TechnoEdge
Global Learning Solutions

TechnoEdge

Sales Analysis Report (Dashboard)

START

Canada 21.33%   India 11.39%   Norway 7.9

TechnoEdge Sales Report Analysis

State
All

Ship Mode
All

Sub-Category
All

Year
2020 2022
2021 2023
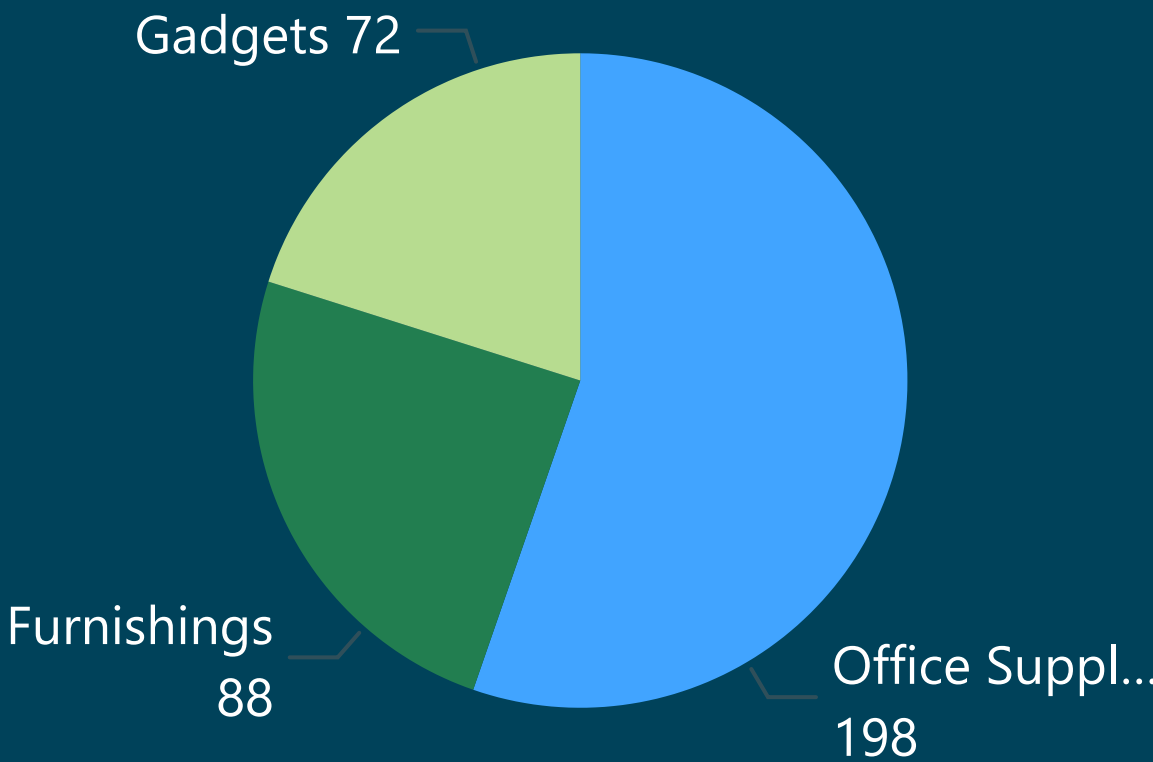
Summary
Customer
Product

