

Sum of Sales

2.30M

Sum of Profit

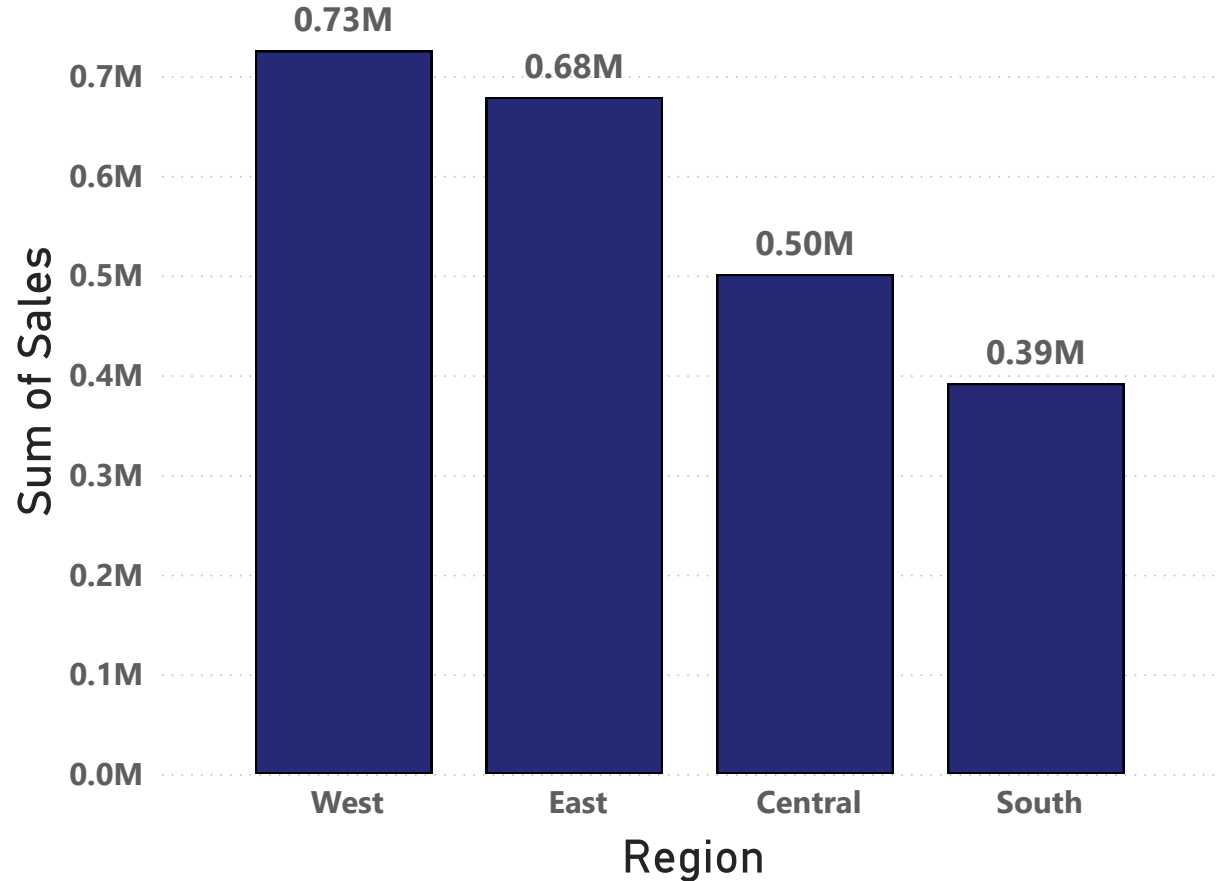
286.40K

