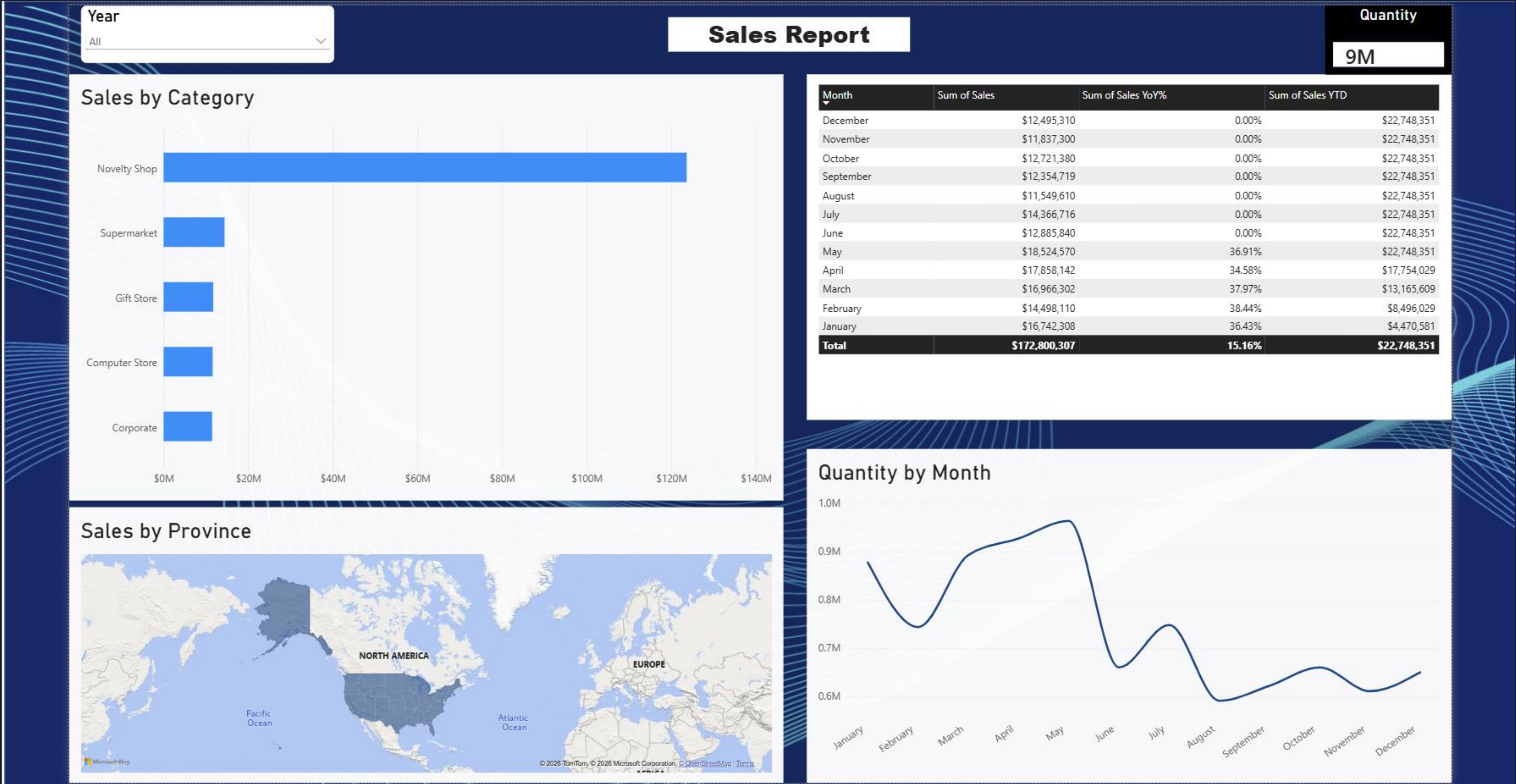
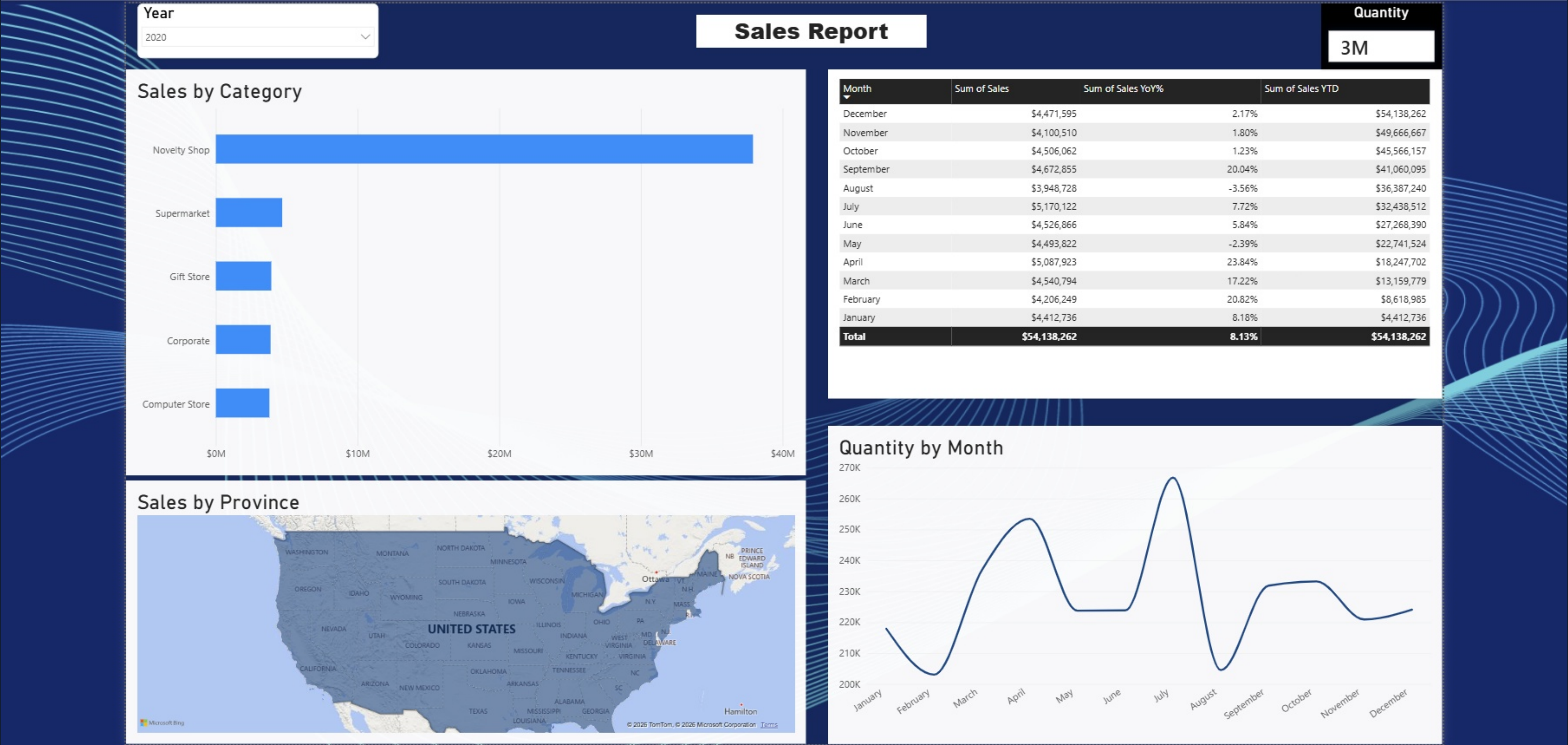


Sales by Category - All Years (2018-2021)



\$172M in total sales looked healthy until it was broken out by customer category. Novelty Shop carried about 70% of that total, while the other four channels sat close together and far behind it. This view covers all four years combined (2018 to 2021), so the Year slicer is set to "All," which blends every year into one set of 12 month buckets. That's why Sales YoY% reads 0.00% for several months, there's no clean single prior year to compare against in that blended view.

Sales by Category - 2020



Filtering the same dashboard to 2020 alone tells the same story: Novelty Shop still carried about 70% of that year's \$54M in sales. Isolating a single year also lets the YoY% and YTD measures calculate cleanly against a real prior period, since the numbers are no longer blended across years.