89.55K	21.61K	102	1426
Total Sale	Total Profit	Total Customers	Total Quantity

Category Wise Orders

Gadgets 72
Furnishings 88
Office Suppl... 198

Top 5 Selling Products

- BoomBox — 16K
- DeskMate — 5K
- FlexiTable — 3K
- Framed Art — 3K
- FlexiSeat — 3K
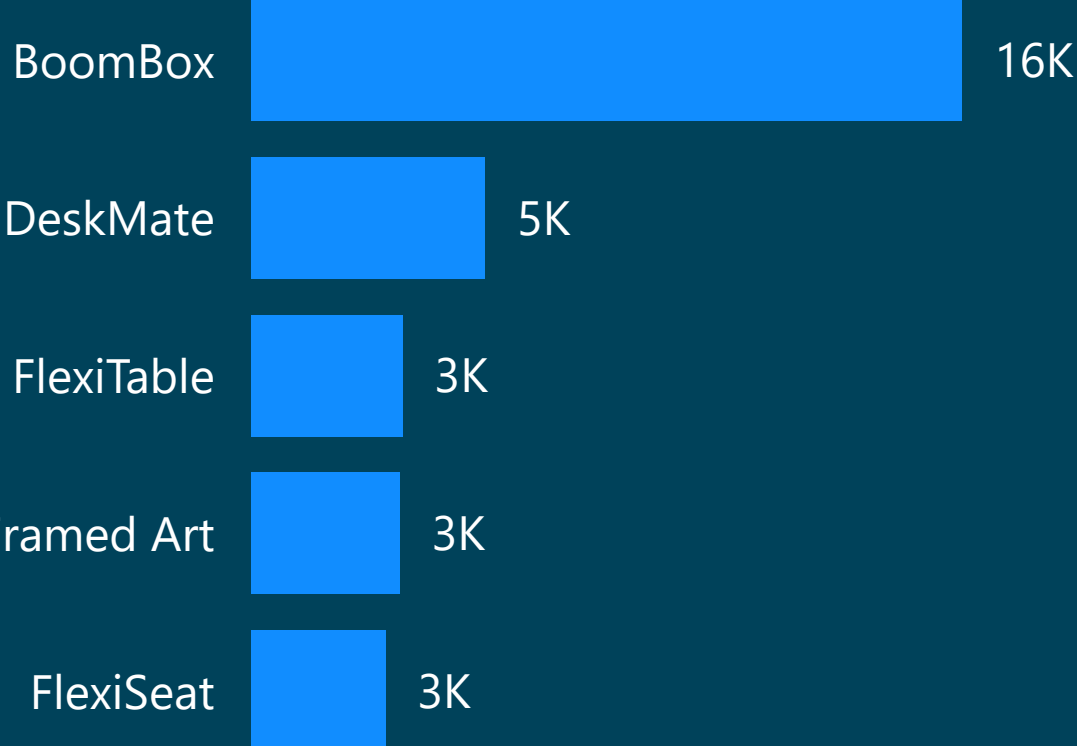
Bottom 5 Selling Products
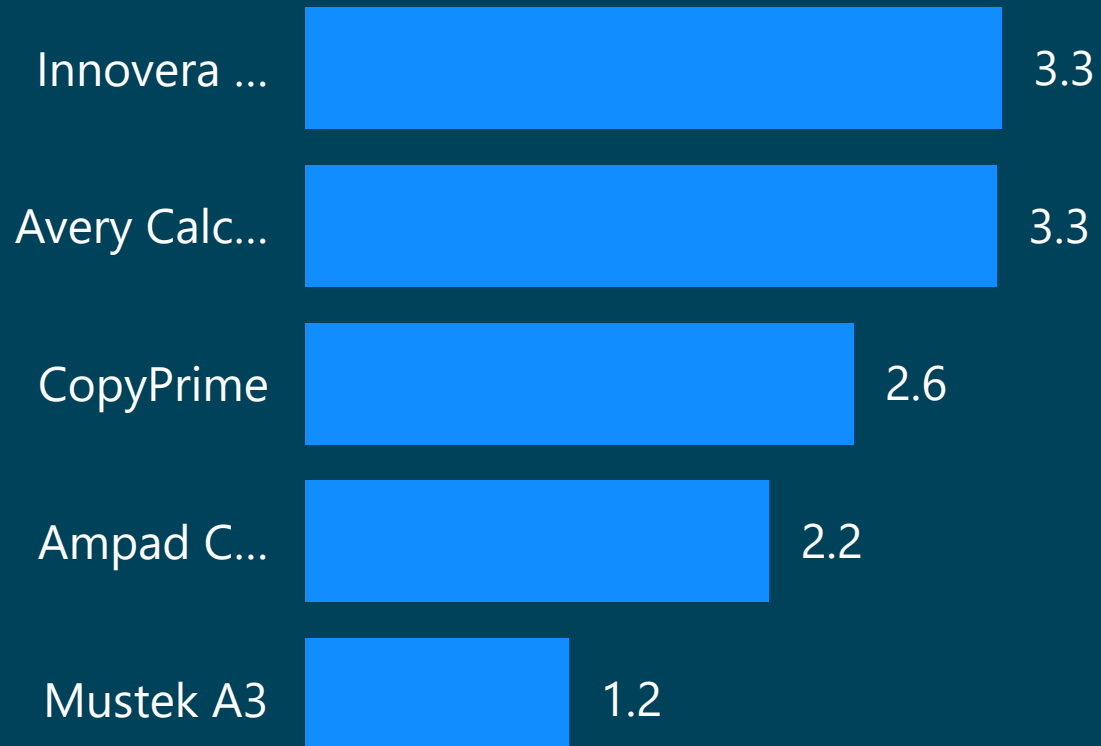
- Innovera ... — 3.3
- Avery Calc... — 3.3
- CopyPrime — 2.6
- Ampad C... — 2.2
- Mustek A3 — 1.2

