

Sales and owner dashboard

Joel Ward | Cable-s Roofing | Original workbook exhibit

A management view connecting sales performance with cash, receivables, payables, and forecast confidence.

Source: Cables Sales Dashboard.xlsx

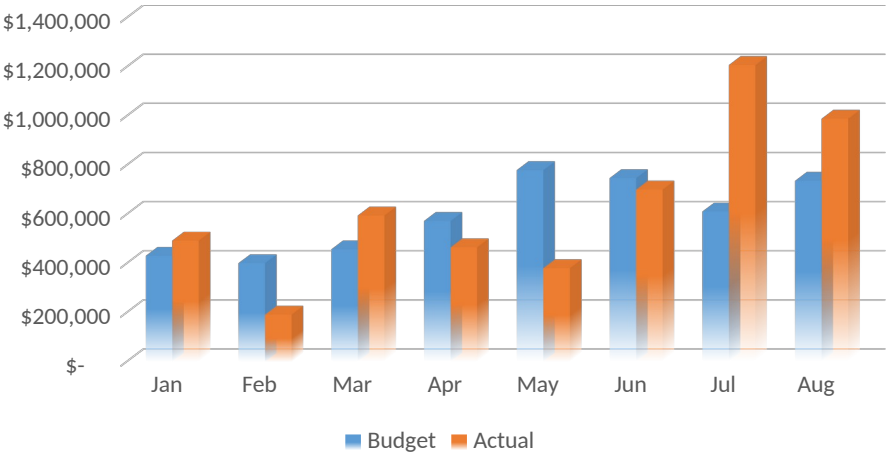
Worksheet coverage

- Dashboard and Dashboard-Fin: complete views
- Sales Backup: complete tables; duplicate dashboard charts omitted
- Sales-GP backup: complete view
- Fin backup: complete view with full-width columns

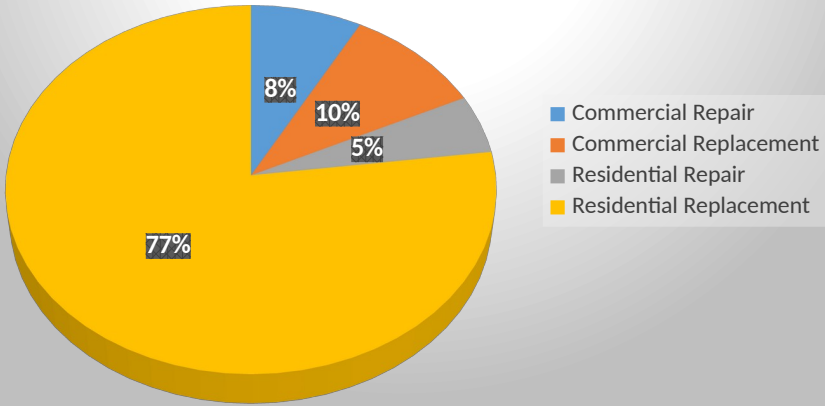
Original charts and tables are retained. The Excel funnel chart is shown as a labeled bar-chart compatibility view using the same source totals. Personal identifiers are redacted; representative labels follow original row order.

