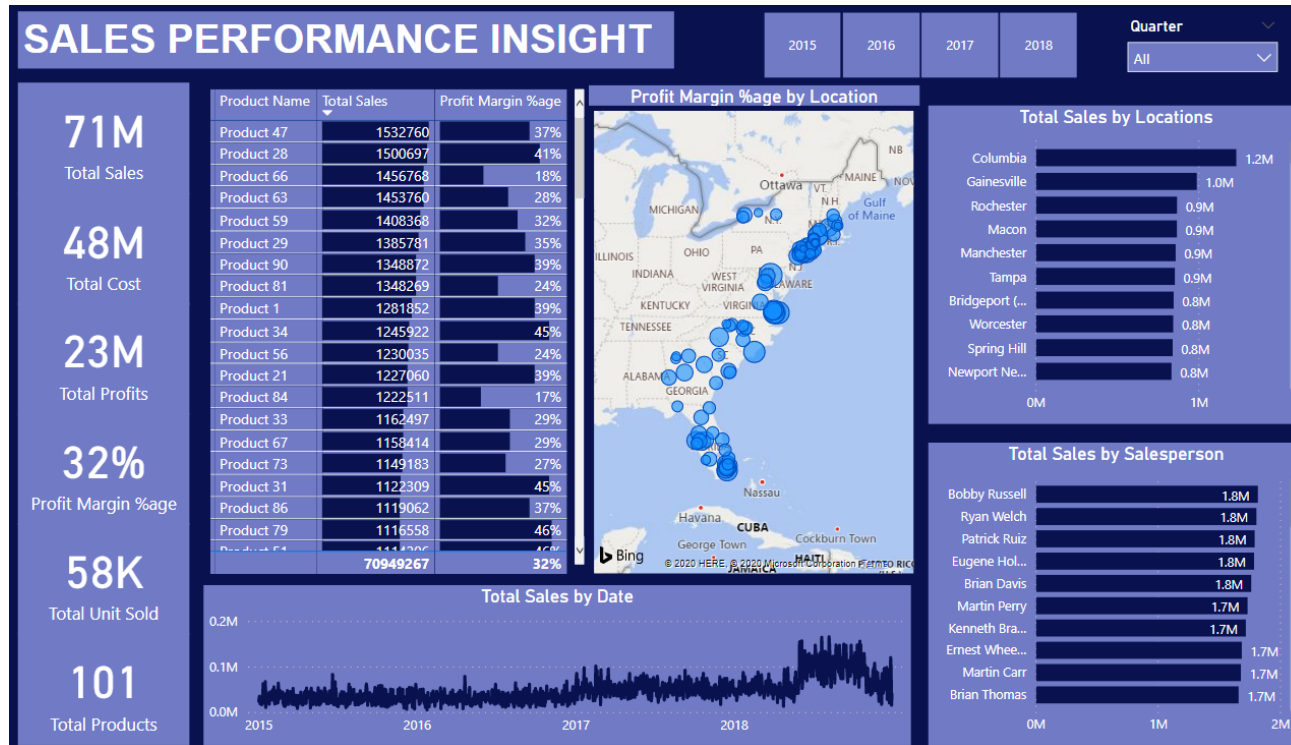


# INTERMEDIATE SALES ANALYTICS



# Basic Sales Analytics

## Recently hired as “Sales Manager” of Johnson Store



Analyzed the Current Situation

Basic Calculation

Integrated to create dynamic information

Management has called a meeting to discuss **Sales Performance** and next year **Sales Budget**

# Intermediate Sales Analytics

## Top 5 Sales Persons

**CALCULATE** from  
“Filter Function”

**TOPN** from  
“Statistical Function”

**ALL** from “Filter  
Function”

**VALUES** from  
“Filter Function”

```
Top 5 Sales Persons =  
    Calculate([Total Sales],  
        TopN(5,  
            All('Sales Person'[Salesperson Name]), [Total Sales],  
            ASC),  
        VALUES( 'Sales Person'[Salesperson Name] ) )
```

# Intermediate Sales Analytics

## Top 5 Customers

**Top 5 Customers =**  
**CALCULATE([Total Sales],**  
**Topn( 5,**  
**All('Customer Data'[Customer Name]), [Total**  
**Sales],ASC),**  
**VALUES('Customer Data'[Customer Name]))**

# Intermediate Sales Analytics

## Top 5 Locations

**Top 5 Locations =  
CALCULATE([Total Sales],  
Topn( 5,  
All(Location[Name]), [Total Sales] ,ASC),  
VALUES(Location[Name]))**

