

Sales Data

Sum of Sales

2.30M

Sum of Profit

286.40K

Avg of Sales

229.86

Avg of Profit

28.66

Count of Sales

9994

region

All

category

All

sub_category

All

state

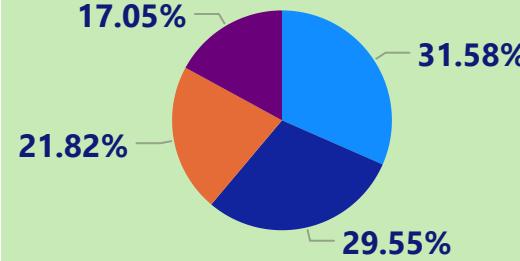
All

order_date

02/01/2019 29/12/2022

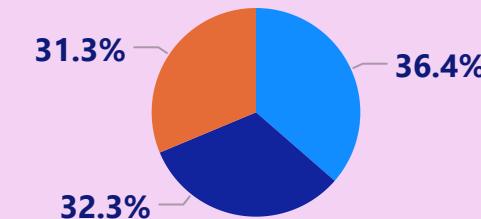
Sum of sales by region

● West ● East ● Central ● South



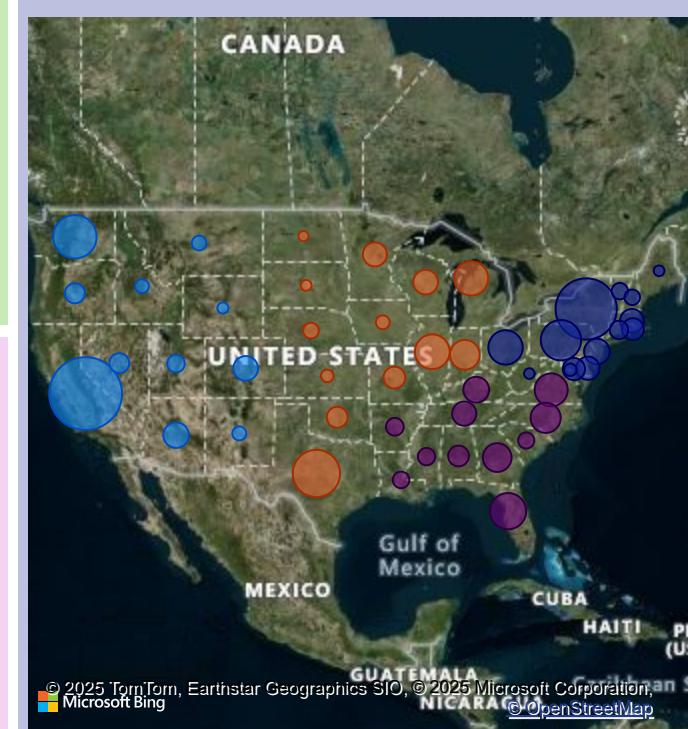
Sum of sales by category

● Technol... ● Furnit... ● Office ...

