

3 seconds:

Give an overview of the most important questions and areas.



30 seconds:

Filter and zoom to identify periods and categories to focus on.



300 seconds:

Provide details-on-demand to inform decisions and actions.

MTD Sales reports

-- *What are the MTD sales?*

-- *Are we on target?*

MTD Sales Report

JanFebMarAprMayJunJulAugSepOctNovDec

| Key Account | Turnover MTD | AOP MTD | vs. AOP (%) | vs. AOP (Δ) | Trend | 1YP MTD | vs. 1YP (%) | vs. 1YP (Δ) | 2YP MTD | vs. 2YP (%) | vs. 2YP (Δ) |
|---------------------------------|--------------|-----------|-------------|-------------|-------|-----------|-------------|-------------|---------|-------------|-------------|
| <div>[-] No Key Account</div> | 292.05M | 296.90M | -1.6% | -4.85M | | 310.72M | -6.0% | -18.67M | 269.28M | -6.0% | -18.67M |
| <div>[+] Armour</div> | 73.61M | 81.59M | -9.8% | -7.98M | | 85.53M | -13.9% | -11.92M | 77.98M | -13.9% | -11.92M |
| <div>[+] Weapons</div> | 69.39M | 63.94M | +8.5% | +5.45M | | 66.73M | +4.0% | +2.66M | 60.04M | +4.0% | +2.66M |
| <div>[+] Conjuraton</div> | 34.35M | 37.45M | -8.3% | -3.10M | | 38.85M | -11.6% | -4.50M | 29.68M | -11.6% | -4.50M |
| <div>[+] Mobility</div> | 16.20M | 22.16M | -26.9% | -5.96M | | 22.99M | -29.5% | -6.79M | 20.18M | -29.5% | -6.79M |
| <div>[+] Adventuring</div> | 23.83M | 21.54M | +10.7% | +2.29M | | 25.41M | -6.2% | -1.58M | 21.03M | -6.2% | -1.58M |
| <div>[+] Tools & Kits</div> | 24.60M | 21.43M | +14.8% | +3.17M | | 23.05M | +6.7% | +1.55M | 16.62M | +6.7% | +1.55M |
| <div>[+] Enchantment</div> | 20.12M | 18.27M | +10.1% | +1.84M | | 19.34M | +4.0% | +0.78M | 17.75M | +4.0% | +0.78M |
| <div>[+] Instruments</div> | 19.15M | 17.50M | +9.4% | +1.65M | | 18.17M | +5.4% | +0.98M | 14.56M | +5.4% | +0.98M |
| <div>[+] Jewelry</div> | 10.79M | 13.02M | -17.1% | -2.23M | | 10.64M | +1.4% | +0.15M | 11.45M | +1.4% | +0.15M |
| <div>[-] Zhentarim</div> | 114.60M | 106.08M | +8.0% | +8.52M | | 103.92M | +10.3% | +10.68M | 93.10M | +10.3% | +10.68M |
| <div>[+] Weapons</div> | 41.72M | 37.25M | +12.0% | +4.46M | | 35.63M | +17.1% | +6.09M | 33.05M | +17.1% | +6.09M |
| <div>[+] Armour</div> | 24.50M | 23.78M | +3.0% | +0.71M | | 23.74M | +3.2% | +0.75M | 22.96M | +3.2% | +0.75M |
| <div>[+] Adventuring</div> | 12.41M | 9.65M | +28.5% | +2.75M | | 10.72M | +15.7% | +1.68M | 9.15M | +15.7% | +1.68M |
| <div>[+] Instruments</div> | 8.68M | 8.14M | +6.6% | +0.54M | | 7.80M | +11.2% | +0.88M | 6.65M | +11.2% | +0.88M |
| <div>[+] Tools & Kits</div> | 8.36M | 7.50M | +11.5% | +0.86M | | 7.54M | +10.8% | +0.81M | 5.30M | +10.8% | +0.81M |
| <div>[+] Conjuraton</div> | 6.65M | 6.08M | +9.3% | +0.56M | | 6.29M | +5.6% | +0.35M | 4.16M | +5.6% | +0.35M |
| <div>[+] Enchantment</div> | 5.56M | 5.66M | -1.8% | -0.10M | | 5.55M | +0.2% | +0.01M | 5.57M | +0.2% | +0.01M |
| <div>[+] Mobility</div> | 4.10M | 4.14M | -1.0% | -0.04M | | 4.01M | +2.3% | +0.09M | 4.11M | +2.3% | +0.09M |
| <div>[+] Jewelry</div> | 2.64M | 3.87M | -31.8% | -1.23M | | 2.64M | +0.1% | +0.00M | 2.15M | +0.1% | +0.00M |
| <div>[-] Clothes Contact</div> | 91.67M | 89.83M | +2.0% | +1.84M | | 91.97M | -0.3% | -0.30M | 87.30M | -0.3% | -0.30M |
| <div>[+] Armour</div> | 29.62M | 30.29M | -2.2% | -0.67M | | 31.15M | -4.9% | -1.53M | 32.17M | -4.9% | -1.53M |
| Total | 1,058.84M | 1,070.13M | -1.1% | -11.29M | | 1,056.00M | +0.3% | +2.85M | 960.79M | +0.3% | +2.85M |