# Intermediate Sales Analytics

## Time Intelligence

**CALCULATE** from  
“Filter Function”

**SAMEPERIODLASTYEAR**  
from “Time Intelligence  
Function”

**FILTER** from  
“Filter Function”

**ALLSELECTED** from  
“Filter Function”

**MAX** from  
“Statistical  
Function”

**Sales LY = CALCULATE([Total Sales],  
SAMEPERIODLASTYEAR(Dates[Date]))**

**Cumulative Sales LY =  
CALCULATE( [Sales LY],  
FILTER( ALLSELECTED( Dates ),  
Dates[Date] <= MAX( Dates[Date] ) ) )**

# Intermediate Sales Analytics

## Cumulative Sales

**Cumulative Sales =  
CALCULATE( [Total Sales],  
 FILTER( ALLSELECTED( Dates ),  
 Dates[Date] <= MAX( Dates[Date] ) ) )**

# Intermediate Sales Analytics

## %age of Sales Growth

**Sales 2YAgo = CALCULATE([Total Sales], DATEADD(Dates[Date], -2, YEAR))**

**Diff in Sale TY vs LY = [Total Sales] - [Sales LY]**

**Diff in Sale TY vs 2YAgo = [Total Sales] - [Sales 2YAgo]**

**%age Growth in Sale TY vs LY = Divide([Diff in Sale TY vs LY], [Total Sales],0)**

**%age Growth in Sale TY vs 2YAgo = Divide([Diff in Sale TY vs 2YAgo], [Total Sales],0)**



# Intermediate Sales Analytics

## Sales Budgeting

**Sales Budgeting =**

**VAR**

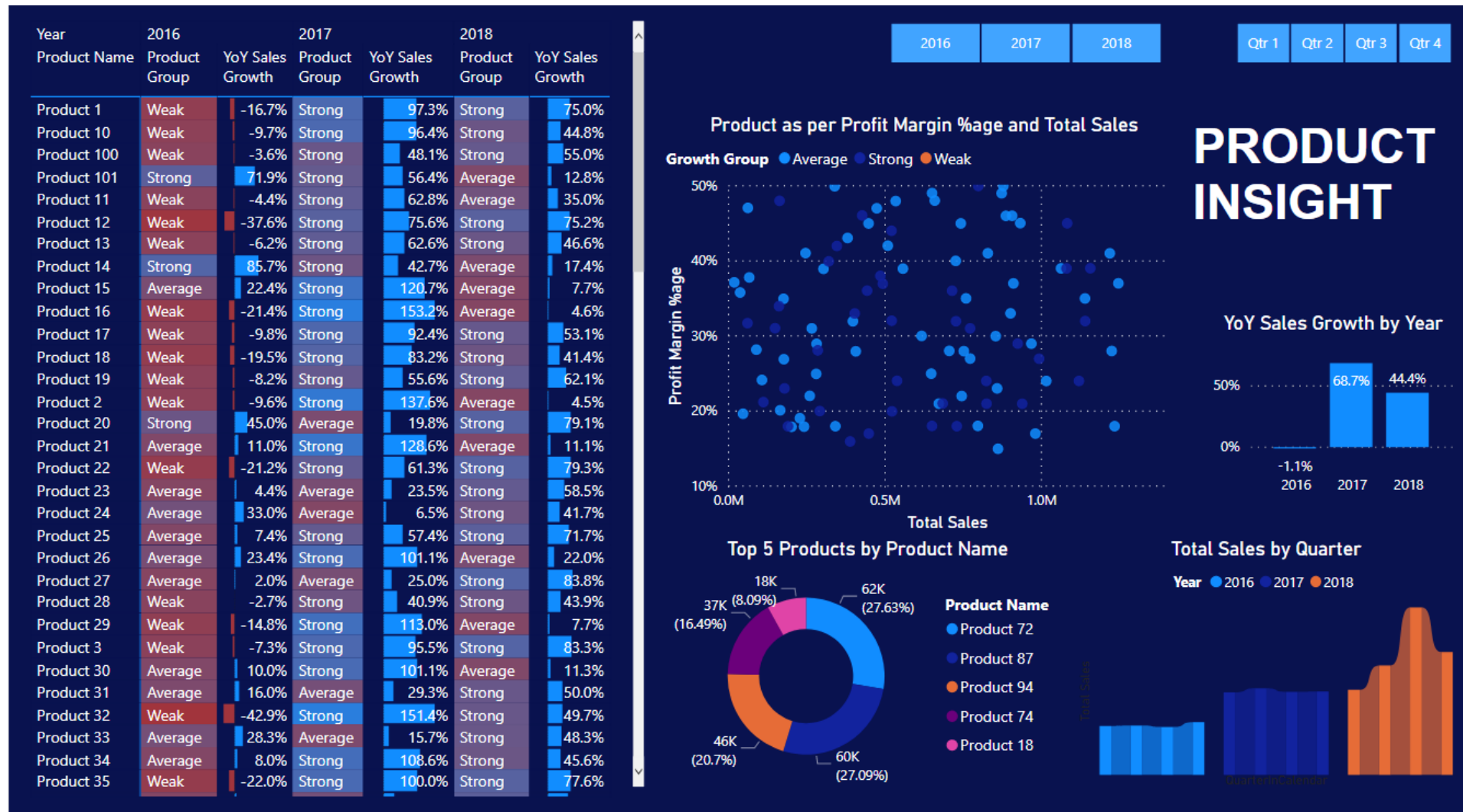
**Factor = 1.35**

**RETURN**

**DIVIDE( [Sales LY] + [Sales 2Yrs Ago], 2, 0 ) \* Factor**

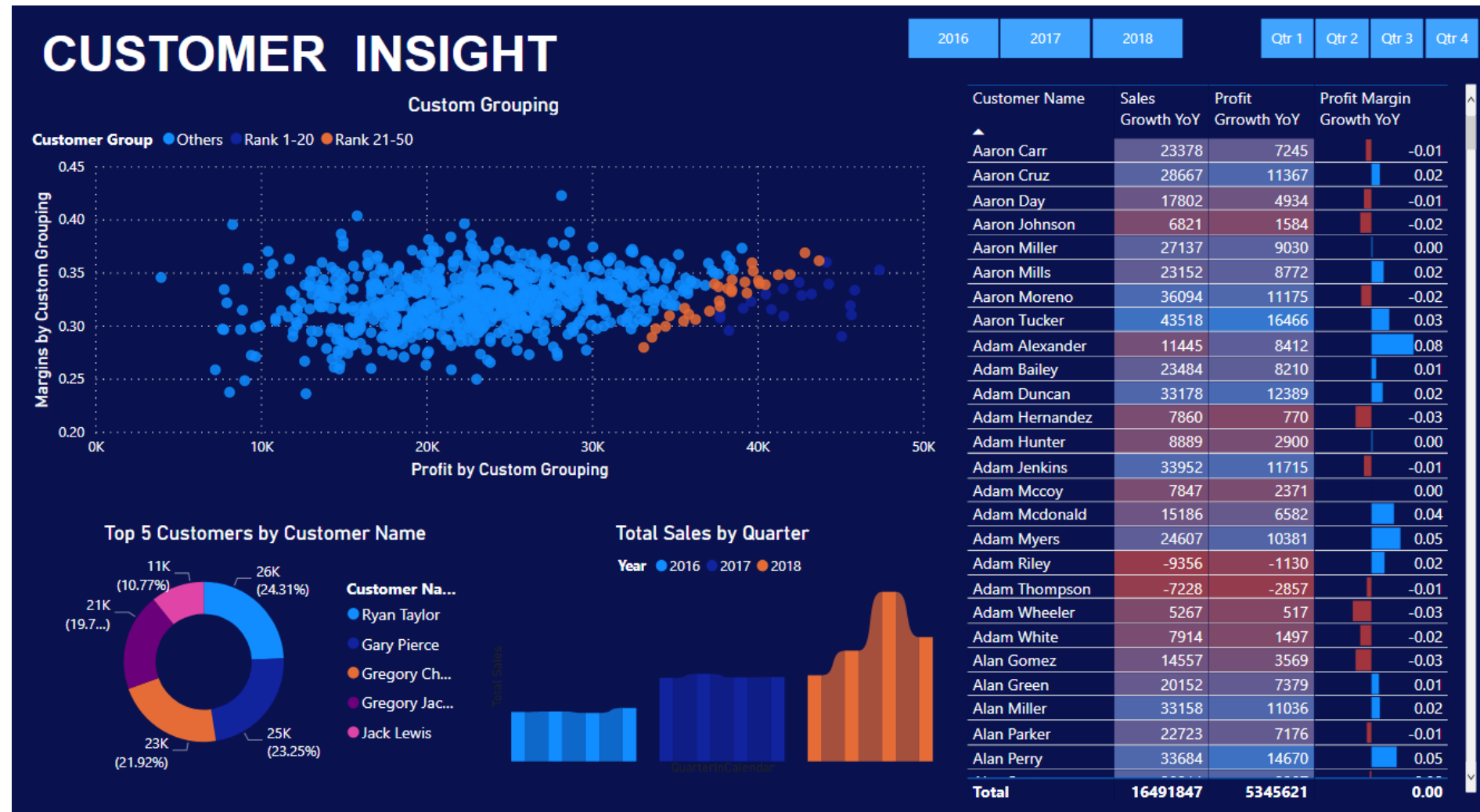
# Intermediate Sales Analytics

## 2<sup>nd</sup> Dashboard - Product Insight



# Intermediate Sales Analytics

## 3<sup>rd</sup> Dashboard - Customer Insight



# Intermediate Sales Analytics

## 4<sup>th</sup> Dashboard - Sales Summary

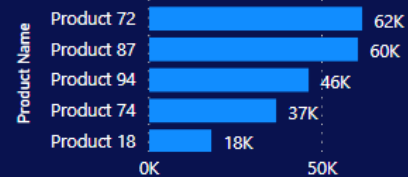
### SALES SUMMARY

**59M** **19M** **40M** **32%** **2.85K**  
Total Sales Total Profits Total Cost Profit Margin ... Average Order

#### Top 5 Sales Persons



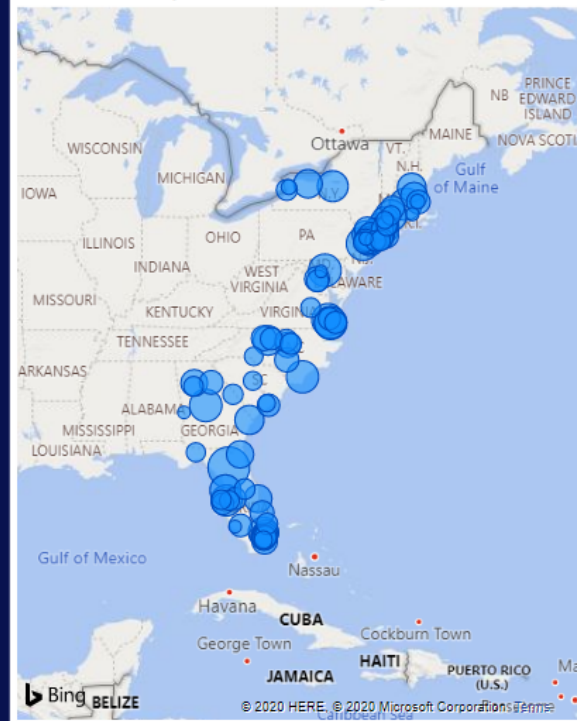
