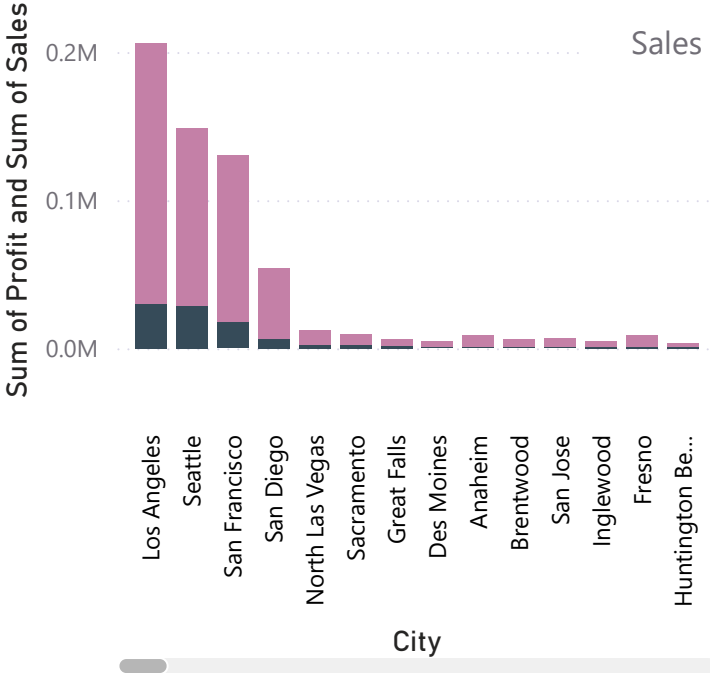


Sum of Profit and Sum of Sales by City

● Sum of Profit ● Sum of Sales



# United States 169 17

Sales Performance Dashboard – United States

Count of City Number of Categories

total sales and Count of City by Category



725.46K

Sum of Sales

108.42K

Sum of Profit

Ask a question about your data

Try one of these to get started

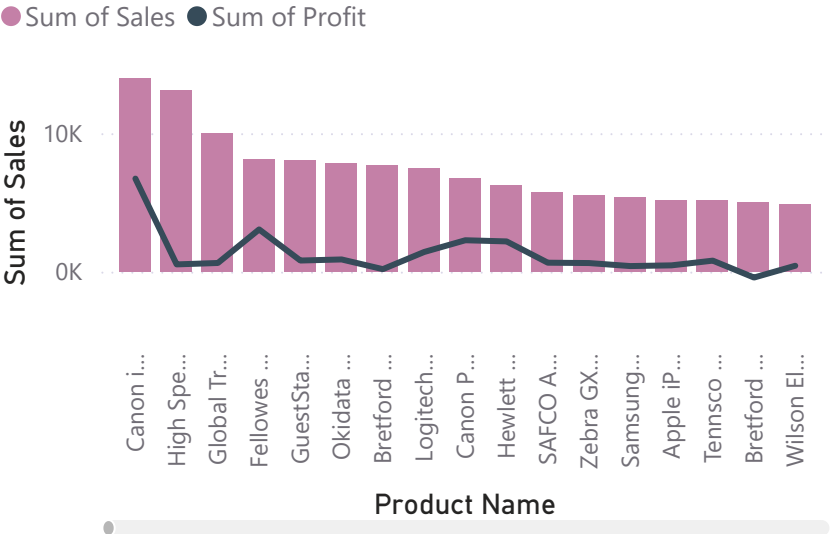
- total sale
- maximum profit
- count categories
- show the maximum sale
- sort walmarts by city

