

# Sales Analysis

Date

03.01.2014 30.12.2017

Category

All

Region

All

Segment

All

Clear all  
slicers

2 297 201

TotalSales

286397

TotalProfit

458,61

Average Check

793

Count of Customers

5009

Count of Orders

Margin



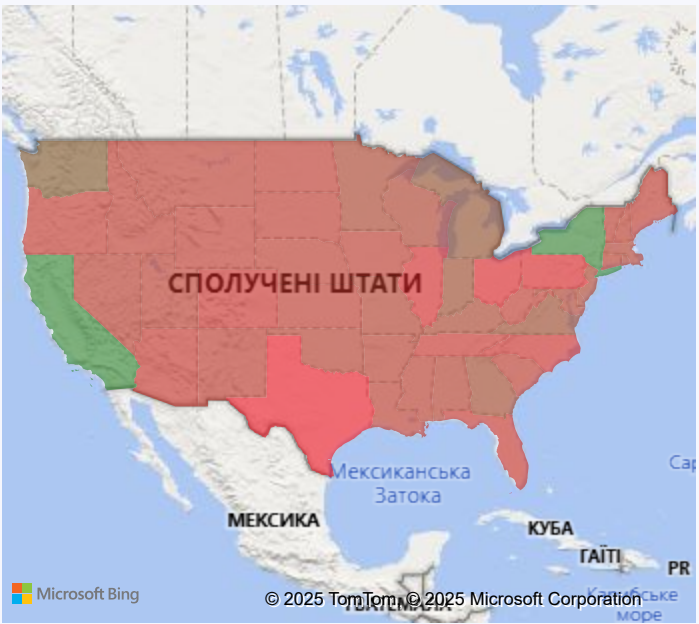
Top Region by Profit

West  
108418

East  
91523

South  
46749

Total Profit by State



Top State by Profit

California  
76381

New York  
74039

Washington  
33403

Michigan  
24463

Virginia  
18598

Bottom State

Virginia  
18598

Michigan  
24463

Washington  
33403

New York  
74039

California  
76381

Top City by Profit

New York City  
62 036,98

Los Angeles  
30 440,76

Seattle  
29 156,10

San Francisco  
17 507,39

Detroit  
13 181,79

Bottom City

Detroit  
13 181,79

San Francisco  
17 507,39

Seattle  
29 156,10

Los Angeles  
30 440,76

New York City  
62 036,98

- Sales and profits have steadily improved, with a brief pause in 2015.
- Top regions: West, then East and South.
- Technology and Office Supplies are the best in terms of profits
- California, New York and Washington are most profitable states.
- New York City, Los Angeles and Seattle are most profitable cities.

Overall

Sales

Margin

Customers

Recommend

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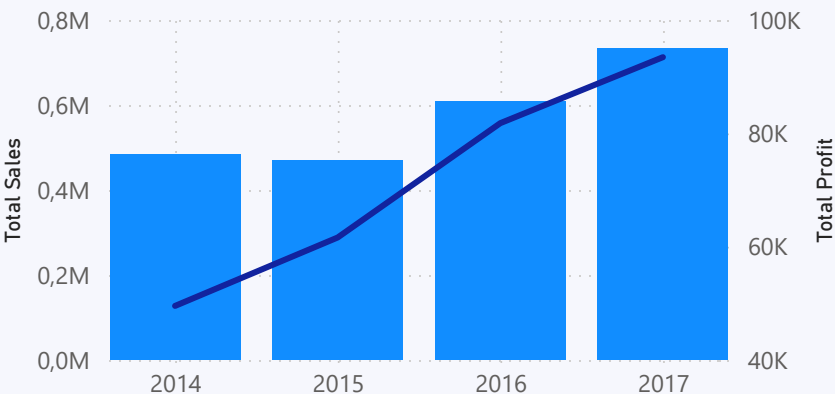
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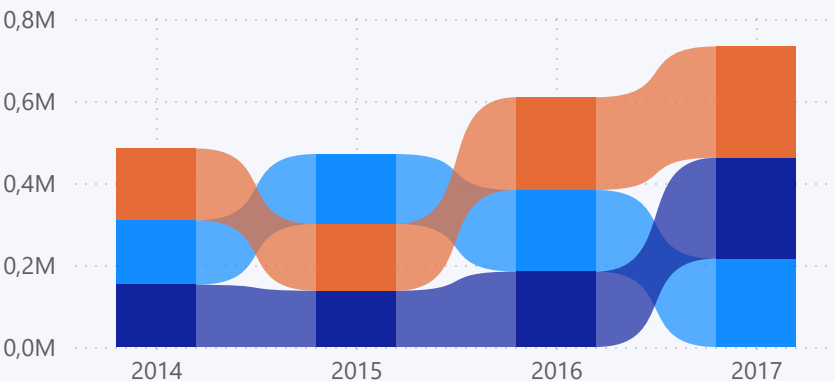
## Total Sales and Profit by Year