#### Top 5 Products



#### Top 5 Customers



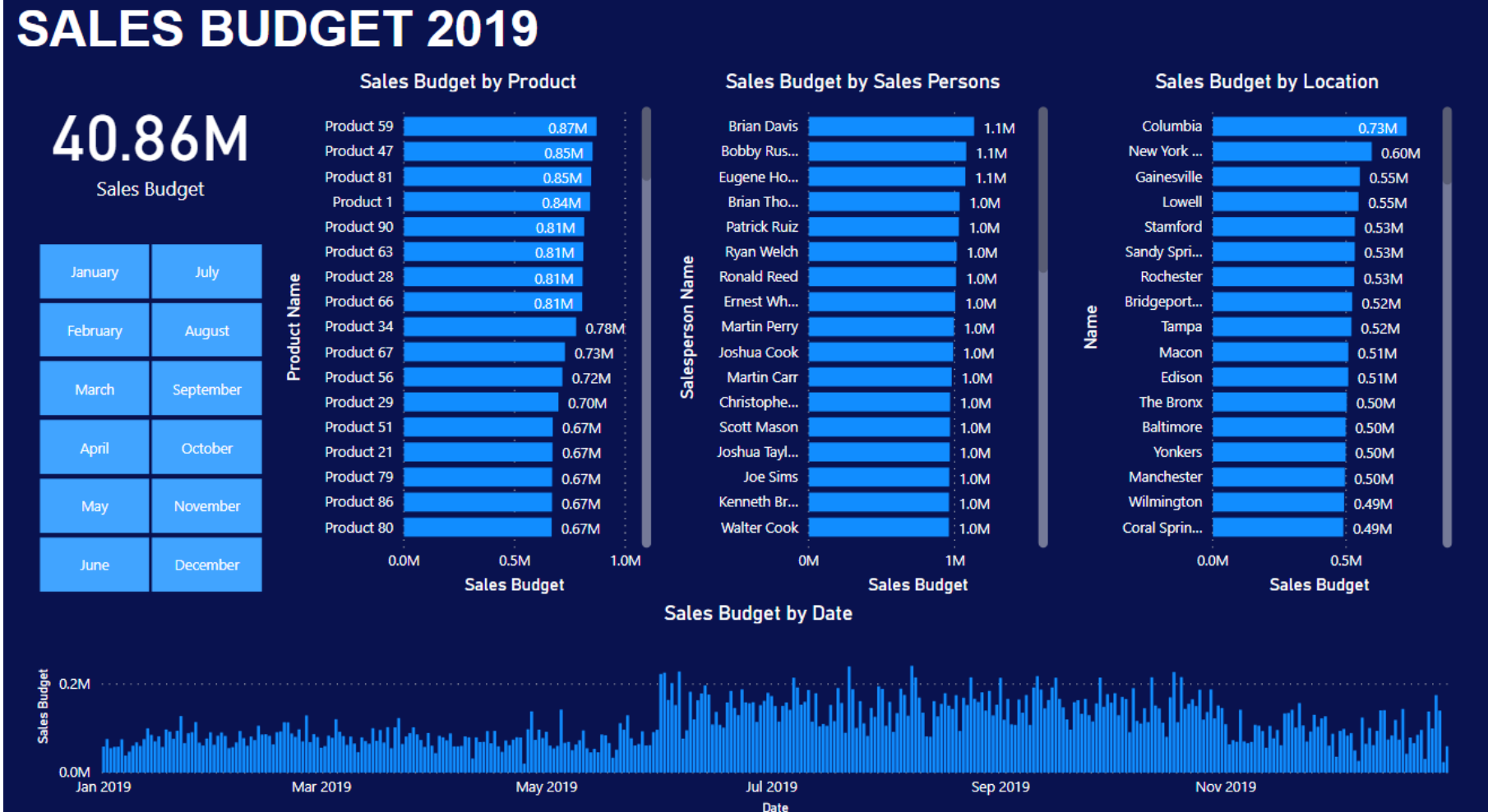
#### Total Profits by Latitude and Longitude



2016		2017		2018		Qtr 1		Qtr 2		Qtr 3		Qtr 4	
Customer Name		Sales Growth YoY		Profit Growth YoY		Profit Margin Growth YoY							
▼													
Willie Mason		27576		8431								0.00	
Willie Hicks		33054		11688								0.01	
Willie Harrison		27992		9000								-0.01	
Willie Day		30539		9144								-0.01	
Willie Daniels		24364		8806								0.00	
William Schmidt		18389		5873								0.00	
William Montgomery		15318		7153								0.02	
William Medina		17996		5762								0.00	
William James		31027		6473								-0.05	
William Hawkins		30910		8122								-0.02	
William Franklin		22015		7563								0.00	
Total		16491847		5345621								0.00	
Year		2016		2017		2018							
Product Name		Product Group		YoY Sales Growth		Product Group		YoY Sales Growth		Product Group		YoY Sales Growth	