MTD Sales Report

January

MTD Sales: 1.53 bn

February

MTD Sales: 1.55 bn

March

MTD Sales: 1.82 bn

April

MTD Sales: 1.64 bn

May

MTD Sales: 1.59 bn

June

MTD Sales: 1.64 bn

July

MTD Sales: 1.55 bn

August

MTD Sales: 1.06 bn

September

MTD Sales: --

October

MTD Sales: --

November

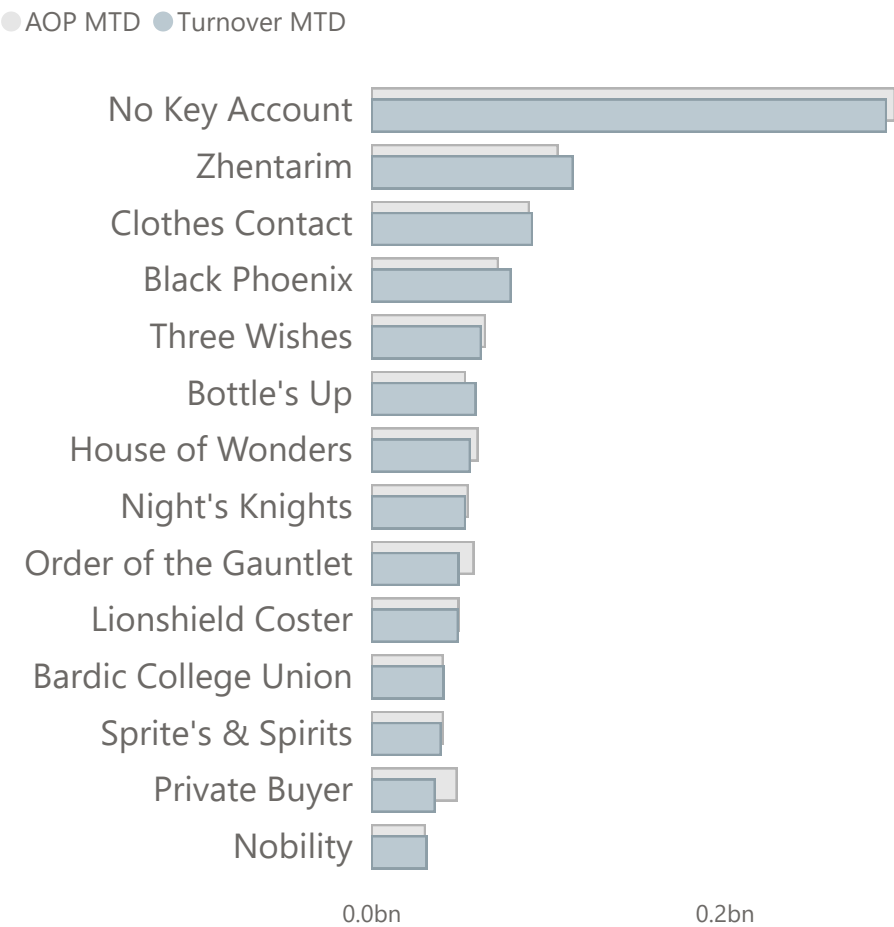
MTD Sales: --

December

MTD Sales: --

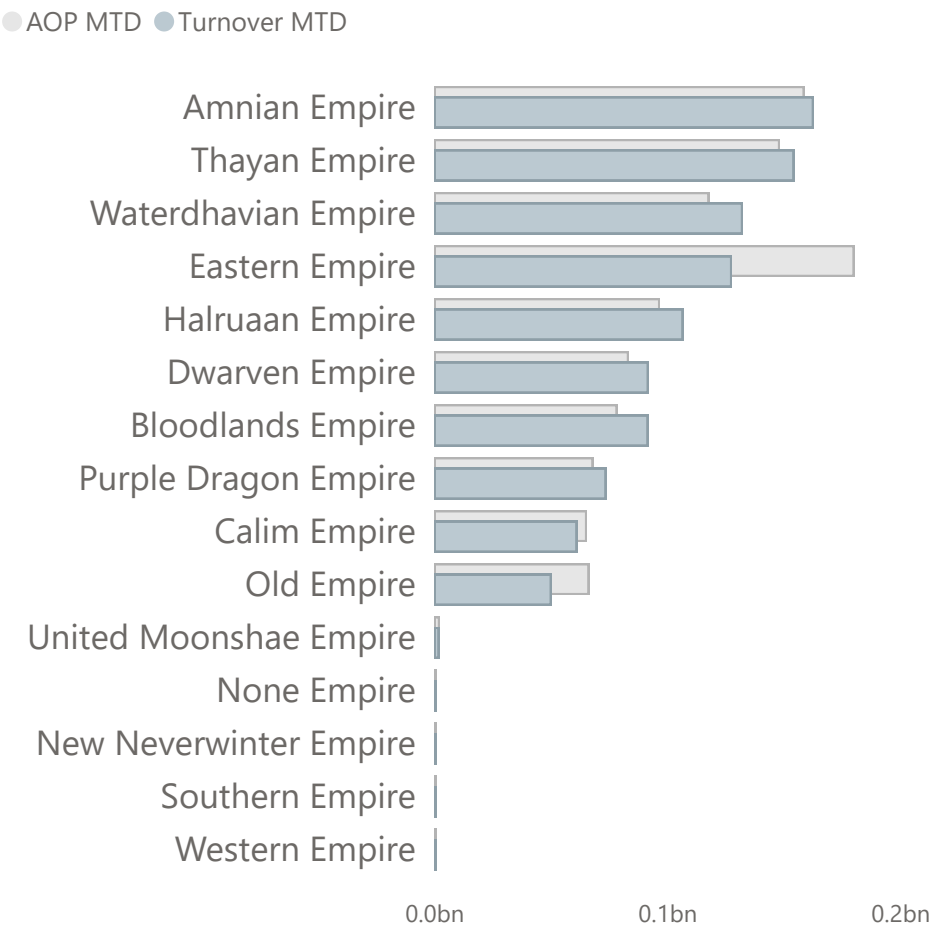
Customer Sales MTD

by Key Account



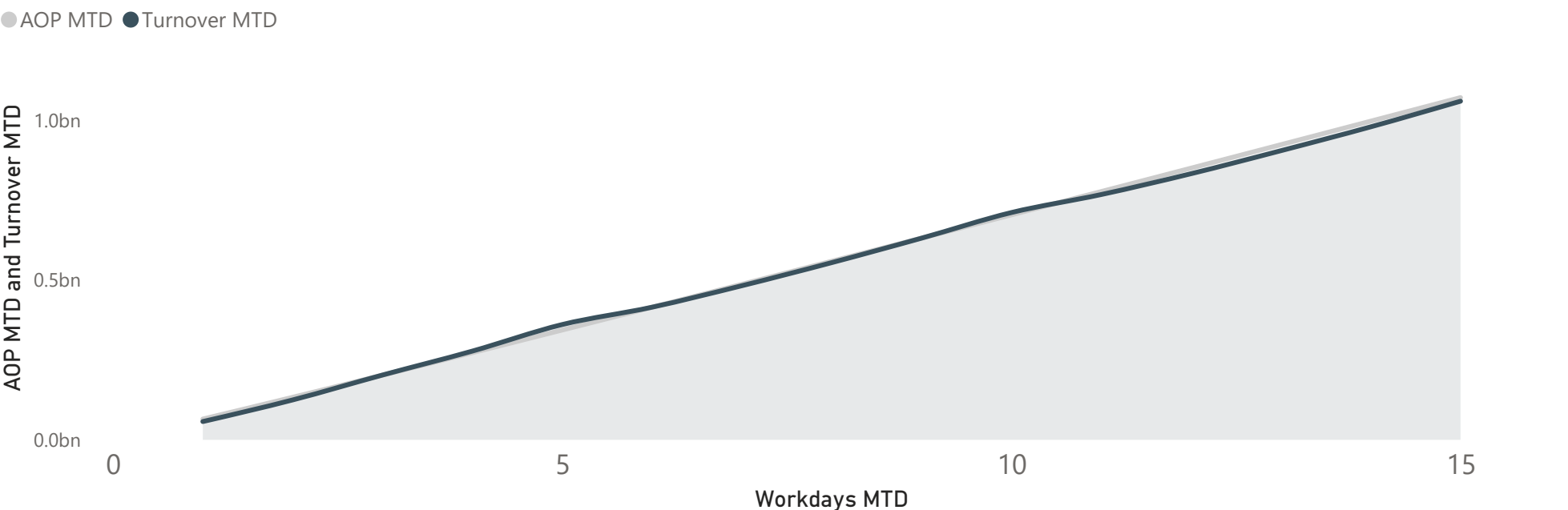
Regional Sales MTD

by Commercial Region



Sales Trend MTD

versus Annual Operating Plan (AOP) MTD



MTD Sales (\$)

1.06bn

AOP MTD

1.07bn

-1.1%

FCST MTD

1.01bn

+4.5%

1YP MTD

1.06bn

+0.3%



MTD Sales (Qty)

7.83M

1YP MTD

7.27M

+7.8%



MTD Sales (Lines)

229K

1YP MTD

226K

+1.3%



MTD Orders (\$)

506M

1YP MTD

609M

-17.0%



MTD Orders (Qty)