Count of Order ID

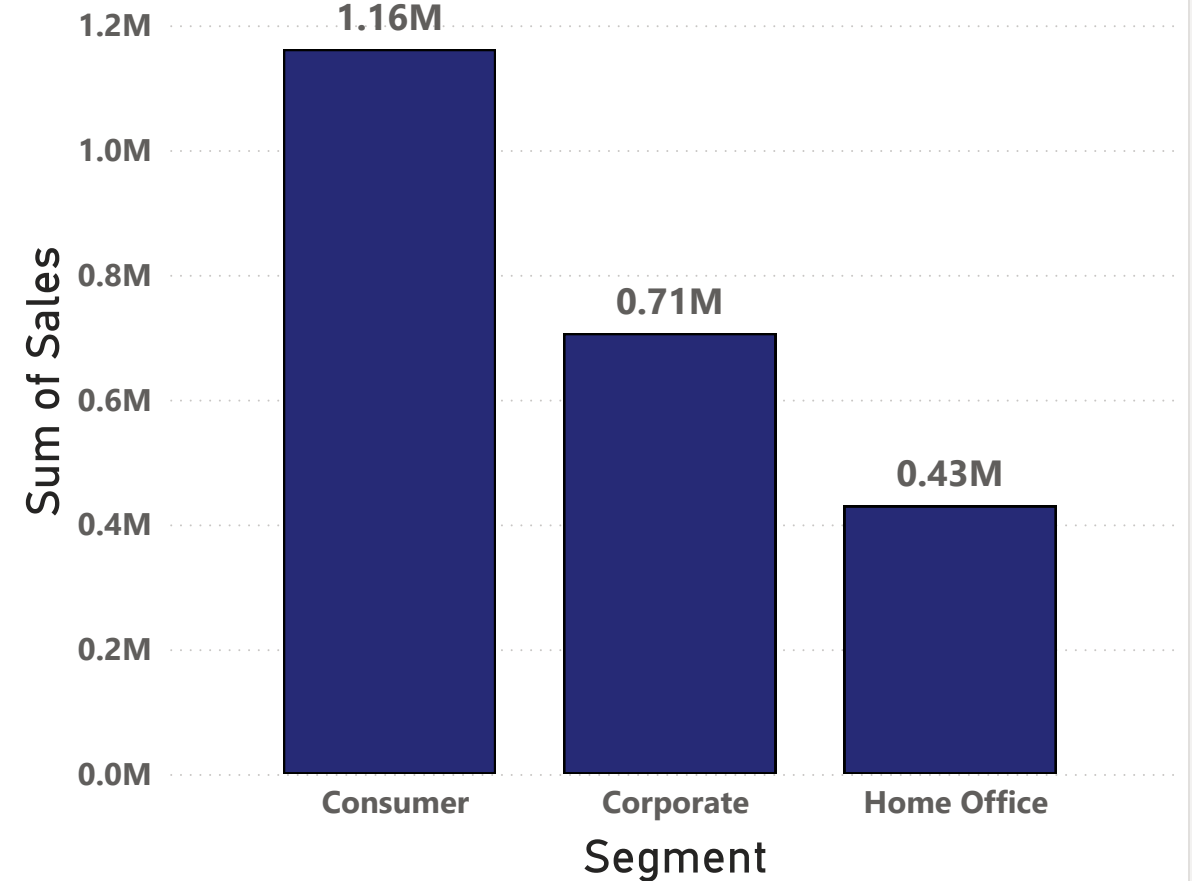
5.009K

» Quick measure

