

# **Goal:**

**Provide clear insights into:**

**1)Overall business performance**

**2)Product performance (including returns seasonality)**

**3)Customer Insights**

**4)Market comparison & trends**

**5)Sales Forecasting**

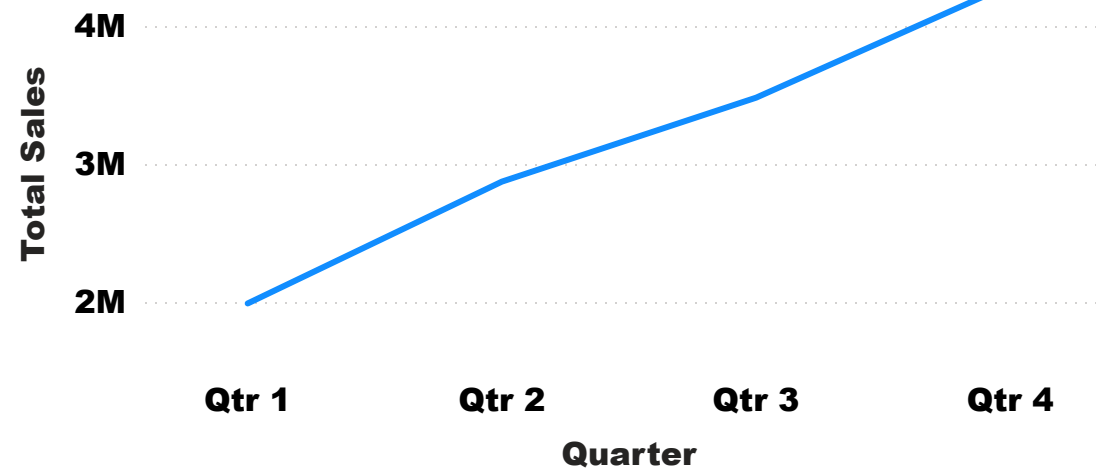
