

## 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

Jan Feb Mar Apr May Jun Jul **Aug** Sep Oct Nov Dec

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

# 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

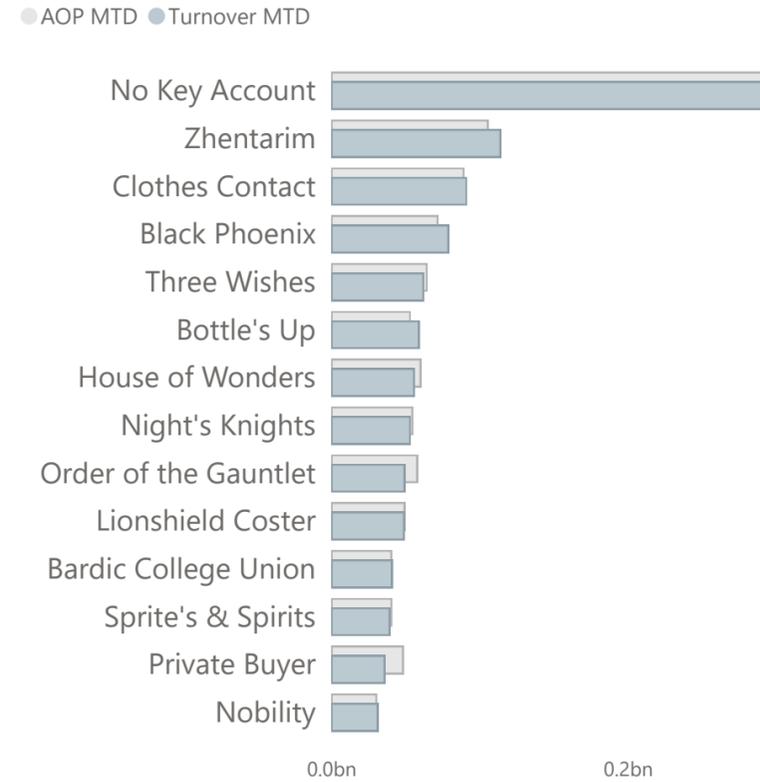
MTD Sales: --

## December

MTD Sales: --

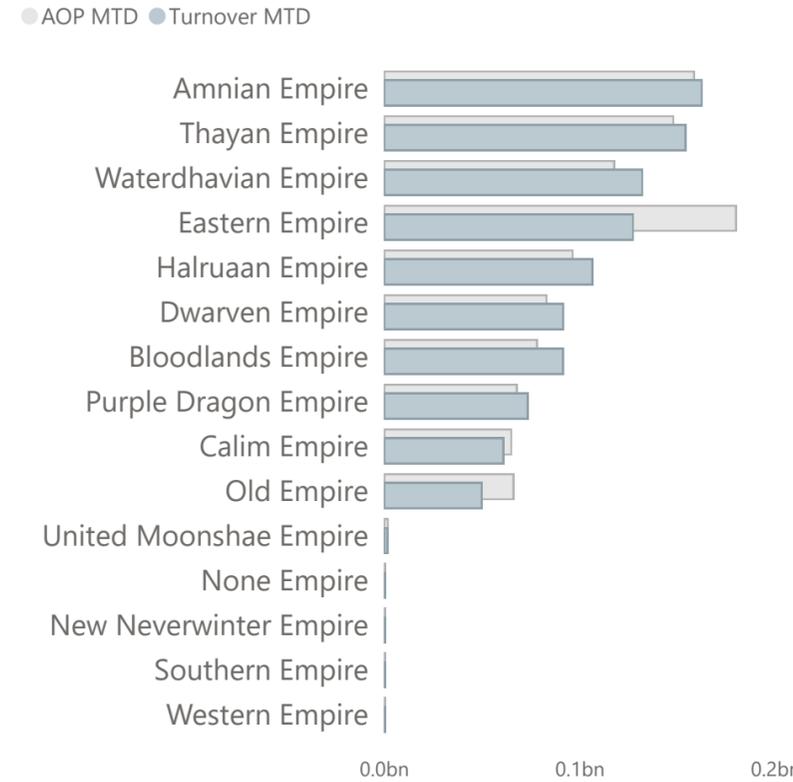
## Customer Sales MTD

by Key Account



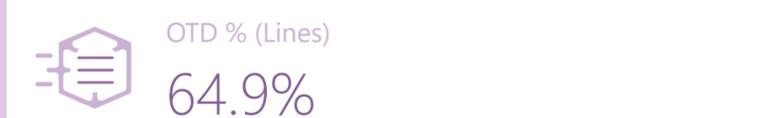
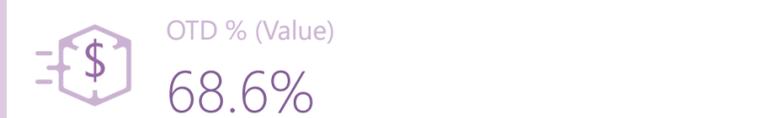