Product 1		Weak		-16.7%		Strong		97.3%		Strong		75.0%	
Product 10		Weak		-9.7%		Strong		96.4%		Strong		44.8%	
Product 100		Weak		-3.6%		Strong		48.1%		Strong		55.0%	
Product 101		Strong		71.9%		Strong		56.4%		Average		12.8%	
Product 11		Weak		-4.4%		Strong		62.8%		Average		35.0%	
Product 12		Weak		-37.6%		Strong		75.6%		Strong		75.2%	
Product 13		Weak		-6.2%		Strong		62.6%		Strong		46.6%	
Product 14		Strong		85.7%		Strong		42.7%		Average		17.4%	
Product 15		Average		22.4%		Strong		120.7%		Average		7.7%	
Product 16		Weak		-21.4%		Strong		153.2%		Average		4.6%	
Product 17		Weak		-9.8%		Strong		92.4%		Strong		53.1%	
Product 18		Weak		-19.5%		Strong		83.2%		Strong		41.4%	
Product 19		Weak		-8.2%		Strong		55.6%		Strong		62.1%	

# Intermediate Sales Analytics

## 5<sup>th</sup> Dashboard - Sales Budget 2019



**CONGRATULATIONS**

**INTERMEDIATE SALES ANALYTICS**

**IS COMPLETED**