## Total Sales

12.64M

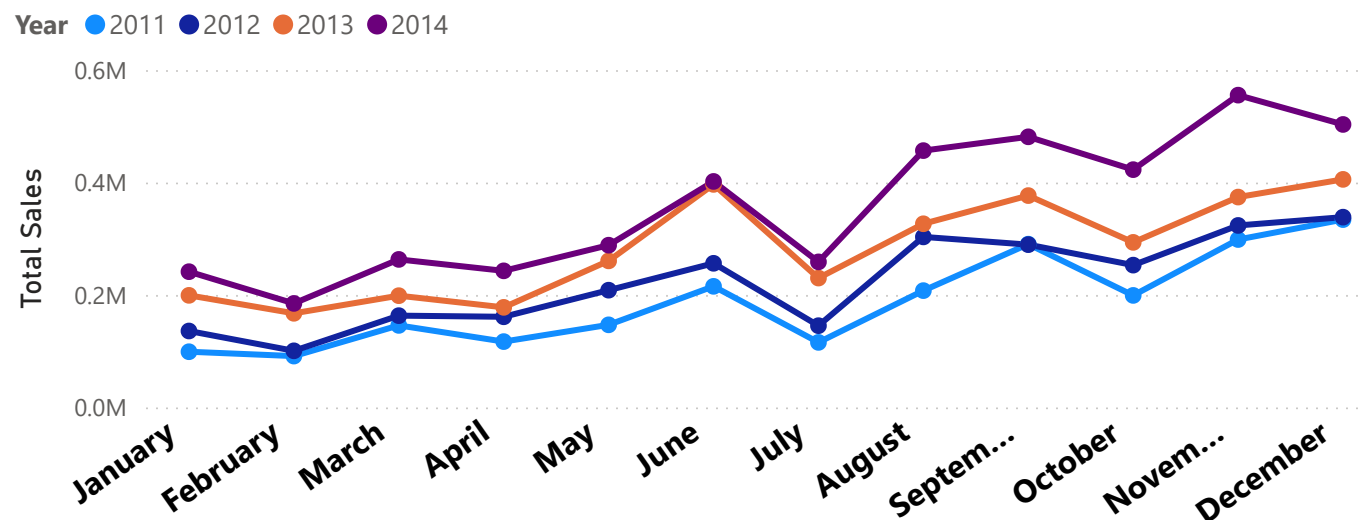
## Total Profit

1.47M

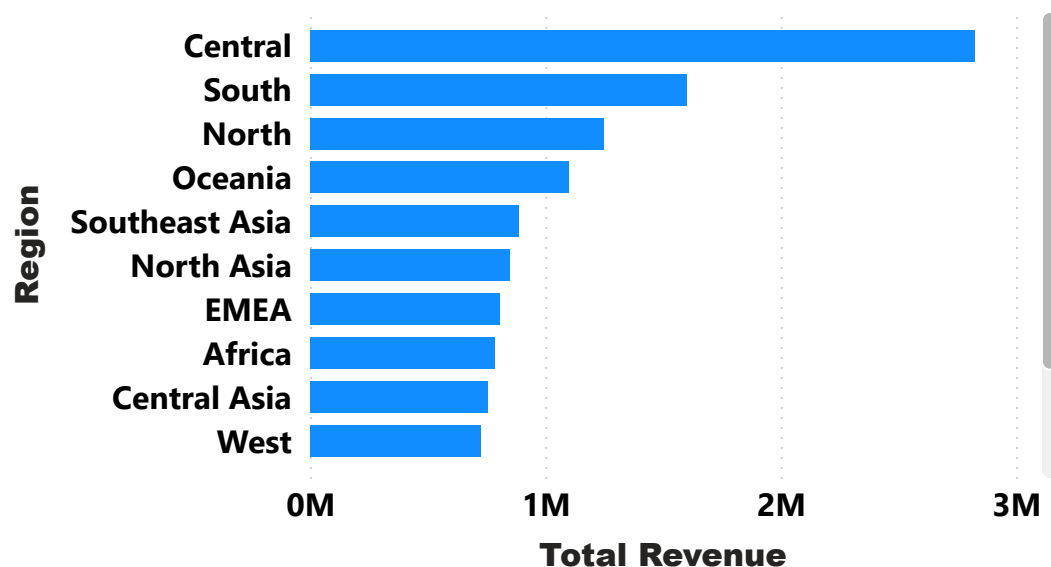
## Total Sales by Quarter



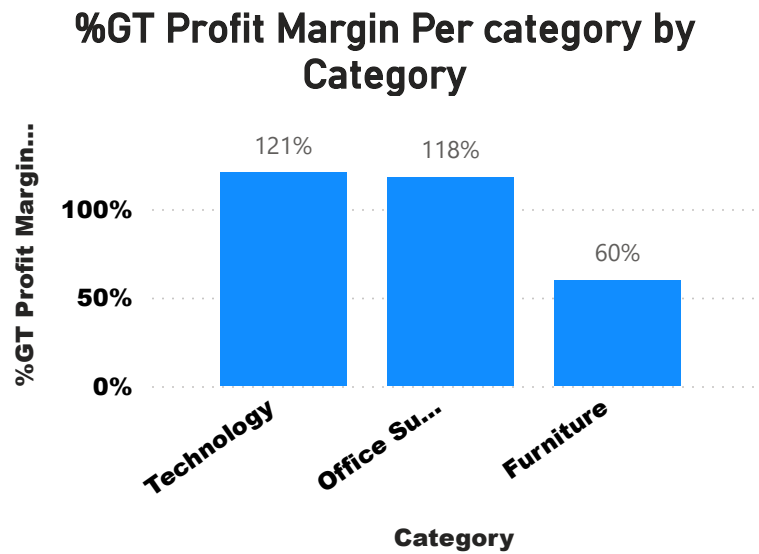
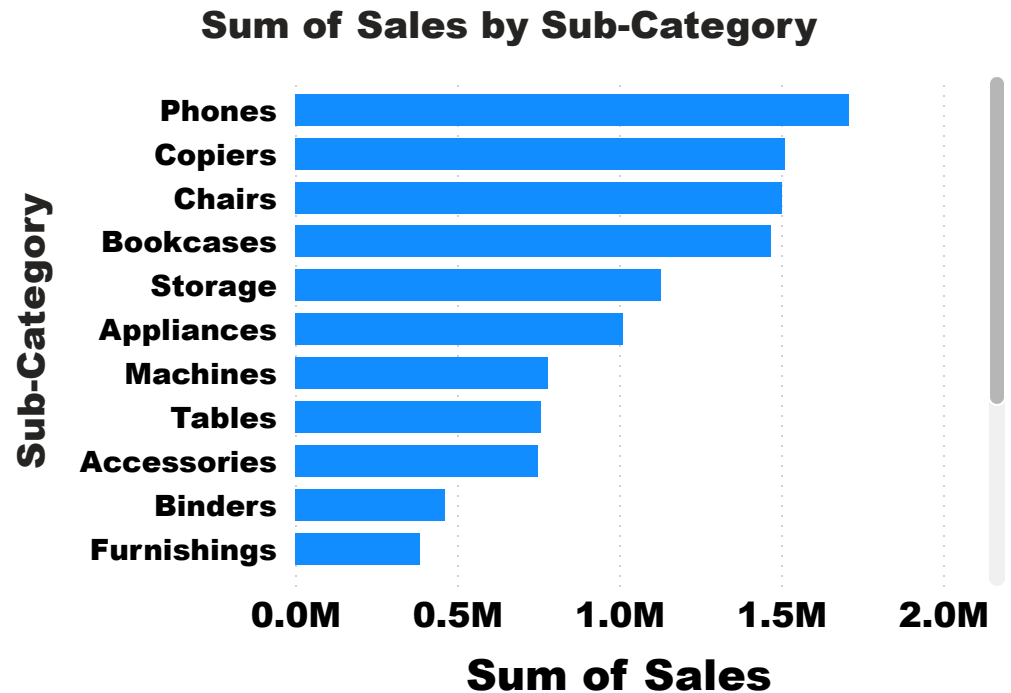
## Total Sales by Month and Year



