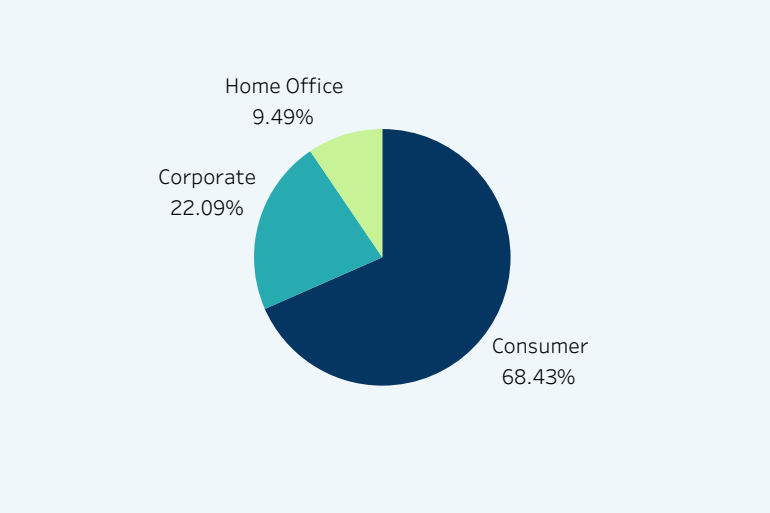


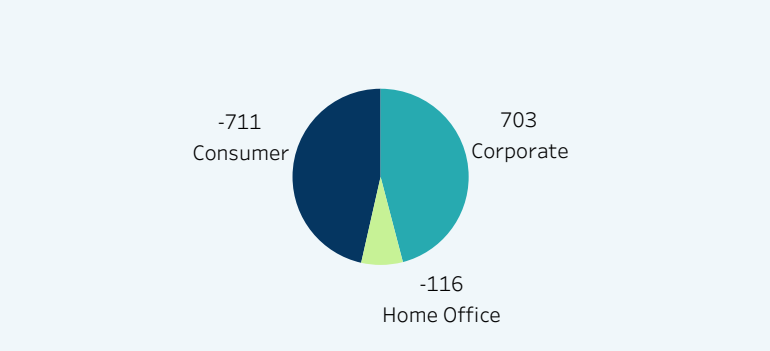


# SALES INSIGHTS AND PROFITABILITY INDICATORS

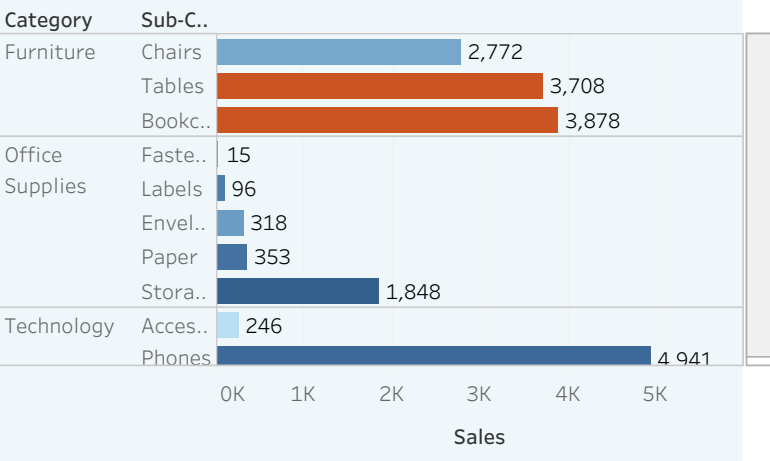
Sales by segment



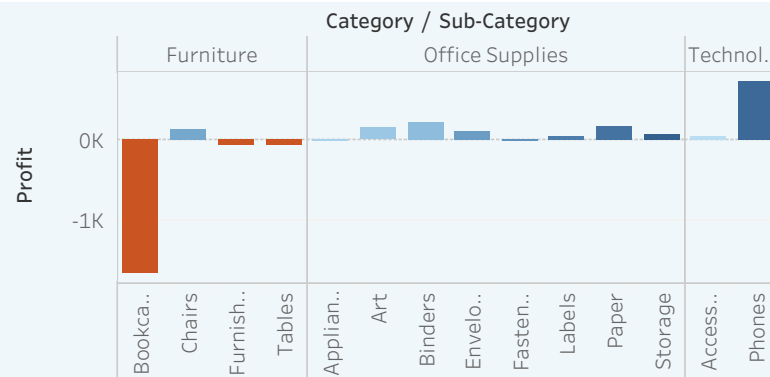
Profit by Segment



Sales by Sub-category (filtered)



Category by Profit



## DATA ANALYSIS AND SUMMARY

### PIE CHART

The chart indicates that the consumer segment account for the largest sales, followed by the corporate and home office segments. the consumer segment accounts for more than 2/3rd of the whole segment. despite the consumer segment recording the highest sales, it recorded the highest loss by segment.

