

General Information				Regional Sales Performance - Q1 2024										Product Line Analysis										Customer Segments										Marketing & Promotions										Financial Summary										
				North America					Europe					Asia-Pacific					Latin America					Electronics					Software					Services					Retail					Corporate					Government					Non-Profit
ID	Name	Type	Status	Region	Sales	Growth	Profit	Units	Avg Price	Market Share	Competitor A	Competitor B	Competitor C	Segment	Category	Sub-Category	Volume	Revenue	Cost	Margin	Churn Rate	LTV	CAC	ROI	Campaign Name	Budget	Actual Spend	Impressions	Clicks	Conversions	CPA	Revenue	Cost	Margin	Revenue	Cost	Margin	Total Rev	Total Cost	Total Profit														
1	John Doe	Employee	Active	NA	\$120K	5%	\$30K	1000	\$120	15%	10%	8%	7%	Elec	Smartphones	Flagship X	500	\$60K	\$40K	33%	2%	\$1500	\$50	150%	Spring Sale	\$10K	\$9K	1M	50K	1000	\$100	\$120K	\$80K	33%	\$120K	\$80K	33%	\$120K	\$80K	\$40K														
2	Jane Smith	Employee	Active	EU	\$95K	3%	\$25K	800	\$119	12%	12%	10%	9%	SW	SaaS	Cloud Suite Y	400	\$48K	\$32K	33%	1%	\$1200	\$45	140%	Summer Promo	\$8K	\$7.5K	800K	40K	800	\$90	\$95K	\$65K	32%	\$95K	\$65K	32%	\$95K	\$65K	\$30K														
3	Michael Chen	Employee	Active	APAC	\$150K	8%	\$40K	1200	\$125	18%	8%	6%	5%	Svc	Consulting	Digital Trans Z	600	\$75K	\$50K	33%	3%	\$1800	\$60	180%	Fall Launch	\$12K	\$11K	1.2M	60K	1200	\$100	\$150K	\$100K	33%	\$150K	\$100K	\$50K																	
4	Sarah Kim	Employee	Active	SA	\$70K	2%	\$18K	600	\$117	10%	15%	12%	11%	Elec	Wearables	Smartwatch W	300	\$35K	\$23K	35%	1%	\$1100	\$40	130%	New Year	\$6K	\$5.8K	600K	30K	600	\$95	\$70K	\$48K	31%	\$70K	\$48K	\$22K																	
5	David Lee	Employee	Active	EU	\$110K	4%	\$28K	900	\$122	14%	9%	7%	6%	SW	Mobile Apps	Gaming App V	450	\$55K	\$37K	33%	1.5%	\$1300	\$55	145%	Valentine's	\$9K	\$8.5K	900K	45K	900	\$95	\$110K	\$75K	32%	\$110K	\$75K	\$35K																	
6	Emily White	Employee	Active	APAC	\$130K	6%	\$35K	1100	\$118	16%	7%	5%	4%	Svc	Training	Leadership Trg	550	\$69K	\$44K	36%	2.5%	\$1600	\$58	175%	Back to School	\$11K	\$10.5K	1.1M	55K	1100	\$95	\$130K	\$85K	35%	\$130K	\$85K	\$45K																	
7	James Brown	Employee	Active	SA	\$80K	3%	\$20K	700	\$114	11%	13%	10%	9%	Elec	Tablets	Tablet T	350	\$40K	\$27K	33%	1.2%	\$1050	\$38	125%	Holiday Season	\$7K	\$6.8K	700K	35K	700	\$90	\$80K	\$55K	31%	\$80K	\$55K	\$25K																	
8	Maria Garcia	Employee	Active	EU	\$100K	4%	\$26K	850	\$118	13%	11%	9%	8%	SW	CRM	CRM System U	420	\$50K	\$34K	32%	1.1%	\$1250	\$48	138%	End of Year	\$10K	\$9.5K	1.0M	50K	1000	\$95	\$100K	\$68K	32%	\$100K	\$68K	\$32K																	