Cables Sales Dashboard

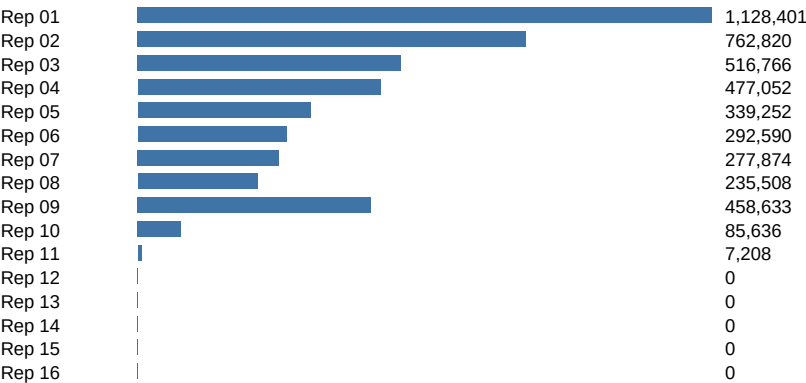
Monthly Sales



Total Sales by Type

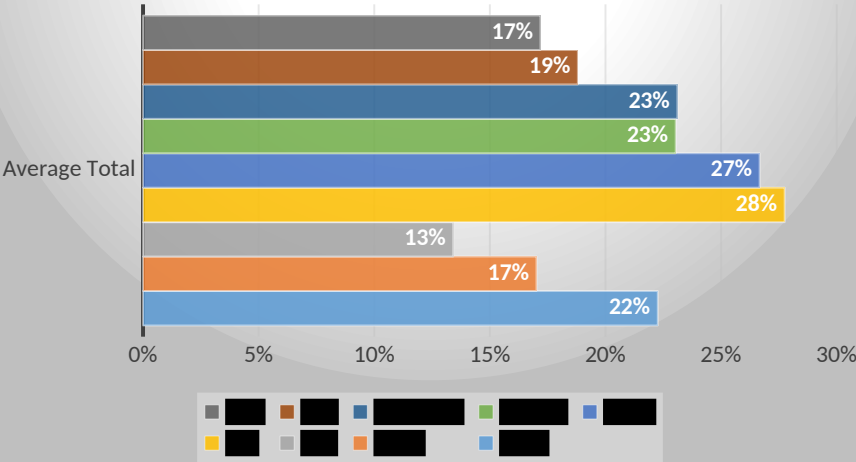


Sales by Rep YTD



PDF compatibility view: source funnel shown as bars.

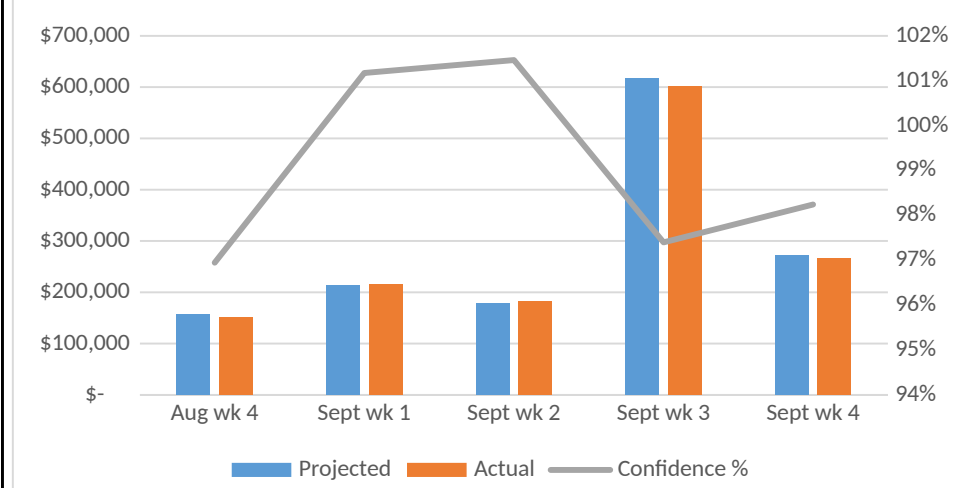
Closing Ratio per Rep



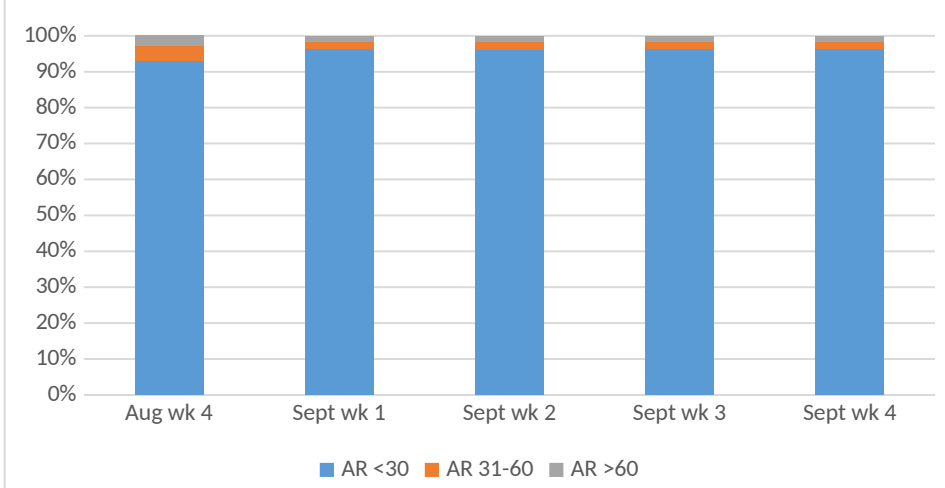
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Cables Financial Dashboard