7.57M

1YP MTD

8.83M

-14.3%



MTD Orders (Lines)

176K

1YP MTD

214K

-18.0%



OTD % (Value)

68.6%



OTD % (Quantity)

51.2%



OTD % (Lines)

64.9%

MTD Sales Report

MTD Sales

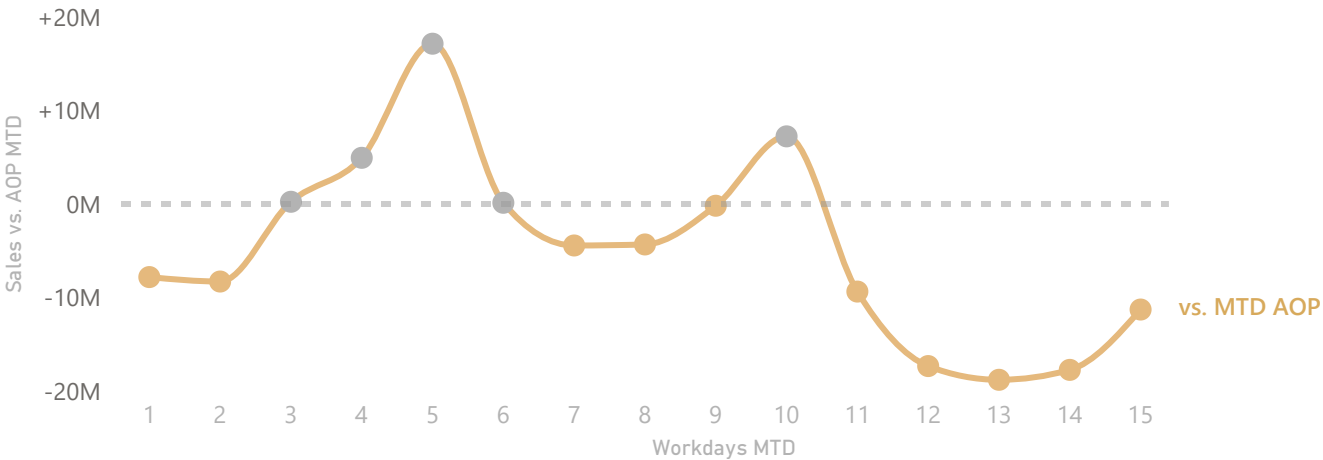
1.06bn !

AOP MTD: 1.07bn (-1.1%)