● Total Sales ● Total Profit



## Total Sales by Year and Category

● Furniture ● Office Supplies ● Technology



## Profit dynamics

Year	Profit Prev Period	Total Profit	dev %
2014		49544	
1		3811	
2		11204	
3		12805	
4		21724	
2015	49 543,97	61619	24,37%
1	3 811,23	9265	✓ 143,10%
2	11 204,07	12191	✗ 8,81%
3	12 804,72	16854	✗ 31,62%
4	21 723,95	23309	✗ 7,30%
2016	61 618,60	81795	32,74%
1	9 264,94	11441	✗ 23,49%
2	12 190,92	16390	✗ 34,45%
3	16 853,62	15824	✗ -6,11%
4	23 309,12	38140	✓ 63,63%
2017	81 795,17	93439	14,24%
1	11 441,37	23506	✓ 105,45%
2	16 390,34	15499	✗ -5,44%
3	15 823,60	26985	✓ 70,54%
4	23 120,00	27440	✓ 2,38%
Total		286397	

- The most profitable year was 2017, with profits exceeding 93K and sales surpassing 0.8M, marking consistent business growth.
- Technology and Office Supplies significantly contributed to the overall growth from 2016 onwards.
- Furniture had more stable sales with less visible fluctuation across years.
- Notable negative spikes include September and October 2014, with severe losses (up to -732%), indicating possible operational or pricing issues.
- In contrast, months like January 2015 and January 2016 showed high profit rebounds (+143% and +23.45% respectively), likely due to seasonal demand or successful campaigns.
- Despite individual monthly drops, the annual profit percentage changes remain positive each year.

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Sales

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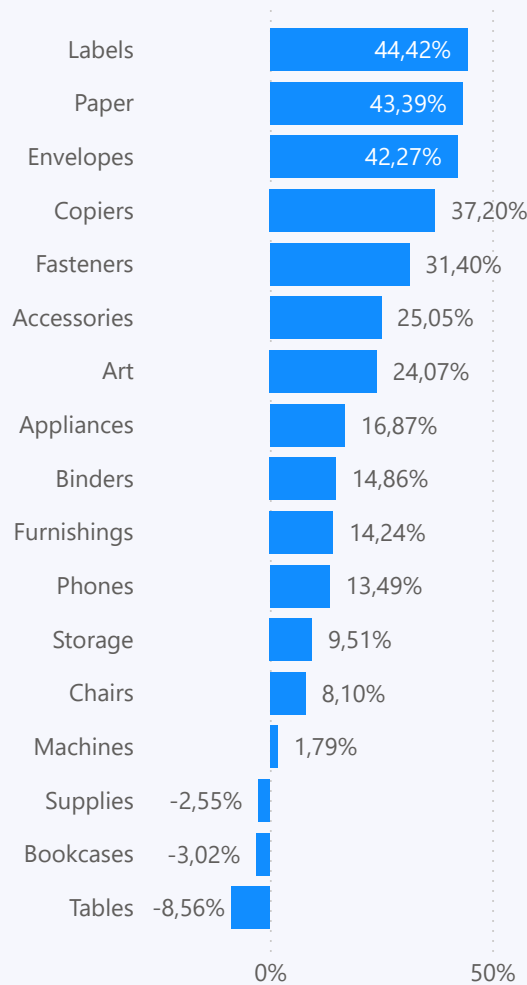
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Segment