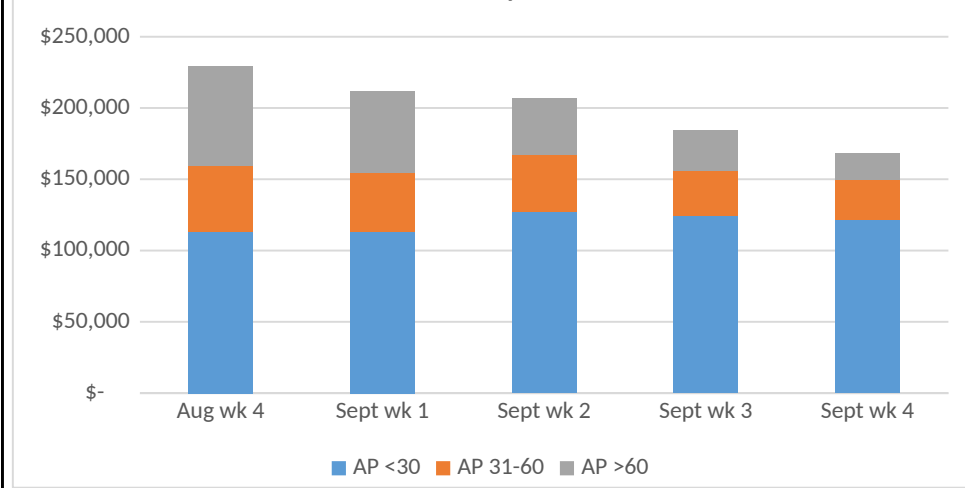
Weekly Cash Flow



Weekly AR %



Weekly AP



	Aug wk 4	Sept wk 1	Sept wk 2	Sept wk 3	Sept wk 4
ABC Supply	\$ 171,627	\$ 135,669	\$ 101,669	\$ 185,785	\$ 145,996
Locals Love U	\$ 10,444	\$ 10,444	\$ 10,444	\$ 10,444	\$ 6,444
CRM Evange	\$ 8,750	\$ 8,750	\$ 8,750	\$ 8,750	\$ 8,750
TAVAS	\$ 7,800	\$ -	\$ -	\$ -	\$ -
ketk.com	\$ 7,600	\$ 5,800	\$ 5,800	\$ 4,000	\$ 4,000
Blue Cross	\$ 6,763	\$ -	\$ -	\$ -	\$ -
Cynergy Tec	\$ 3,556	\$ 1,886	\$ 1,886	\$ -	\$ -
holiday Shee	\$ 1,562	\$ -	\$ -	\$ -	\$ -
Telephone D	\$ 1,365	\$ 1,365	\$ 1,365	\$ -	\$ -
Xactware So	\$ 909	\$ 909	\$ 909	\$ -	\$ -
Southern Shi	\$ 845	\$ -	\$ -	\$ -	\$ -
KYTX	\$ 835	\$ -	\$ -	\$ -	\$ -
VCard Globa	\$ 610	\$ -	\$ -	\$ -	\$ -

Sales Backup

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Sales by Month													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Budget	\$ 432,630	\$ 402,860	\$ 458,920	\$ 574,780	\$ 781,720	\$ 748,792	\$ 612,751	\$ 737,830	\$ 538,458	\$ 456,768	\$ 559,312	\$ 445,180	
Actual	\$ 494,661	\$ 193,094	\$ 596,962	\$ 467,702	\$ 382,587	\$ 702,559	\$ 1,209,522	\$ 990,653					

Sales by Rep													
Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
\$ 1,128,401	\$ 61,305	\$ 50,909	\$ 112,618	\$ 90,106	\$ 119,329	\$ 302,821	\$ 274,806	\$ 116,507					
\$ 762,820	\$ 29,636	\$ 87,319	\$ 148,883	\$ 61,233	\$ 78,075	\$ 158,784	\$ 127,307	\$ 71,583					
\$ 516,766	\$ 15,399	\$ -	\$ 9,797	\$ -	\$ -	\$ 64,791	\$ 388,749	\$ 38,030					
\$ 477,052	\$ 37,574	\$ 18,836	\$ 89,144	\$ 42,341	\$ 183,765	\$ 22,639	\$ 59,165	\$ 23,588					
\$ 339,252	\$ 7,003	\$ 9,708	\$ 45,795	\$ -	\$ 7,824	\$ 17,609	\$ 22,222	\$ 229,091					
\$ 292,590	\$ -	\$ -	\$ 1,300	\$ 6,700	\$ 17,980	\$ 19,750	\$ 146,860	\$ 100,000					
\$ 277,874	\$ 8,192	\$ 30,634	\$ 34,785	\$ 13,447	\$ 10,413	\$ 79,201	\$ 45,788	\$ 55,414					
\$ 235,508	\$ -	\$ 4,999	\$ 18,825	\$ 6,223	\$ 16,456	\$ 85,927	\$ 64,815	\$ 38,263					
\$ 458,633	\$ 112,591	\$ 56,972	\$ 94,682	\$ 54,455	\$ 76,630	\$ 25,050	\$ 38,253	\$ -					
\$ 85,636	\$ -	\$ -	\$ 33,949	\$ -	\$ 10,721	\$ 2,250	\$ 20,860	\$ 17,856					
\$ 7,208	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,208					
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -					
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -					
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -					
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -					
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -					