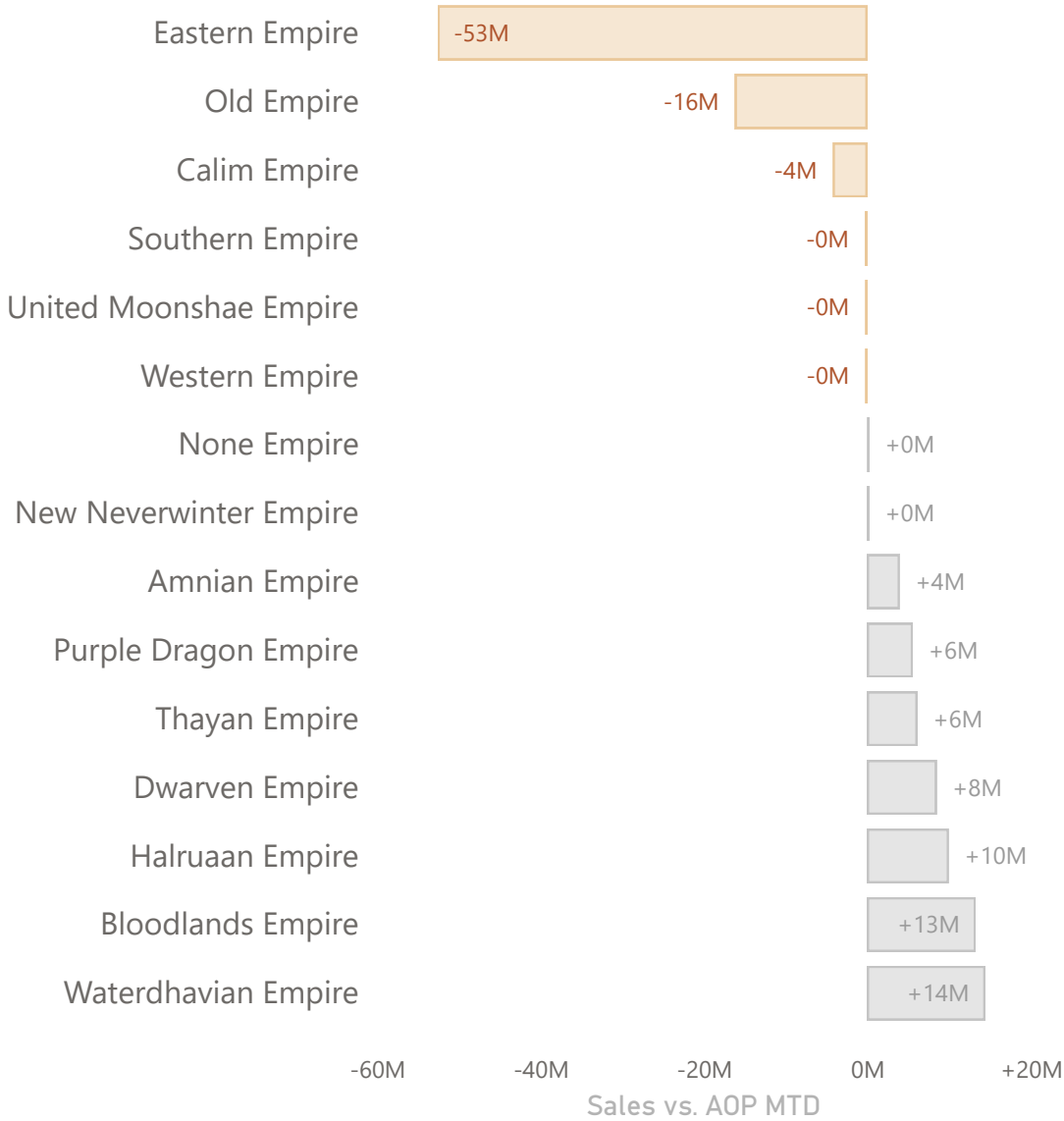
vs. MTD AOP target

-1.1%

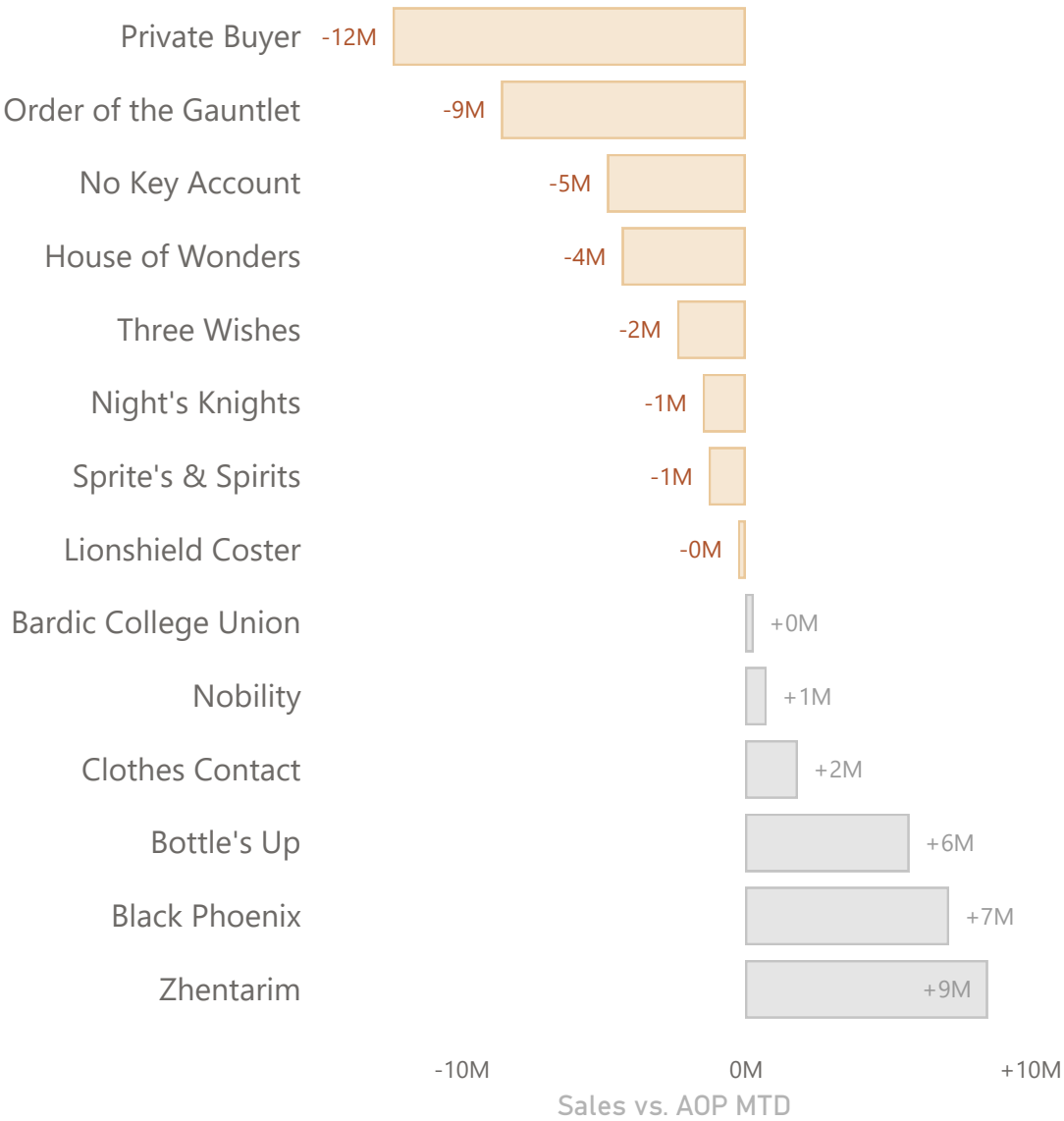
AOP MTD vs. Gross Sales (%)



vs. AOP by Region



vs. AOP by Customer



Product Details

| Account Name | vs. AOP (Δ) | Trend | Turnover MTD | AOP MTD |
|---------------------------|-------------|-------|--------------|-----------|
| Belen's Outlets Waterdeep | +2,612K | | 16.18M | 13.57M |
| Weapons | +1,753K | | 9.37M | 7.61M |
| Armour | +99K | | 1.76M | 1.67M |
| Adventuring | +380K | | 1.49M | 1.11M |
| Instruments | +147K | | 1.37M | 1.22M |
| Tools & Kits | +244K | | 1.01M | 0.77M |
| Enchantment | -20K | | 0.55M | 0.57M |
| Mobility | +93K | | 0.44M | 0.35M |
| Jewelry | -84K | | 0.19M | 0.27M |
| Waterdeep Zhentarim | +1,425K | | 14.53M | 13.11M |
| Weapons | +811K | | 7.02M | 6.21M |
| Total | -11,288K | | 1,058.84M | 1,070.13M |

MTD Sales Report

Sales vs. AOP

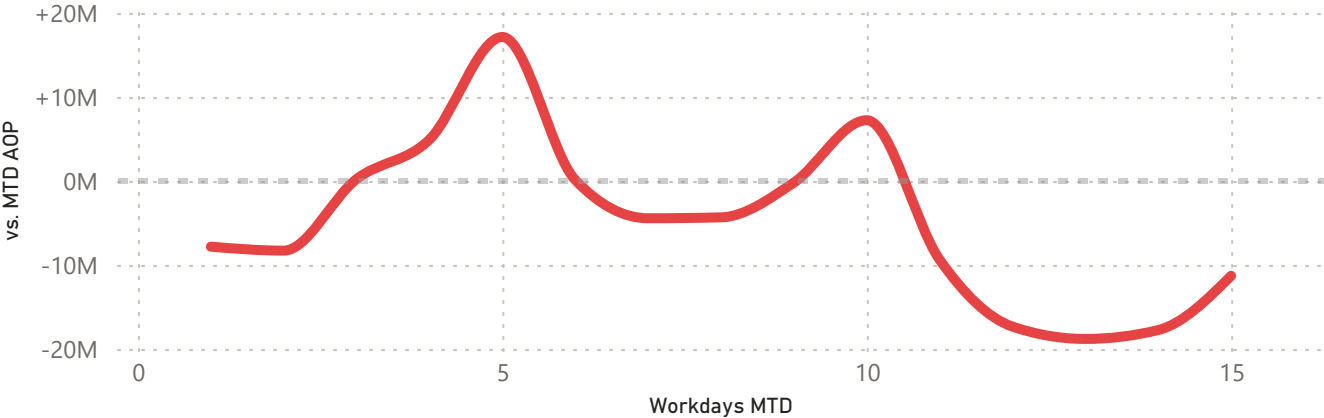
1.06bn

Goal: 1.07bn(-1.05%)