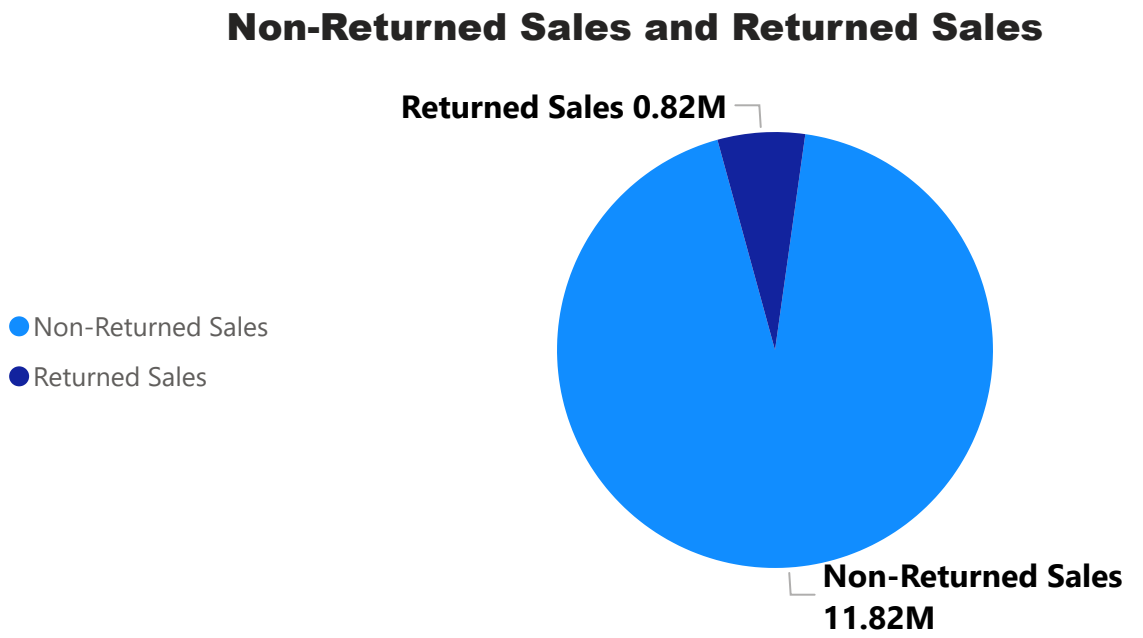
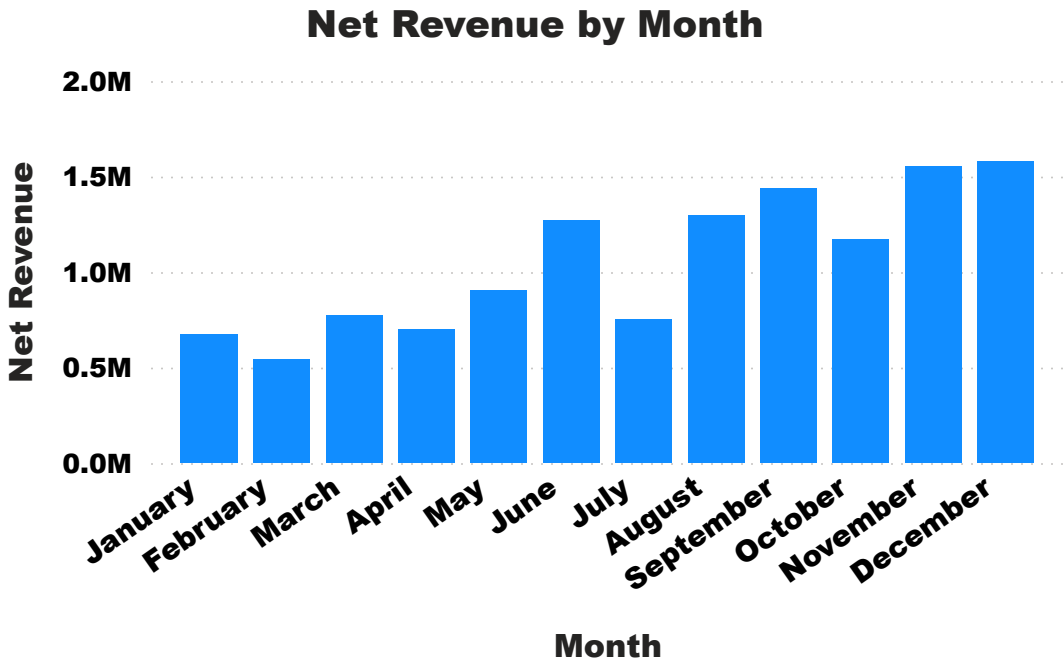
## Total Revenue by Region, Country, & City



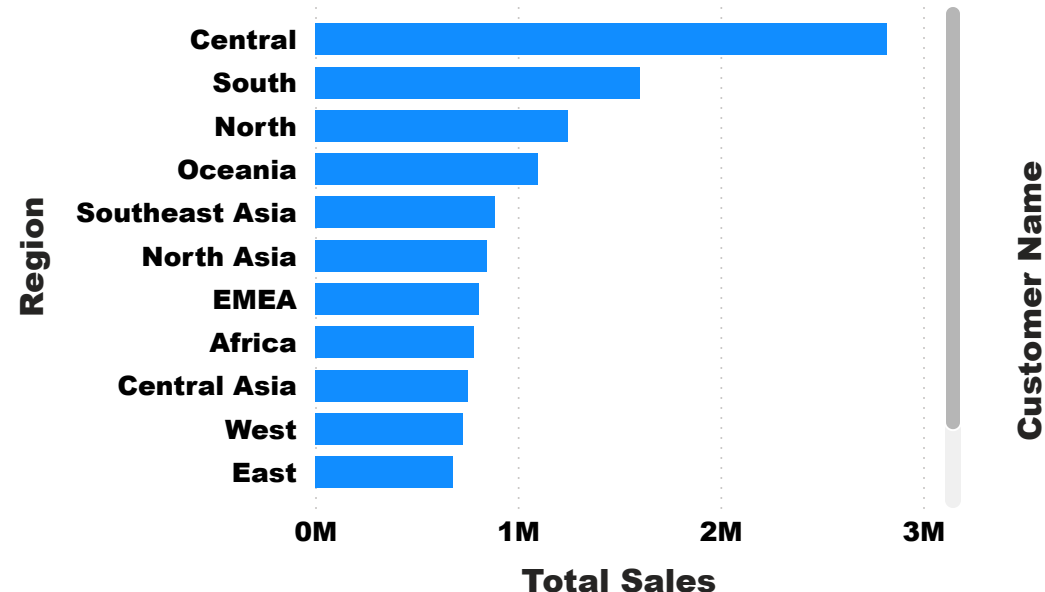
Insight - "The business generated strong sales with a healthy profit. Sales show clear seasonality with stronger performance toward year-end, while the Central region contributes the highest revenue."