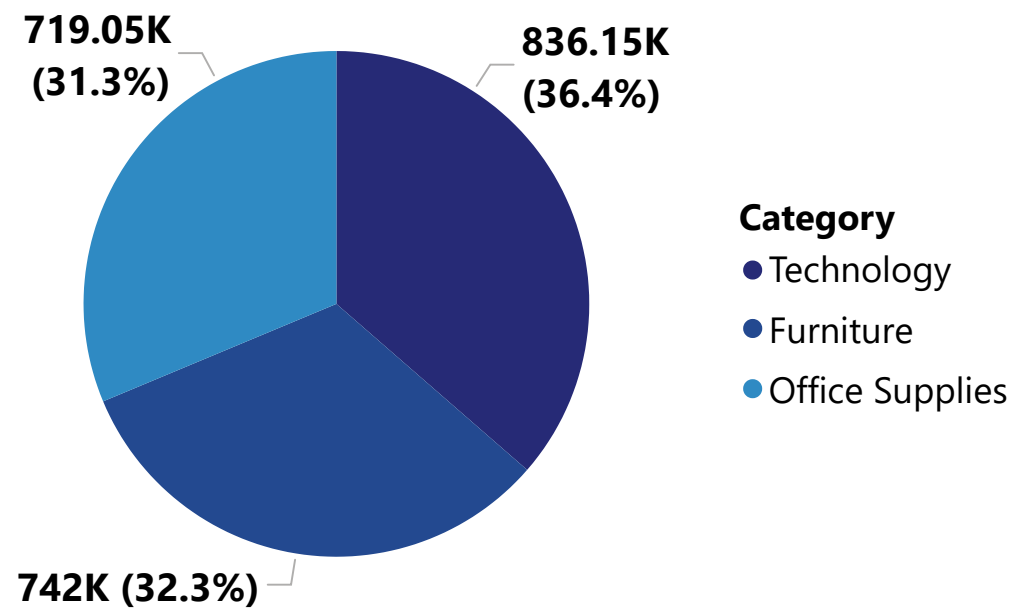
Sum of Sales by Region



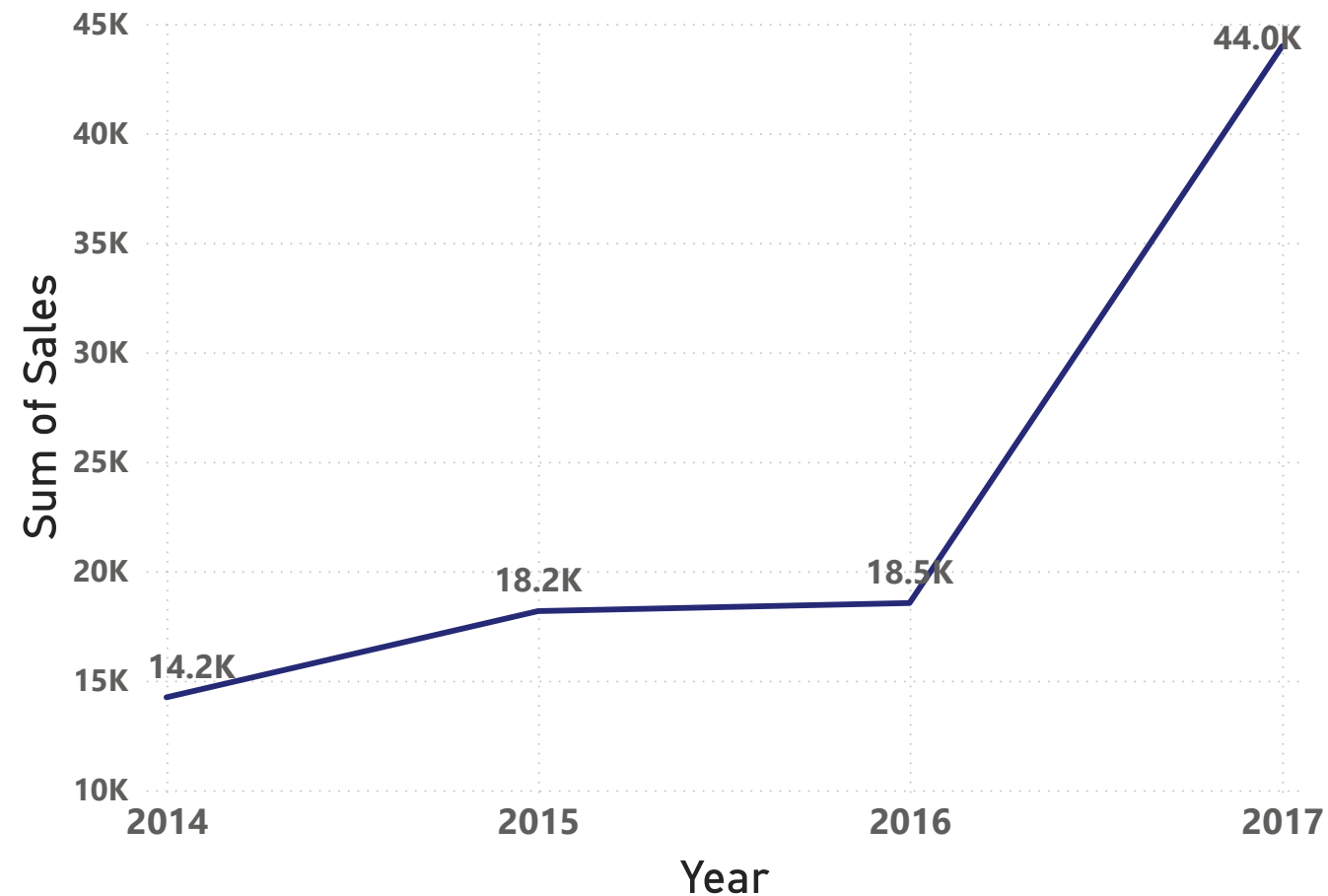
