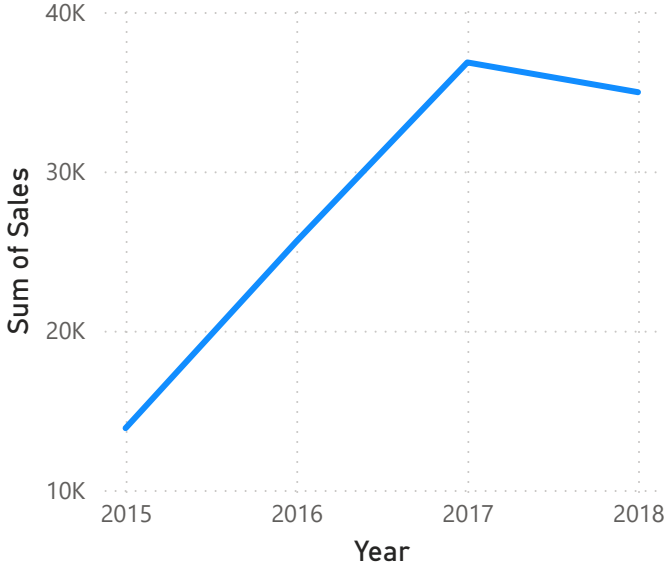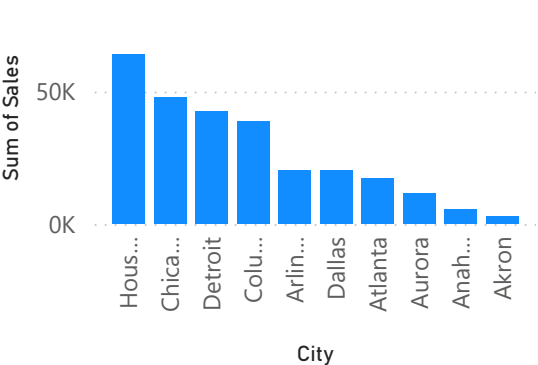## Sum of Sales by Year

Electronics category generated the most revenue

Sum of Sales by City

City

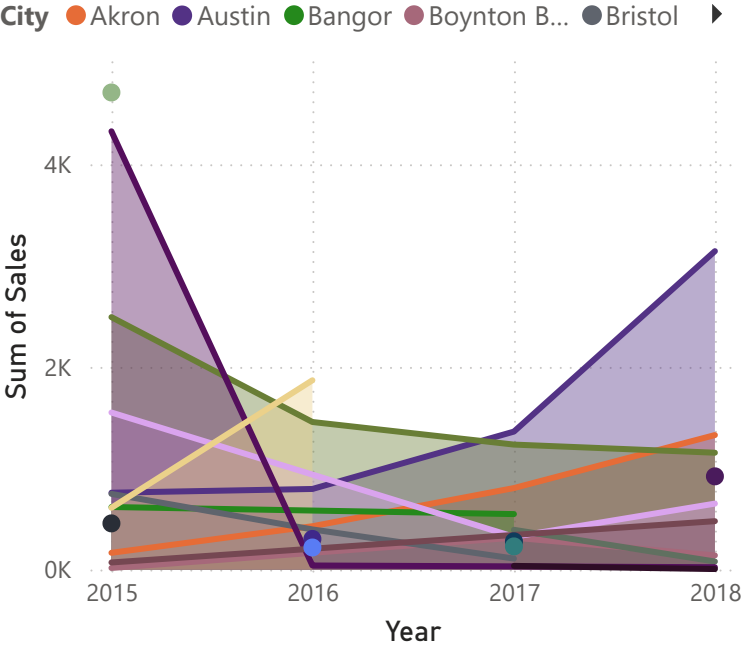## Sum of Sales by Product Name

Product N...
- Canon i...
- Fellowe...
- Cisco Te...
- HON 54...
- GBC Do...
- GBC Ibi...
- Hewlett...

City
- Aberdeen
- Abilene
- Akron
- Albuquerque
- Alexandria
- Allen
- Allentown
- Altoona
- Amarillo
- Anaheim
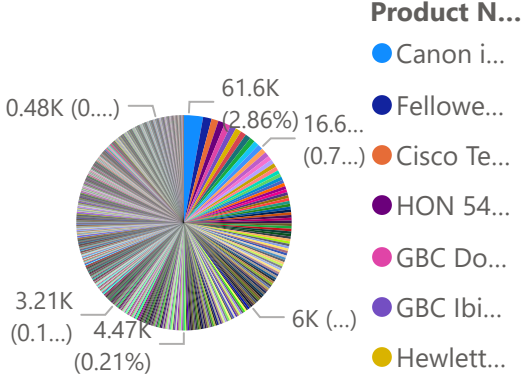
Sales peaked in December due to holiday demand

