	€ 55,000	-€ 1,316.45	97.61	-2.39%
1997	December	33	2.60	1,655.55	€ 53,683.55	€ 55,000	-€ 1,316.45	97.61	-2.39%
Total		830	61.30	40,097.87	€ 1,449,367.31	€ 1,430,000	€ 19,367.31	100.00	0.00%

Revenue VS Target

€ 19.37K



RETAIL BUSINESS DASHBOARD

Employees

1996

1997

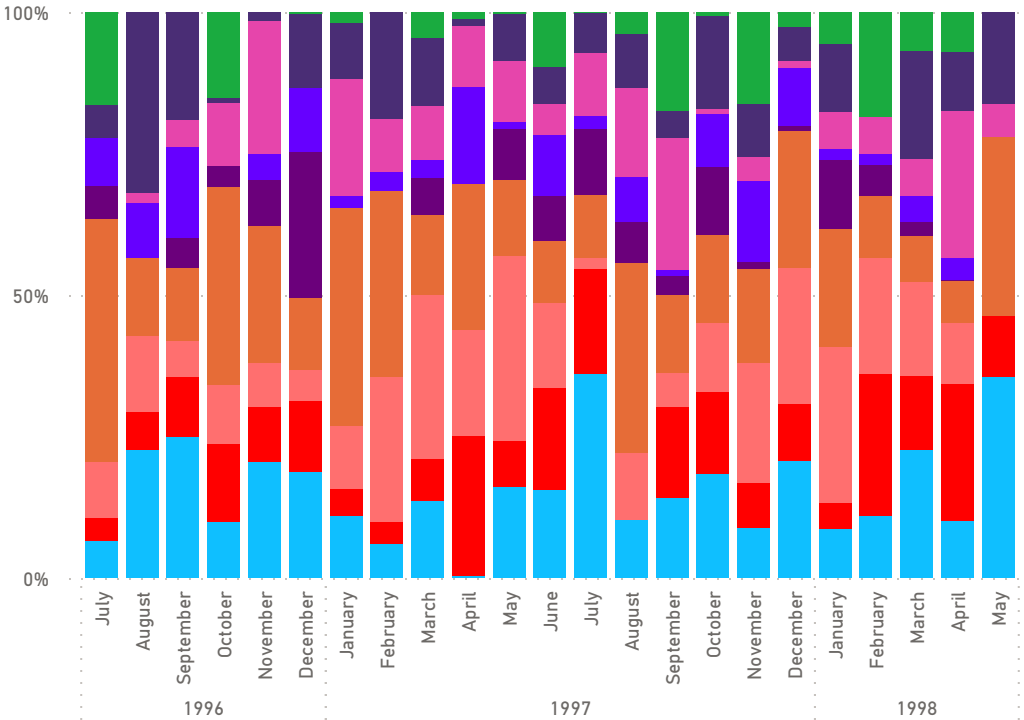
1998

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Revenue Share per Employee

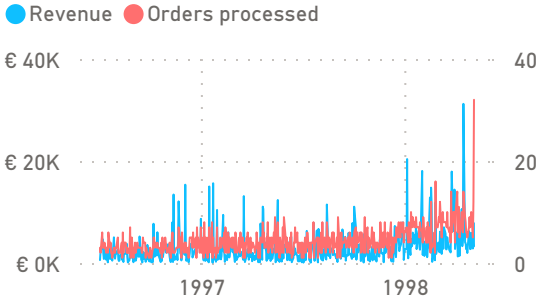


Top 3 Workers by Revenue



Employee Info

Employee Statistics

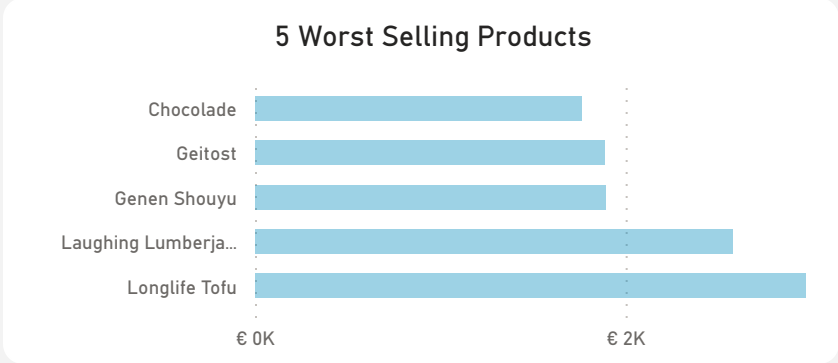
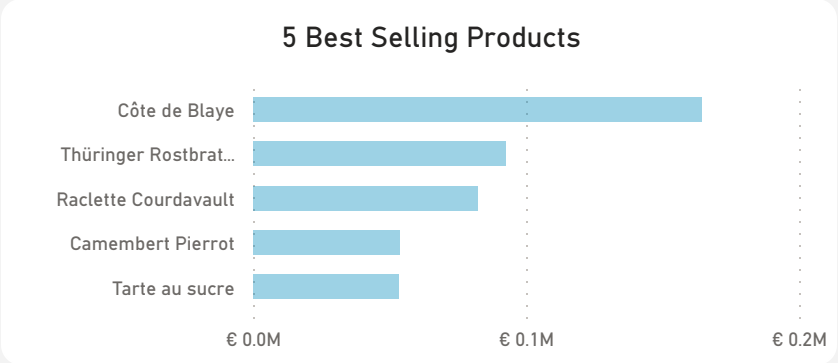
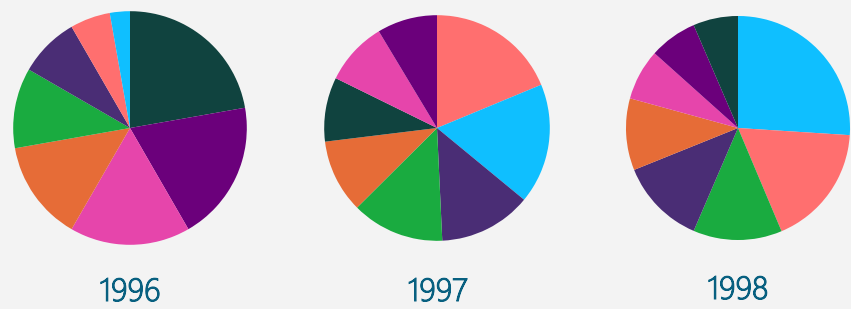


ID	Firstname	Lastname	Orders (1996)	Revenue	%	Orders (1997)	Revenue	%	Orders (1998)	Revenue	%	Total Orders	Total Revenue	%
4	Margaret	Peacock	31	66,422.54	23.47%	81	151,092.49	21.69%	44	57,594.95	12.26%	156	€ 275,109.98	18.98%
3	Janet	Leverling	18	24,055.05	8.50%	71	119,519.53	17.16%	38	82,030.89	17.46%	127	€ 225,605.47	15.57%
1	Nancy	Davolio	26	48,523.78	17.14%	55	101,372.88	14.55%	42	65,821.13	14.01%	123	€ 215,717.79	14.88%
8	Laura	Callahan	19	28,967.78	10.23%	54	64,619.97	9.28%	31	50,363.11	10.72%	104	€ 143,950.86	9.93%
