Customer & Sales Performance Overview

Monitor sales performance, customer activity, order trends and profitability

Fiscal Year: 2026/27 | Region: All

TOTAL SALES
£2.79M
vs LY 8.75%

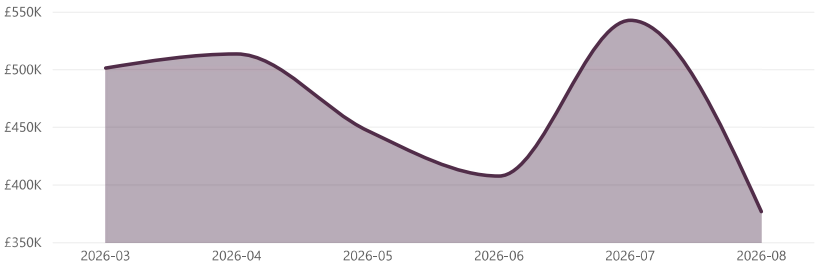
CUSTOMERS
73
vs LY -2.67%

ORDERS
163
vs LY -6.86%

AVG ORDER VALUE
£17.10K
vs LY 16.75%

GROSS MARGIN
33.50%
vs LY +0.90 pp

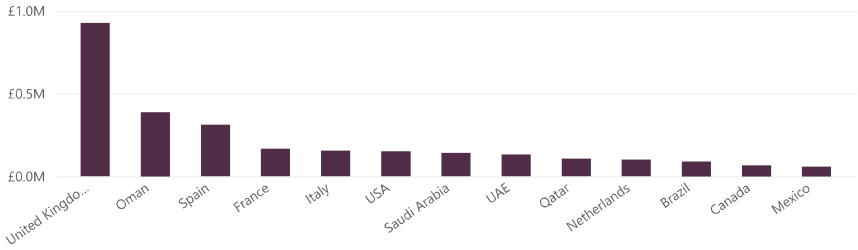
Monthly Sales Trend



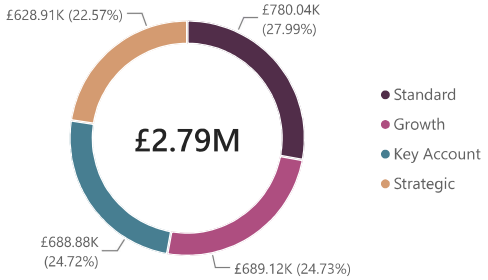
Top 10 Customers by Sales

CustomerName	Total Sales	Orders
Customer 015	£123,486.89	2
Customer 070	£123,018.53	5
Customer 021	£107,869.15	2
Customer 045	£101,324.84	2
Customer 057	£88,044.84	2
Customer 051	£87,180.06	1
Total	**£912,411.59**	**23**

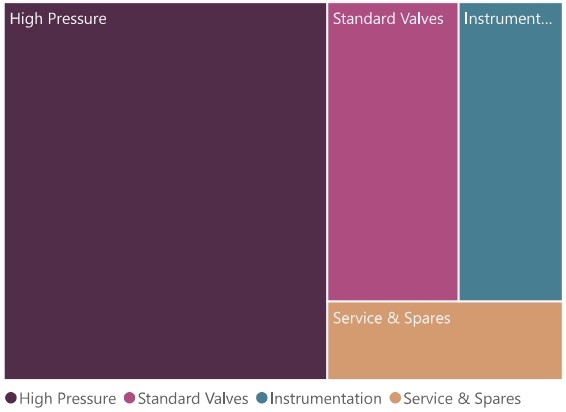
Sales by Country



Sales by Customer Segment

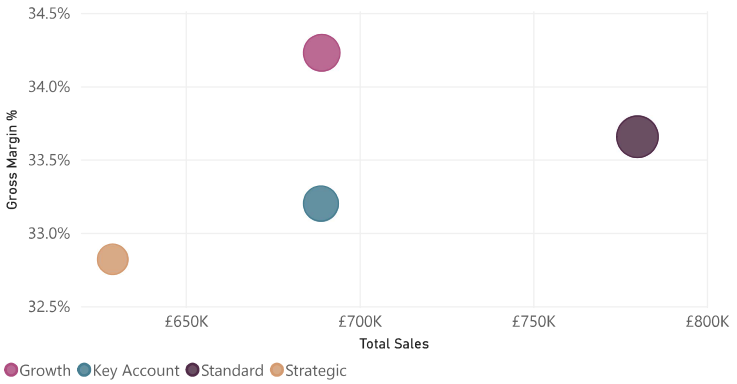


Sales by Product Category



Customer Segment Performance

Total Sales, Gross Margin %, Orders and CustomerName by CustomerSegment



Customer Selection

CustomerName
Customer 001
Customer 002
Customer 003
Customer 004
Customer 005
Customer 006
Customer 007
Customer 008
Customer 009
Customer 010
Customer 011