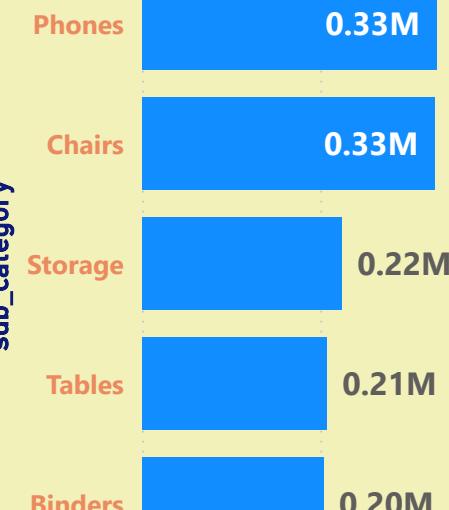


Sum of sales by state and region

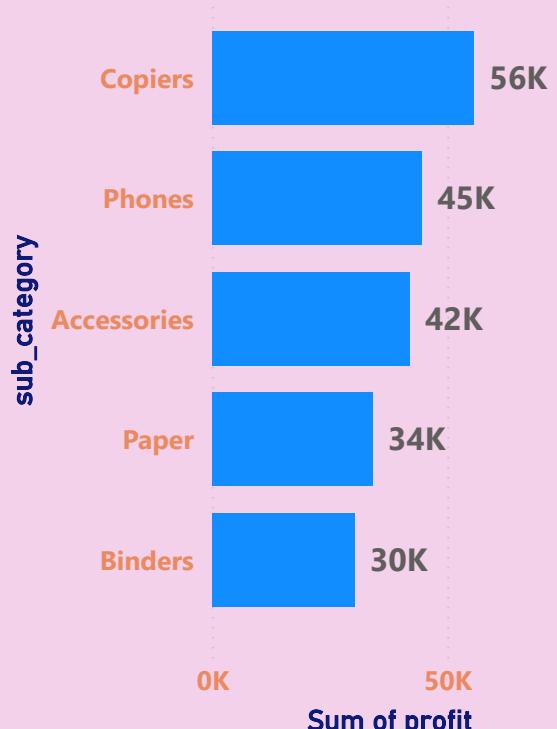
● Central ● East ● South ● West



Top 5 selling subcategory

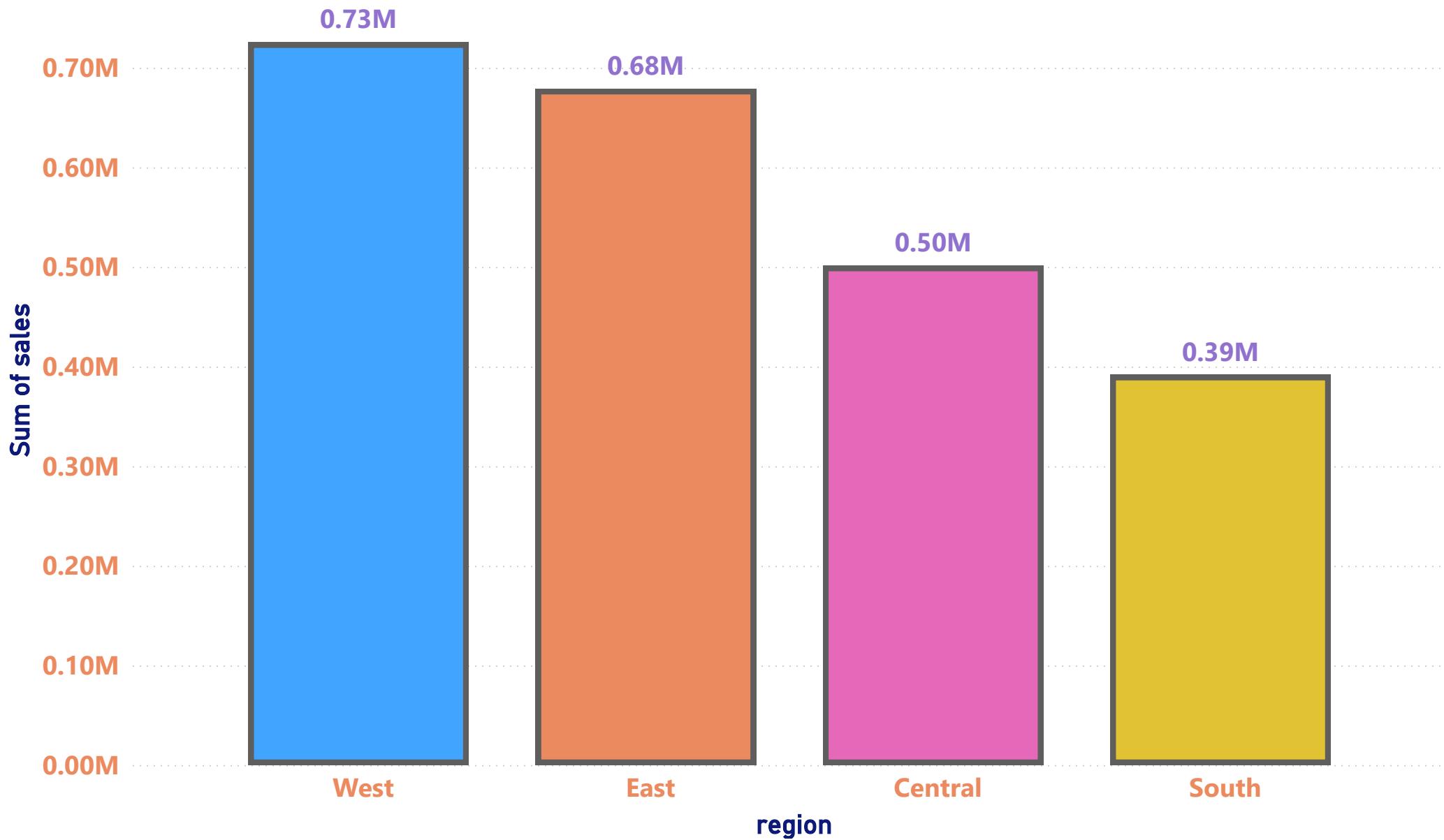


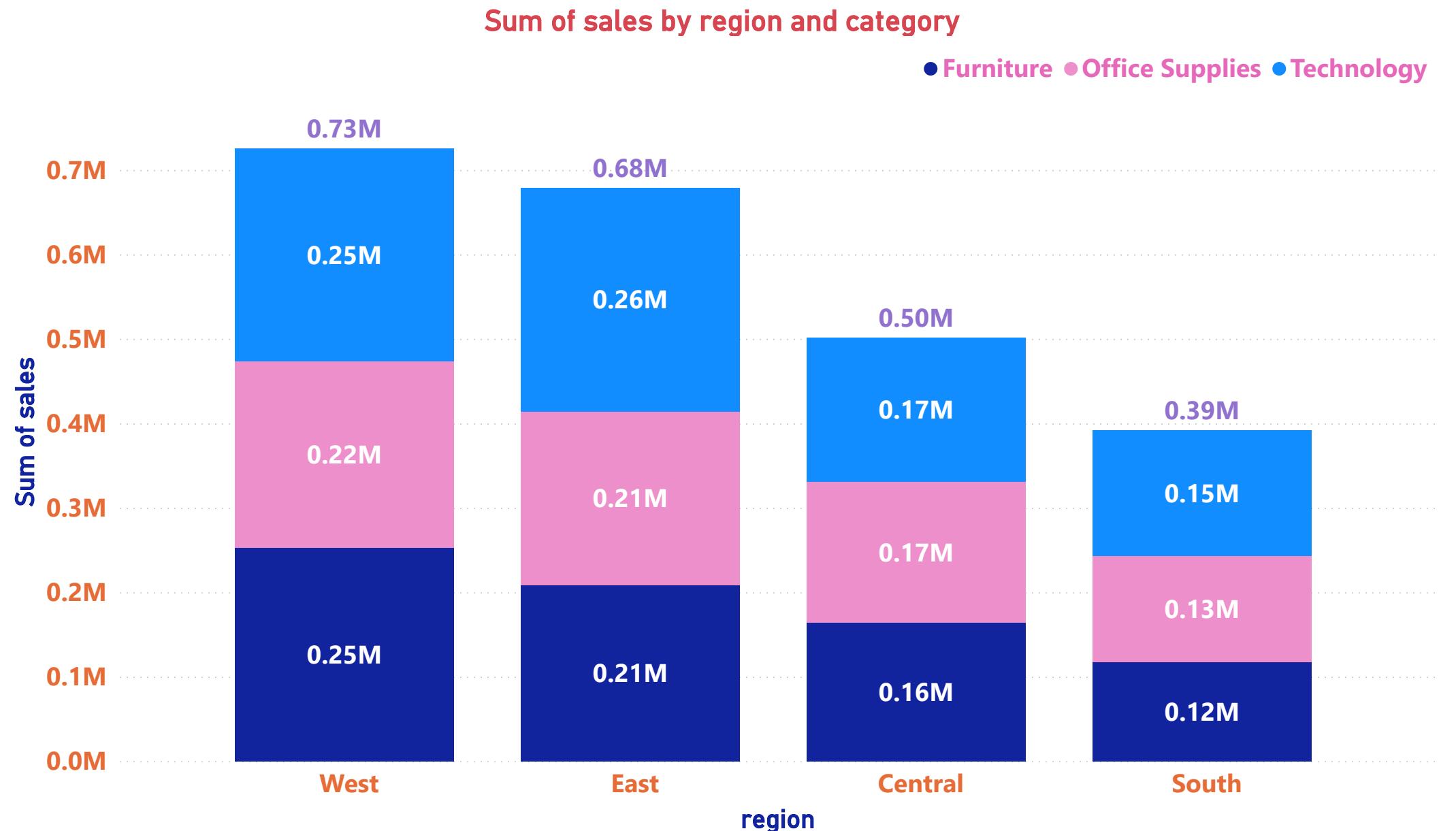
Top 5 profitable subcategory

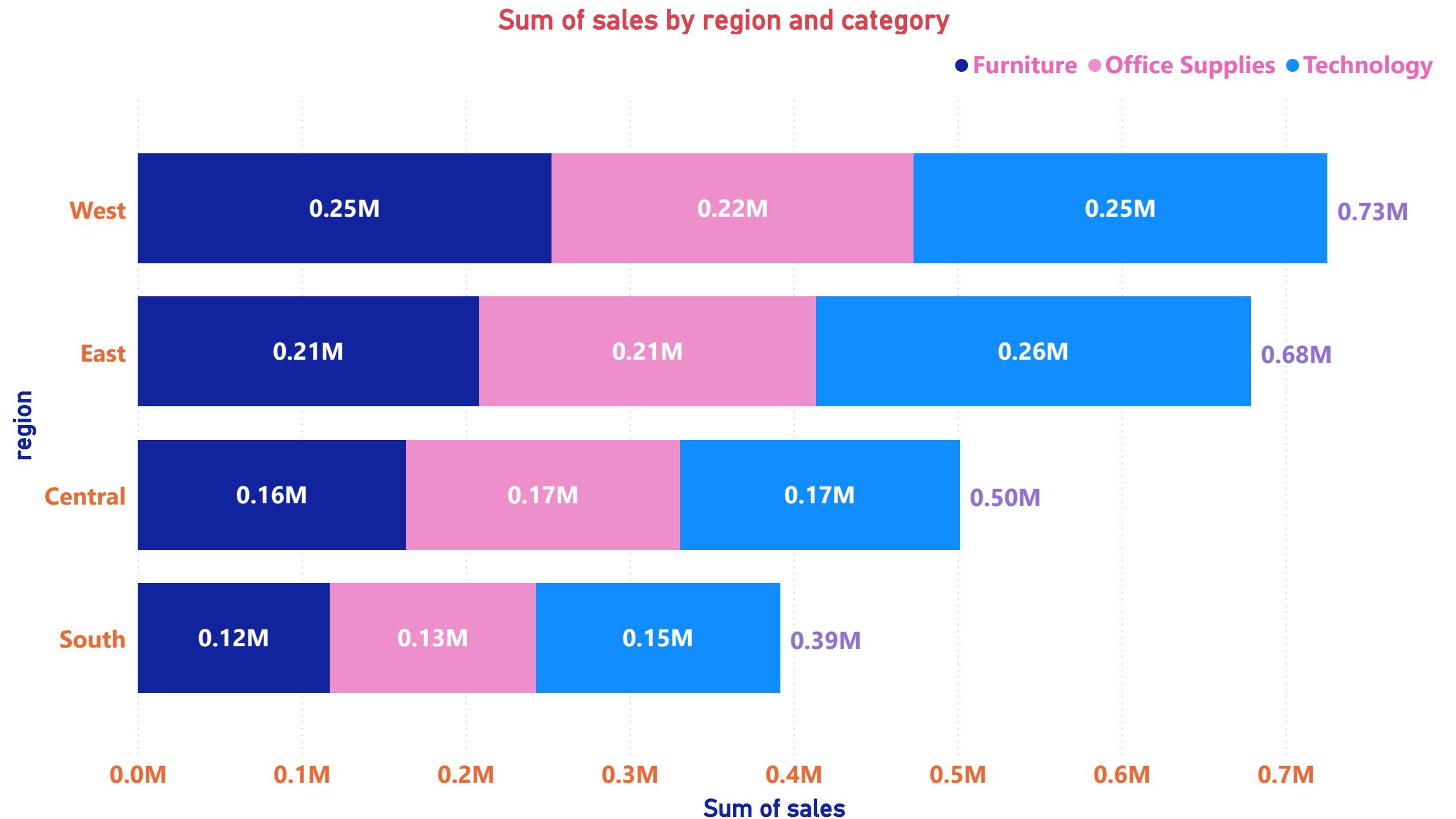


- **Total Performance** Generated \$2.30M revenue and \$286K profit from 9,994 transactions over 4 years, with average order value of \$230.
- **Top Performing Region** West region contributed the highest sales at 31.6% of total revenue, followed by East (29.6%).
- **Best Selling Category** Technology category led sales with 36.4% share, significantly outperforming Furniture (32.3%) and Office Supplies (31.3%).
- **Most Sold Sub-Categories** Phones and Chairs tied for top spot, each generating \$330K in sales.
- **Most Profitable Sub-Categories** Copiers delivered the highest profit at \$56K, followed by Phones (\$45K) and Accessories (\$42K).
- **Geographic Hotspots** California, New York, and Texas showed the largest sales volume (visible as biggest bubbles on the map).
- **Profitability Insight** While Phones & Chairs drive high sales volume, Copiers provide the highest profit margin—ideal for promotional focus.
- **Business Recommendation** Increase marketing budget for Copiers and Accessories in West & East regions to boost overall profit; continue promoting Phones in high-volume states like California.