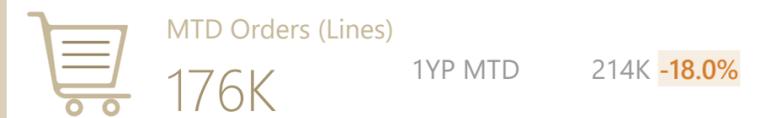
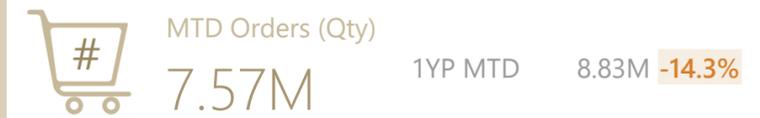
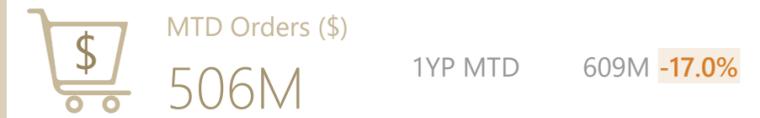
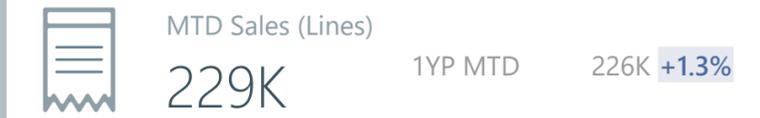
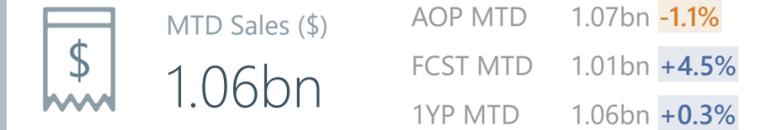
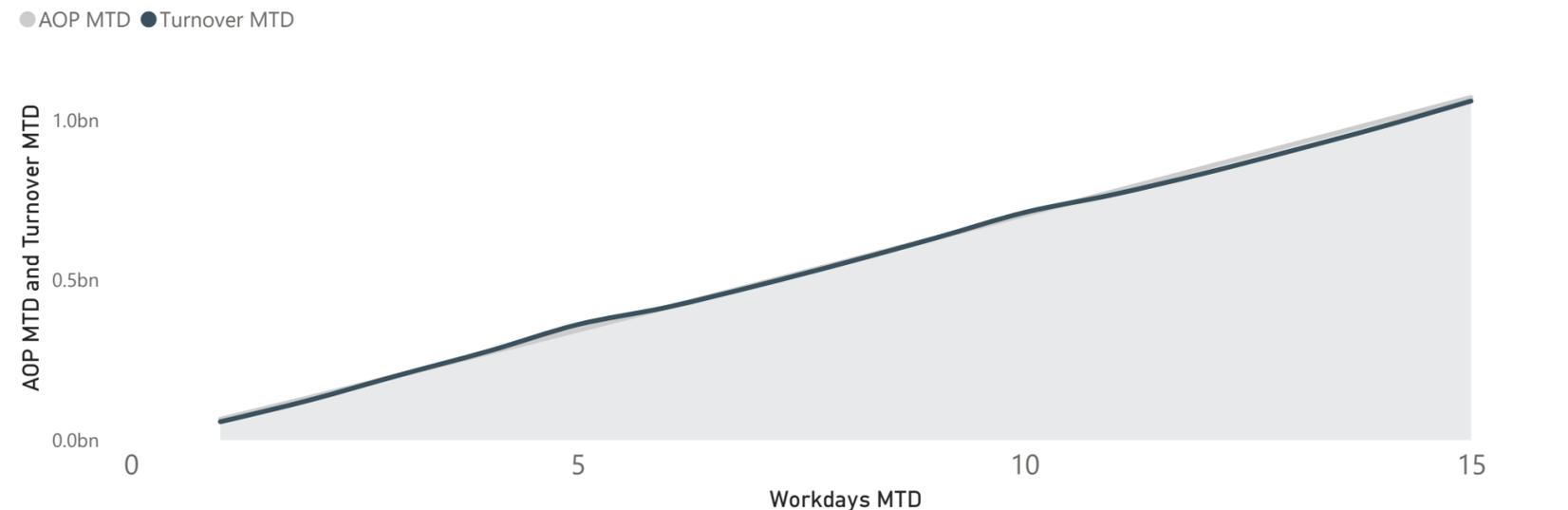
## Regional Sales MTD

by Commercial Region



## Sales Trend MTD

versus Annual Operating Plan (AOP) MTD



# MTD Sales Report

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug**
- Sep
- Oct
- Nov
- Dec

