

NOVARETAIL — INTERACTIVE EXCEL & BI DASHBOARD

Sales Analytics & KPI Dashboard

Raw sales exports in. Decisions out.[Explore it live](#) data.vexloft.com/sales

Most sales reporting lives in five different spreadsheets that nobody opens twice. This dashboard replaces all of them with a single screen. It takes a full year of NovaRetail's transactions and turns them into something a sales lead can actually read in ten seconds — revenue, margin, how each region is pulling its weight, and which products are quietly carrying the quarter. Filter by region or category and every chart updates on the spot.



Live interactive dashboard — filter, drill down, then open the real Excel file behind it.

WHAT IT DELIVERS

- Headline KPI scorecard — revenue, gross profit, margin, target achievement
- Monthly revenue & profit trend with target tracking
- Revenue split by category and by region
- Top-performing products, ranked
- One-click filters (region × category) across the whole board

WHY IT MATTERS

- Catch the months you missed target — and see why
- Spot the regions and products worth doubling down on
- Retire the weekly copy-paste report for good
- The same numbers your team trusts in Excel — just readable

€2.94M	€1.01M	34.4%	94.3%
TOTAL REVENUE	GROSS PROFIT	PROFIT MARGIN	TARGET ACHIEVEMENT