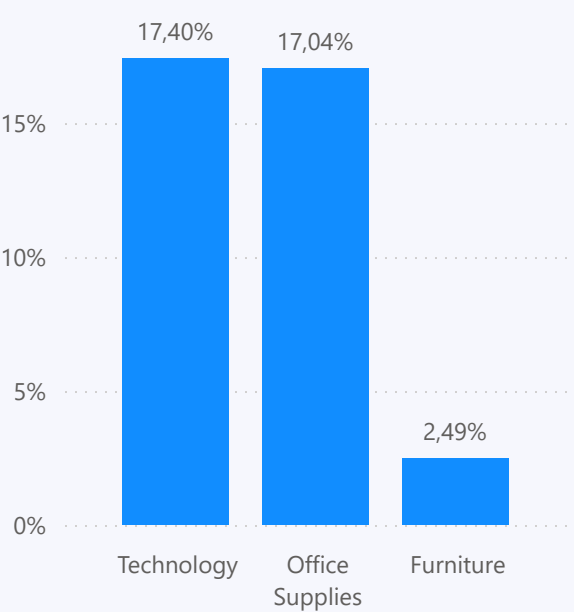
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Margin by Sub-Category



Margin by Category



Top Products

	Total Profit
Canon imageCLASS 2200 Advanced Copier	25200
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	7753
Hewlett Packard LaserJet 3310 Copier	6984

Bottom Products

	Loss
Cubify CubeX 3D Printer Double Head Print	-8880
Lexmark MX611dhe Monochrome Laser Printer	-4590
Cubify CubeX 3D Printer Triple Head Print	-3840
Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	-2876
Bush Advantage Collection Racetrack Conference Table	-1934

- Labels, Paper and Envelopes - subcategories with the biggest margin.
- The Consumer segment brings in the most profit.
- Top products: The Canon imageClass 2200 Advanced Copier, Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind and the Hewlett Packard LaserJet 3310 Copier.
- Bottom products: The Cubify CubeX 3D Printer Double Head Print, Lexmark MX611dhe Monochrome Laser Printer, Cubify CubeX 3D Printer Triple Head Print

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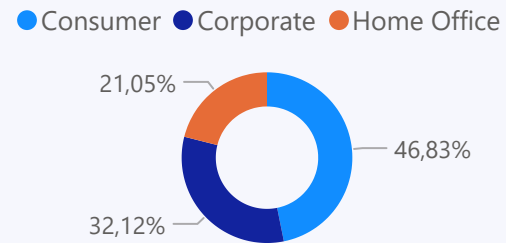
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Segment

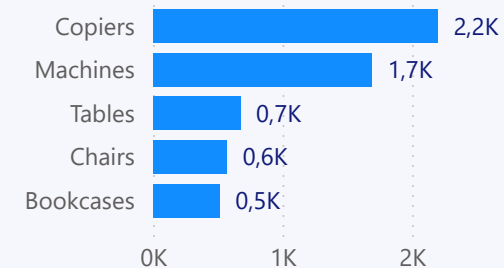
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## Total Profit by Segment