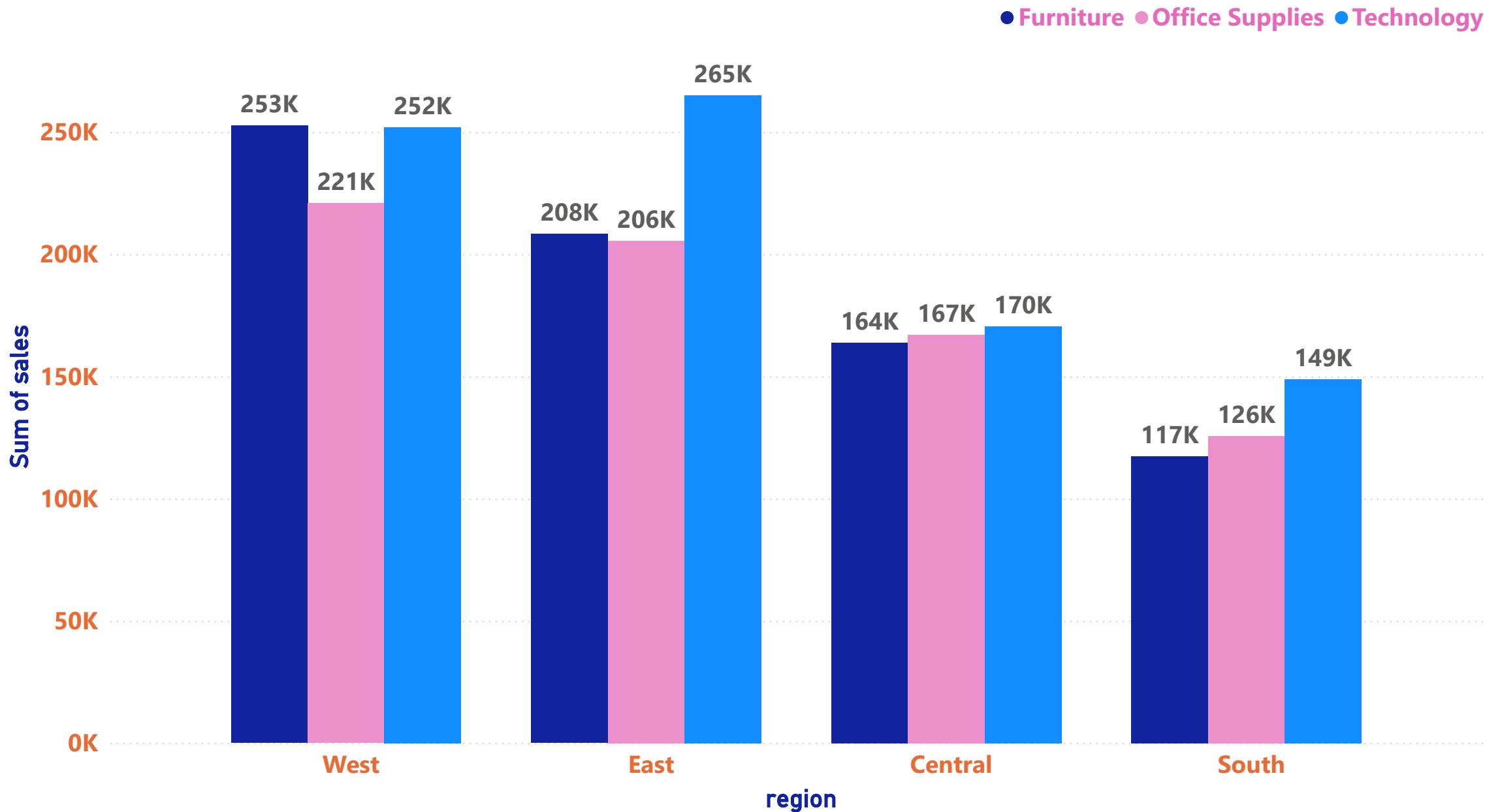
Sum of sales by region





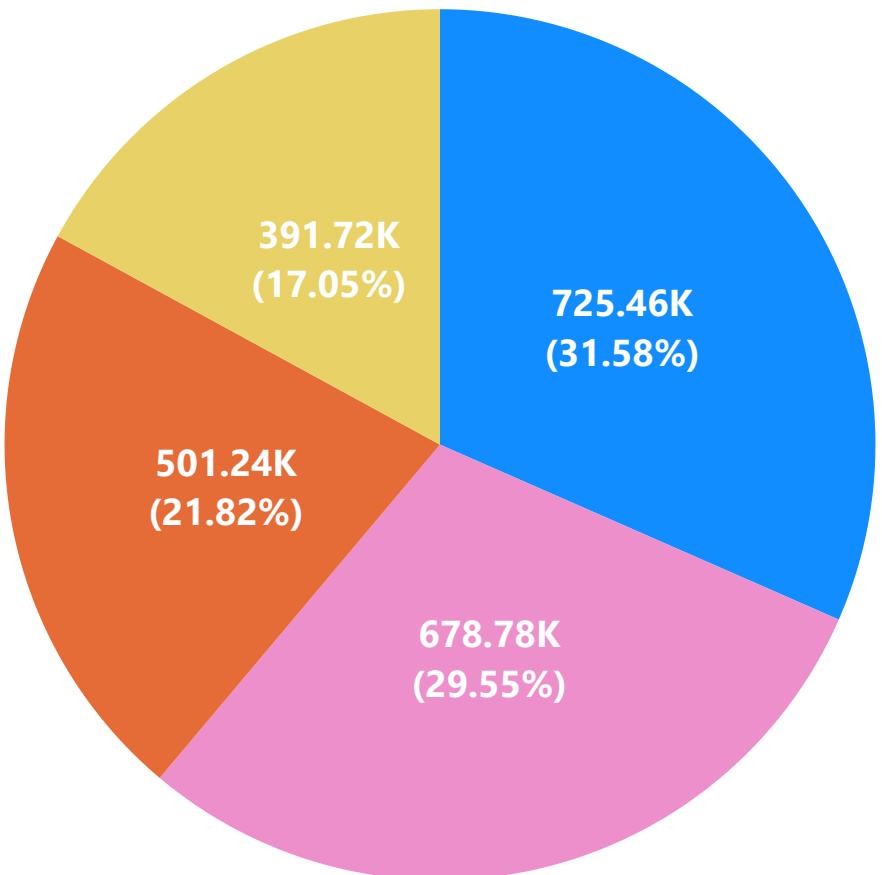


Sum of sales by region and category



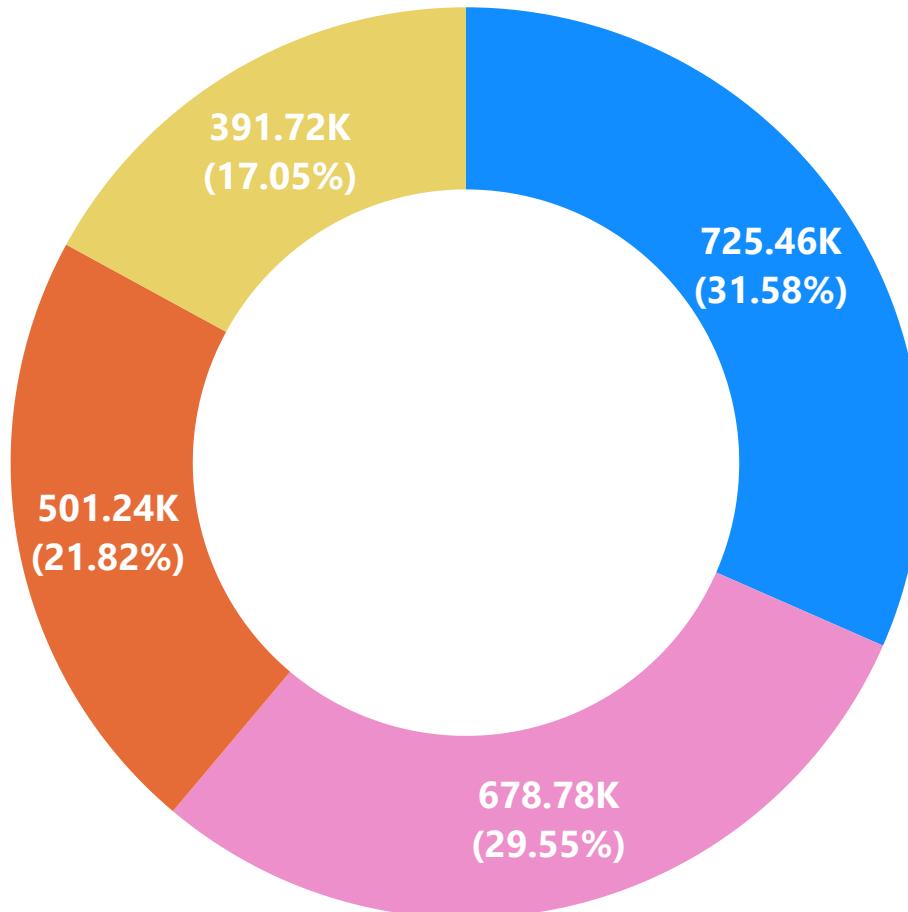
