

# Performancepoint Dashboard Designer

Sales Performance : Sales Amounts | Sales Margins | Top Stores and Products

Year: Year 2009

Sales Amounts

we already have this info.

Year 2009

repeat of header.

Sales Amounts

might be more useful if numbers simplified eg expressed in millions/billions.

selected item to report on.

KPI Details

KPI: Sales Amounts

Metric: Actual

Measure: Sales Amount

Row Path: All/CELL PHONES

Column Path: Year 2009/Sales Amounts/Actual

Some kind of summary of rows/columns?

Doesn't need to be a part of the report. Maybe just need to highlight to users which item is being reported on below.

Data isn't in any kind of order. No logical grouping?

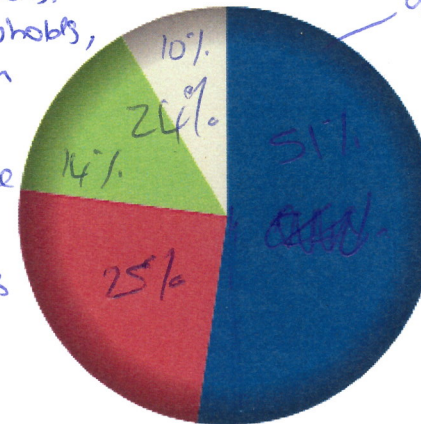
	Actual	Target	
All	\$3,732,190,367.10	\$3,558,421,561.50	5%
AUDIO	\$68,711,198.37	\$48,916,964.91	40%
TV & VIDEO	\$457,427,666.30	\$395,524,616.38	16%
COMPUTERS	\$1,067,178,159.65	\$969,781,967.25	10%
CAMERAS & CAMCORDERS	\$637,719,970.31	\$706,748,269.66	-10%
CELL PHONES	\$272,266,347.43	\$269,473,221.52	1%
MUSIC, MOVIES & AUDIO BOOKS	\$37,424,740.14	\$44,585,457.01	-16%
GAMES & TOYS	\$65,382,696.52	\$51,103,743.42	28%
HOME APPLIANCES	\$1,126,079,588.38	\$1,072,287,321.35	5%

Channel Sales

unusual choice of icons? If icons have thresholds, what are they? I'm assuming there is a RED blob for really bad difference to target. And I'd be interested in would be amounts below target.

Sales Amount

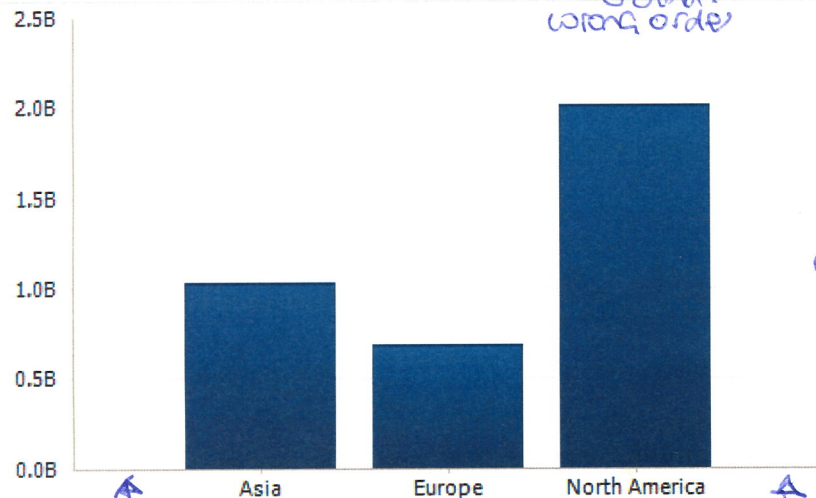
approximate percentages.



- Store
- Online
- Reseller
- Catalog

ouch!!!  
 1) Pie chart  
 2) Lots of space taken up  
 3) No quantitative labels. What are the values/percentages? Gives an overall view, which is semi-useful, but a horizontal bar chart would  
 a) take less space.  
 b) allow better comparison.  
 c) Show (possibly) the figures making up these segments

Sales by Territory



Sales Amount

Doesn't need to be here - we know what the bars represent.

swap around wrong order

Pointless white space takes up too much room. Makes charts look a bit smaller