9	Robert Taylor	Employee	Active	APAC	\$140K	7%	\$38K	1150	\$122	17%	6%	4%	3%	Svc	IT Support	IT Helpdesk S	580	\$70K	\$42K	39%	2.8%	\$1550	\$59	178%	Winter Clearance	\$11.5K	\$11K	1.15M	58K	1150	\$95	\$140K	\$90K	36%	\$140K	\$90K	\$50K																	
10	Lisa Anderson	Employee	Active	SA	\$90K	3%	\$22K	750	\$120	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	380	\$45K	\$30K	33%	1.3%	\$1150	\$42	132%	Gift Guide	\$8.5K	\$8.2K	850K	42K	850	\$95	\$90K	\$60K	33%	\$90K	\$60K	\$30K																	
11	Kevin Wilson	Employee	Active	EU	\$115K	5%	\$30K	950	\$121	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	480	\$58K	\$38K	34%	1.4%	\$1280	\$52	142%	Flash Sale	\$9.5K	\$9K	950K	48K	950	\$95	\$115K	\$78K	33%	\$115K	\$78K	\$37K																	
12	Nancy Martinez	Employee	Active	APAC	\$125K	6%	\$33K	1050	\$119	16%	8%	6%	5%	Svc	Workshops	Design Thinking W	520	\$62K	\$37K	40%	2.2%	\$1500	\$57	170%	Black Friday	\$12.5K	\$12K	1.25M	62K	1250	\$95	\$125K	\$80K	36%	\$125K	\$80K	\$45K																	
13	Christopher Davis	Employee	Active	SA	\$85K	3%	\$21K	720	\$118	11%	12%	9%	8%	Elec	Accessories	Phone Case C	360	\$42K	\$28K	33%	1.2%	\$1080	\$39	128%	Gift Guide	\$7.5K	\$7.2K	720K	36K	720	\$90	\$85K	\$57K	33%	\$85K	\$57K	\$28K																	
14	Amanda Miller	Employee	Active	EU	\$105K	4%	\$27K	880	\$119	13%	11%	9%	8%	SW	CRM	CRM System U	430	\$51K	\$35K	32%	1.1%	\$1260	\$49	139%	End of Year	\$10.5K	\$10K	1.05M	51K	1050	\$95	\$105K	\$70K	33%	\$105K	\$70K	\$35K																	
15	Benjamin Clark	Employee	Active	APAC	\$135K	7%	\$36K	1120	\$121	17%	7%	5%	4%	Svc	Training	Leadership Trg	560	\$70K	\$43K	38%	2.6%	\$1580	\$59	176%	Winter Clearance	\$11.8K	\$11.3K	1.18M	59K	1180	\$95	\$135K	\$88K	35%	\$135K	\$88K	\$47K																	
16	Grace Hall	Employee	Active	SA	\$92K	3%	\$23K	760	\$121	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	390	\$46K	\$31K	33%	1.3%	\$1160	\$43	133%	Gift Guide	\$8.8K	\$8.5K	880K	43K	880	\$95	\$92K	\$61K	33%	\$92K	\$61K	\$31K																	
17	Henry King	Employee	Active	EU	\$118K	5%	\$31K	960	\$123	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	490	\$59K	\$39K	34%	1.4%	\$1290	\$53	143%	Flash Sale	\$9.8K	\$9.3K	980K	49K	980	\$95	\$118K	\$79K	33%	\$118K	\$79K	\$39K																	
18	Ivy Lopez	Employee	Active	APAC	\$128K	6%	\$34K	1060	\$121	16%	8%	6%	5%	Svc	Workshops	Design Thinking W	530	\$63K	\$38K	40%	2.2%	\$1510	\$58	171%	Black Friday	\$12.8K	\$12.3K	1.28M	63K	1280	\$95	\$128K	\$81K	36%	\$128K	\$81K	\$47K																	
19	Jack Nelson	Employee	Active	SA	\$88K	3%	\$22K	730	\$120	11%	12%	9%	8%	Elec	Accessories	Phone Case C	370	\$43K	\$29K	33%	1.2%	\$1090	\$40	129%	Gift Guide	\$7.8K	\$7.5K	730K	37K	730	\$90	\$88K	\$58K	33%	\$88K	\$58K	\$30K																	
