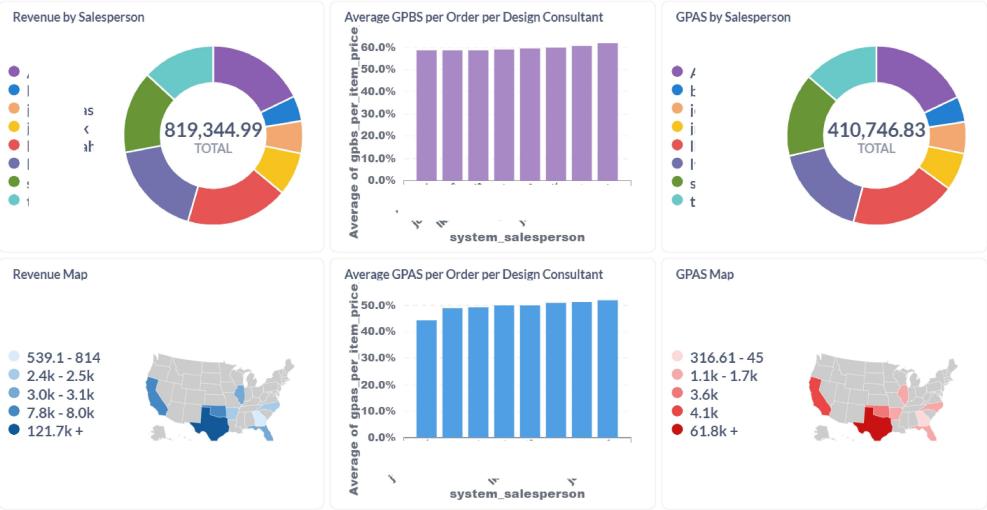


Sales Dashboard

Revenue & GPAS Overview



Order Value, GPAS, GMAS by Salesperson



Order Margin Reporting

Order Margin Report by Order

Order Number	Customer Number	Order Date	Order Status	Channel	Shipping Service Level	Order Item Total	Customer Shipping Charges
297650	197481	June 30, 2024, 7:19 PM	Shipped		OI F	1,189.4	299
297647	197920	June 30, 2024, 6:34 PM	On Hold		Z	1,527.78	32.1
297647	197920	June 30, 2024, 6:34 PM	On Hold		Z	3,183.44	66.9
297646	23773	June 30, 2024, 6:28 PM	Awaiting Inventory		F	1,065.06	0
297646	23773	June 30, 2024, 6:28 PM	Awaiting Inventory		Z	4,945.09	99
297643	197917	June 30, 2024, 6:01 PM	On Hold		Z	2,719.65	70.95

Rows 1-6 of 378 < >

Order Margin Report by Kit

Order Number	Customer Number	Order Date	Order Status	Channel	Shipping Service Level	Item Unit Price	Item Price X Qty	Kit X Qty
297650	197481	June 30, 2024, 7:19 PM	Shipped		OI F	1,189.4	1,189.4	
297647	197920	June 30, 2024, 6:34 PM	On Hold		Z	1,527.78	1,527.78	
297647	197920	June 30, 2024, 6:34 PM	On Hold		Z	299.67	299.67	
297647	197920	June 30, 2024, 6:34 PM	On Hold		Z	2,883.77	2,883.77	
297646	23773	June 30, 2024, 6:28 PM	Awaiting Inventory		Z	324.31	324.31	
297646	23773	June 30, 2024, 6:28 PM	Awaiting Inventory		Z	4,620.78	4,620.78	