Profit by Year

- 2020 — 8.0K
- 2021 — 7.0K
- 2022 — 5.4K
- 2023 — 1.2K

Year

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Year
| 2020 | 2022 |
| 2021 | 2023 |

- Summary
- Customer
- Product

Becky Martin
Top Customer

13
Highest Order

Sunday, August 09, 2020
Highest Sale Date

Customer Name	Country	Sum of Profit
Becky Martin	Canada	2,725.45
Victoria Wilson	Australia	1,930.19
Tracy Blumstein	Pakistan	1,665.05
Justin Ellison	Norway	1,183.10
Dianna Wilson	India	1,040.03
Becky Martin	Germany	921.33
Joni Blumstein	Saudi Arabia	806.15
Total		**21,614.57**

Sales By Category

- Furnishings 37K
- Gadgets 36K
- Office Supplies 16K

Sales % By Segment

- Home Office 17.55%
- Company 18.61%
- End-user 63.84%
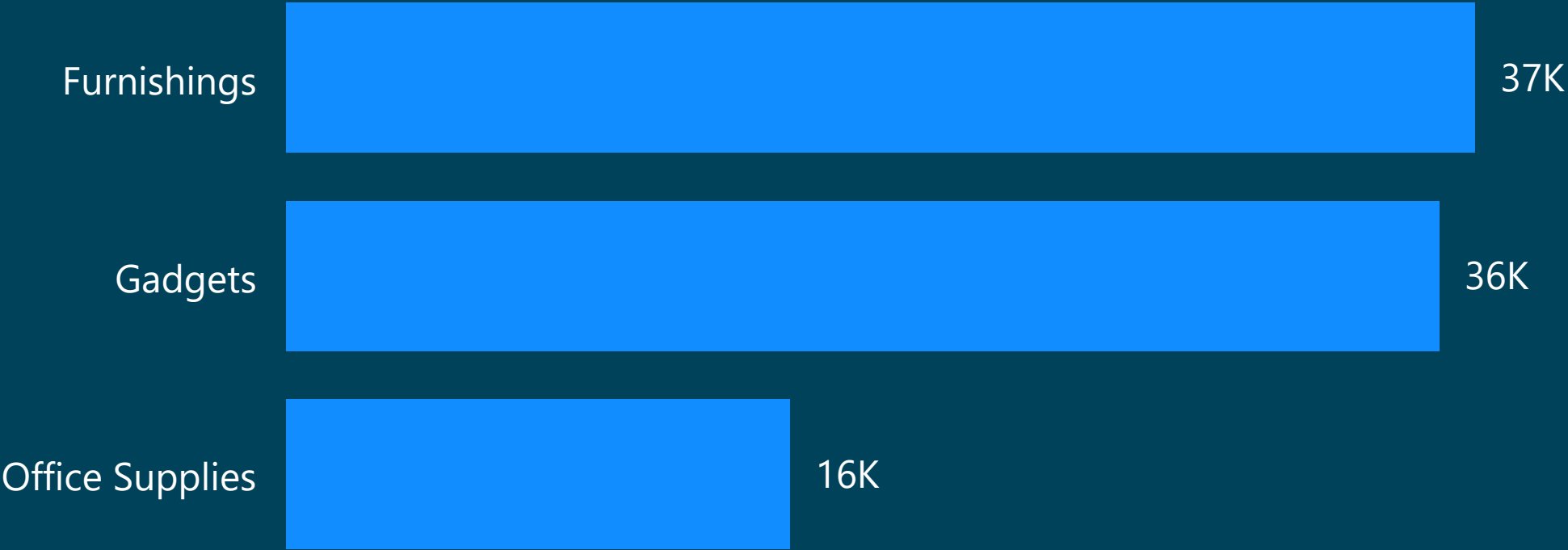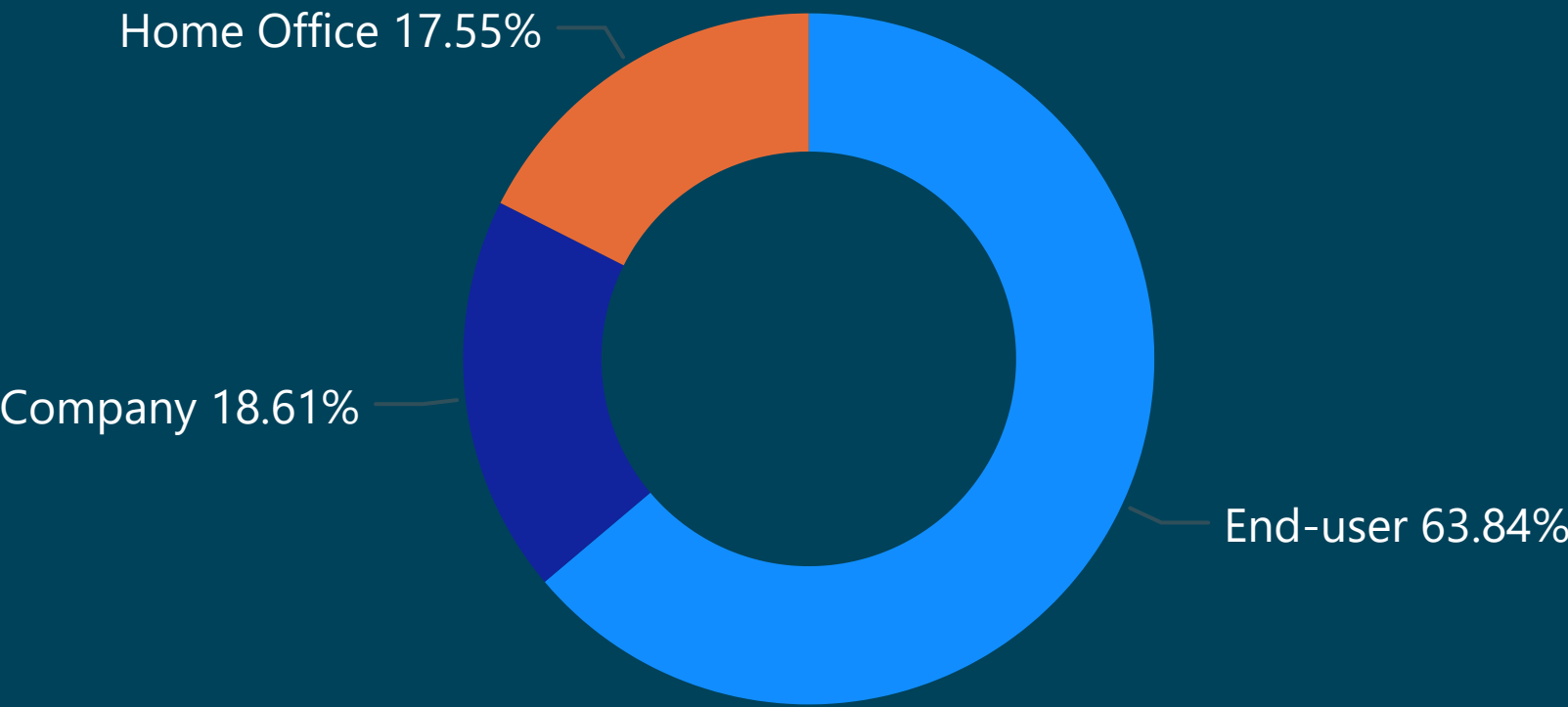
Profit Margin By Product Category
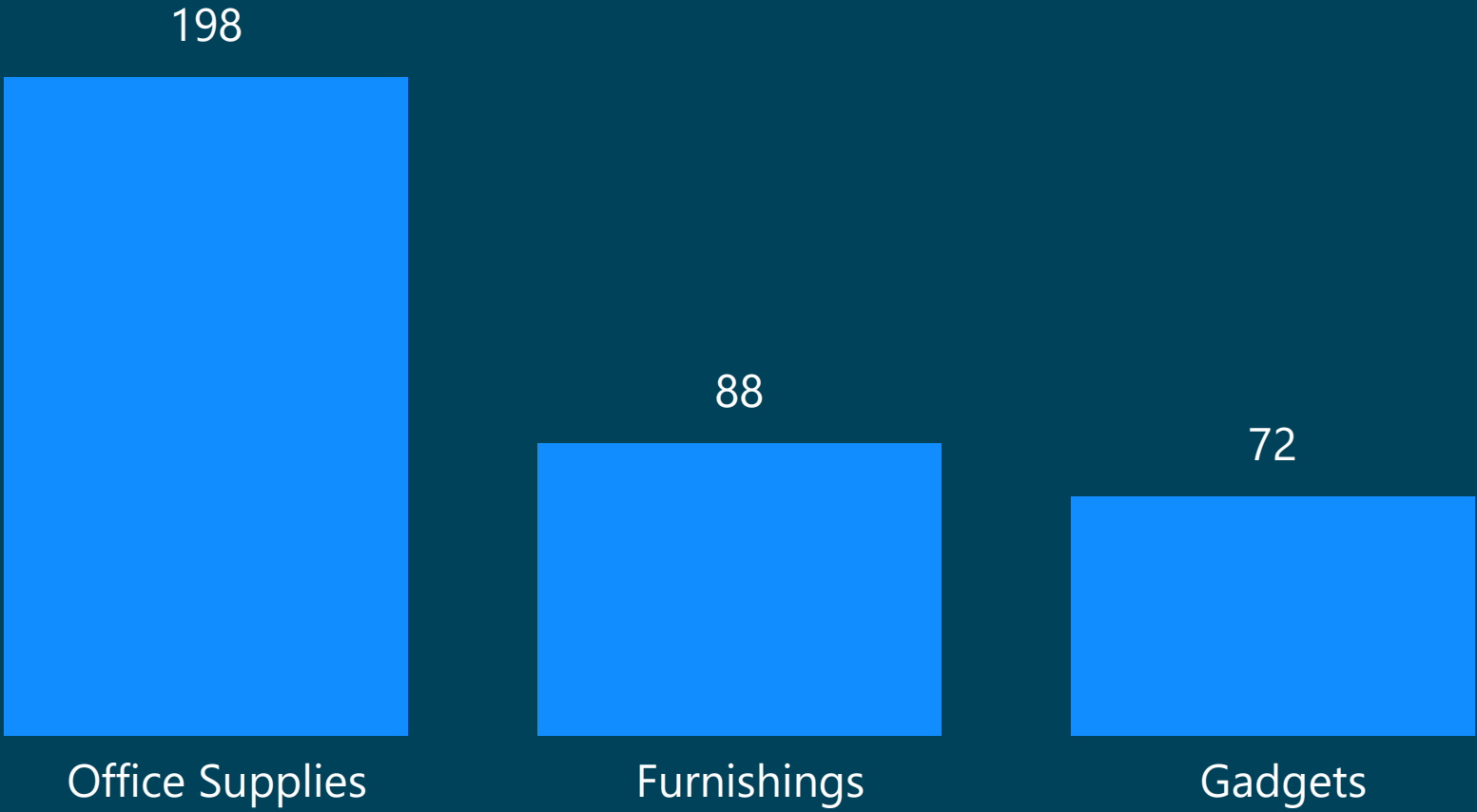
- Office Supplies 198
- Furnishings 88
- Gadgets 72