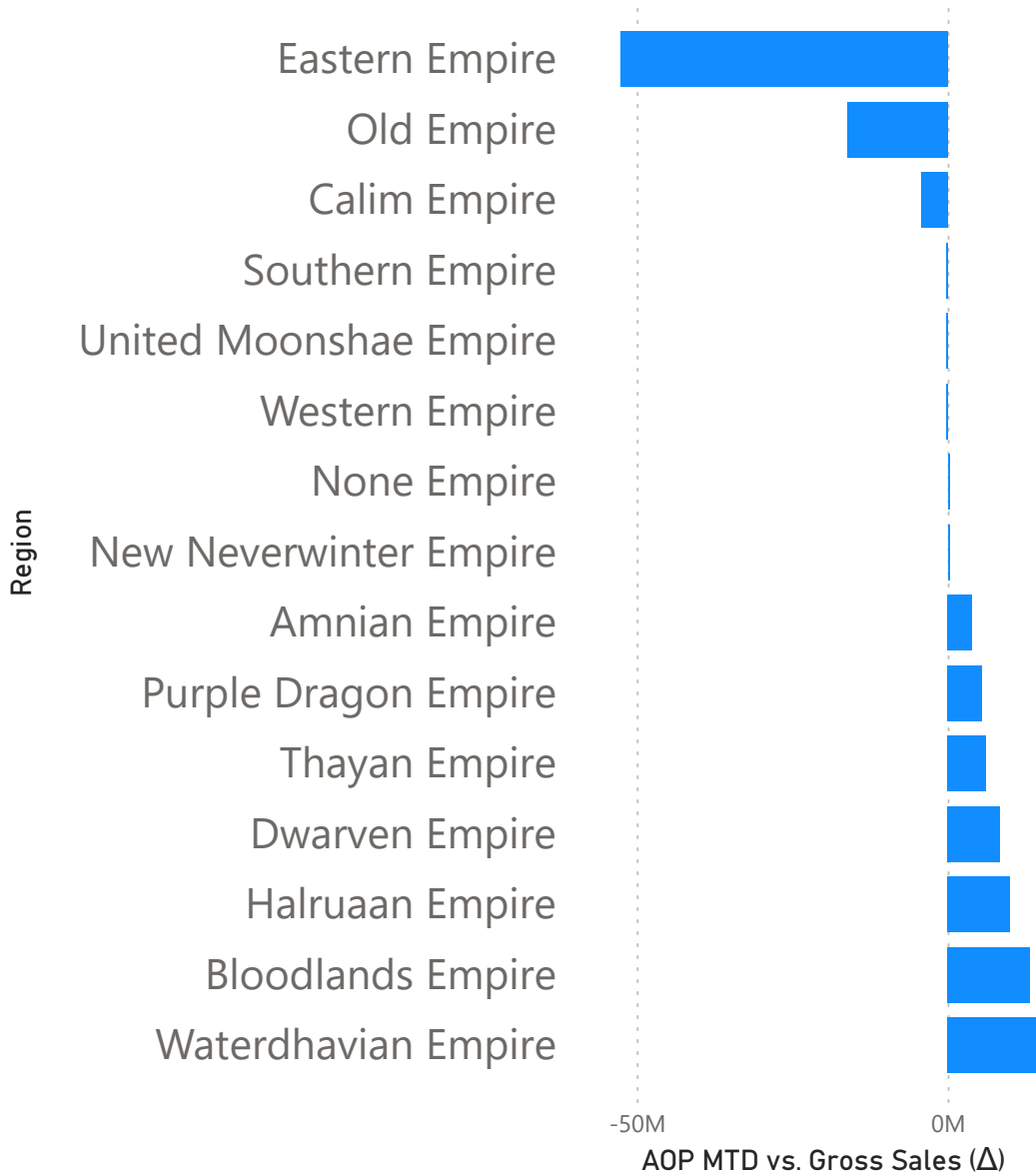
-1.1%

AOP MTD vs. Gross Sales (%)