Rows 1-6 of 627 < >

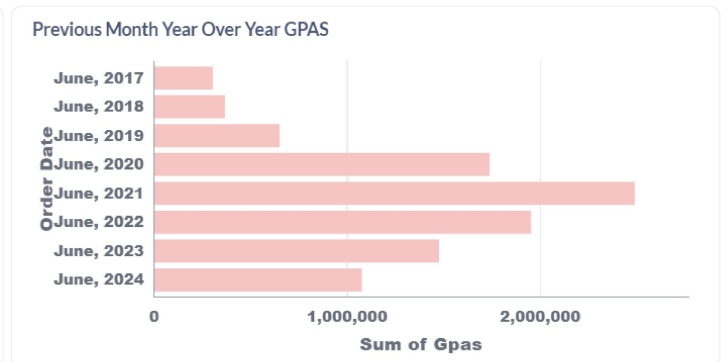
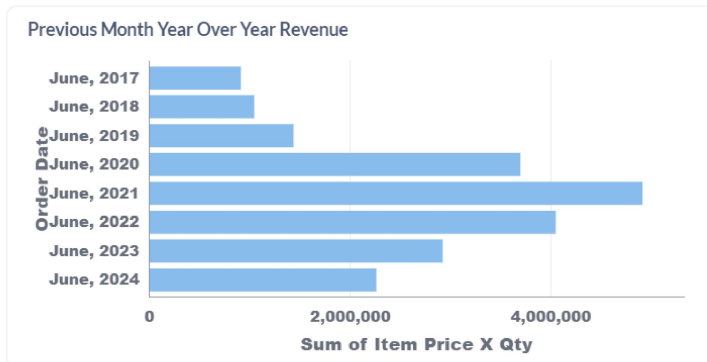
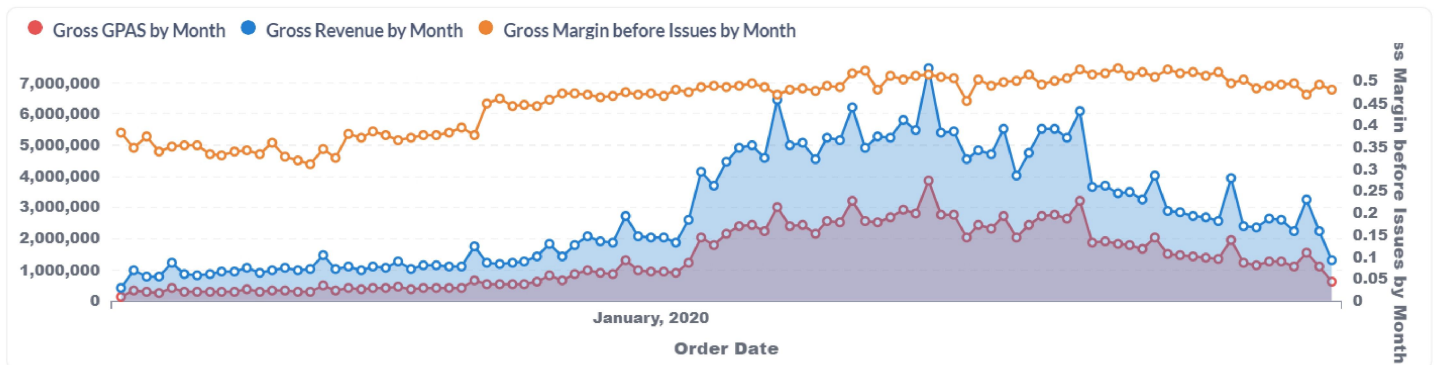
Pivot Tables

Sales Dashboard

Static Global KPI's, Previous 30 Days



High Level Order Margin



Sales Dashboard

High Level

Jun 30, 2024, 7:19 PM
Most Recent Order in C

306
Total Order Cou

\$819.3k
Total Revenue

\$410.7k
Total GPAS

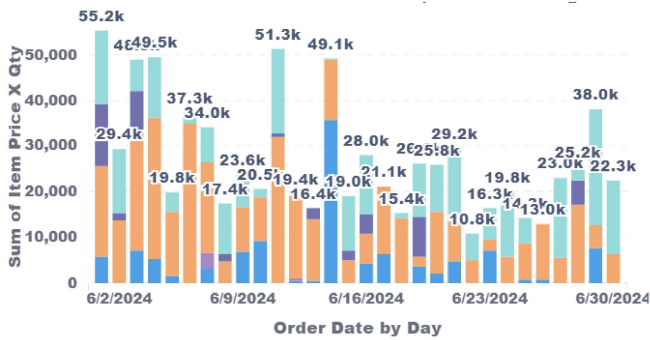
50.13 %
GPAS Percentag

\$507.4k
Total Marketing

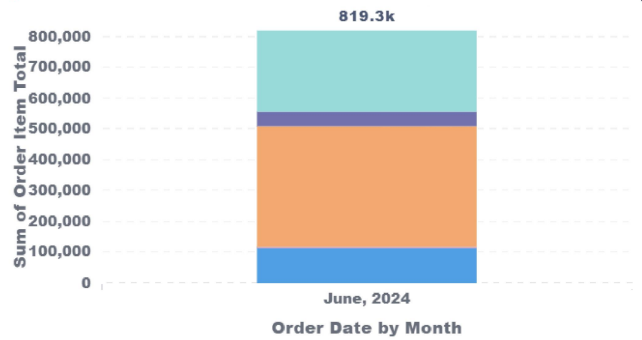
17.49 %
Average Cost of Sale

Revenue

Daily Sales by Channel



Revenue by Channel Mix



Top 20 Kits by Revenue

Kit Config	Sum of Revenue	Sum of Gpas
	\$19,724	\$9,982
	\$15,812	\$7,974
	\$15,755	\$7,618
	\$14,527	\$10,616
	\$14,439	\$7,336
	\$14,191	\$6,654

Rows 1-6 of 20 < >

Collections by Revenue

Collection Name	Ad Campaign	Sales Revenue	Total Qty. Sold
		\$104,748	31
		\$77,531	38
		\$33,760	12
		\$30,792	9
		\$25,176	6
		\$23,827	124

Rows 1-6 of 50 < >

Marketing

Total Spend vs Total Sales



Campaign : Ad Spends (Google)



Cost of Sale - by Kit Name



No results!