Closing Ratio per Rep										
Average Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
22%	16%	10%	22%	37%	36%	27%	19%	10%		
17%	25%	15%	18%	31%	10%	16%	21%	0%		
13%	0%	0%	14%	20%	14%	44%	14%	0%		
28%	41%	44%	23%	22%	41%	27%	14%	11%		
27%	50%	0%	33%	20%	50%	40%	20%	0%		
23%	0%	50%	33%	40%	17%	11%	0%	33%		
23%	29%	33%	11%	38%	33%	13%	29%	0%		
19%	0%	5%	24%	20%	63%	19%	13%	7%		
17%	0%	0%	40%	50%	0%	38%	0%	10%		
13%	0%	0%	0%	0%	0%	0%	0%	100%		
0%	0%	0%	0%	0%	0%	0%	0%	0%		
0%	0%	0%	0%	0%	0%	0%	0%	0%		
0%	0%	0%	0%	0%	0%	0%	0%	0%		
0%	0%	0%	0%	0%	0%	0%	0%	0%		
0%	0%	0%	0%	0%	0%	0%	0%	0%		

YTD Sales

Sales Backup

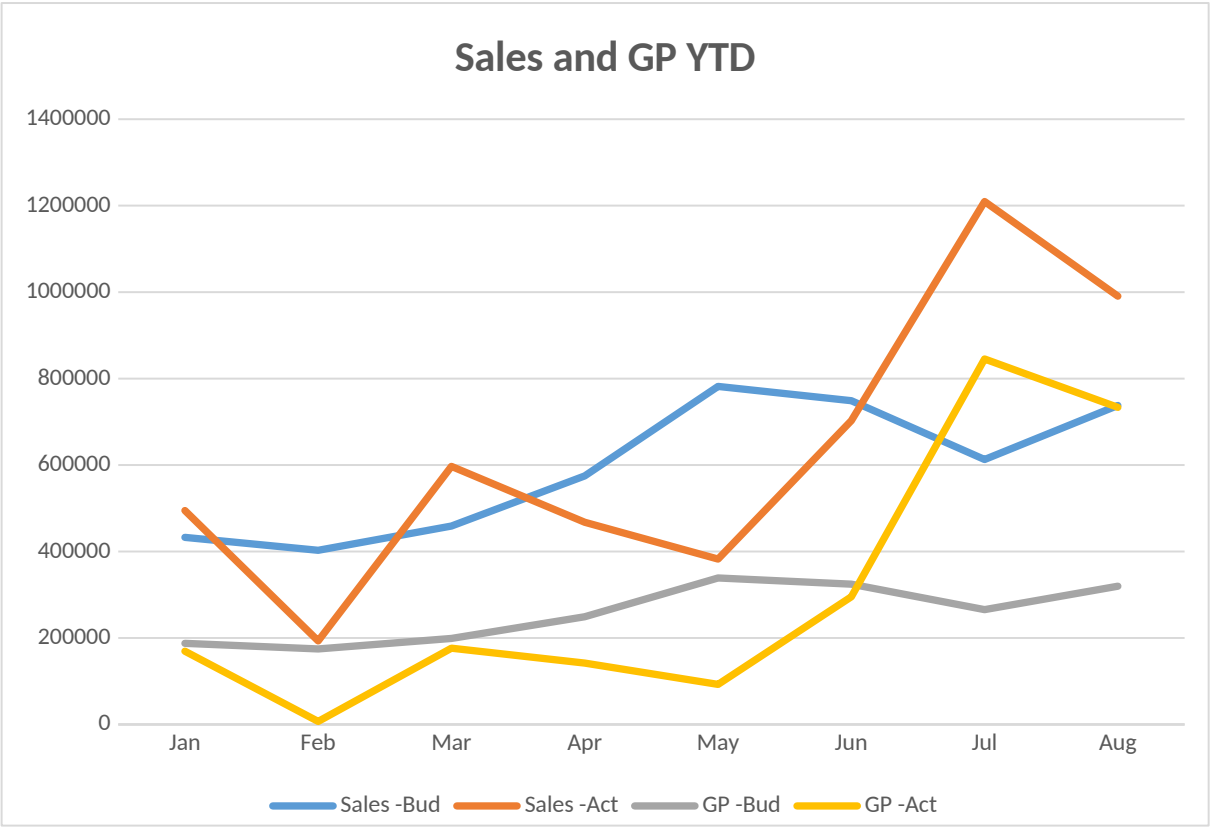
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Commercial Repair	7.9%	443481
Commercial Replacement	9.9%	555689
Residential Repair	5.1%	287883
Residential Replacement	77.1%	4323706
		5610759