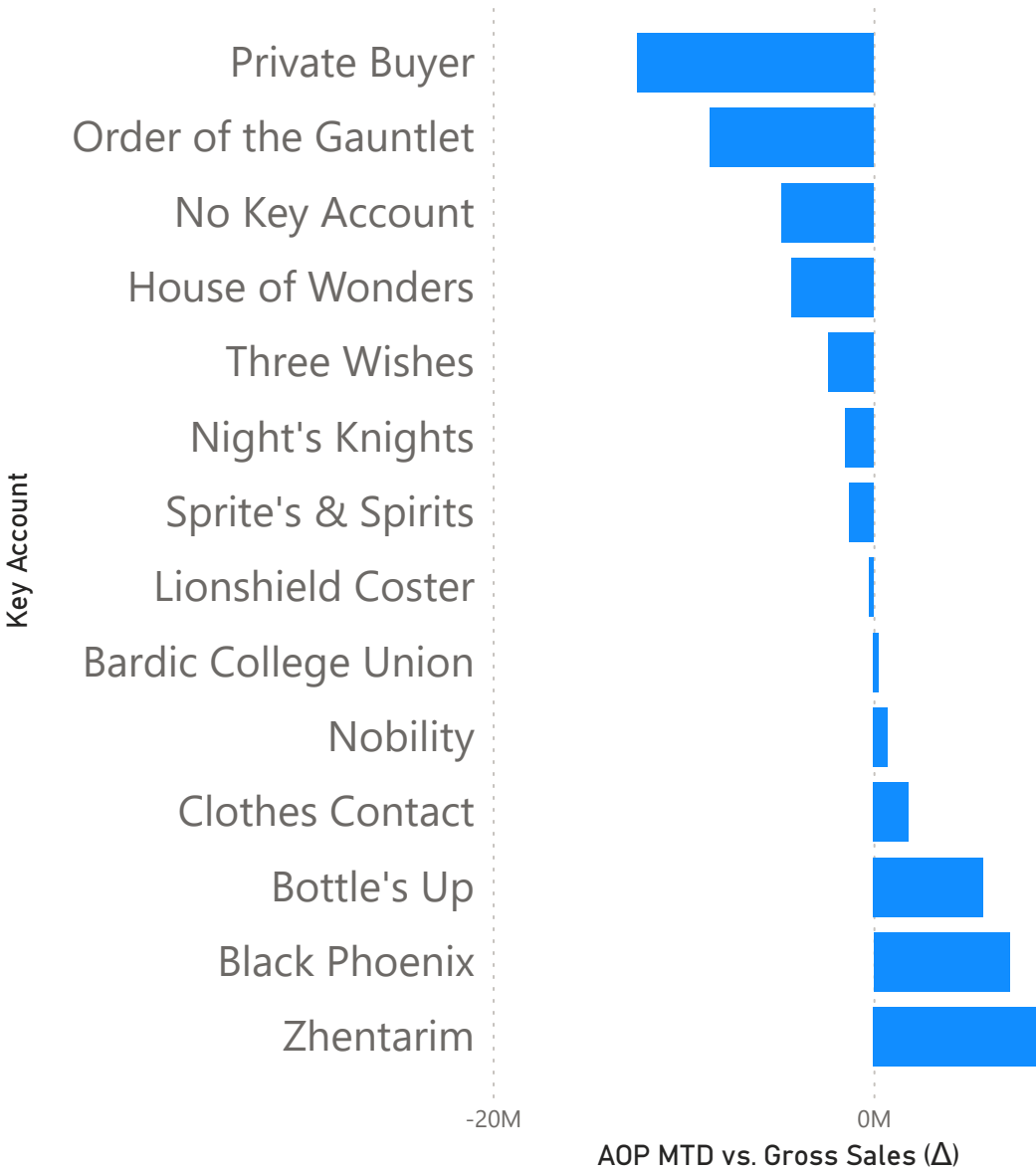
vs. MTD AOP by Workdays MTD



AOP MTD vs. Gross Sales (Δ) by Region



AOP MTD vs. Gross Sales (Δ) by Key Account



| Account Name | vs. AOP (Δ) | Trend | Turnover MTD | AOP MTD |
|--|-------------|--------|--------------------|---------|
| <div><div></div><div>Belen's Outlets Waterdeep</div></div> | +19.2% | +2.61M | <div></div> 16.18M | 13.57M |
| <div><div></div><div>Weapons</div></div> | +23.0% | +1.75M | <div></div> 9.37M | 7.61M |
| <div><div></div><div>Armour</div></div> | +5.9% | +0.10M | <div></div> 1.76M | 1.67M |
| <div><div></div><div>Adventuring</div></div> | +34.2% | +0.38M | <div></div> 1.49M | 1.11M |
| <div><div></div><div>Instruments</div></div> | +12.1% | +0.15M | <div></div> 1.37M | 1.22M |
| <div><div></div><div>Tools & Kits</div></div> | +31.7% | +0.24M | <div></div> 1.01M | 0.77M |
| <div><div></div><div>Enchantment</div></div> | -3.6% | -0.02M | <div></div> 0.55M | 0.57M |
| <div><div></div><div>Mobility</div></div> | +26.7% | +0.09M | <div></div> 0.44M | 0.35M |
| <div><div></div><div>Jewelry</div></div> | -31.1% | -0.08M | <div></div> 0.19M | 0.27M |
| <div><div></div><div>Waterdeep Zhentarim</div></div> | +10.9% | +1.43M | <div></div> 14.53M | 13.11M |
| <div><div></div><div>Weapons</div></div> | +13.1% | +0.81M | <div></div> 7.02M | 6.21M |
| <div><div></div><div>Armour</div></div> | +13.1% | +0.25M | <div></div> 2.16M | 1.91M |
| <div><div></div><div>Adventuring</div></div> | +27.9% | +0.27M | <div></div> 1.25M | 0.97M |
| <div><div></div><div>Instruments</div></div> | -1.0% | -0.01M | <div></div> 1.14M | 1.15M |
| <div><div></div><div>Tools & Kits</div></div> | +48.1% | +0.36M | <div></div> 1.09M | 0.74M |
| <div><div></div><div>Enchantment</div></div> | +19.2% | +0.11M | <div></div> 0.67M | 0.56M |
| <div><div></div><div>Conjuration</div></div> | -28.7% | -0.26M | <div></div> 0.64M | 0.90M |
| <div><div></div><div>Mobility</div></div> | -0.8% | -0.00M | <div></div> 0.32M | 0.33M |



Focus on specific questions

Avoid creating a report that tries to show everything.



Go from top-left to bottom-right

Place the most important information in the top-left of the report.



Use color to steer attention

Make it quick and convenient for users to get what they need.



Limit ink and information

Avoid overwhelming users with too much to see and think about.



Keep it simple

Choose the right charts for the data, users, and questions.



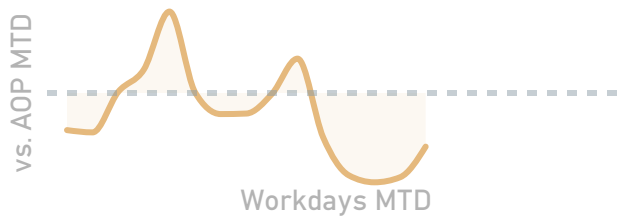
Make it convenient

Help users spend as little time on the report as possible.

MTD Sales Report

MTD Sales (\$)

1.06bn



AOP -1.1%

FCST +4.5%

1YP +0.3%

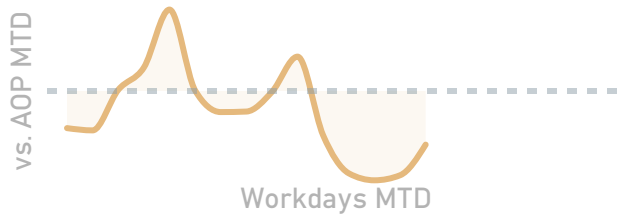
- JanuaryFebruaryMarch
- AprilMayJune
- JulyAugustSeptember
- OctoberNovemberDecember



MTD Sales Report

MTD Sales (\$)

1.06bn



AOP -1.1%

FCST +4.5%

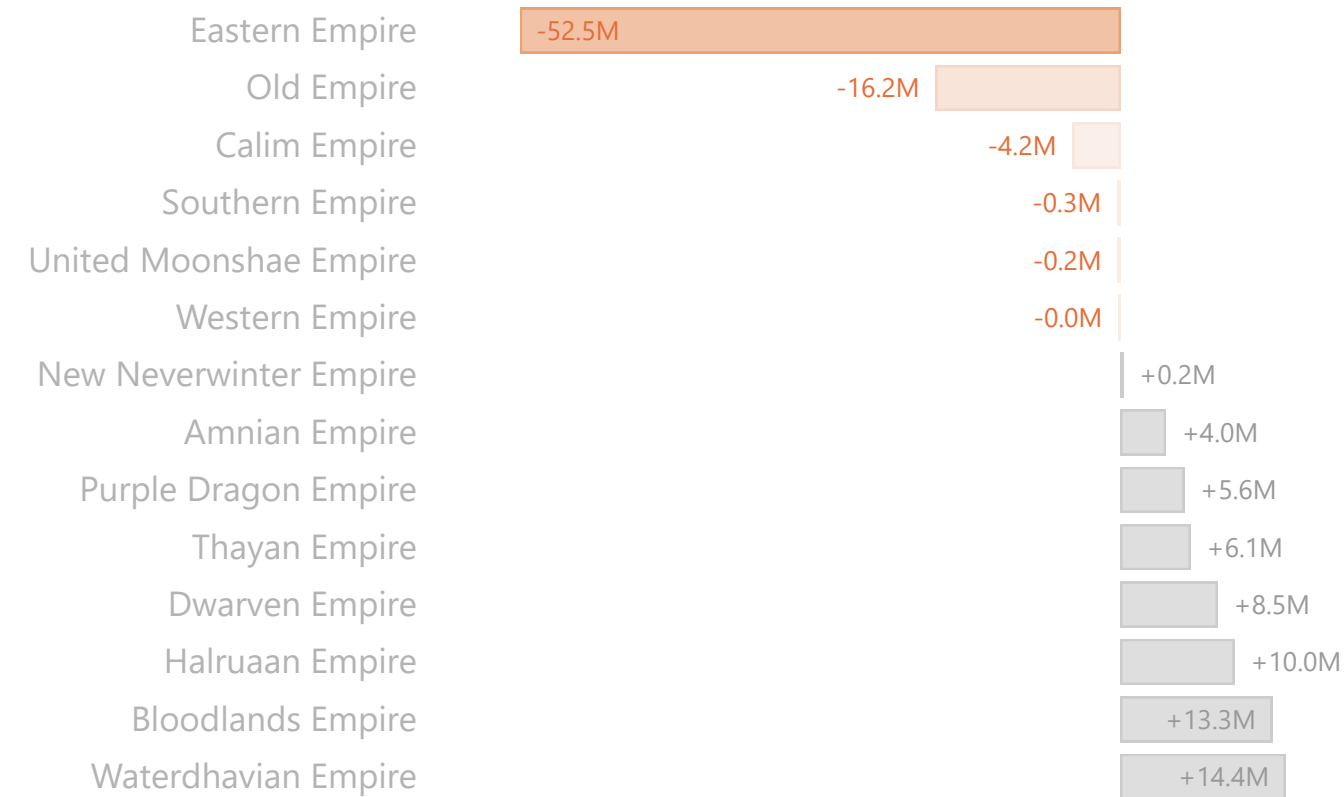
1YP +0.3%

- JanuaryFebruaryMarch
- AprilMayJune
- JulyAugustSeptember
- OctoberNovemberDecember