20	Karen Parker	Employee	Active	EU	\$108K	4%	\$28K	910	\$119	13%	11%	9%	8%	SW	CRM	CRM System U	440	\$52K	\$36K	32%	1.1%	\$1270	\$50	140%	End of Year	\$10.8K	\$10.3K	1.08M	52K	1080	\$95	\$108K	\$72K	33%	\$108K	\$72K	\$36K																	
21	Leo Quinn	Employee	Active	APAC	\$138K	7%	\$37K	1130	\$122	17%	7%	5%	4%	Svc	Training	Leadership Trg	570	\$71K	\$44K	38%	2.6%	\$1590	\$60	177%	Winter Clearance	\$12.2K	\$11.7K	1.22M	60K	1220	\$95	\$138K	\$91K	34%	\$138K	\$91K	\$47K																	
22	Mia Reed	Employee	Active	SA	\$94K	3%	\$24K	770	\$122	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	400	\$47K	\$32K	33%	1.3%	\$1170	\$44	134%	Gift Guide	\$9.2K	\$8.9K	920K	44K	920	\$95	\$94K	\$62K	33%	\$94K	\$62K	\$32K																	
23	Noah Scott	Employee	Active	EU	\$120K	5%	\$32K	970	\$124	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	500	\$60K	\$40K	34%	1.4%	\$1300	\$54	144%	Flash Sale	\$10.2K	\$9.7K	1.02M	54K	1020	\$95	\$120K	\$82K	32%	\$120K	\$82K	\$38K																	
24	Olivia Turner	Employee	Active	APAC	\$132K	6%	\$35K	1080	\$122	16%	8%	6%	5%	Svc	Workshops	Design Thinking W	540	\$64K	\$39K	40%	2.2%	\$1520	\$59	172%	Black Friday	\$13.2K	\$12.7K	1.32M	64K	1320	\$95	\$132K	\$83K	37%	\$132K	\$83K	\$49K																	
25	Peter Vance	Employee	Active	SA	\$96K	3%	\$25K	780	\$123	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	410	\$48K	\$33K	33%	1.3%	\$1180	\$45	135%	Gift Guide	\$9.6K	\$9.3K	960K	45K	960	\$95	\$96K	\$63K	33%	\$96K	\$63K	\$33K																	
26	Quinn Webb	Employee	Active	EU	\$122K	5%	\$33K	980	\$124	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	510	\$61K	\$41K	34%	1.4%	\$1310	\$55	145%	Flash Sale	\$10.4K	\$9.9K	1.04M	55K	1040	\$95	\$122K	\$84K	32%	\$122K	\$84K	\$38K																	
27	Rachel Young	Employee	Active	APAC	\$142K	8%	\$42K	1180	\$120	18%	9%	7%	6%	Svc	Consulting	Digital Trans Z	620	\$78K	\$51K	34%	3.1%	\$1850	\$62	185%	Fall Launch	\$13.5K	\$12.8K	1.35M	65K	1350	\$100	\$142K	\$105K	26%	\$142K	\$105K	\$37K																	
28	Samuel Adams	Employee	Active	SA	\$98K	3%	\$26K	790	\$124	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	420	\$49K	\$34K	33%	1.3%	\$1190	\$46	136%	Gift Guide	\$9.8K	\$9.5K	980K	46K	980	\$95	\$98K	\$64K	33%	\$98K	\$64K	\$34K																	
29	Tina Baker	Employee	Active	EU	\$124K	5%	\$34K	990	\$125	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	520	\$62K	\$42K	34%	1.4%	\$1320	\$56	146%	Flash Sale	\$10.6K	\$10.1K	1.06M	56K	1060	\$95	\$124K	\$86K	31%	\$124K	\$86K	\$38K																	
30	Uma Carter	Employee	Active	APAC	\$144K	8%	\$44K	1190	\$121	18%	9%	7%	6%	Svc	Consulting	Digital Trans Z	630	\$79K	\$52K	34%	3.1%	\$1860	\$63	186%	Fall Launch	\$13.8K	\$13.1K	1.38M	66K	1380	\$100	\$144K	\$108K	25%	\$144K	\$108K	\$36K																	