Sales-GP backup

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Sales and GP by Month												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales -Bud	432630	402860	458920	574780	781720	748792	612751	737830	538458	456768	559312	445180
Sales -Act	494661	193094	596962	467702	382587	702559	1209522	990653				
GP -Bud	187502	174599	198896	249109	338797	324526	265566	319776	233368	197963	242406	192941
GP -Act	169472	6852	176413	141837	92699	295429	845211	733505				



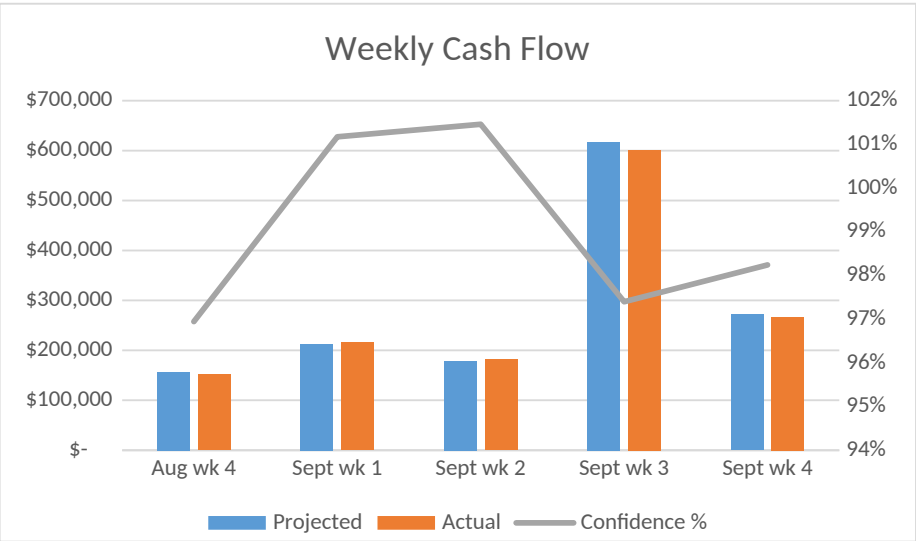
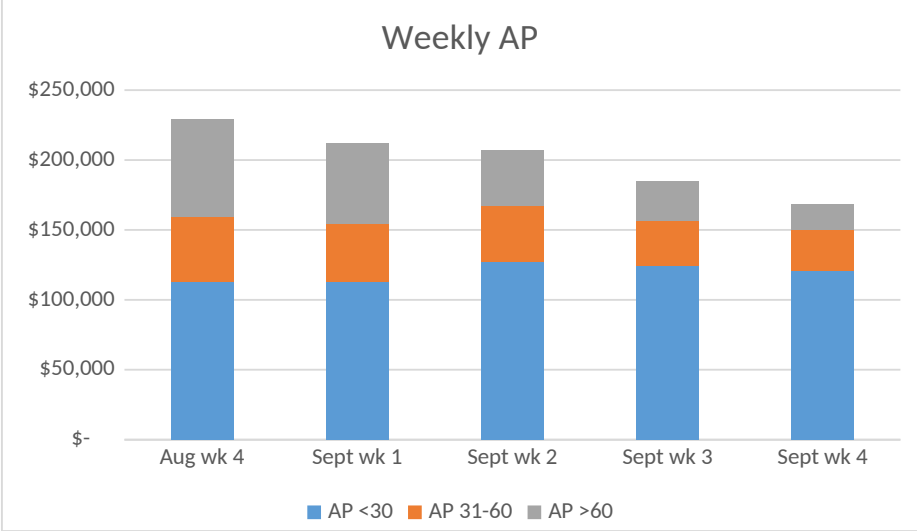
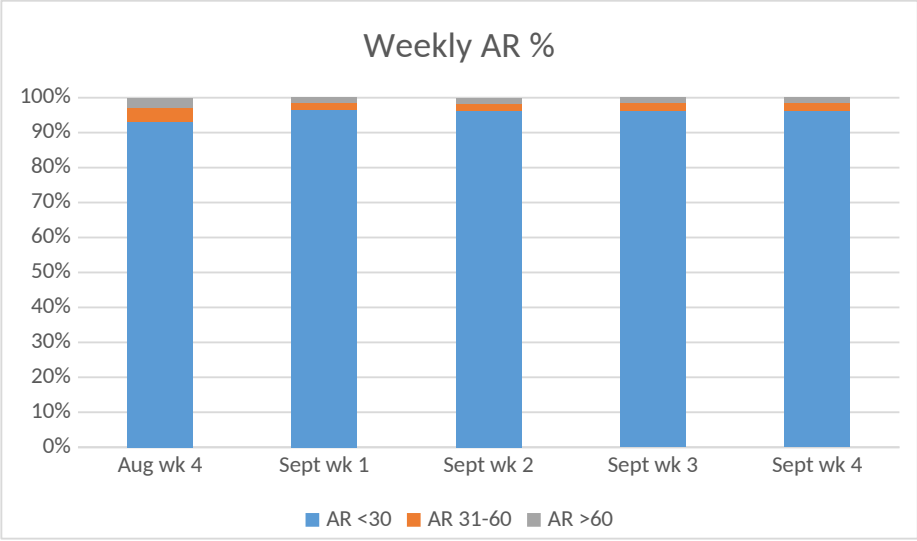
Fin backup