2	Andrew	Fuller	16	28,560.70	10.09%	41	76,878.46	11.04%	39	79,955.96	17.02%	96	€ 185,395.12	12.79%
7	Robert	King	11	22,638.80	8.00%	36	72,461.34	10.40%	25	56,502.05	12.03%	72	€ 151,602.19	10.46%
6	Michael	Suyama	15	22,175.55	7.83%	33	47,022.90	6.75%	19	14,475.00	3.08%	67	€ 83,673.45	5.77%
9	Anne	Dodsworth	5	14,219.85	5.02%	19	30,326.00	4.35%	19	42,020.75	8.94%	43	€ 86,566.60	5.97%
5	Steven	Buchanan	11	27,480.80	9.71%	18	33,257.55	4.77%	13	21,007.50	4.47%	42	€ 81,745.85	5.64%

Employee Revenue VS Target Gauge

RETAIL BUSINESS DASHBOARD

Demand changes by category by year



RESET



Category	Rank	1996	Rank	1997	Rank	1998
Beverages	#1	67,349.00	#2 ▼ 1	120,009.50	#1 ▲ 1	122,223.75
Condiments	#6	24,356.60	#7 ▼ 1	63,428.95	#6 ▲ 1	34,557.45
Confections	#3	39,448.00	#3 —	92,520.81	#4 ▼ 1	58,359.73
Dairy Products	#2	55,781.00	#1 ▲ 1	130,543.40	#2 ▼ 1	82,803.90
Grains/Cereals	#8	12,289.50	#6 ▲ 2	64,136.25	#8 ▼ 2	30,422.25
Meat/Poultry	#4	37,892.27	#4 —	92,514.85	#3 ▲ 1	60,275.57
Produce	#7	18,931.25	#8 ▼ 1	60,047.90	#7 ▲ 1	32,415.85
Seafood	#5	26,997.23	#5 —	73,349.46	#5 —	48,712.84