## MTD Sales

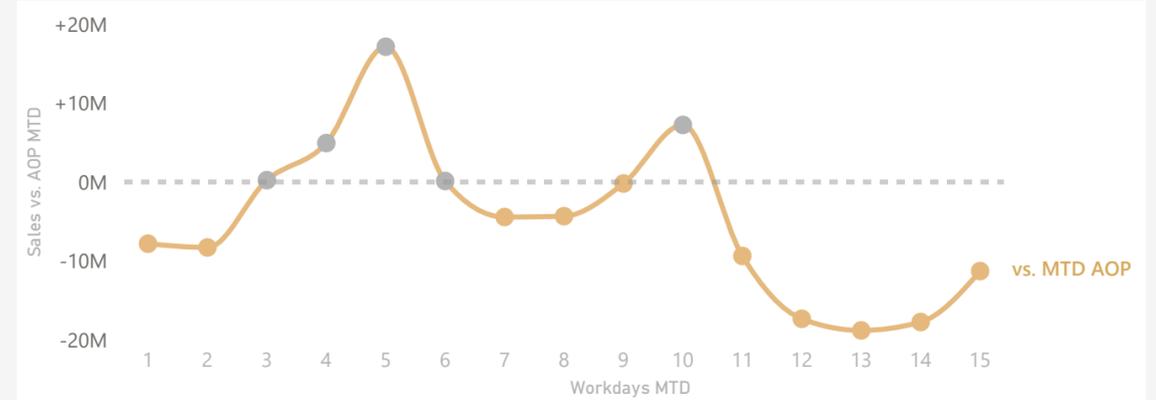
# 1.06bn!

AOP MTD: 1.07bn (-1.1%)