TechnoEdge Sales Report Analysis

State
All ▼

Ship Mode
All ▼

Sub-Category
All ▼

Year

2020	2022
2021	2023

Summary

Customer

Product

Top 5 Profitable Products

- FlexiSeat — 1665
- BIC Calculator — 1363
- BoomBox — 1363
- Huawei MateBook — 985
- EchoPod — 965

Total Sales vs Total Profit By Year

- 2020: 40K / 8K
- 2021: 24K / 7K
- 2022: 19K / 5K
- 2023: 7K / 1K

Sum of Sales

Sales By Category

Segment ● Company ● End-user ● Home Office

10K

5K

20K   40K   60K
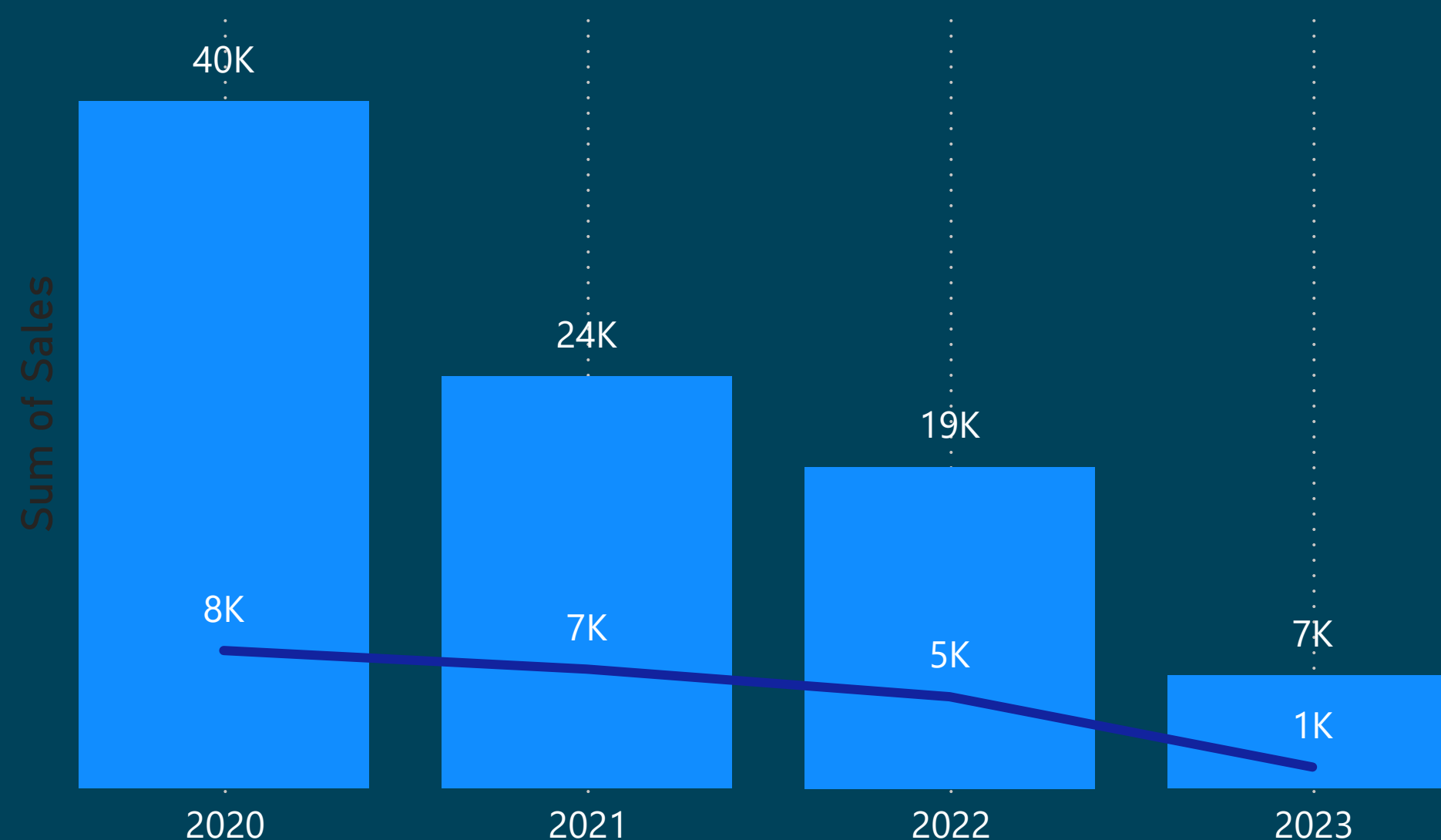
Some Insights from scatter chart

The scatter chart displays the relationship between the sum of sales and sum of profit by segment. Each data point represents a segment, with the X-axis showing the sum of sales and the Y-axis showing the sum of profit. The chart shows that certain segments have high sales and profit, while others have lower values. This information can be used to identify segments that are performing well and those that may need further attention or optimization.