Sum of sales by region

● West ● East ● Central ● South

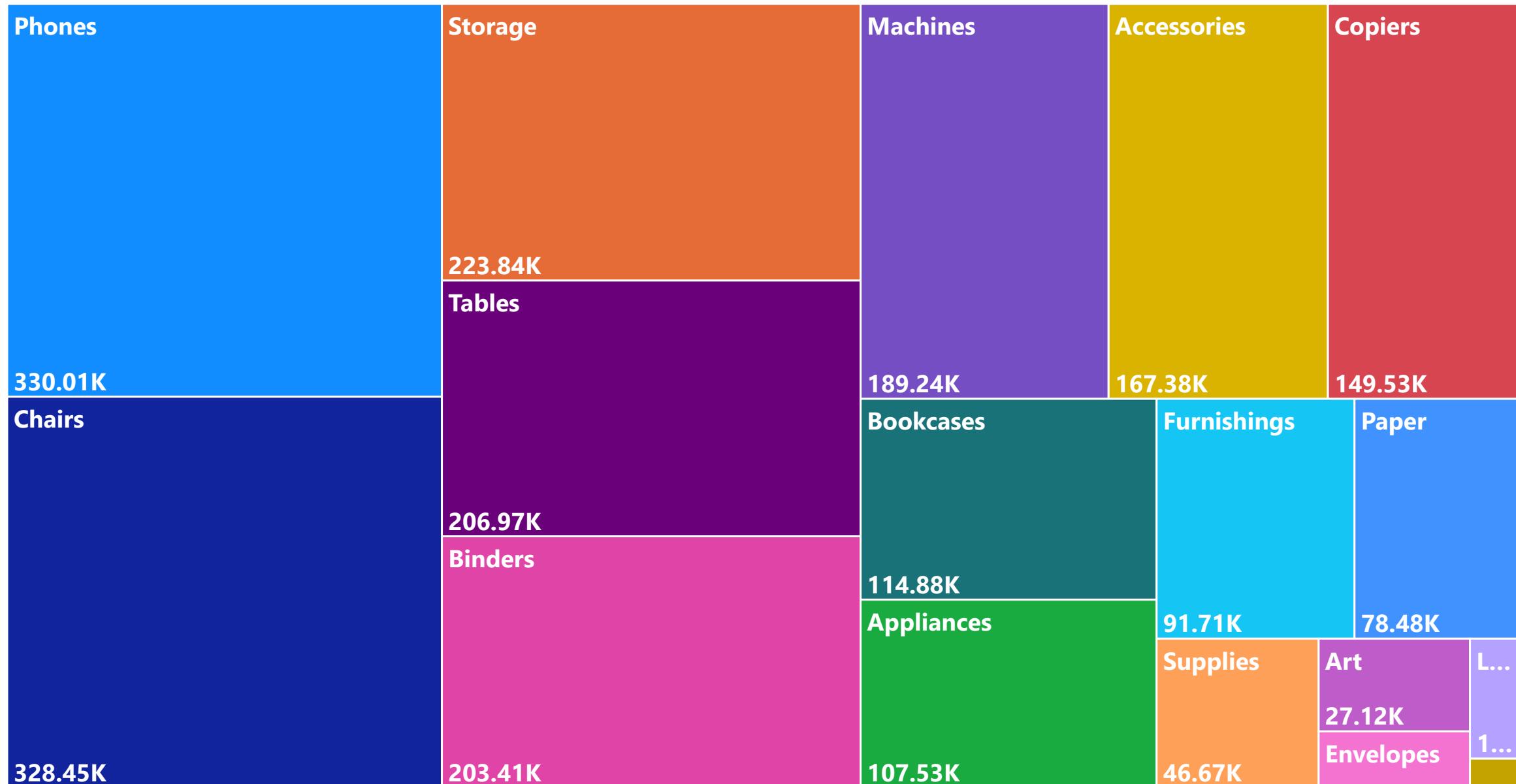


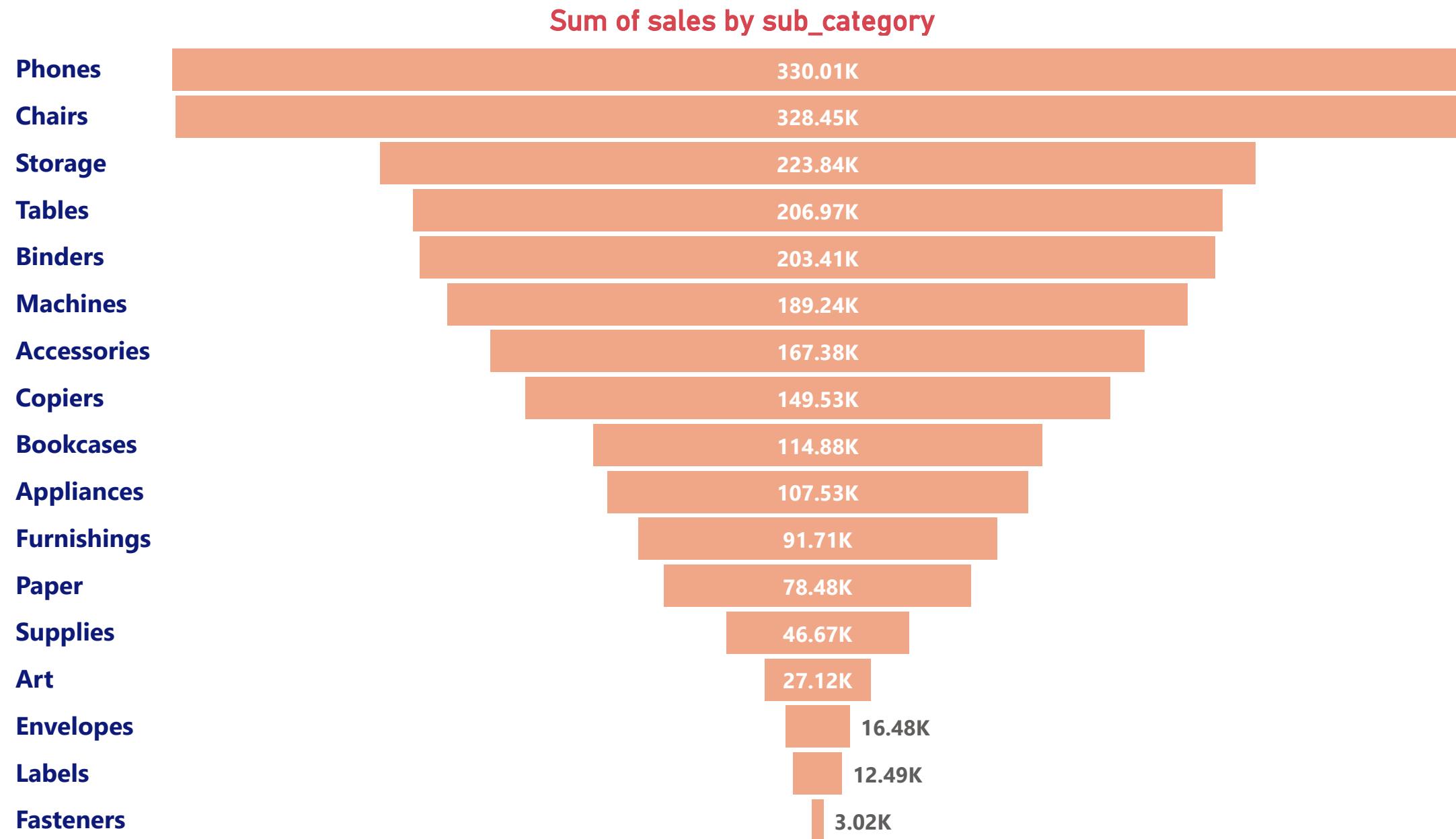
Sum of sales by region