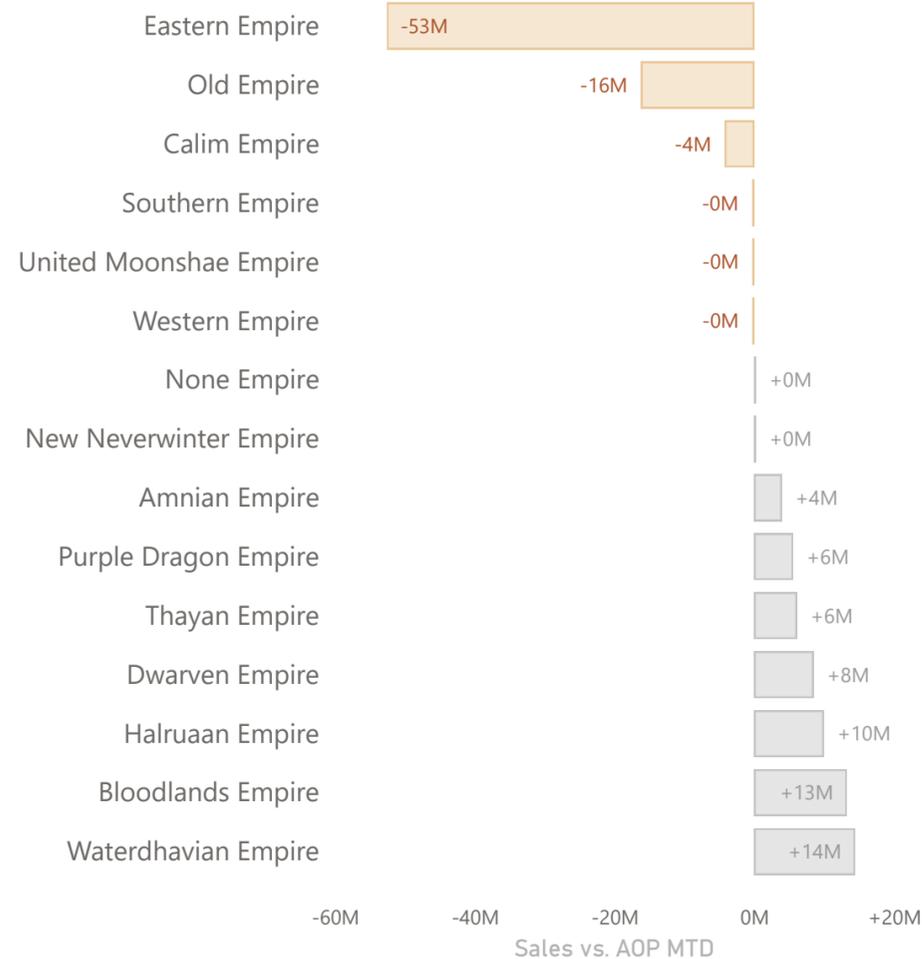
## vs. MTD AOP target

# -1.1%

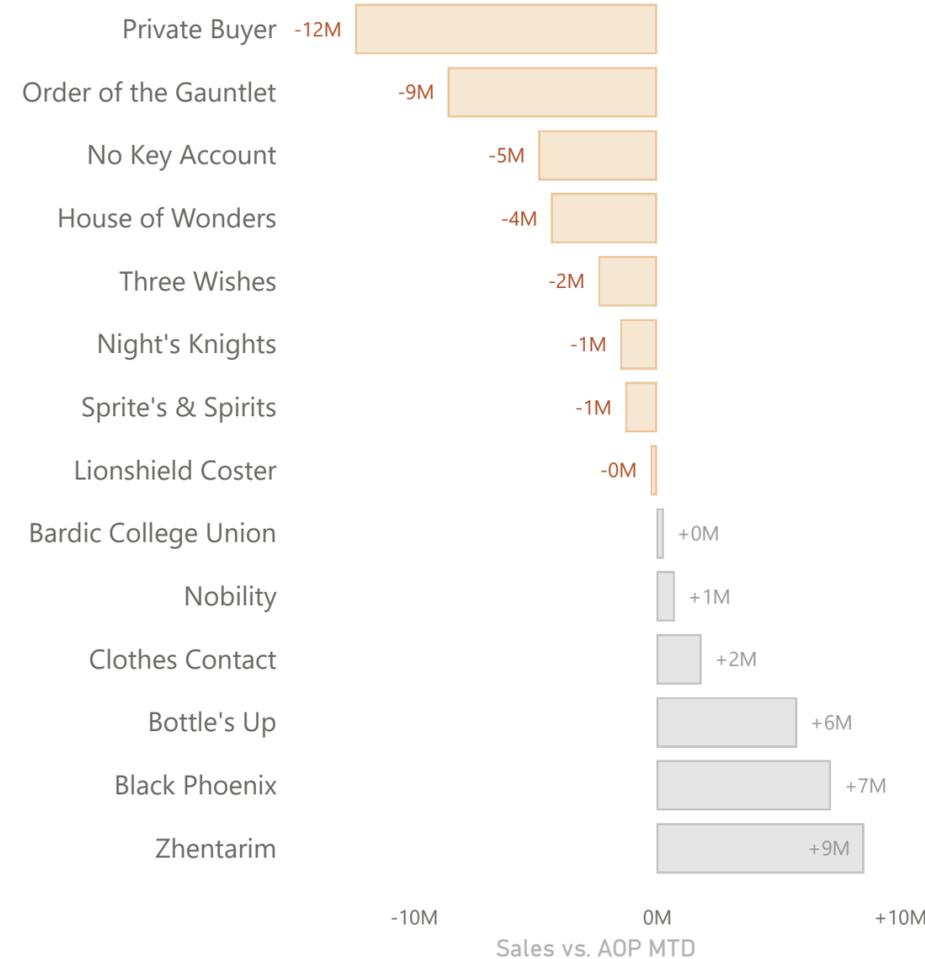
AOP MTD vs. Gross Sales (%)



