

SALES & INVENTORY

# KPI Dashboard Report

Wholesale Distribution Company — United Kingdom | FY 2024

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<b>£2,064,000</b>	<b>240</b>	<b>£8,600</b>	<b>78%</b>
Total Sales Revenue	Total Orders Placed	Avg Order Value	On-Time Delivery
▲ +14% vs Prior Year	▲ +8% vs Prior Year	▲ +6% vs Prior Year	▼ -2% vs Prior Year

## Monthly Sales Revenue — FY 2024 (GBP)

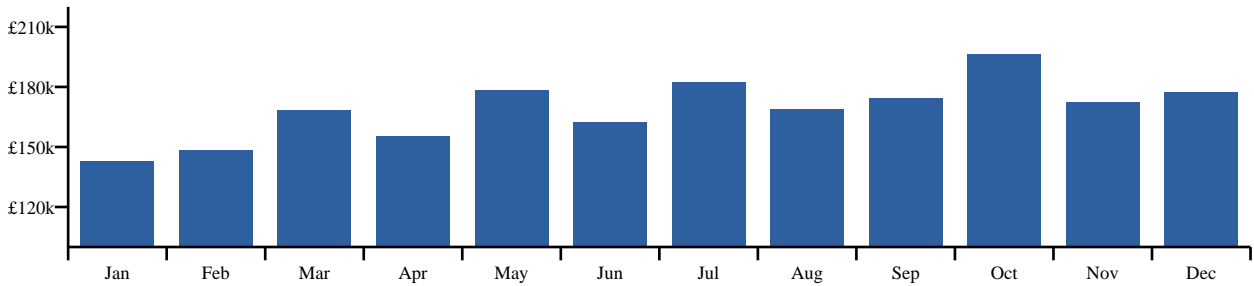


Chart 1 — Monthly sales revenue showing consistent growth trend. October achieved the highest monthly revenue at £196,000.

## Sales by Product Category

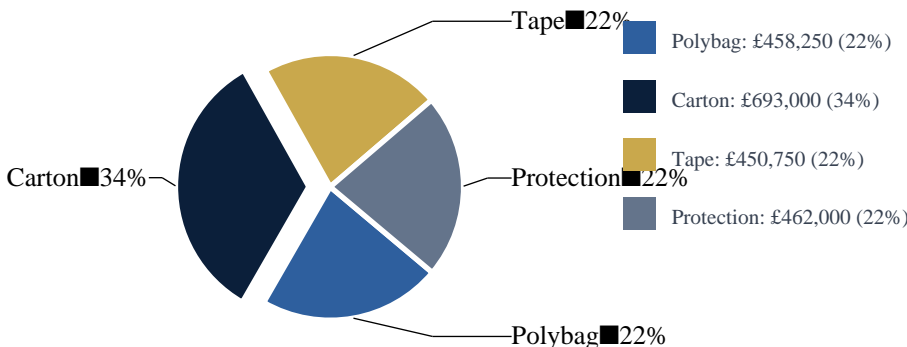


Chart 2 — Cartons are the highest-value category at 34% of total revenue. All other categories contribute equally at ~22% each.

## Top 5 Products by Revenue

#	Product Name	Category	Units Sold	Revenue (£)	% of Total
1	Master Carton 20L	Carton	2,800	£126,000	6.1%
2	Polybag Roll 500m	Packaging	3,200	£112,000	5.4%
3	Export Box 10L	Carton	2,400	£96,000	4.7%
4	Stretch Film 500m	Packaging	2,100	£92,400	4.5%
5	BOPP Tape 48mm	Tape	5,600	£87,500	4.2%

## Inventory Status Summary

Product	Category	Stock On Hand	Reorder Level	Status
Polybag Roll 500m	Packaging	1,200	300	In Stock
Export Box 10L	Carton	180	200	Low Stock
BOPP Tape 48mm	Tape	950	250	In Stock
Corner Guard 2m	Protection	85	150	Critical
Bubble Wrap 100m	Packaging	420	200	In Stock
Master Carton 20L	Carton	350	300	In Stock
Stretch Film 500m	Packaging	165	200	Low Stock
Brown Tape 72mm	Tape	720	250	In Stock

## Sales by Customer Region

Region	No. of Customers	Total Orders	Revenue (£)	Avg Order (£)	Share %
London	2	68	£612,000	£9,000	29.7%
North England	2	62	£496,000	£8,000	24.0%
Midlands	1	38	£320,000	£8,421	15.5%
South England	1	32	£278,000	£8,688	13.5%
Scotland	1	24	£218,000	£9,083	10.6%
Wales	1	16	£140,000	£8,750	6.8%

## Key Business Insights & Recommendations

■ <b>Revenue Growth</b>	Total sales grew 14% year-on-year to £2.06M. October was the strongest month at £196K. Growth is consistent across all quarters, indicating stable demand rather than seasonal spikes.
■ <b>Inventory Risk</b>	2 products (Corner Guard 2m and Stretch Film 500m) are below reorder levels. Immediate purchase orders recommended to avoid stockouts. Corner Guard is in Critical status.
■ <b>Top Performer</b>	Master Carton 20L generated the highest single-product revenue at £126,000 (6.1% of total). Consider negotiating bulk pricing with the supplier to improve margins further.
■ <b>Regional Opportunity</b>	Wales and Scotland together contribute only 17.4% of revenue despite having dedicated customers. Targeted promotional pricing in these regions could unlock significant growth.
■ <b>Order Value Trend</b>	Average order value of £8,600 is up 6% vs prior year. Scotland has the highest average at £9,083 per order — indicating high-value, low-frequency purchasing behaviour.

This dashboard was built in Power BI Desktop and published to Power BI Service. Data sourced from ERP export (CSV) + Excel sales file. All figures are in GBP. Report generated: December 2024.