Sum of Sales by Segment



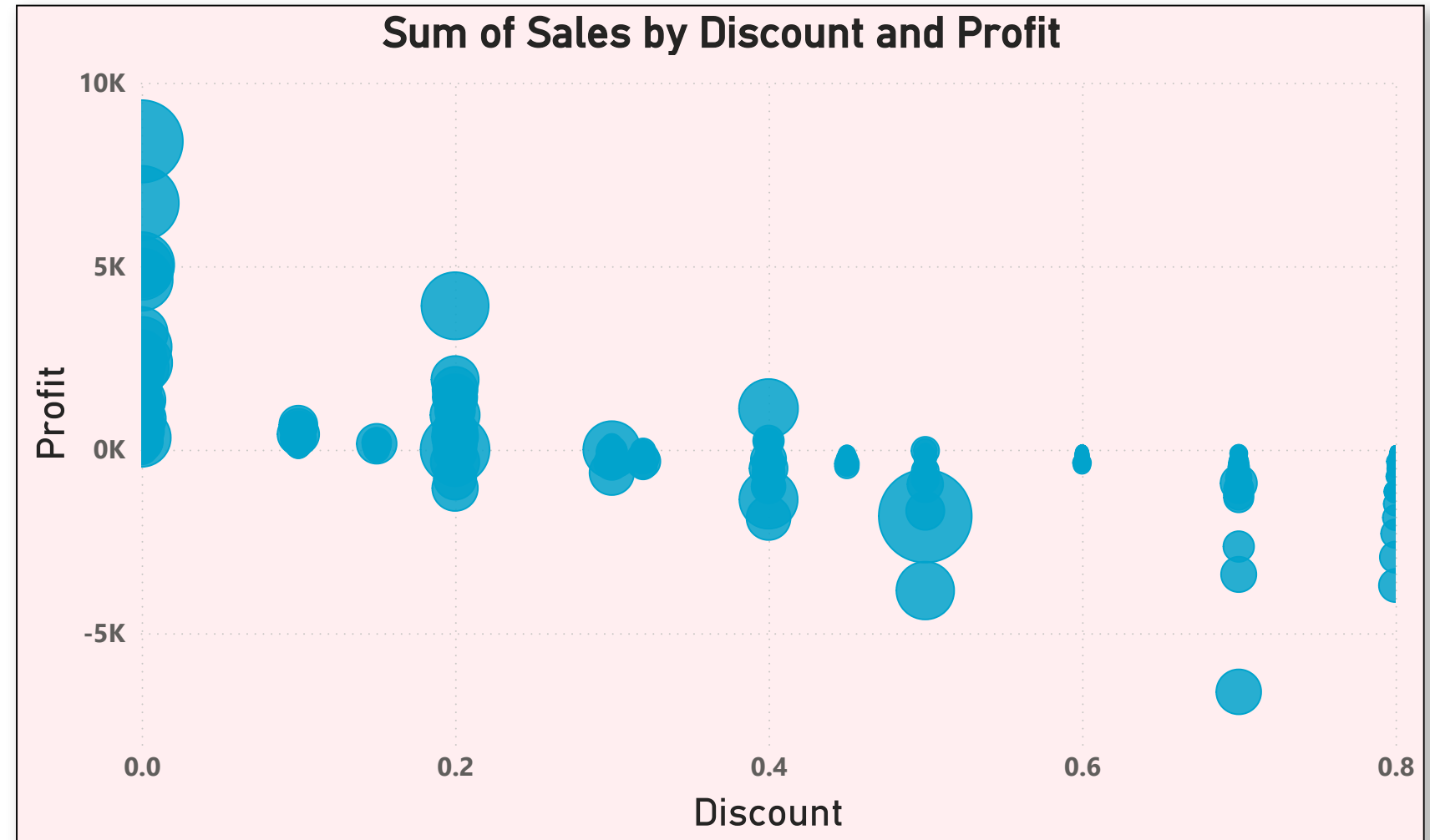
Sum of Sales by Category