## vs. AOP by Region



## vs. AOP by Customer



## Product Details

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

# MTD Sales Report

Jan Feb Mar Apr May Jun Jul **Aug** Sep Oct Nov Dec

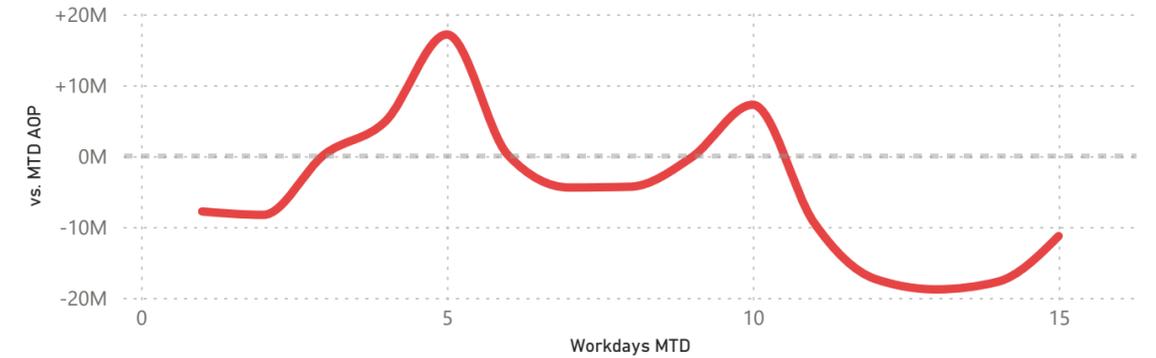
## Sales vs. AOP

**1.06bn**  
Goal: 1.07bn (-1.05%)

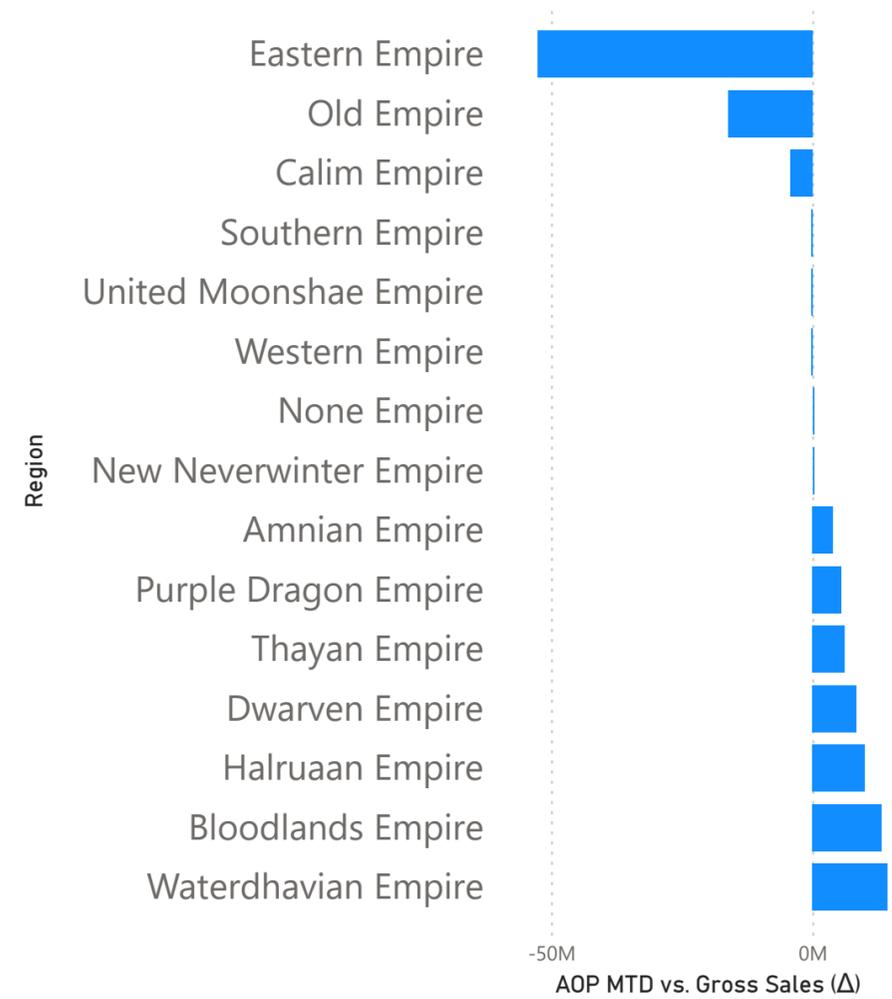
**-1.1%**

AOP MTD vs. Gross Sales (%)