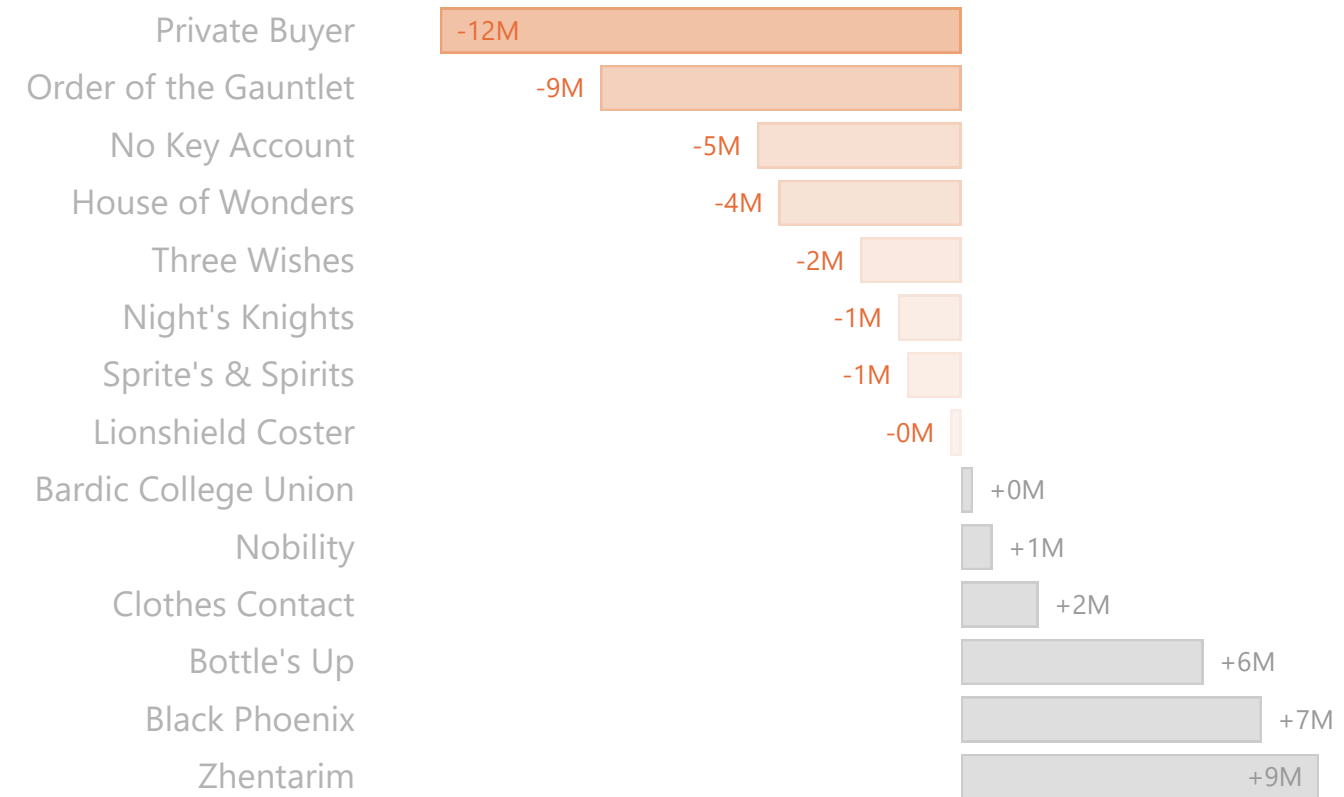
Region

MTD Sales vs. AOP



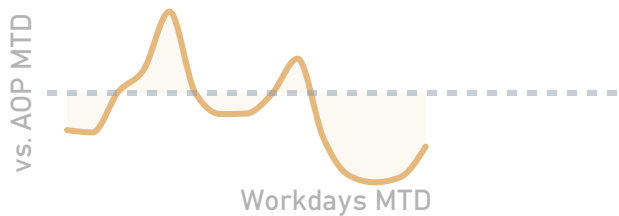
Key Account

MTD Sales vs. AOP



MTD Sales Report

MTD Sales (\$)
1.06bn



AOP **-1.1%**

FCST **+4.5%**

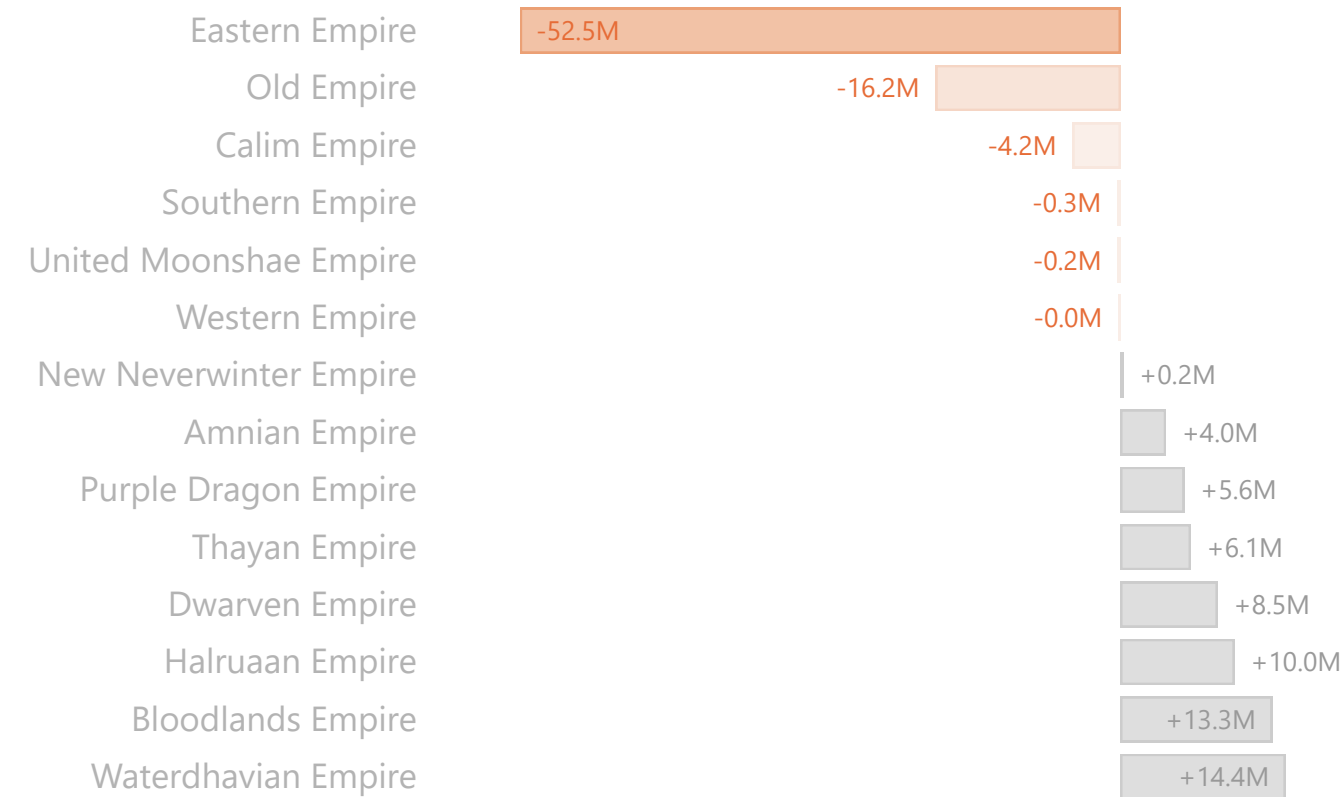
1YP **+0.3%**

- January
- February
- March
- April
- May
- June
- July
- August**
- September
- October
- November
- December