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	Aug wk 4	Sept wk 1	Sept wk 2	Sept wk 3	Sept wk 4
AR <30	\$ 675,980	\$ 1,022,225	\$ 925,665	\$ 812,500	\$ 701,350
AR 31-60	\$ 29,692	\$ 21,350	\$ 21,350	\$ 18,565	\$ 15,885
AR >60	\$ 20,303	\$ 15,885	\$ 15,885	\$ 12,965	\$ 11,250
	Aug wk 4	Sept wk 1	Sept wk 2	Sept wk 3	Sept wk 4
AP <30	\$ 113,011	112991	127558	124558	121225
AP 31-60	\$ 46,633	41558	39588	31558	28665
AP >60	\$ 69,930	57365	39885	28566	18556

Cash Flow

	Aug wk 4	Sept wk 1	Sept wk 2	Sept wk 3	Sept wk 4
Projected	\$ 156,555	\$ 212,726	\$ 179,050	\$ 617,064	\$ 271,662
Actual	\$ 151,771	\$ 215,221	\$ 181,665	\$ 601,002	\$ 266,885
Confidence %	97%	101%	101%	97%	98%



	Aug wk 4	Sept wk 1	Sept wk 2	Sept wk 3	Sept wk 4
ABC Supply	\$ 171,627	\$ 135,669	\$ 101,669	\$ 185,785	\$ 145,996
Locals Love Us	\$ 10,444	\$ 10,444	\$ 10,444	\$ 10,444	\$ 6,444
CRM Evangelist, LLC	\$ 8,750	\$ 8,750	\$ 8,750	\$ 8,750	\$ 8,750
TAVAS	\$ 7,800	\$ -	\$ -	\$ -	\$ -
ketk.com	\$ 7,600	\$ 5,800	\$ 5,800	\$ 4,000	\$ 4,000
Blue Cross	\$ 6,763	\$ -	\$ -	\$ -	\$ -
Cynergy Technology	\$ 3,556	\$ 1,886	\$ 1,886	\$ -	\$ -
holiday Sheet Metal co	\$ 1,562	\$ -	\$ -	\$ -	\$ -
Telephone Direct	\$ 1,365	\$ 1,365	\$ 1,365	\$ -	\$ -
Xactware Solutions	\$ 909	\$ 909	\$ 909	\$ -	\$ -
Southern Shingles	\$ 845	\$ -	\$ -	\$ -	\$ -
KVTX	\$ 835	\$ -	\$ -	\$ -	\$ -
VCard Global, Inc.	\$ 610	\$ -	\$ -	\$ -	\$ -
Area Builders Assoc	\$ 600	\$ -	\$ -	\$ -	\$ -