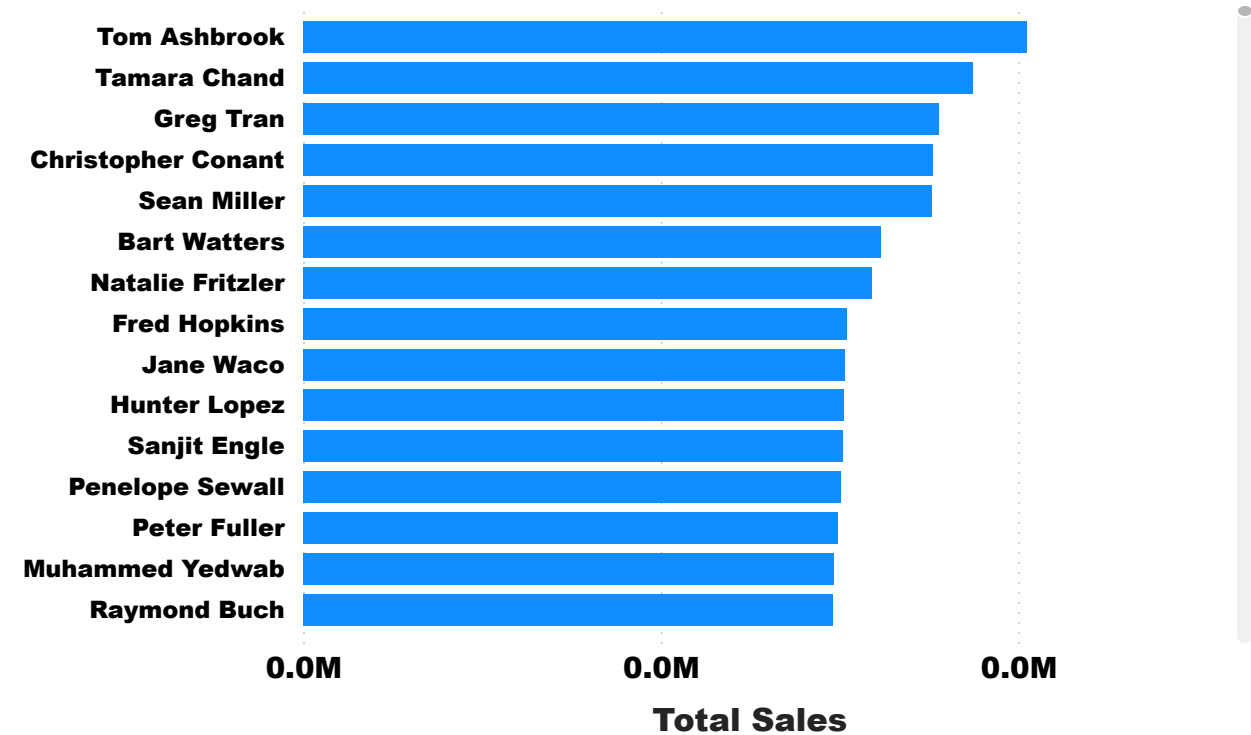
**Insight:**  
“Net revenue increases toward the year-end, especially in Q4, showing seasonal demand. At the same time, returned orders contribute only a small portion of revenue, confirming that actual earnings mainly come from non-returned sales.”