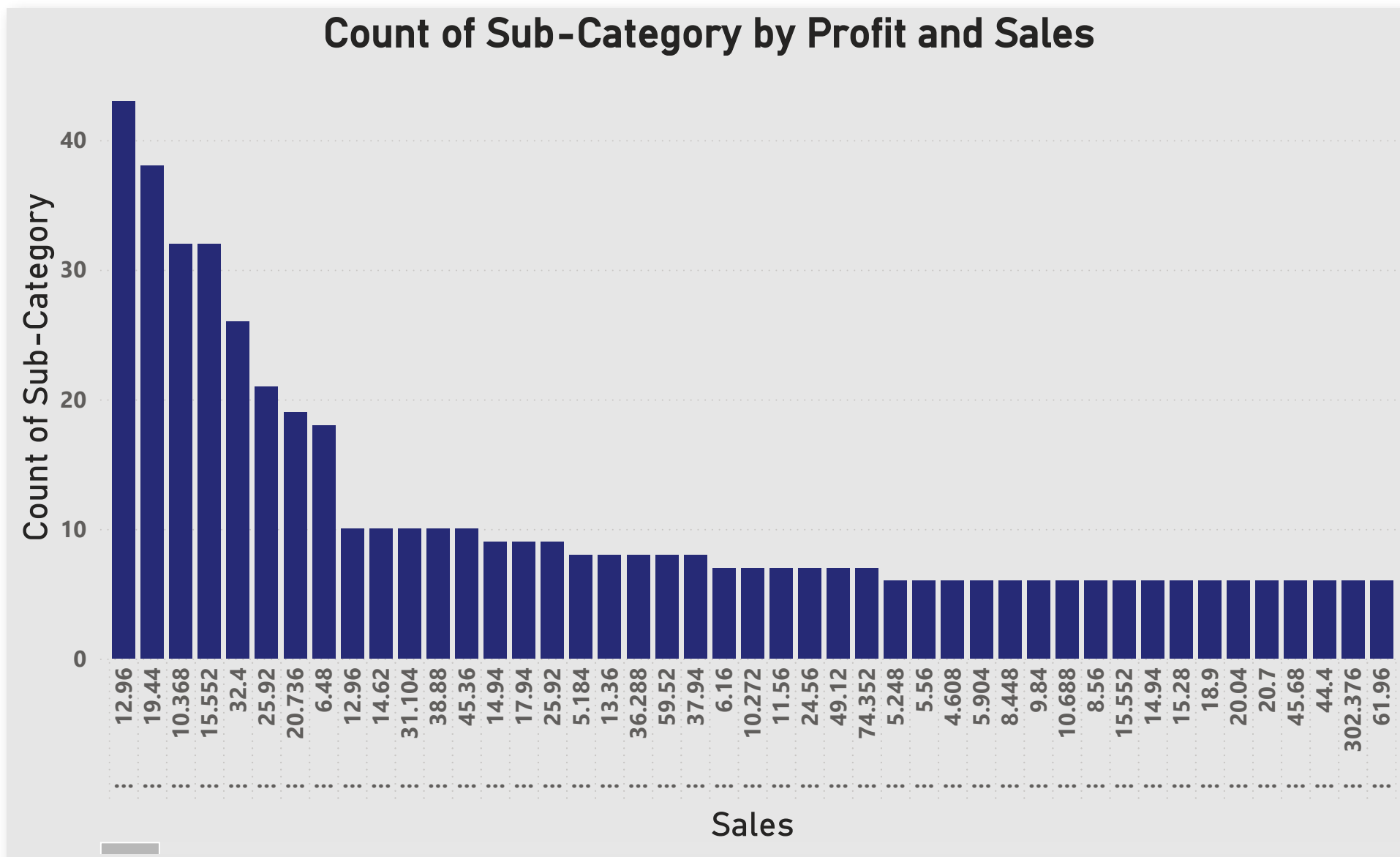


Sum of Sales by Year

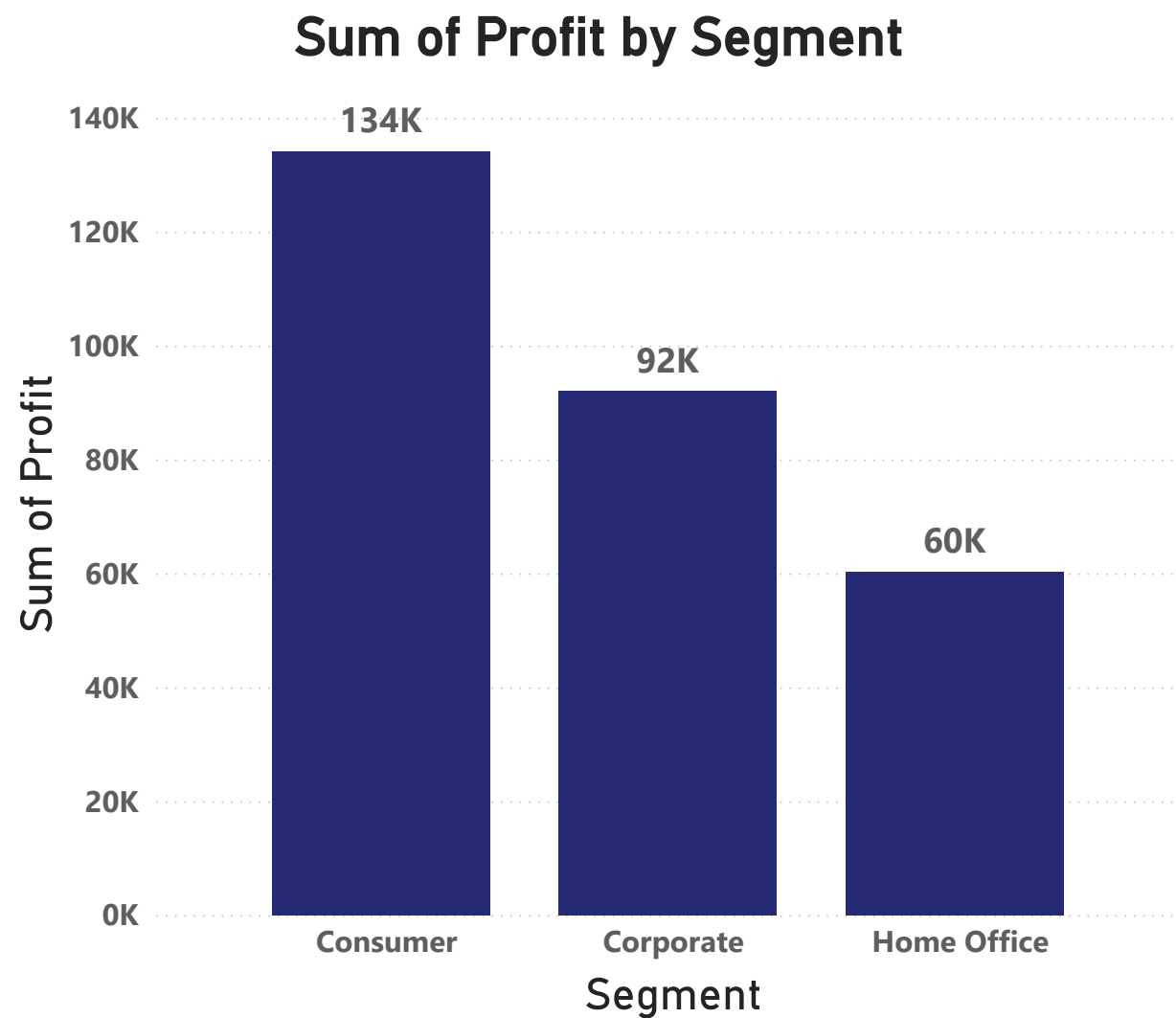