### BAR CHART

The chart shows furniture (bookcase) as the selling category and phones as the highest selling subcategory. although in comparison based on profit, furnitures recorded the highest losses while technology recorded the highest profiting subcategory (phones).

### LINE CHART

The line shows a trend of sales and profit over the years. It shows losses between the year 2015 and 2016 even though those period show high sales figures. a further look at the trend shows an inverse relationship between profit and discount given and this shows that at the highest discount given(5) the highest loss (-1766) was recorded and at the lowest (1) discount given the highest profit was recorded (1019).

### SCATTERPLOT

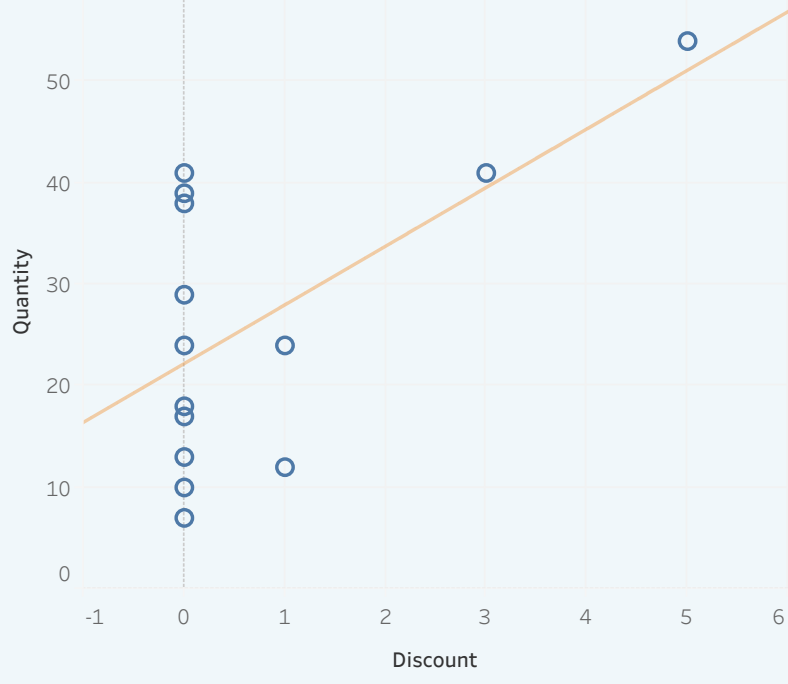
Overall the trend line appears positive i.e higher discounts and higher quantity sold, at zero discount a significant quantity is still sold through out the categories in comparison to when discounts were given.

PS- the additional bar and line chart are used to explain or dive deeper into analysing the charts above them respectively.

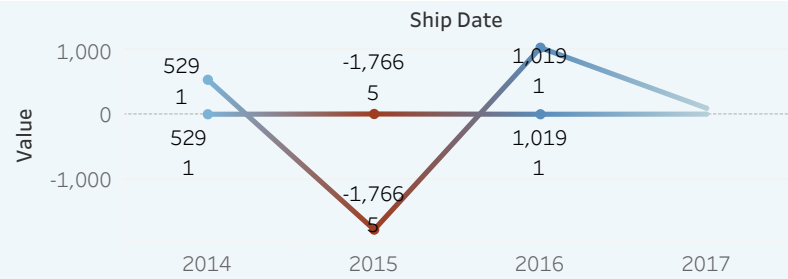
### SUMMARY

Overall non profitable categories and sub-categories {furniture (bookcases and tables)} should be reviewed, a decision on whether to discontinue or reduce stock volumes should be made. discounts need to be set at a lower figure (0-1) to maximise profits and categories and sub categories performing well {technology (Phones)} in terms of both sales and profitability should be prioritised.

Discount and quantity by sub category



Discount by Profit



Sales and profit over the years by quaters