● West ● East ● Central ● South

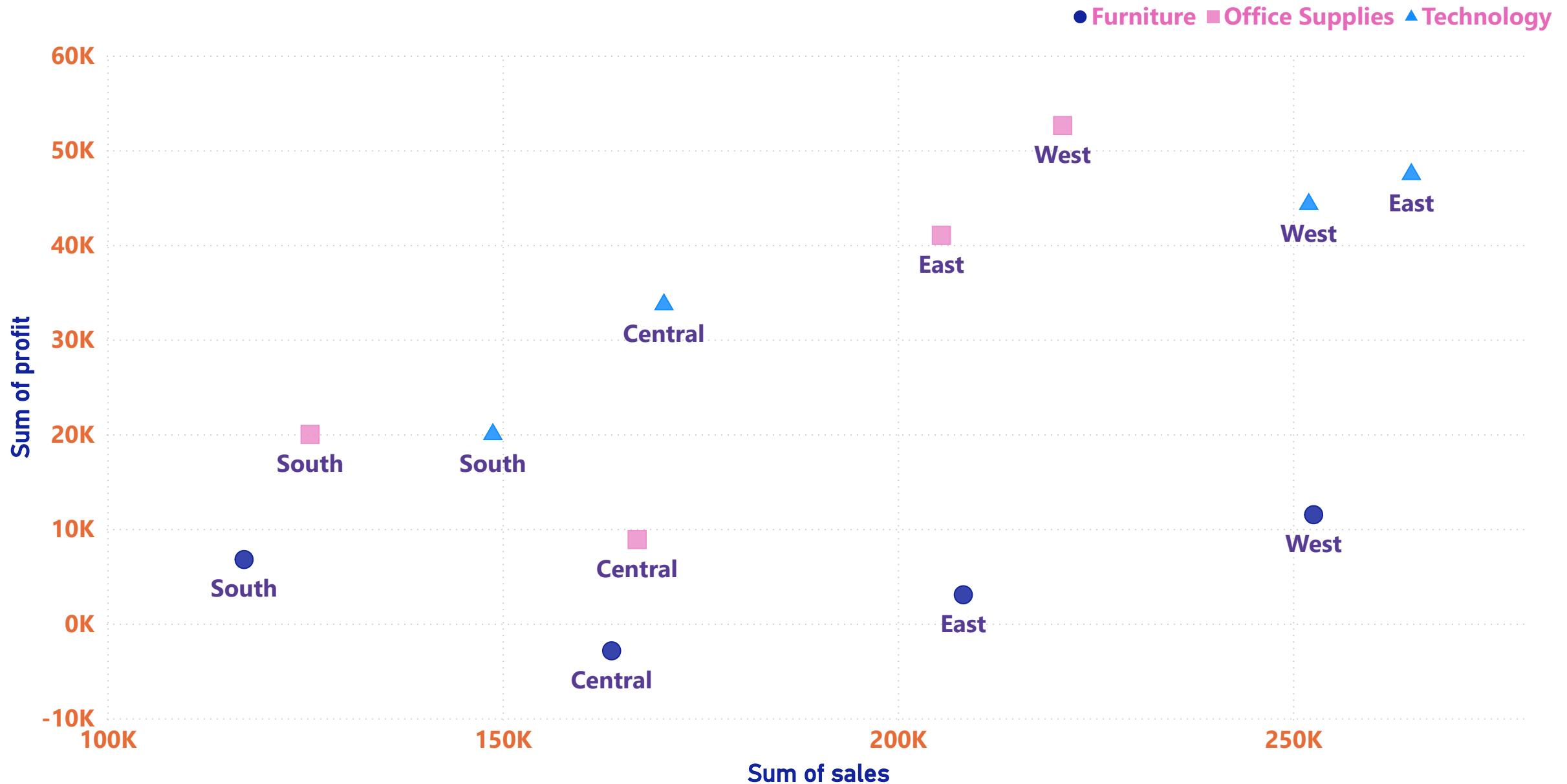


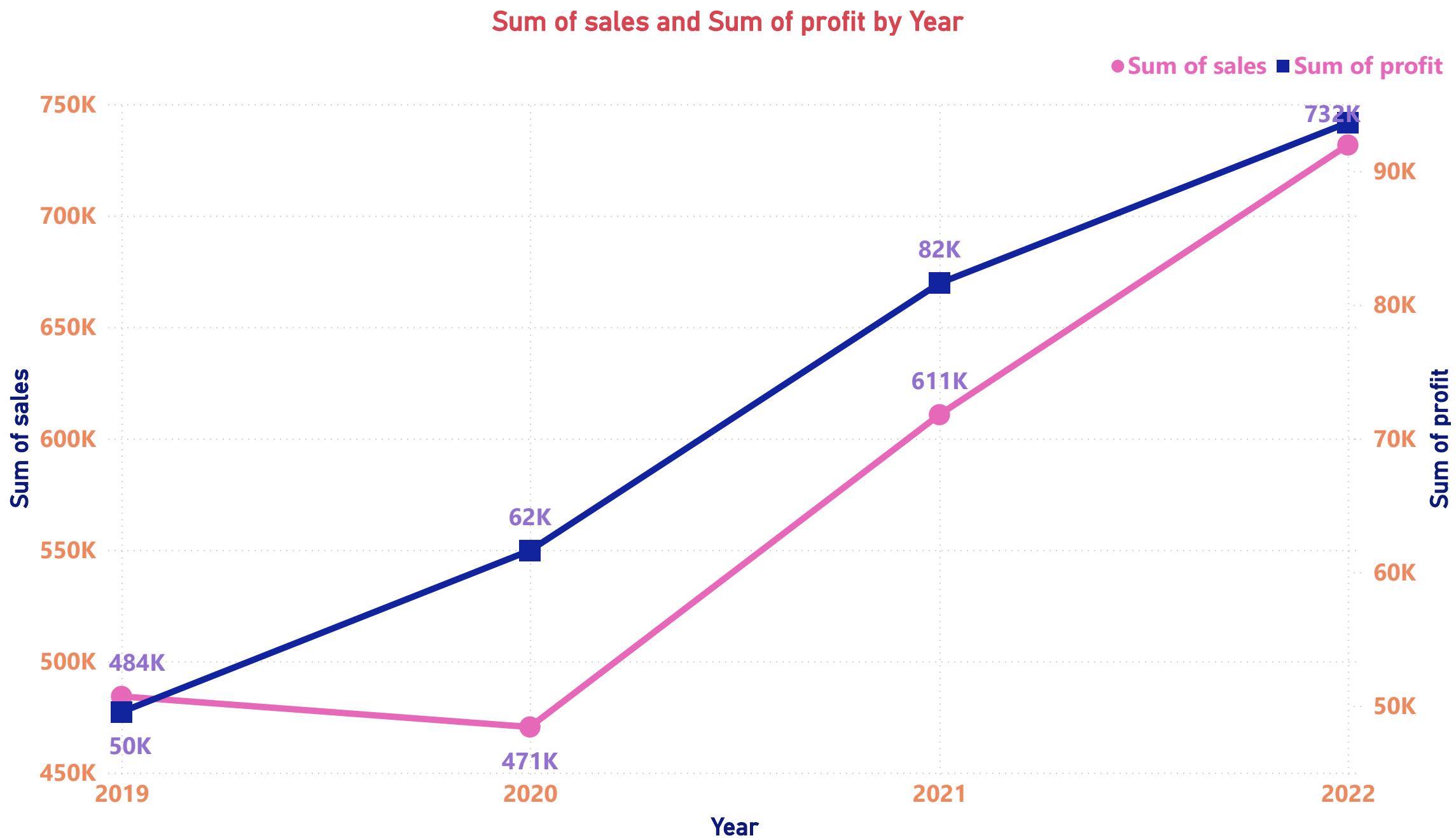
Sum of sales, Sum of profit and Sum of quantity by sub_category