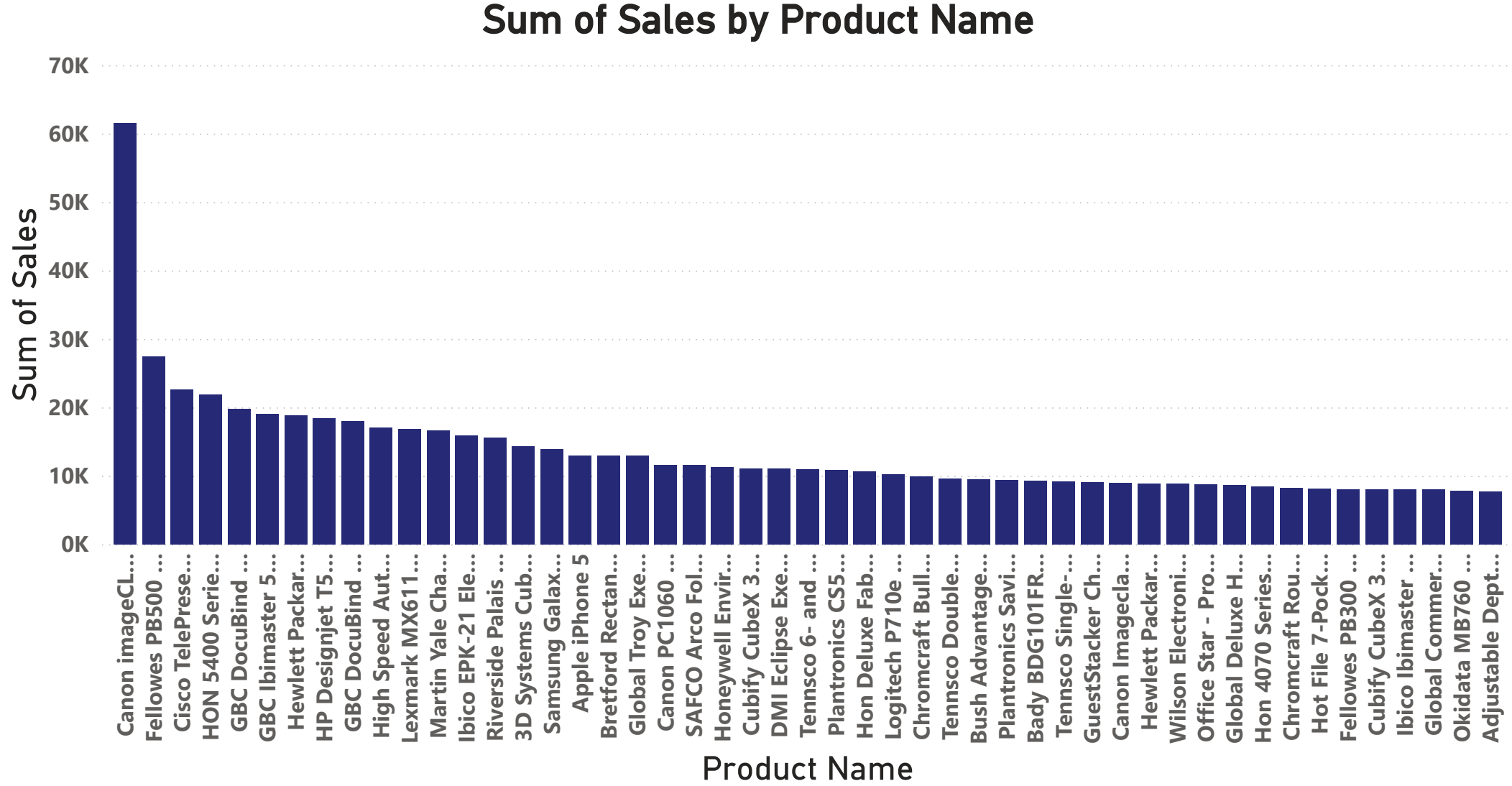
This chart shows how discounts impact profit margins. Notice that high discounts often lead to lower profits, especially for low-margin products.