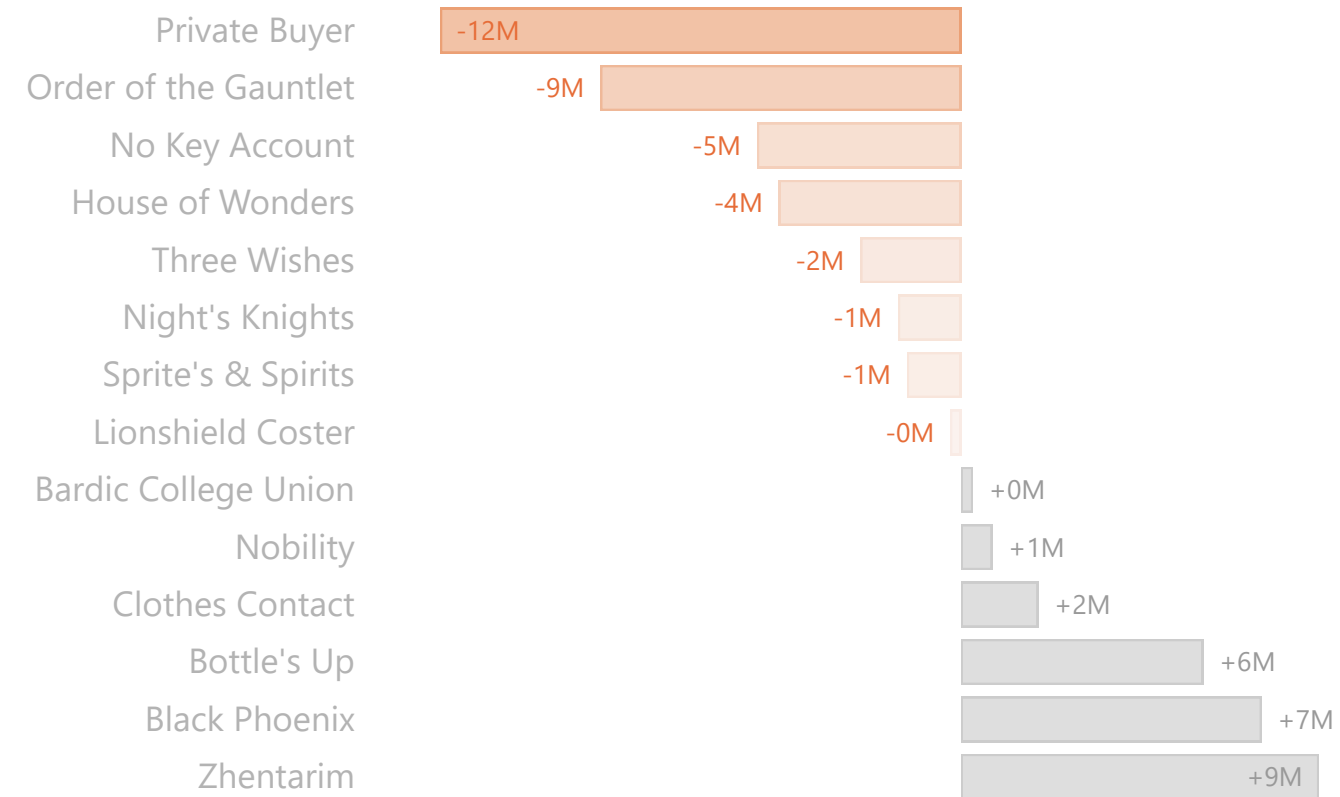
Region

MTD Sales vs. AOP



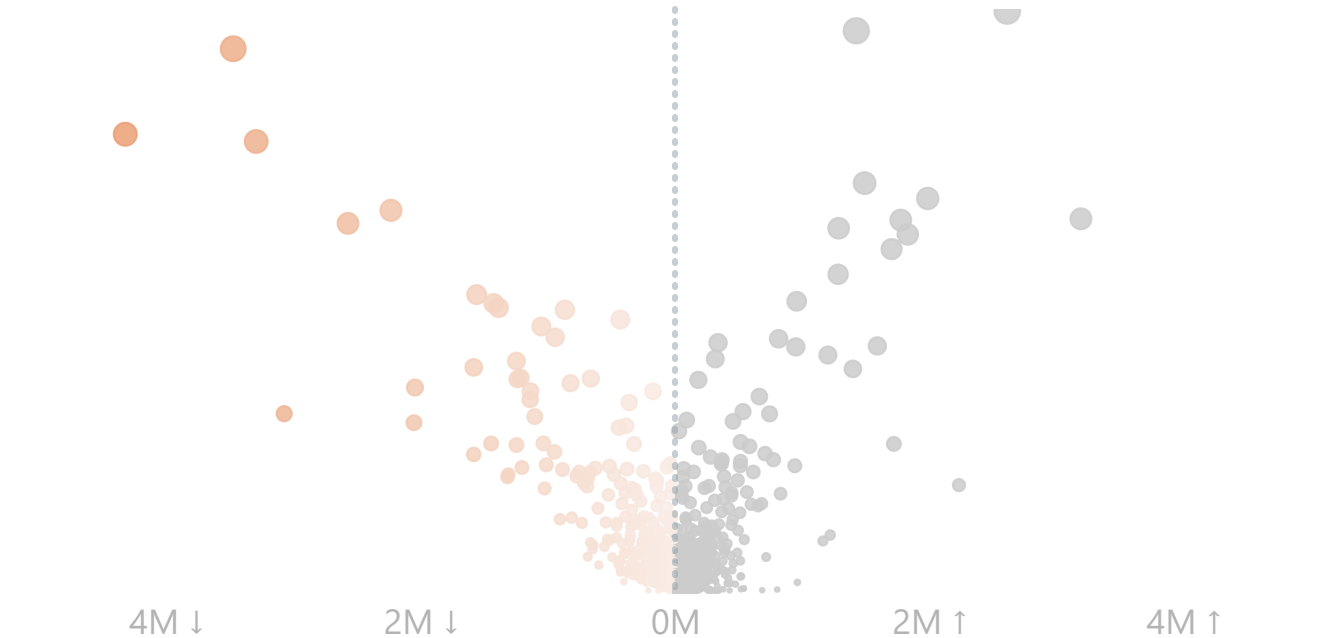
Key Account

MTD Sales vs. AOP



Customer

MTD Sales vs. AOP - Select a dot to filter to that customer



Product Hierarchy Turnover MTD vs. AOP (Δ) Trend

| | | | |
|---------------------------|-----------|----------|--|
| [-] Weapons | 283.18M | +20,491K | |
| [+] Rod | 64.13M | +17,768K | |
| [+] Martial Melee Weapon | 33.41M | +1,610K | |
| [+] Wand | 32.20M | +1,465K | |
| [+] Staff | 28.39M | -2,556K | |
| [+] Martial Ranged Weapon | 27.51M | +3,327K | |
| [+] Simple Melee Weapon | 22.08M | +1,307K | |
| [+] Simple Ranged Weapon | 21.24M | +2,322K | |
| Total | 1,058.84M | -11,288K | |