BOLD PROOF ANALYTICS

From messy exports to clear reporting

Fictional demonstration. January-June 2026. USD. No client data.

A small business owner needs a dependable view of sales and profitability. This demo replaces an unfiltered order export with a formula-driven Excel dashboard and visible exception checks.

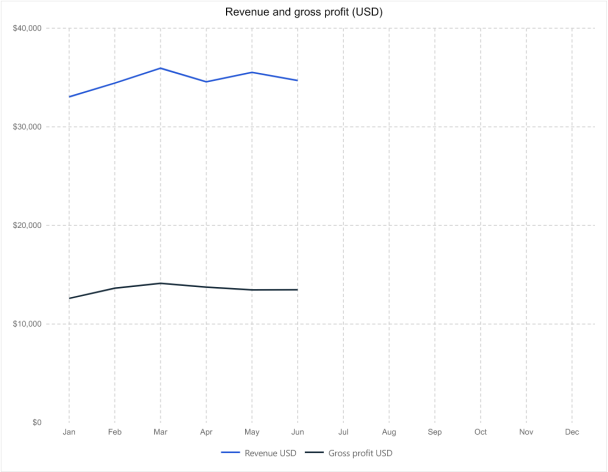
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Sales reporting demo. Fictional data. USD. 2026 reporting window.

Revenue	Gross profit	Gross margin	Orders	Avg. order value
$208,231	$81,058	38.9%	113	$1,842.75

Included completed orders only. Gross profit excludes overhead and taxes.

Month (2026)	Revenue USD	Gross profit USD	Orders	Gross margin
Jan	$33,042	$12,602	18	38.1%
Feb	$34,441	$13,640	19	39.6%
Mar	$35,945	$14,126	19	39.3%
Apr	$34,572	$13,746	19	39.8%
May	$35,528	$13,461	19	37.9%
Jun	$34,703	$13,483	19	38.9%
Jul			0	n.a.
Aug			0	n.a.
Sep			0	n.a.
Oct			0	n.a.
Nov			0	n.a.
Dec			0	n.a.



BEFORE

126 exported rows mix duplicate IDs, canceled orders, inconsistent labels and currency text. Three orders have no cost.

An unfiltered total after parsing all amounts is **$226,199**. It includes rows outside the agreed reporting cohort.

AFTER

113 eligible completed orders produce **$208,231 revenue** and **$81,058 gross profit**.

Six duplicates, four cancellations and three missing-cost orders are excluded with visible reasons. Missing costs are not replaced with zero.

WHAT CHANGED

One definition for each KPI. Standardized labels and numeric amounts. Original rows preserved. Monthly results linked to one prepared dataset. A replacement-export test confirms that the summary recalculates.

WHAT THE NUMBERS MEAN

The $17,968 difference is a change in reporting scope and duplicate handling, not lost revenue or a business improvement. Gross margin is 38.9%; average order value is $1,842.75. All five KPIs use the same eligible-order cohort. Gross profit excludes overhead and taxes.

Refresh scope: up to 300 rows, 2026 dates, one row per order. First occurrence wins for duplicate IDs; conflicting duplicates require review. No time savings or commercial outcomes were measured.

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