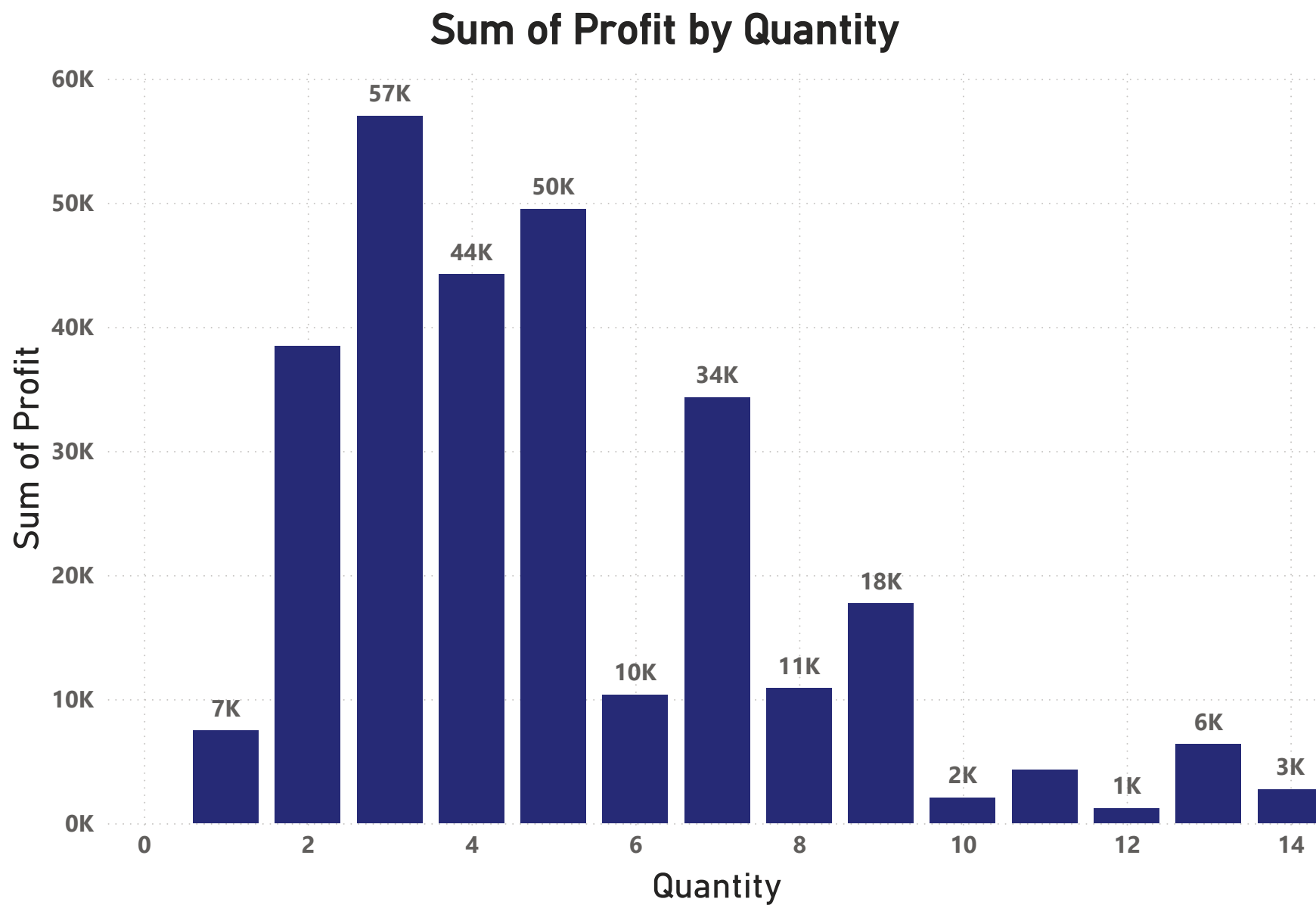




"This chart compares total sales and total profit across all product sub-categories. Sub-categories like 'Chairs' and 'Phones' drive high sales, but may not yield proportional profit. Keep an eye on low-profit, high-sales items — they could be hurting margins."







Page 1: Executive Summary

KPI Cards:

- . Total Sales
- . Total Profit
- . Total Orders
- . Sales by Region
- . Sales by segment

Page 2: Sales Analysis

Sales by Category and Sub-Category

Sales by Time

Page 3: Profit vs Discount

Page 4: sales vs Product

Page 5: Profit vs Segment

Page 6: Profit vs Quantity

Insights:

- . **Consumer** is the most profitable segment overall.
- . **Corporate** has moderate profit — consider targeted promotions or upselling.
- . **Home Office** has the lowest profit — dig deeper to see if discounts or shipping costs are eating margins.