Show all suggestions

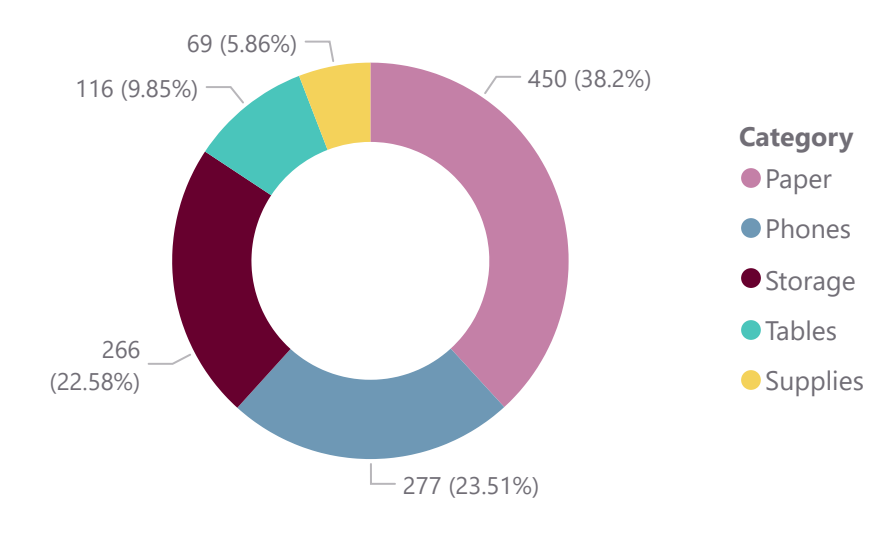
Sum of Profit by Category



Sum of Sales and Sum of Profit by Product Name



Count of City by Category



# Summary

total sales and Count of City by Category



169

Count of City

17

Number of Categories

108.42K

Sum of Profit

725.46K

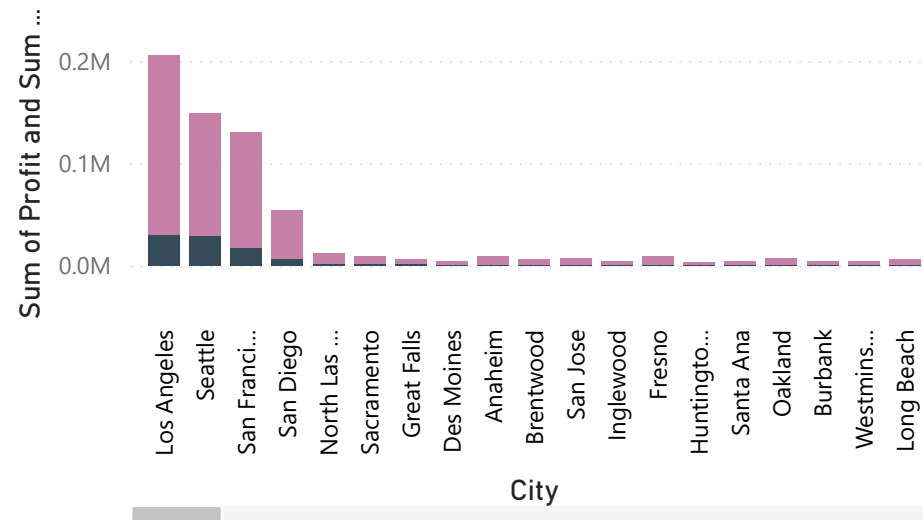
Sum of Sales

Our total sales reached \$725.46K with a profit of \$108.42K across 169 cities and 17 categories. We surpassed our goal by 72,964.28%.