Sum of Sales by Year and City

**City** ● Akron ● Austin ● Bangor ● Boynton B... ● Bristol ▶

"While low-cost items like phone chargers are sold in large quantities, the scatter plot reveals they don't drive significant revenue. Products in the ₹500–₹1,500 range strike the best balance between price and quantity, indicating our sweet spot."
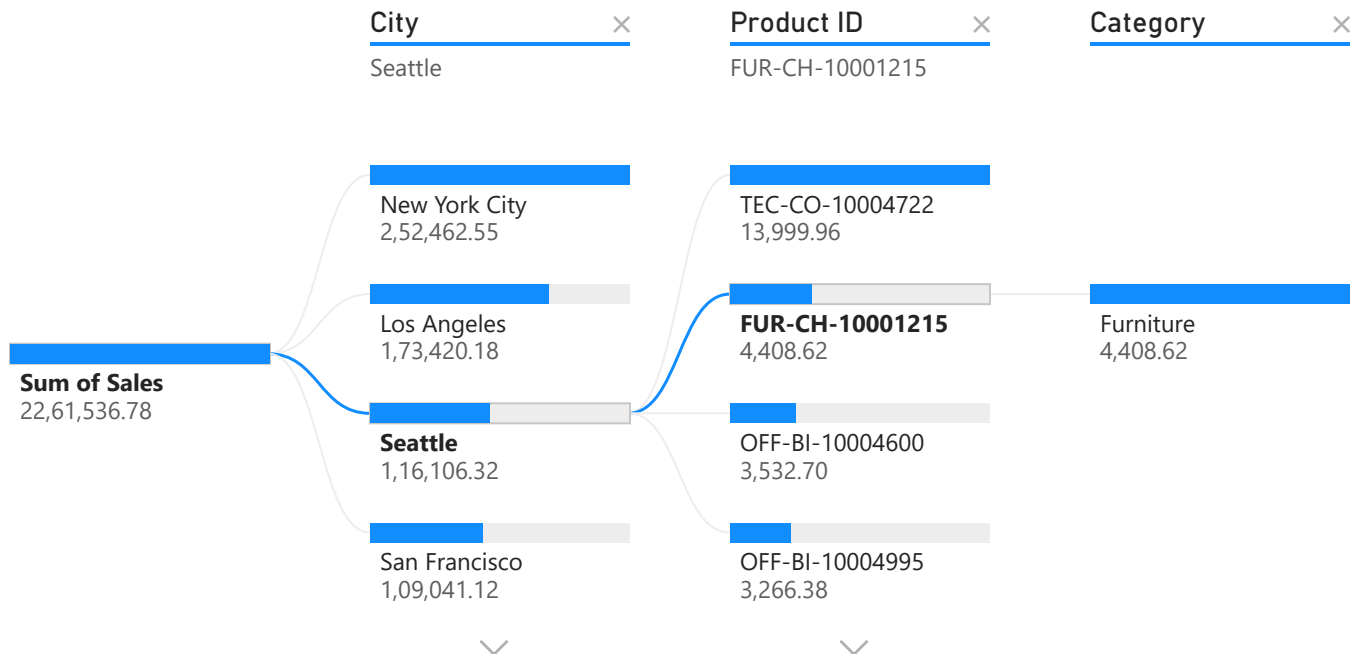
Sum of Sales by Sub-Category
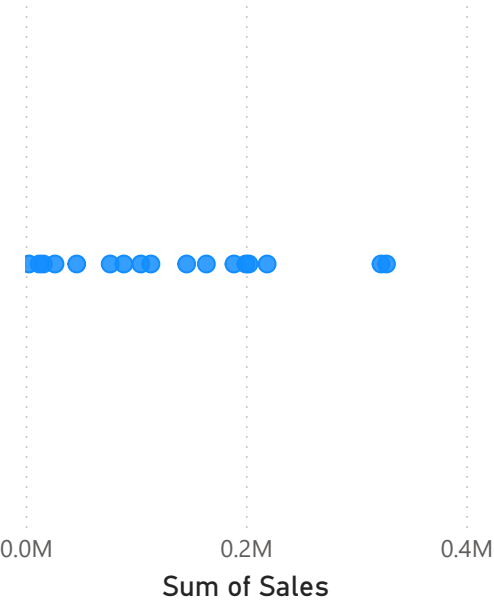
"A few high-performing products — like Apple AirPods, HP Laptops, and Logitech Mice — drive the bulk of revenue. This shows a clear power-law pattern, suggesting our marketing should double down on these winners."

Sum of Sales by Product Name
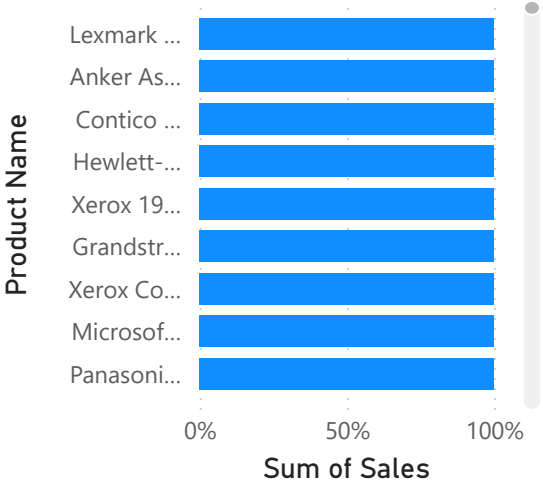
"Our sales have grown steadily over time, with a clear spike in Q4 — likely due to holiday promotions. This trend suggests we should prepare for future seasonal peaks by boosting stock and running targeted campaigns."

City ✕

Seattle

Product ID ✕

FUR-CH-10001215

Category ✕

Sum of Sales
22,61,536.78

New York City
2,52,462.55

Los Angeles
1,73,420.18

Seattle
1,16,106.32

San Francisco
1,09,041.12

TEC-CO-10004722
13,999.96

FUR-CH-10001215
4,408.62

OFF-BI-10004600
3,532.70

OFF-BI-10004995
3,266.38

Furniture
4,408.62

Sum of Sales

"Digging deeper into our revenue sources, Technology dominates with over 40% of total sales. Within that, the West region contributes the most, and Laptops alone account for nearly half. This insight can guide inventory and marketing investments going forward."

"We are currently at ₹78,000 in sales this quarter — just 22% away from our ₹100,000 goal. With strong performance in Electronics and a seasonal spike expected in December, we are on track to meet our target."

2.26M

0.00M

4.52M