**Total Sales and First Customer Name by Region**

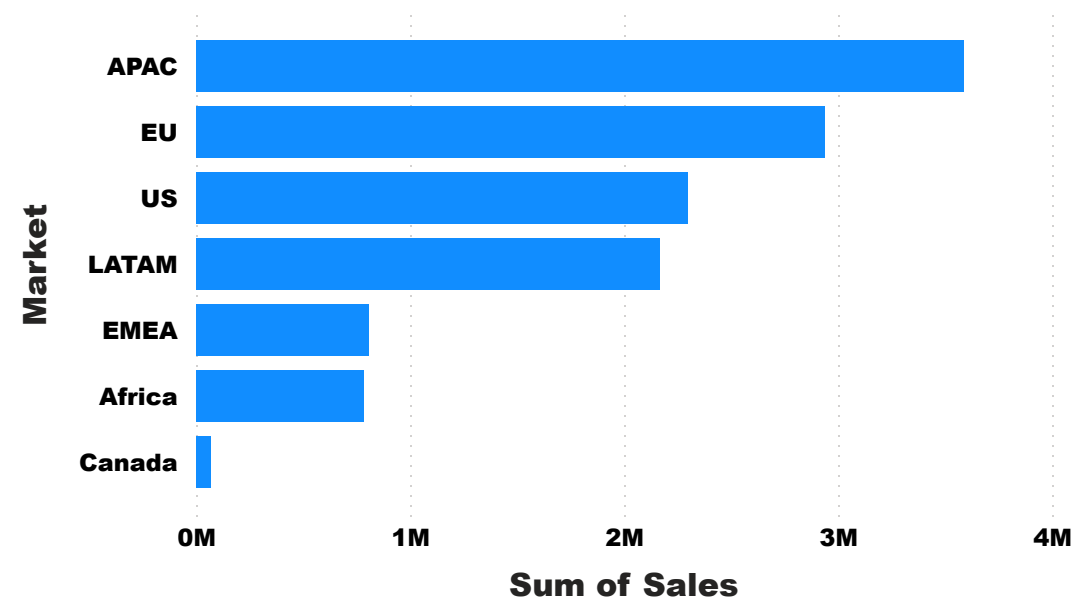


**Total Sales by Customer Name**

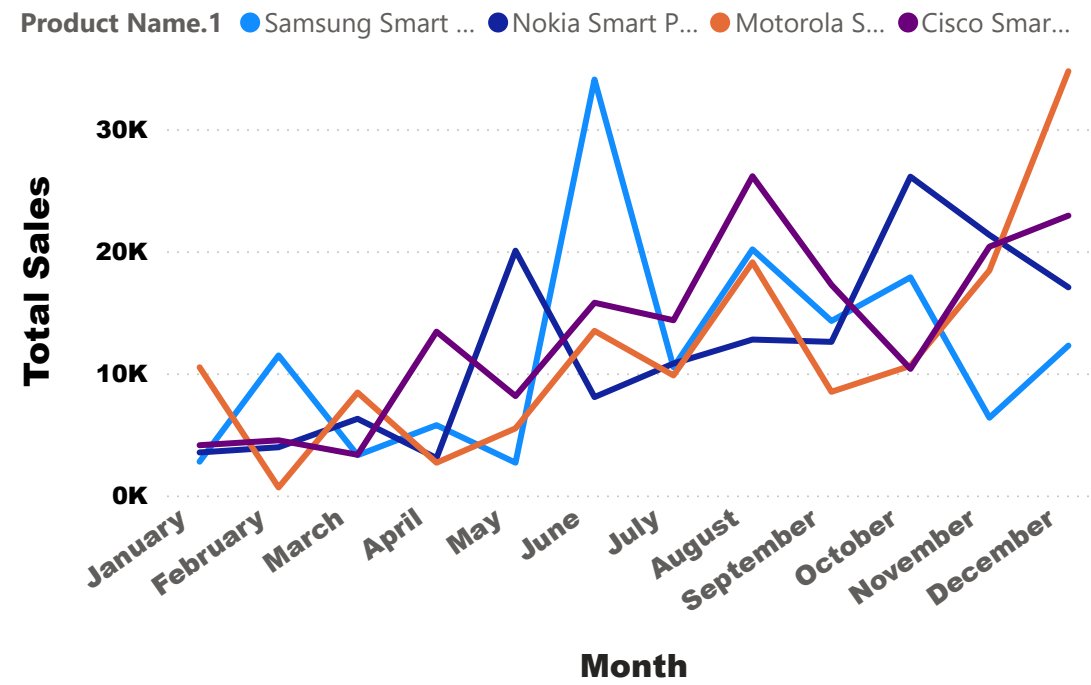


**Insight:**  
“A small group of customers contributes most of the sales, with high-value customers mainly concentrated in strong regions such as Central and South, indicating uneven customer contribution.”