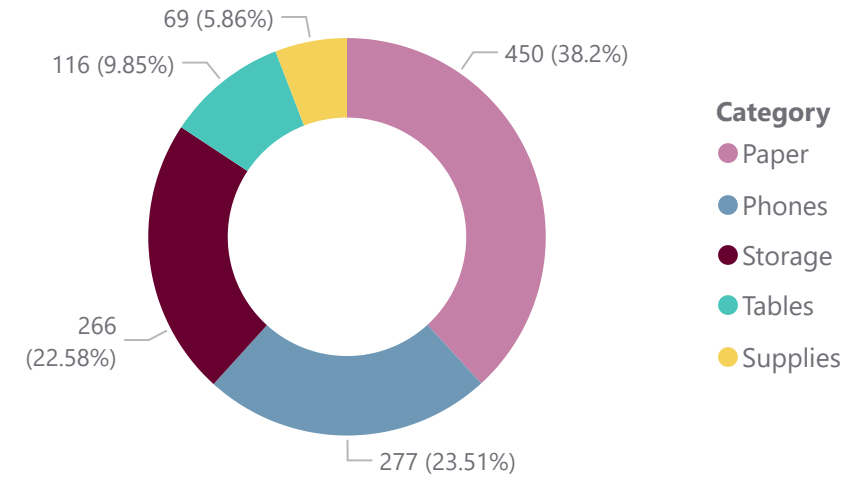
# Insights on top-performing cities

Sum of Profit and Sum of Sales by City

● Sum of Profit ● Sum of Sales



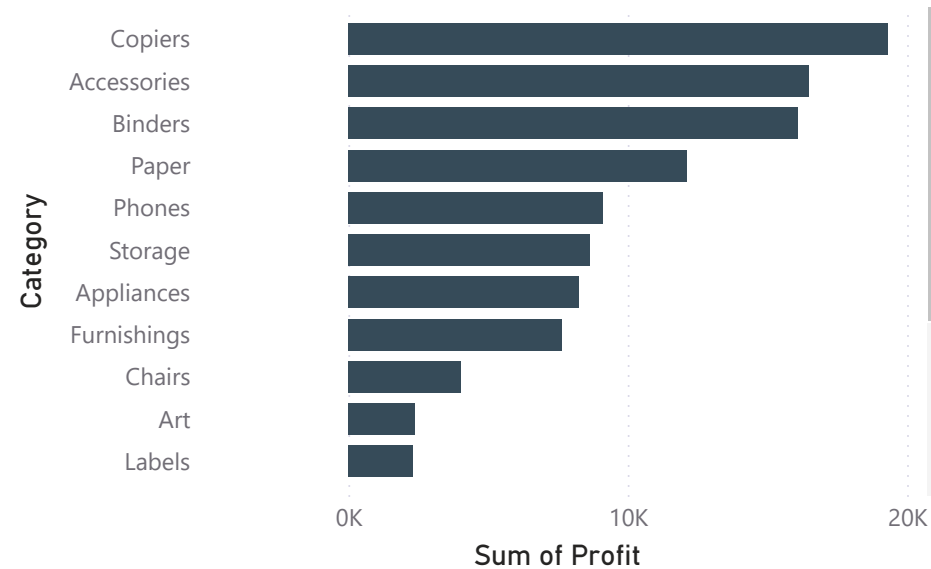
Count of City by Category



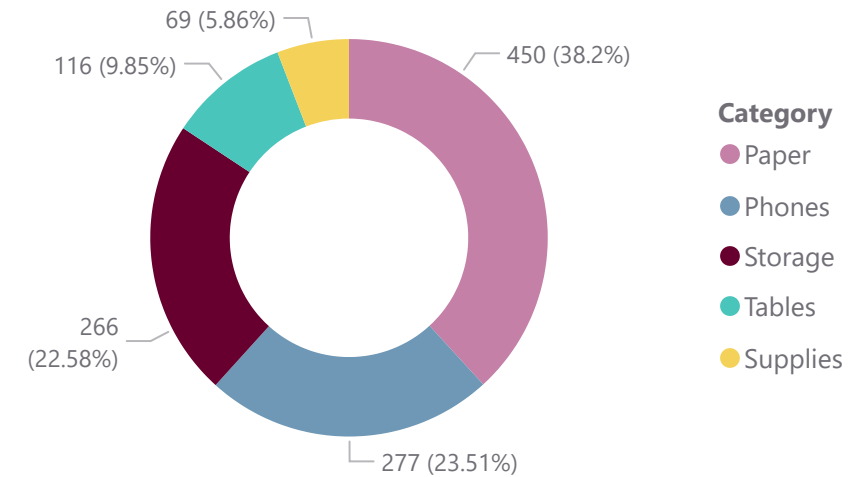
Los Angeles, Seattle, and San Francisco are the top 3 performing cities. These contribute over 50% of total revenue, indicating where marketing and operations can be scaled.

