

# Sales & Profitability Performance

2.30M

Sum of Sales

286.40K

Sum of Profit

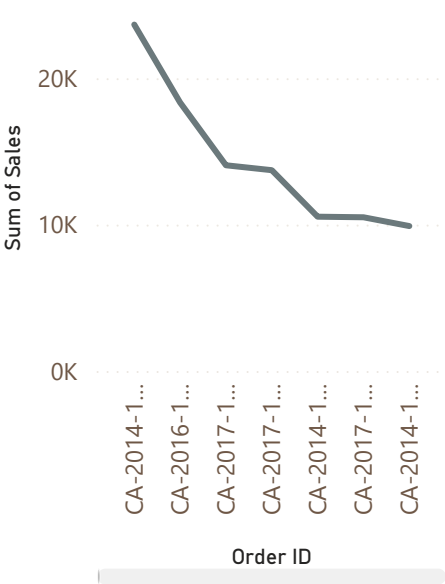
2.30M

Sum of Sales

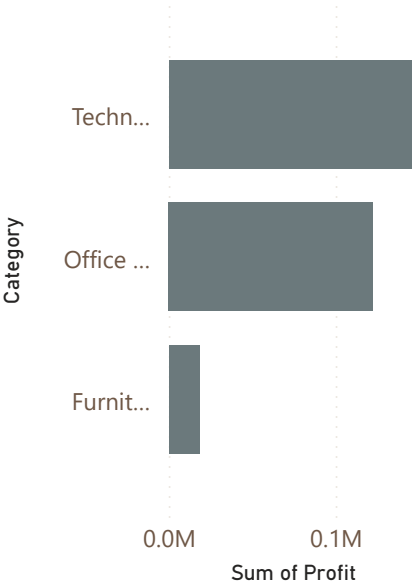
1.56K

Sum of Discount

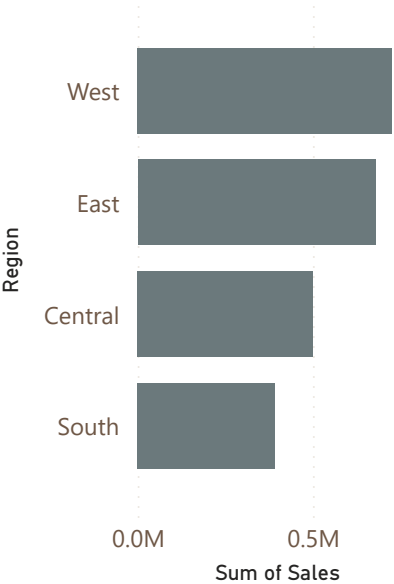
Sum of Sales by Order ID



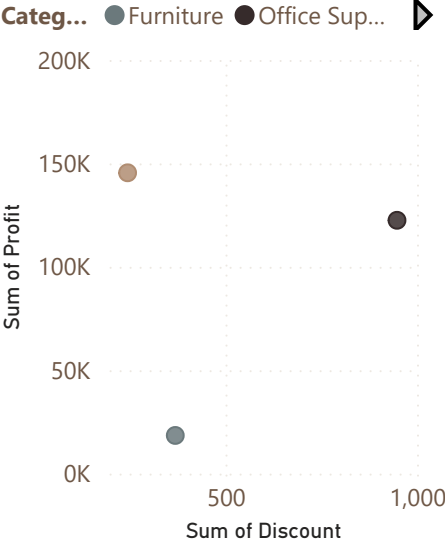
Sum of Profit by Category



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.