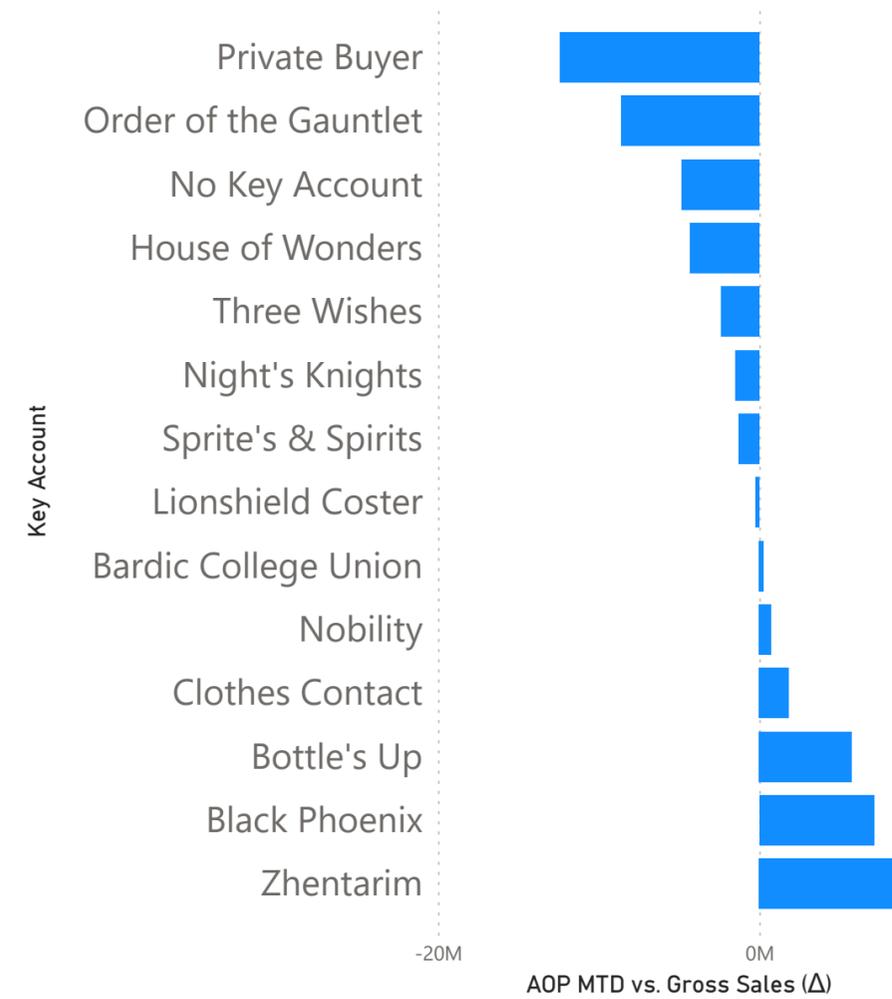
vs. MTD AOP by Workdays MTD



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

January

February

March

April

May

June

July

**August**

September

October

November

December



# MTD Sales Report

MTD Sales (\$)