# Observations on profitable vs popular categories

Sum of Profit by Category



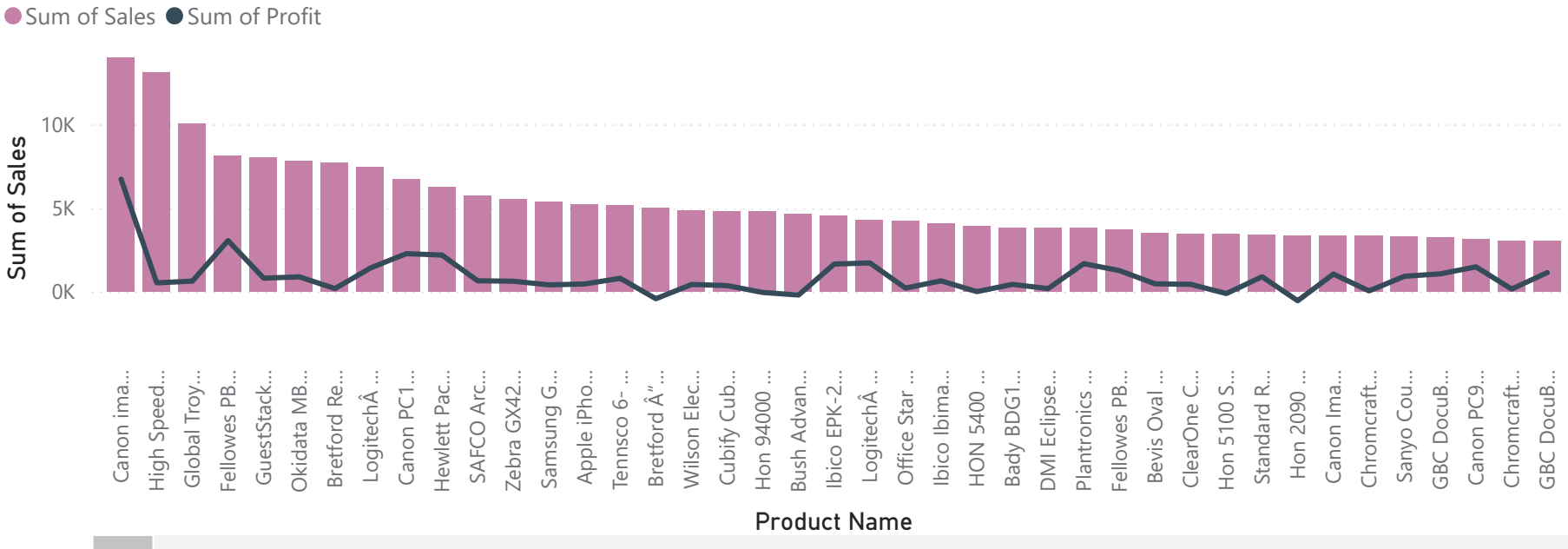
Count of City by Category



Paper and Phones dominate in frequency, but Copiers and Accessories bring in higher profits. There is potential to grow high-margin categories.

# Patterns across products

Sum of Sales and Sum of Profit by Product Name



Despite high sales for 'Canon' and 'High-speed...' products, their profit margins are lower. Investing in better-margin products may boost total profitability.

# Strategic Recommendations

## **Double Down on High-Profit Categories**

Prioritize **Copiers** and **Accessories**, which yield the highest margins.  
Allocate more marketing and shelf space to these items.

## **Reprice or Replace Low-Margin, High-Sale Items**

Products like **Canon** and **Global Traders** sell well but have poor profit contribution.  
Review cost structures or consider bundling with high-margin items.

## **Expand in High-Yield Cities**

**Los Angeles**, **Seattle**, and **San Francisco** are top performers.  
Target new campaigns, offers, or warehouses in these areas.

## **Reduce Investment in Underperforming Segments**

Categories like **Art** and **Chairs** show consistently low returns.  
Consider clearance, discounting, or replacement with emerging categories.

## **Monitor & Optimize Continuously**

Add monthly KPIs to track changes in sales, margin, and category ROI.  
Set dynamic alerts for margin drops or city-based sales declines.