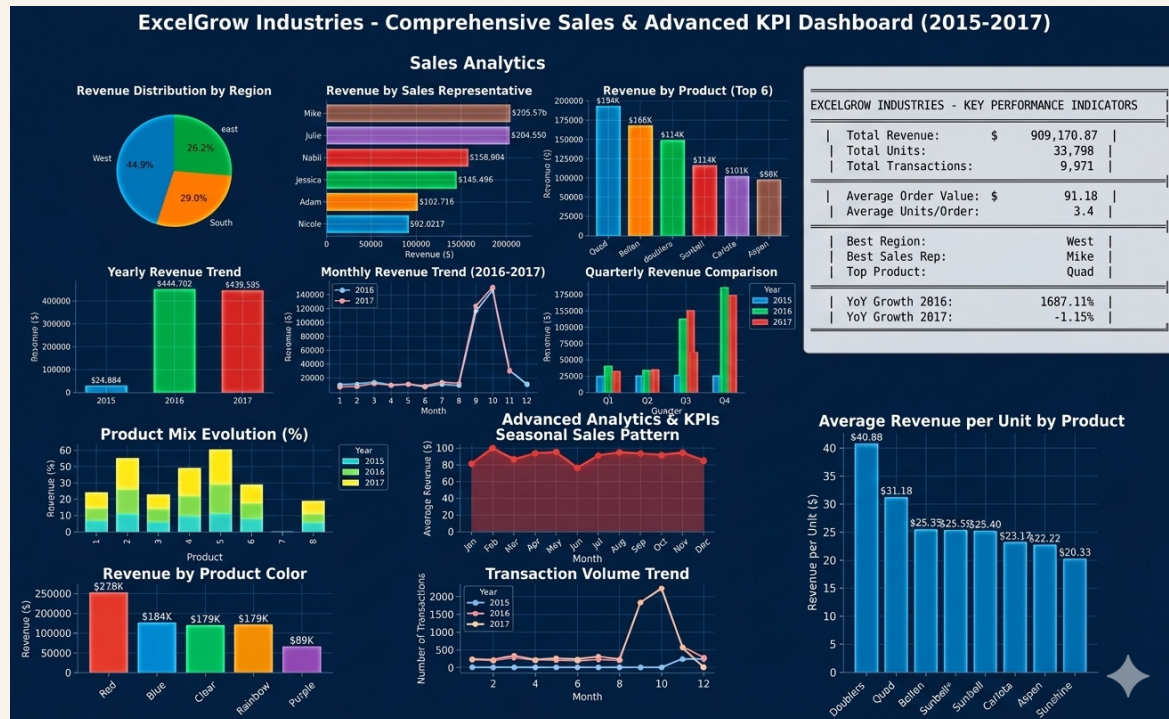


ExcelGrow Industries — Sales & KPI Dashboard



Overview

Comprehensive 3-year sales dashboard (2015–2017) covering \$909K revenue, 33,798 units, and 9,971 transactions — with regional, product, rep, and seasonal breakdowns.

Key Findings

- Best region: West (44.9% of revenue). Best rep: Mike (\$205.6K). Top product: Quad (\$194K).
- YoY growth: +1,687% (2016) then -1.15% (2017) — flag the plateau.
- Seasonal Q4 spike visible in transaction volume — staff up accordingly.
- Doublers product has highest revenue per unit (\$40.88) — protect margin.

Business Value

Turns three years of sales noise into a one-page board view that drives next quarter's plan.