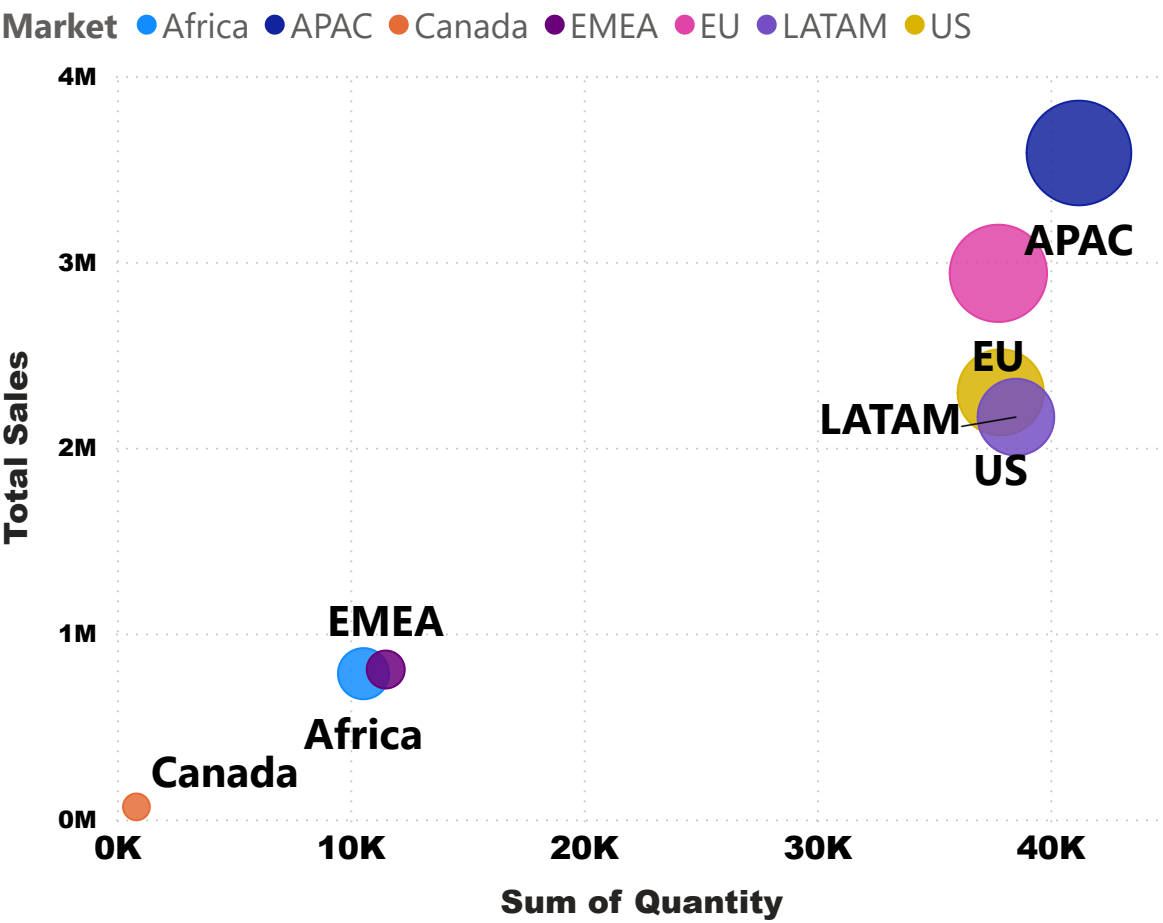
Sum of Sales by Market



Total Sales by Month and Product Name.1