Geographic Sales Analysis

Explore sales distribution, regional performance and international markets



Geographic Performance Summary

GEOGRAPHIC SUMMARY

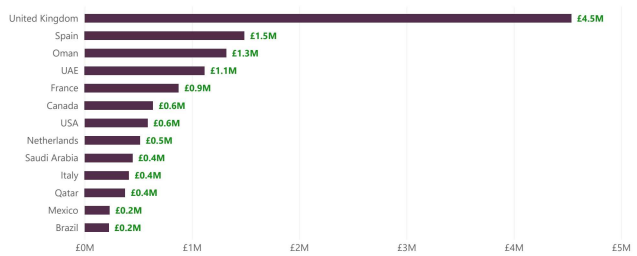
TOTAL SALES
£12.77M +71.1%

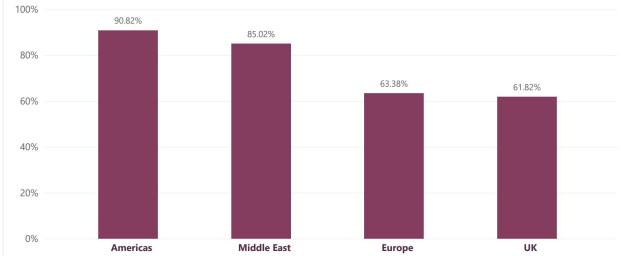
COUNTRIES
13

ACTIVE CUSTOMERS
80

GROSS MARGIN
33.5% +0.16 pp

REGIONAL LEADER
UK
£4.54M





Customer 360° Analysis

Analyse individual customer profiles, purchasing behaviour and sales history

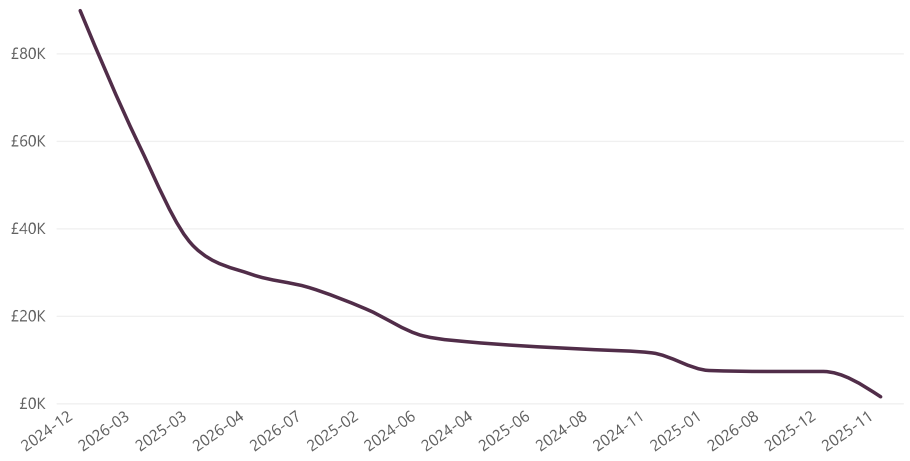
Customer 070

Key Account • Muscat, Oman • Manufacturing

Total Sales	Orders	Average Order Value	Gross Margin %	Sales YoY %
£351,918.86	18	£19,551.05	33.76%	59.77%

Customer Sales History

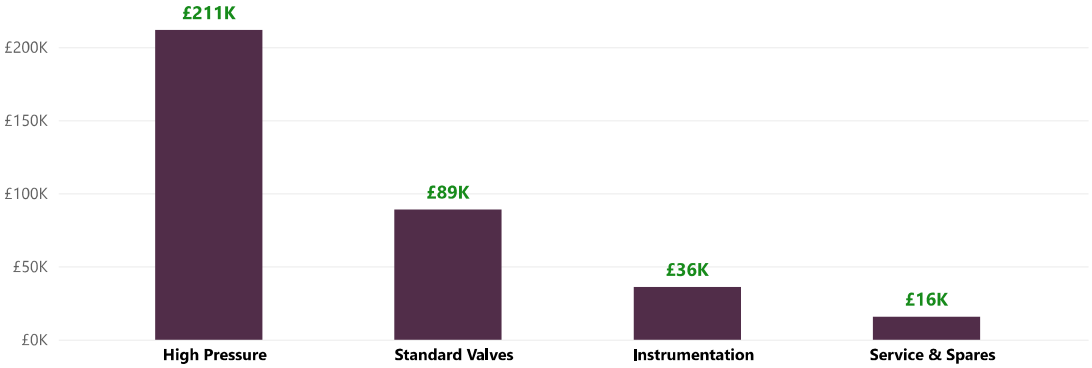
Total Sales by Year Month



CustomerID	AccountManager	Sum of CreditLimit	RiskBand	AccountStatus
C070	M. Brown	£400,000	Medium	Watch