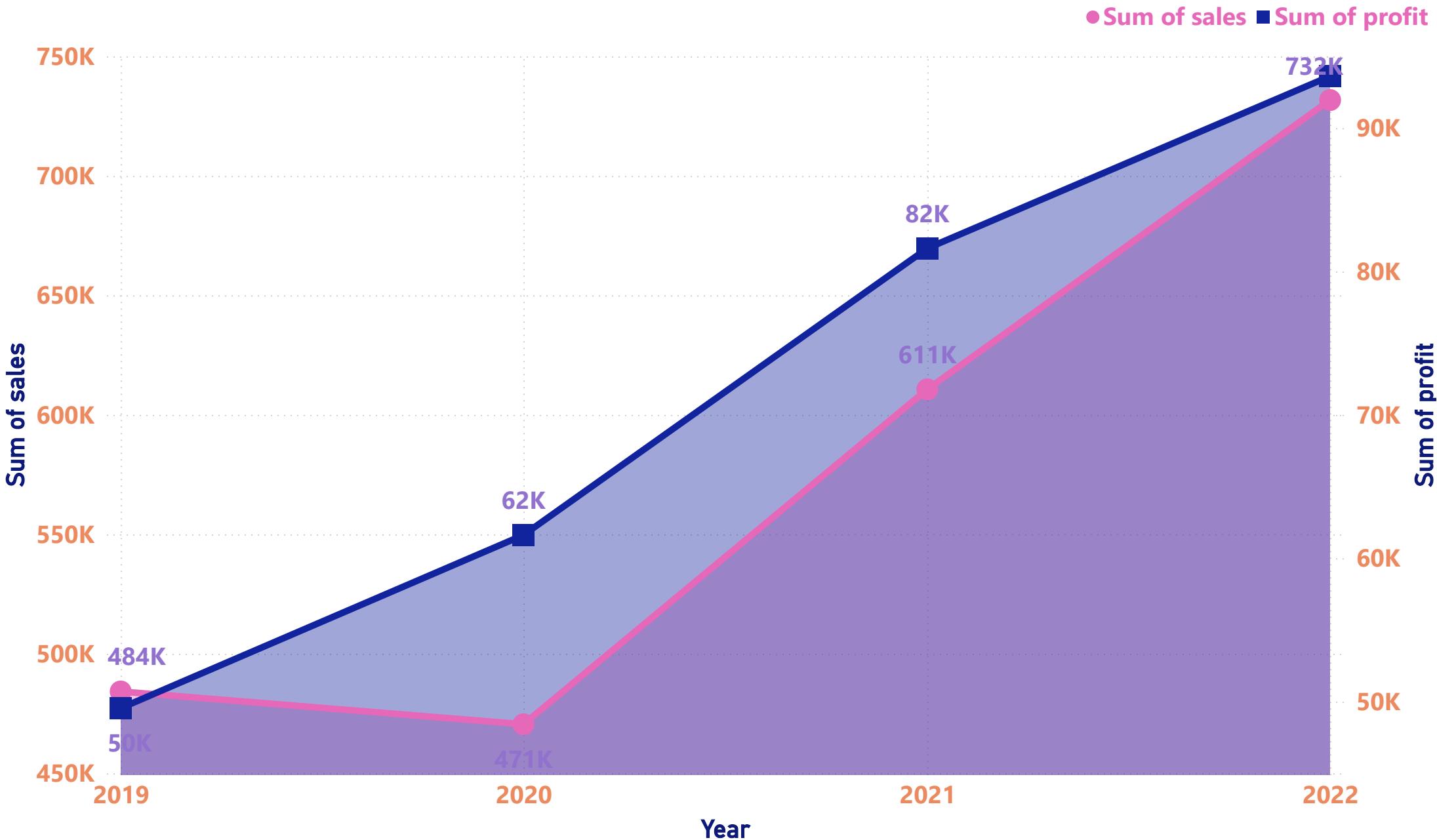


Sum of sales and Sum of profit by region and category





Sum of sales and Sum of profit by Year



Sum of sales and Sum of profit by region and category

category ● Furniture ● Office Supplies ● Technology ● Sum of profit

0.8M

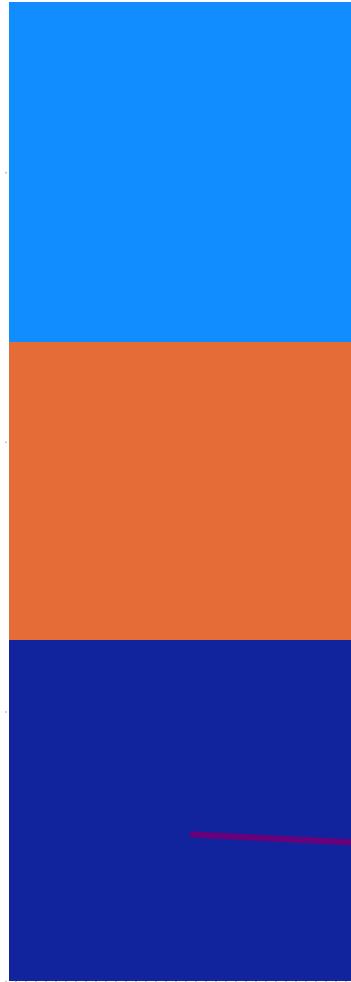
0.6M

Sum of sales

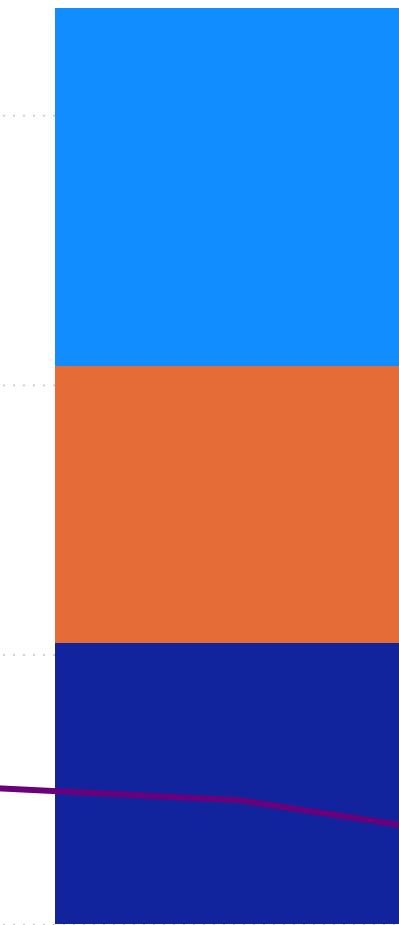
0.4M

0.2M

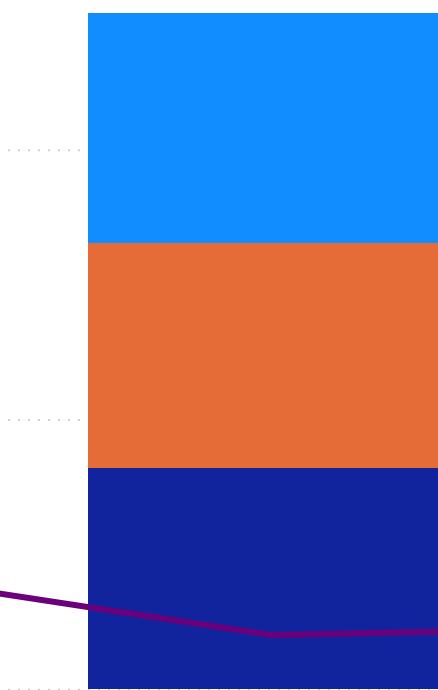
0.0M



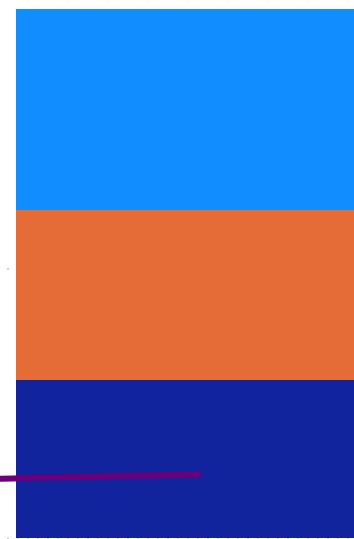
West



East



Central

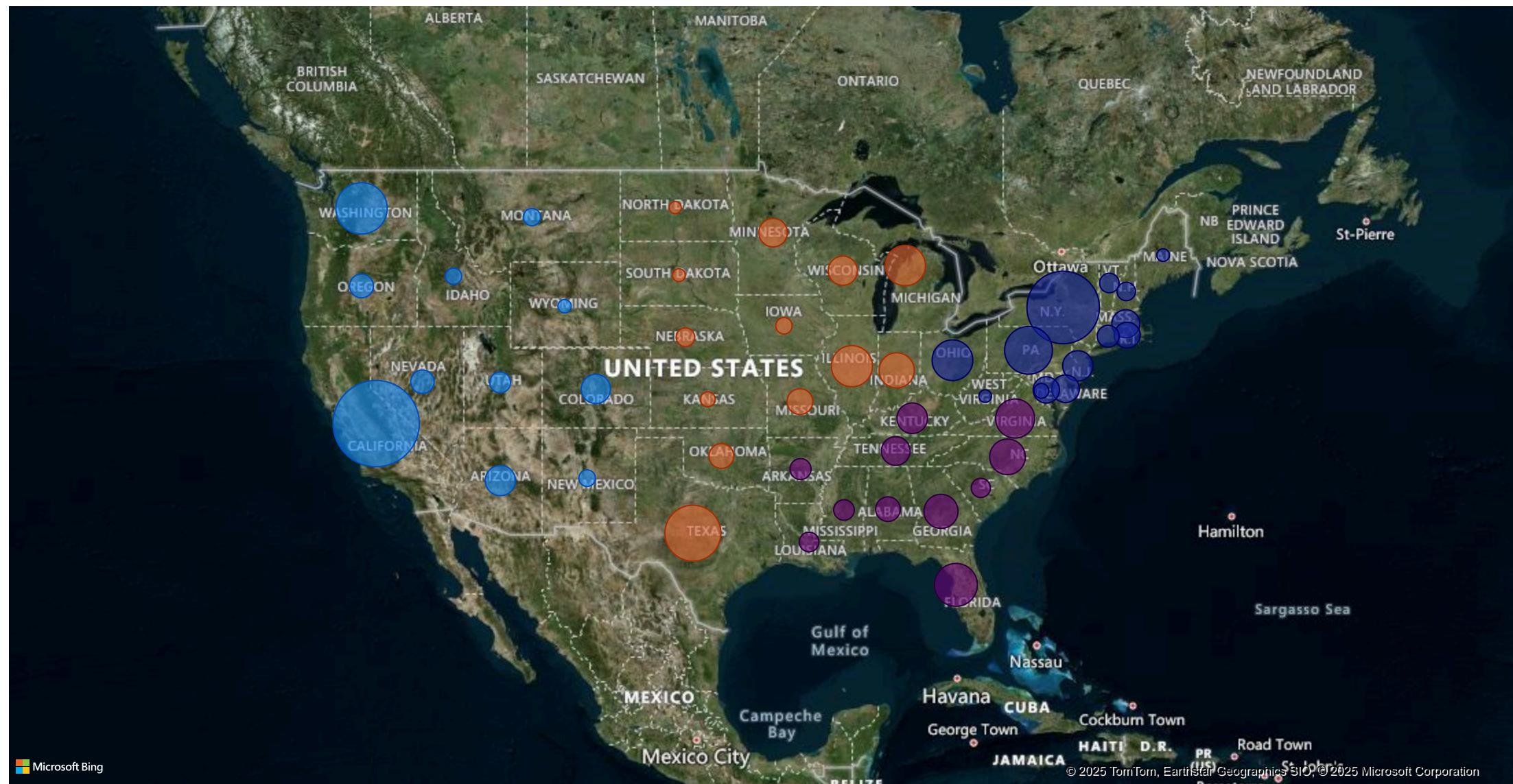


South

region

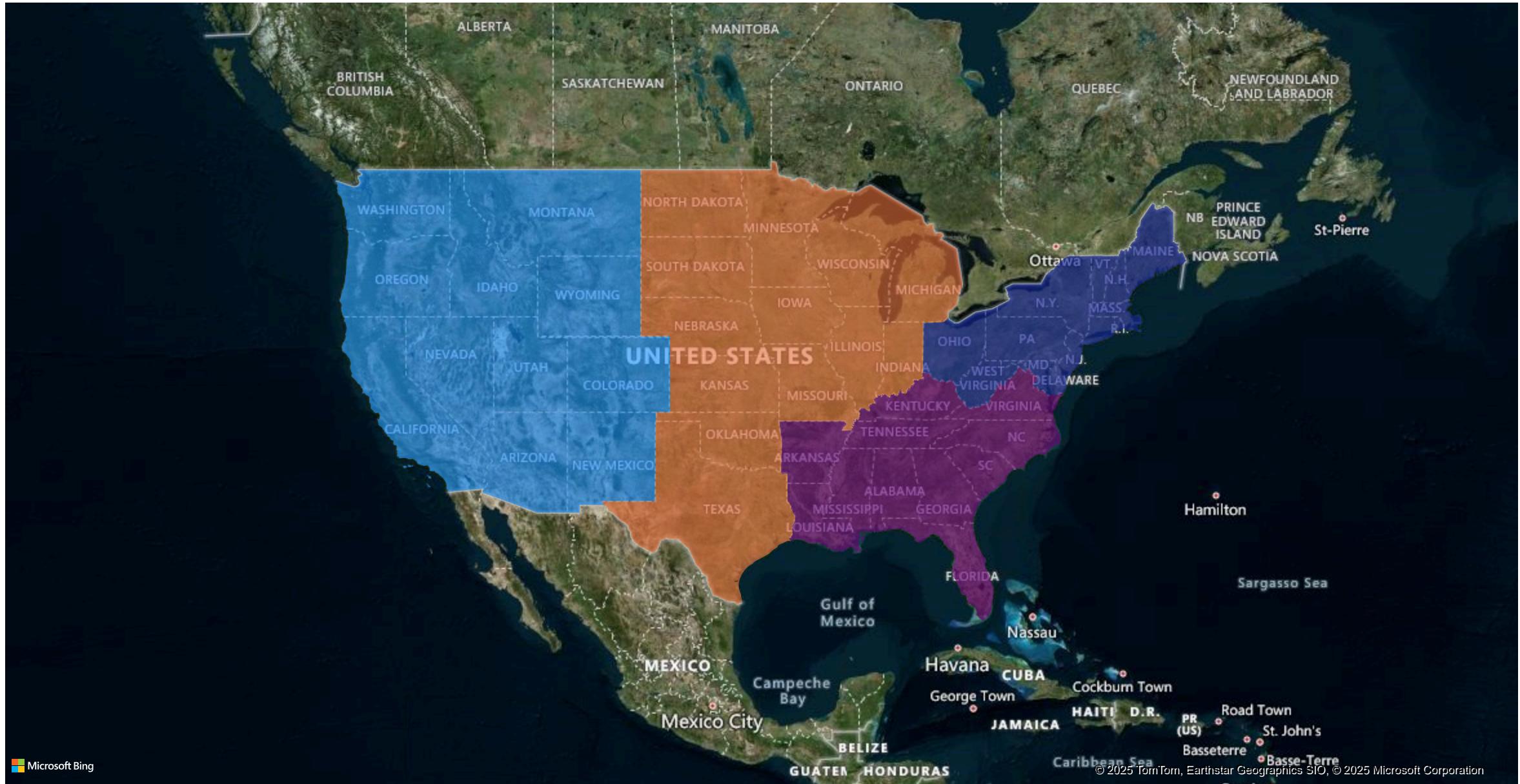
Sum of sales by state and region

● Central ● East ● South ● West



state and region

● Central ● East ● South ● West



Sum of Sales

2.30M

Sum of Profit

286.40K

Avg of Sales

229.86

Avg of Profit

28.66

Count of Sales

9994

Top Selling Region

West

Top Profitable Subcategory

Copiers

Sum of Sales

2.30M

Sum of Profit

286.40K

Avg of Sales

229.86

Avg of Profit

28.66

Count of Sales

9994

region

- Select all
- Central