**1.06bn**



AOP **-1.1%**

FCST **+4.5%**

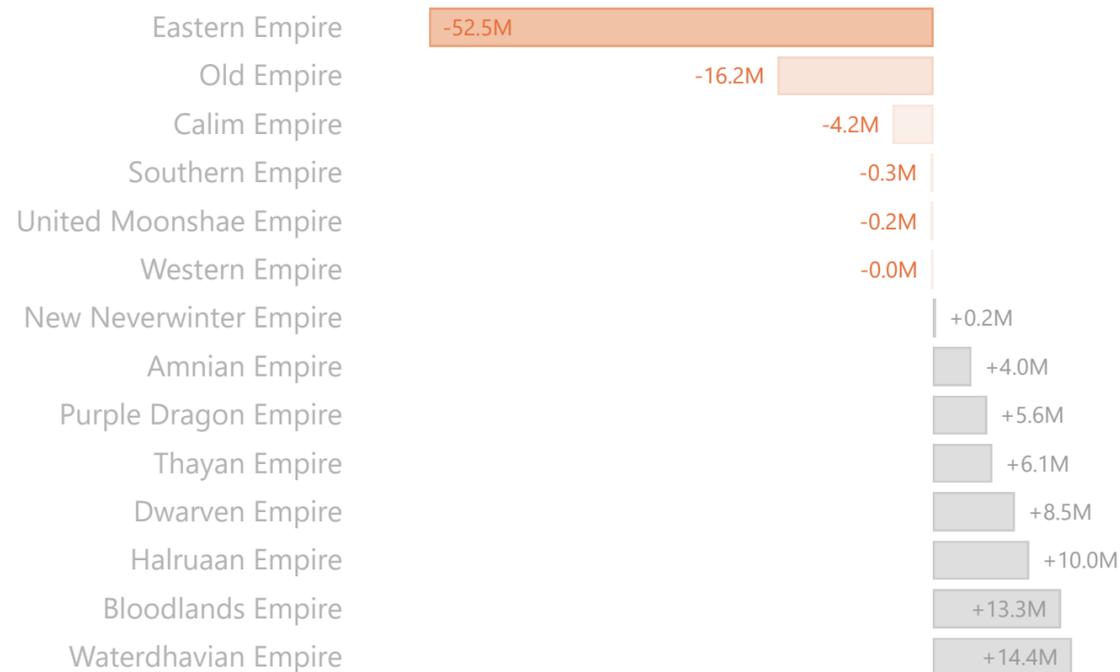
1YP **+0.3%**

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



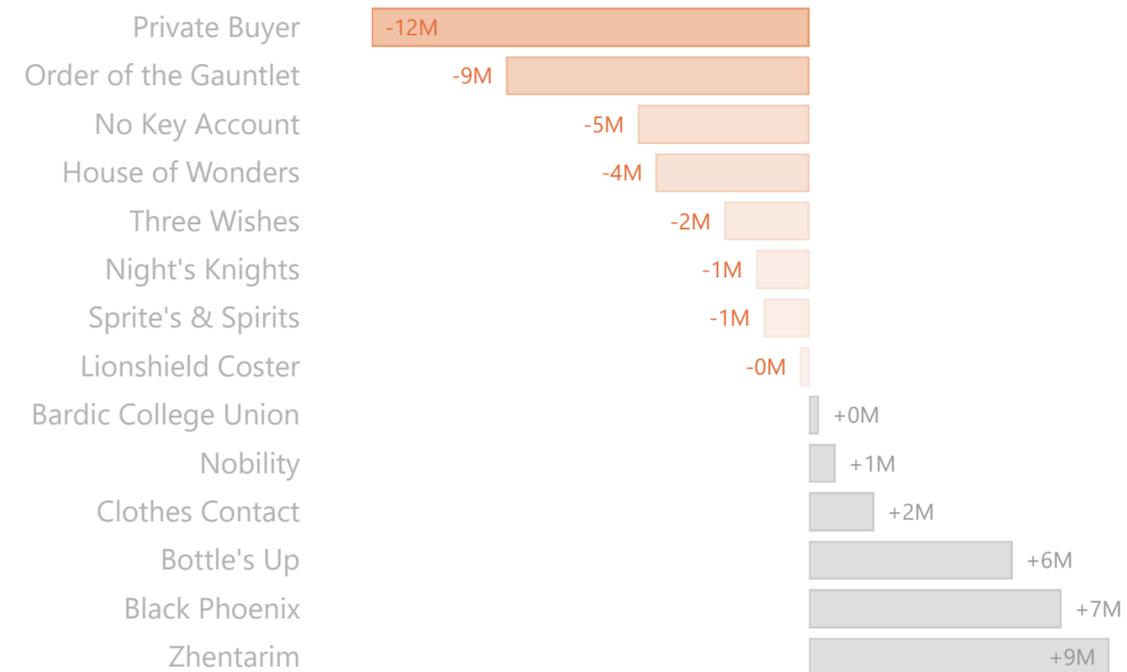
## Region

MTD Sales vs. AOP



## Key Account

MTD Sales vs. AOP



# MTD Sales Report

MTD Sales (\$)