Product Portfolio

Total Sales by ProductCategory



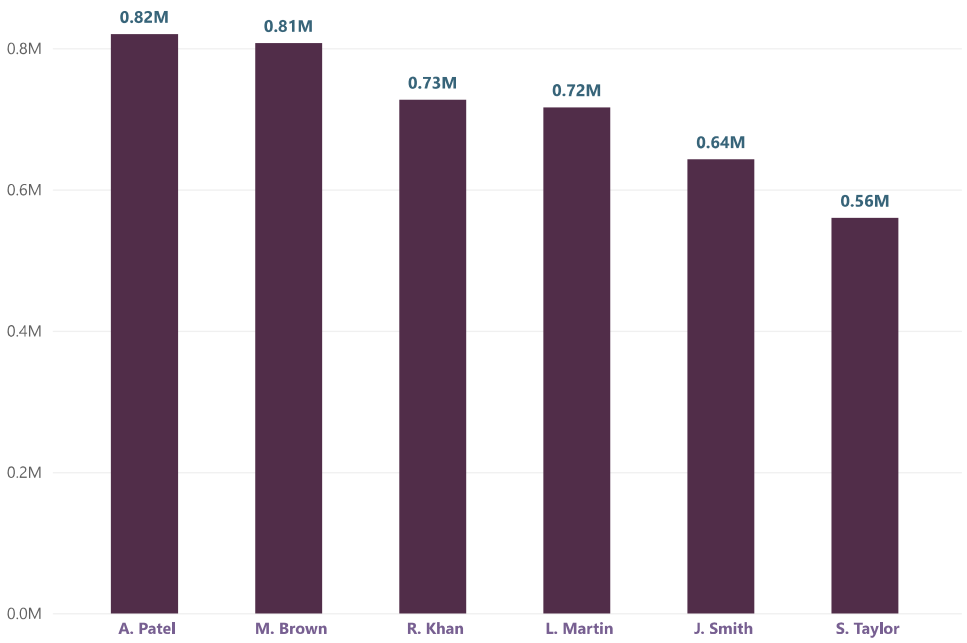
OrderID	OrderDate	Quantity	UnitPrice	NetSales	Salesperson
SO10503	17/08/2026	4	£2,057.65	£7,250.85	M. Brown
SO10012	24/07/2026	10	£1,596.37	£14,389.29	A. Patel
SO10744	10/07/2026	20	£625.73	£12,066.85	M. Brown
SO10837	11/04/2026	18	£1,749.89	£29,414.79	A. Patel
SO10228	30/03/2026	16	£4,069.62	£59,896.75	M. Brown
SO10565	03/12/2025	5	£1,636.52	£7,210.65	J. Smith
SO10292	10/11/2025	1	£1,572.77	£1,428.05	M. Brown
Total		**180**	**£37,396.34**	**£351,918.86**	

Sales Team Performance

Evaluate salesperson performance, target achievement and profitability

£12,772,162.70	£100,631,100.00	12.69%	-87.31%
Total Sales	*Sum of SalesTarget*	*Target Attainment %*	*Target Variance %*

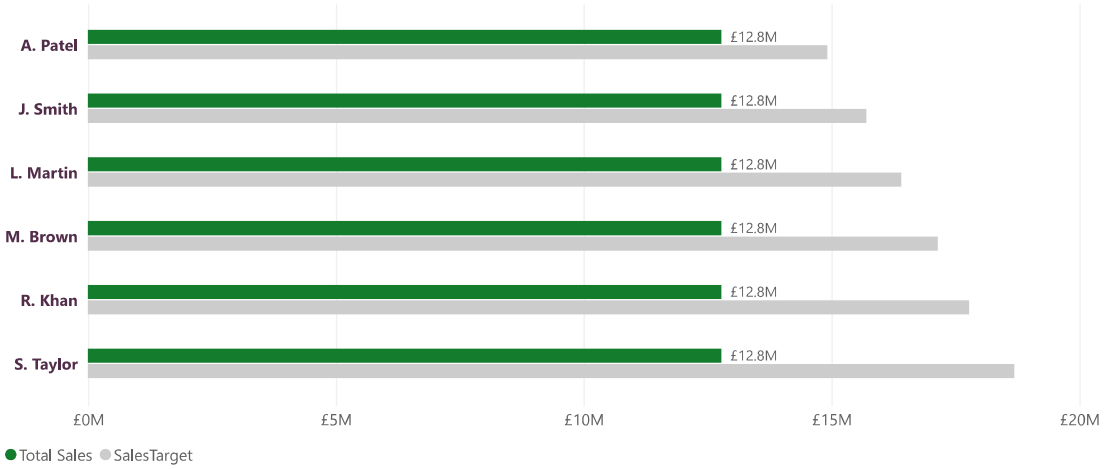
Gross Profit
by Salesperson



Salesperson Performance Scorecard

Salesperson Rank	Salesperson	Total Sales	SalesTarget	Target Attainment %	MarginTarget	Sales YoY %
1	A. Patel	£2,475,996.37	£14,913,300.00	16.60%	48.88	80.16%
5	J. Smith	£1,910,887.48	£15,704,300.00	12.17%	49.16	75.07%
4	L. Martin	£2,165,178.93	£16,405,900.00	13.20%	48.83	72.55%
2	M. Brown	£2,414,551.45	£17,145,300.00	14.08%	49.06	79.90%
3	R. Khan	£2,177,167.85	£17,775,400.00	12.25%	49.13	44.24%
6	S. Taylor	£1,628,380.62	£18,686,900.00	8.71%	48.81	82.85%

Sales vs Target by Salesperson



Total Sales | **Gross Profit** | Orders | Gross Margin %