- East
- South
- West

category

- Select all
- Furniture
- Office Supplies
- Technology

order_date

02/01/2019  29/12/2022 



sub_category	Sum of sales	Sum of profit	Average of sales	Average of profit
Copiers	149,528.03	55,617.82	2,198.94	817.91
Phones	330,007.05	44,515.73	371.21	50.07
Accessories	167,380.32	41,936.64	215.97	54.11
Paper	78,479.21	34,053.57	57.28	24.86
Binders	203,412.73	30,221.76	133.56	19.84
Chairs	328,449.10	26,590.17	532.33	43.10
Storage	223,843.61	21,278.83	264.59	25.15
Appliances	107,532.16	18,138.01	230.76	38.92
Furnishings	91,705.16	13,059.14	95.83	13.65
Envelopes	16,476.40	6,964.18	64.87	27.42
Art	27,118.79	6,527.79	34.07	8.20
Labels	12,486.31	5,546.25	34.30	15.24
Machines	189,238.63	3,384.76	1,645.55	29.43
Fasteners	3,024.28	949.52	13.94	4.38
Supplies	46,673.54	-1,189.10	245.65	-6.26
Bookcases	114,880.00	-3,472.56	503.86	-15.23
Tables	206,965.53	-17,725.48	648.79	-55.57
Total	2,297,200.86	286,397.02	229.86	28.66

region

Central

East

South

West

category

Furniture

Office Supplies

Technology