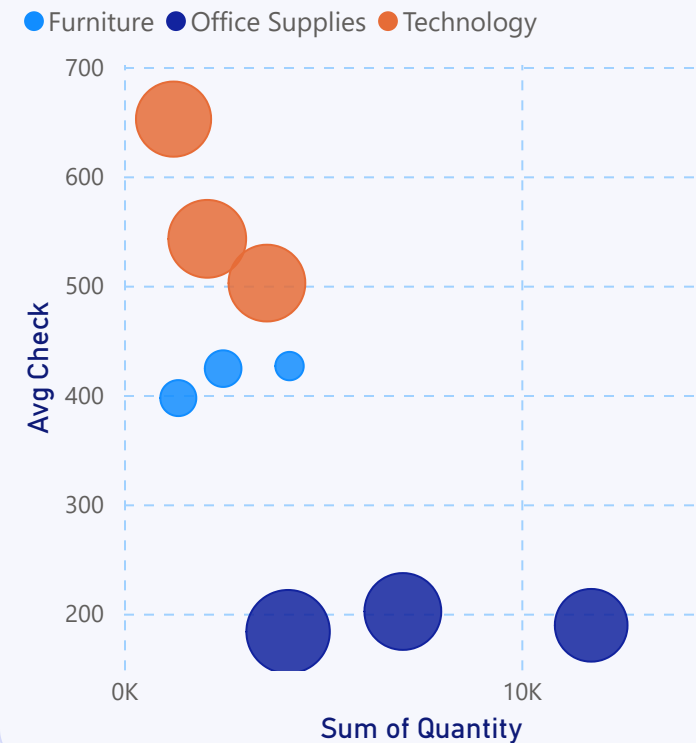
## Average Check by Sub-Category



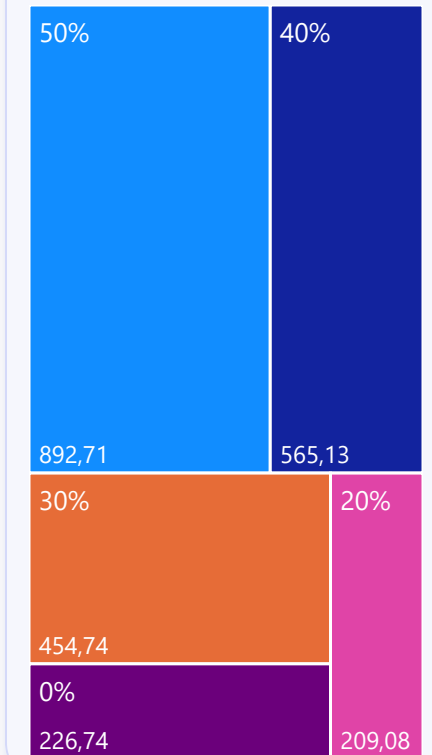
## Top Customers

Sean Miller	5 008,61	-1981
Avg Check		Total Profit
Tamara Chand	3 810,44	8981
Avg Check		Total Profit
Tom Ashbrook	3 648,91	4704
Avg Check		Total Profit
Raymond Buch	2 519,56	6976
Avg Check		Total Profit
Adrian Barton	1 447,36	5445
Avg Check		Total Profit

## Margin vs. Average Check by Segment and Category



## Average of Sales by Discount



- Most profitable segments: Corporate (46.83%) and Consumer (32.12%).
- Copiers and Machines have the highest average check. Category Technology has higher margin and average check.
- Top clients: Sean Miller (despite a negative profit), Tamara Chand and Tom Ashbrook.
- Dependence of profit on discounts: the largest sales are observed at 50% discount (892K).
- The discount of more than 40 results in a loss for the company

## RECOMMENDATIONS FOR INCREASING PROFITS

- Concentrate investments in regions with high profitability - primarily the West, East, California, New York, Washington.
- Optimize presence in unprofitable regions and cities - reduce or terminate operations in Texas, Ohio, Pennsylvania, especially in the cities of Houston, San Antonio, Philadelphia.
- Redistribute resources from the Central region - in favor of the West, where Furniture brings more profit.
- Expand the range of the most profitable categories and products: Technology and Office Supplies, Copiers, Phones, Paper, Accessories.
- Increase the stock of top models (Canon, Fellowes, HP)
- Stop selling unprofitable products: Tables, Cubify 3D printers, Lexmark MX611dhe.
- Reduce the presence of Furniture categories in unprofitable regions
- Focus on the Consumer segment - brings the most profit.
- Rethink the strategy in Texas - despite the number of customers, there is no profit.
- Use the "city → state" strategy - first conquer leading cities, which will allow you to strengthen position in the state.