AUTOMATION & INTEGRATIONS · REPORTING · SAMPLE DELIVERABLE

Sales and Operations Dashboard (Looker Studio)

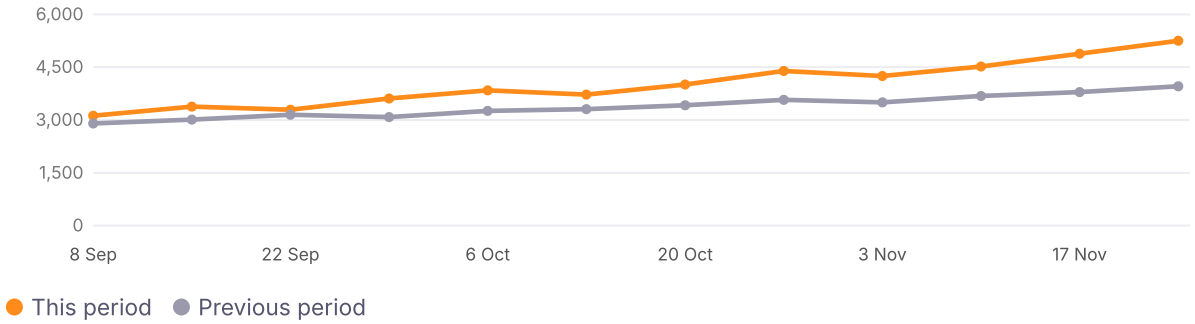
For: Kilima Home Goods (fictional) · Live dashboard, updated daily

SAMPLE · FICTIONAL DATA

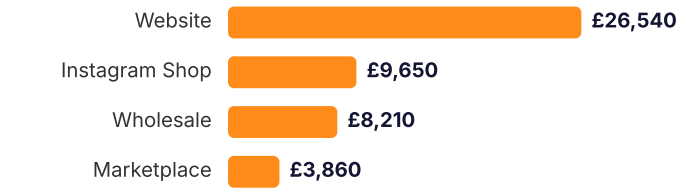
Date range: 8 Sep – 30 Nov 2026 (12 weeks) **Compared with:** previous 12 weeks **Data sources:** Google Sheets order log · Google Analytics 4 **Refreshes:** daily

Revenue	Orders	Average order	Repeat customers	Shipped on time
£48,260	1,214	£39.75	31%	96%
▲ 19.4% vs previous	▲ 14.2%	▲ 4.5%	▲ 5 pts	target 95%

Weekly revenue (£)



Revenue by channel (£)



Total £48,260

Top products

Product	Units	Revenue	vs prev.
Kikoy throw – ocean	214	£7,276	▲ 22%
Hand-woven basket, large	167	£6,513	▲ 9%
Soapstone candle holder (set)	248	£5,456	▲ 31%
Sisal table mats (4)	301	£4,515	▼ 3%
Recycled-glass tumblers (6)	122	£4,148	▲ 12%



Fulfilment

1,166 of 1,214 orders shipped within 2 working days. Late orders mostly in the week of 20 Oct (supplier delay).

Illustration of a Looker Studio dashboard we built for a fictional shop. Looker Studio is a Google product; Bridge Imara is not affiliated with Google. The client's dashboard lives in their own Google account.