31	Victor Evans	Employee	Active	SA	\$100K	3%	\$27K	800	\$125	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	430	\$50K	\$35K	33%	1.3%	\$1200	\$47	137%	Gift Guide	\$10.2K	\$9.9K	1.02M	47K	1020	\$95	\$100K	\$65K	35%	\$100K	\$65K	\$35K																	
32	Wendy Foster	Employee	Active	EU	\$126K	5%	\$35K	1000	\$126	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	530	\$63K	\$43K	34%	1.4%	\$1330	\$57	147%	Flash Sale	\$10.8K	\$10.3K	1.08M	57K	1080	\$95	\$126K	\$88K	31%	\$126K	\$88K	\$38K																	
33	Xavier Green	Employee	Active	APAC	\$146K	8%	\$46K	1200	\$122	18%	9%	7%	6%	Svc	Consulting	Digital Trans Z	640	\$80K	\$53K	34%	3.1%	\$1870	\$64	187%	Fall Launch	\$14.2K	\$13.5K	1.42M	68K	1420	\$100	\$146K	\$110K	24%	\$146K	\$110K	\$36K																	
34	Yara Harris	Employee	Active	SA	\$102K	3%	\$28K	810	\$126	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	440	\$51K	\$36K	33%	1.3%	\$1210	\$48	138%	Gift Guide	\$10.4K	\$10.1K	1.04M	48K	1040	\$95	\$102K	\$66K	35%	\$102K	\$66K	\$36K																	
35	Zoe Ingram	Employee	Active	EU	\$128K	5%	\$36K	1010	\$127	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	540	\$64K	\$44K	34%	1.4%	\$1340	\$58	148%	Flash Sale	\$11.2K	\$10.7K	1.12M	58K	1120	\$95	\$128K	\$90K	31%	\$128K	\$90K	\$38K																	
36	Adam Jones	Employee	Active	APAC	\$148K	8%	\$48K	1210	\$123	18%	9%	7%	6%	Svc	Consulting	Digital Trans Z	650	\$81K	\$54K	34%	3.1%	\$1880	\$65	188%	Fall Launch	\$14.8K	\$14.1K	1.48M	70K	1480	\$100	\$148K	\$112K	24%	\$148K	\$112K	\$36K																	
37	Bella King	Employee	Active	SA	\$104K	3%	\$29K	820	\$127	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	450	\$52K	\$37K	33%	1.3%	\$1220	\$49	139%	Gift Guide	\$10.6K	\$10.3K	1.06M	49K	1060	\$95	\$104K	\$67K	35%	\$104K	\$67K	\$37K																	
38	Charlie Lee	Employee	Active	EU	\$130K	5%	\$37K	1020	\$128	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	550	\$65K	\$45K	34%	1.4%	\$1350	\$59	149%	Flash Sale	\$11.4K	\$10.9K	1.14M	59K	1140	\$95	\$130K	\$92K	30%	\$130K	\$92K	\$38K																	
39	Diana Miller	Employee	Active	APAC	\$150K	8%	\$50K	1220	\$123	18%	9%	7%	6%	Svc	Consulting	Digital Trans Z	660	\$82K	\$55K	34%	3.1%	\$1890	\$66	189%	Fall Launch	\$15.2K	\$14.5K	1.52M	72K	1520	\$100	\$150K	\$114K	24%	\$150K	\$114K	\$36K																	
40	Ethan Nelson	Employee	Active	SA	\$106K	3%	\$30K	830	\$127	12%	14%	11%	10%	Elec	Smart Home	Smart Speaker H	460	\$53K	\$38K	33%	1.3%	\$1230	\$50	140%	Gift Guide	\$10.8K	\$10.5K	1.08M	50K	1080	\$95	\$106K	\$68K	35%	\$106K	\$68K	\$38K																	
41	Fiona Parker	Employee	Active	EU	\$132K	5%	\$38K	1030	\$128	15%	10%	8%	7%	SW	Productivity	Project Mgmt P	560	\$66K</																																				