

# Sales & Profitability Performance

**2.30M**

Sum of Sales

**286.40K**

Sum of Profit

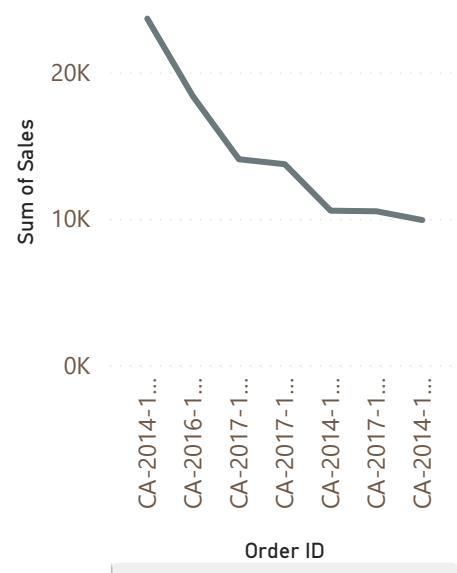
**2.30M**

Sum of Sales

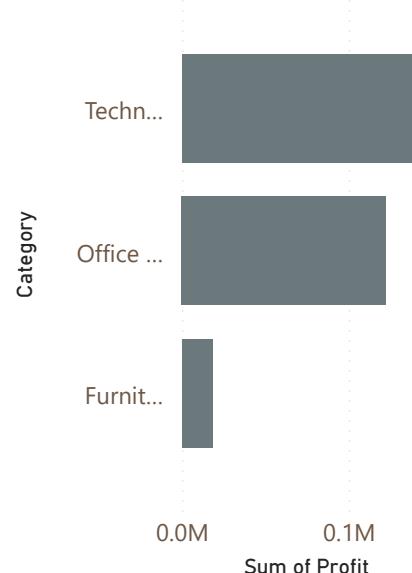
**1.56K**

Sum of Discount

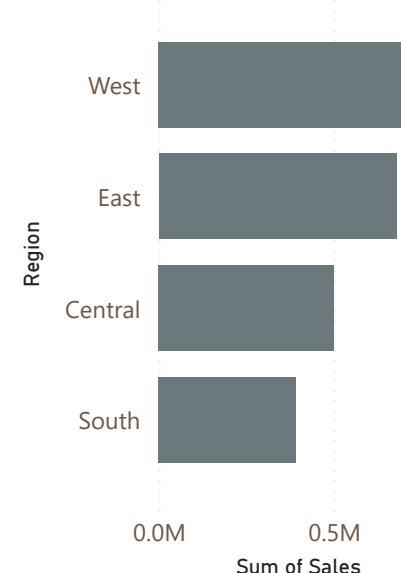
Sum of Sales by Order ID



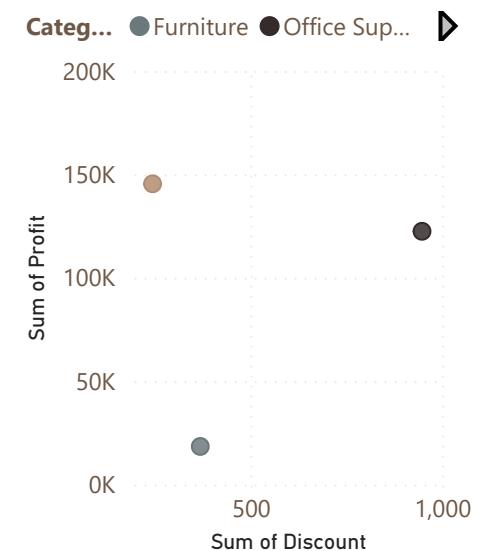
Sum of Profit by Category



Sum of Sales by Region



Sum of Discount and Sum of Profit by Category



**Profit Leakage:** High discounting is directly causing negative profits, particularly in **Office Supplies**, where volume is high but margins are being sacrificed.  
**Category Leader:** **Technology** is your most efficient driver of profit, outperforming Furniture and Office Supplies despite having a similar sales footprint.

## Executive Summary

- **Total Sales:** ₹ 2.30M
- **Total Profit:** ₹ 286.40K
- **Most Profitable Category:** Technology
- **Loss Area:** Furniture (Specifically Tables)
- **Recommendation:** Reduce heavy discount in Furniture to recover margins.