**1.06bn**



AOP **-1.1%**

FCST **+4.5%**

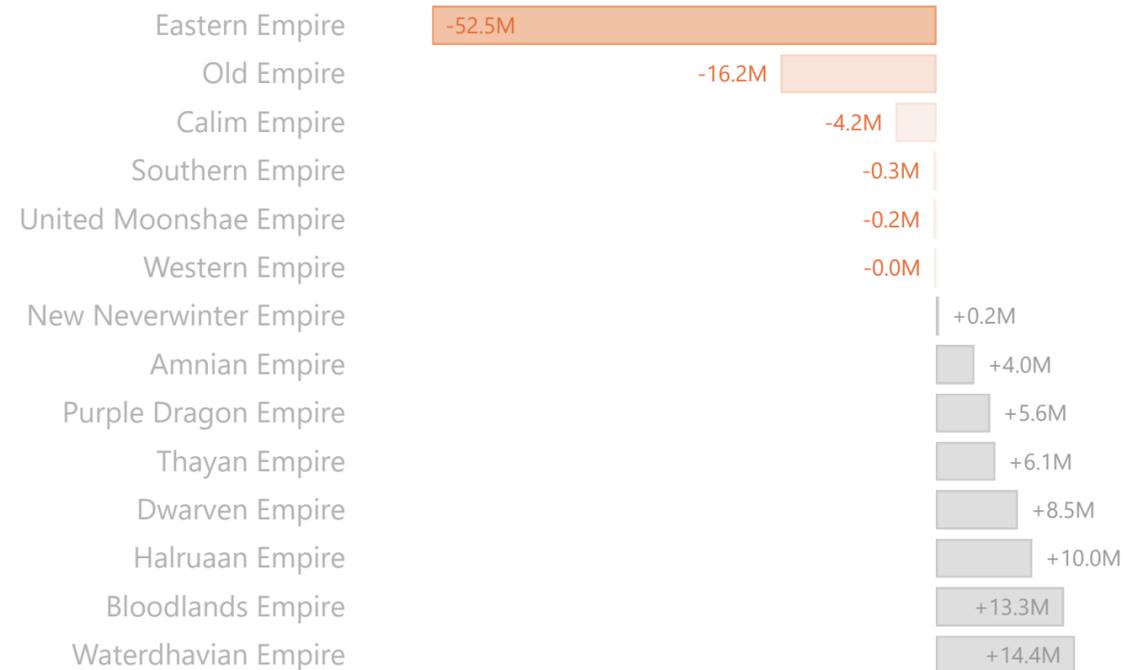
1YP **+0.3%**

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



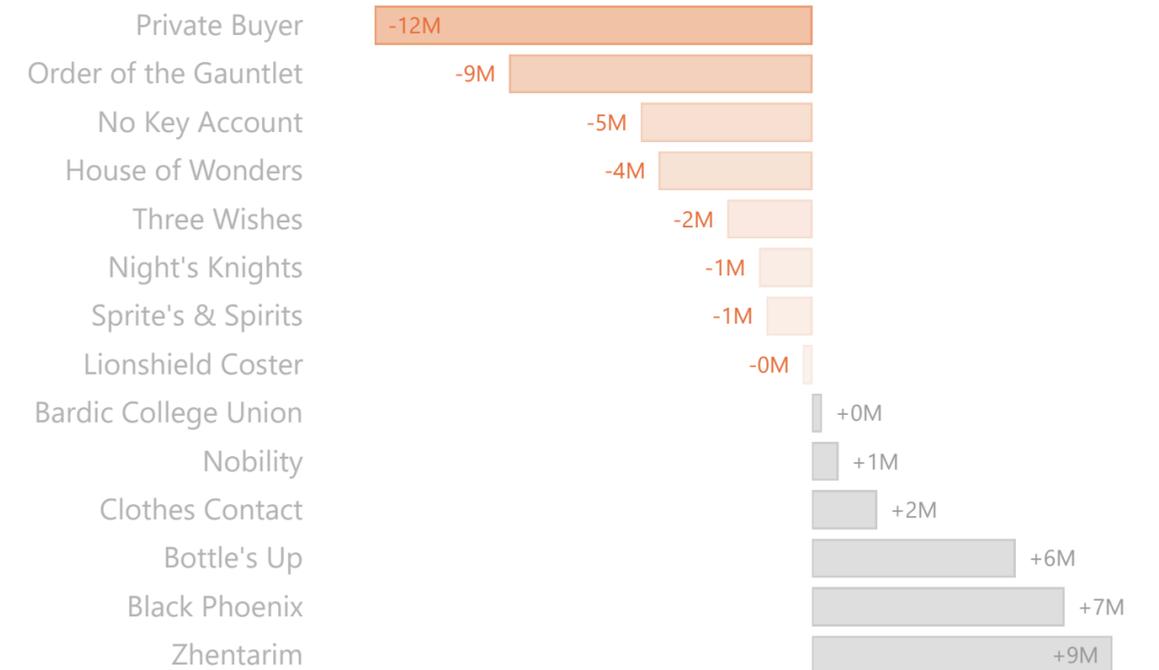
## Region

MTD Sales vs. AOP



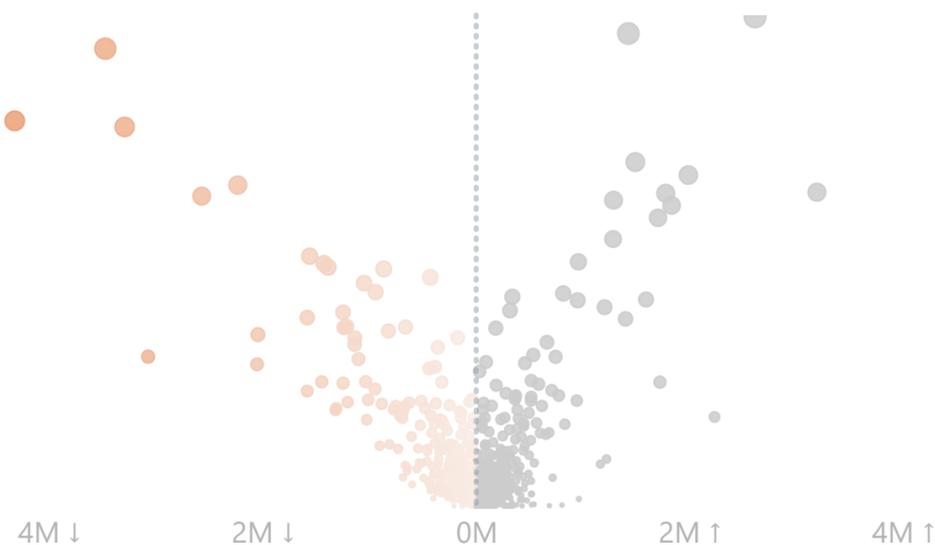
## Key Account

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

<input type="checkbox"/> Weapons	283.18M	+20,491K	
<input type="checkbox"/> Rod	64.13M	+17,768K	
<input type="checkbox"/> Martial Melee Weapon	33.41M	+1,610K	
<input type="checkbox"/> Wand	32.20M	+1,465K	
<input type="checkbox"/> Staff	28.39M	-2,556K	
<input type="checkbox"/> Martial Ranged Weapon	27.51M	+3,327K	
<input type="checkbox"/> Simple Melee Weapon	22.08M	+1,307K	
<input type="checkbox"/> Simple Ranged Weapon	21.24M	+2,322K	
<b>Total</b>	<b>1,058.84M</b>	<b>-11,288K</b>	