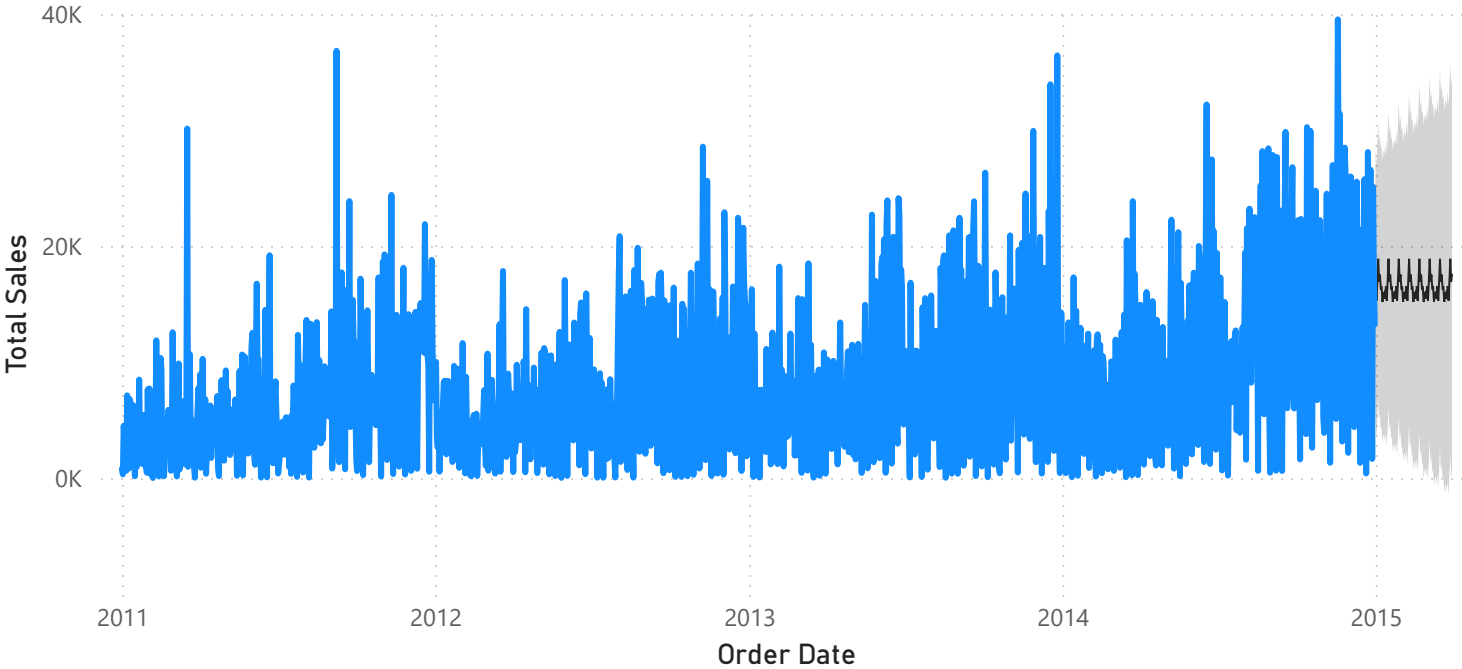


Sum of Quantity, Total Sales and Total Profit by Market



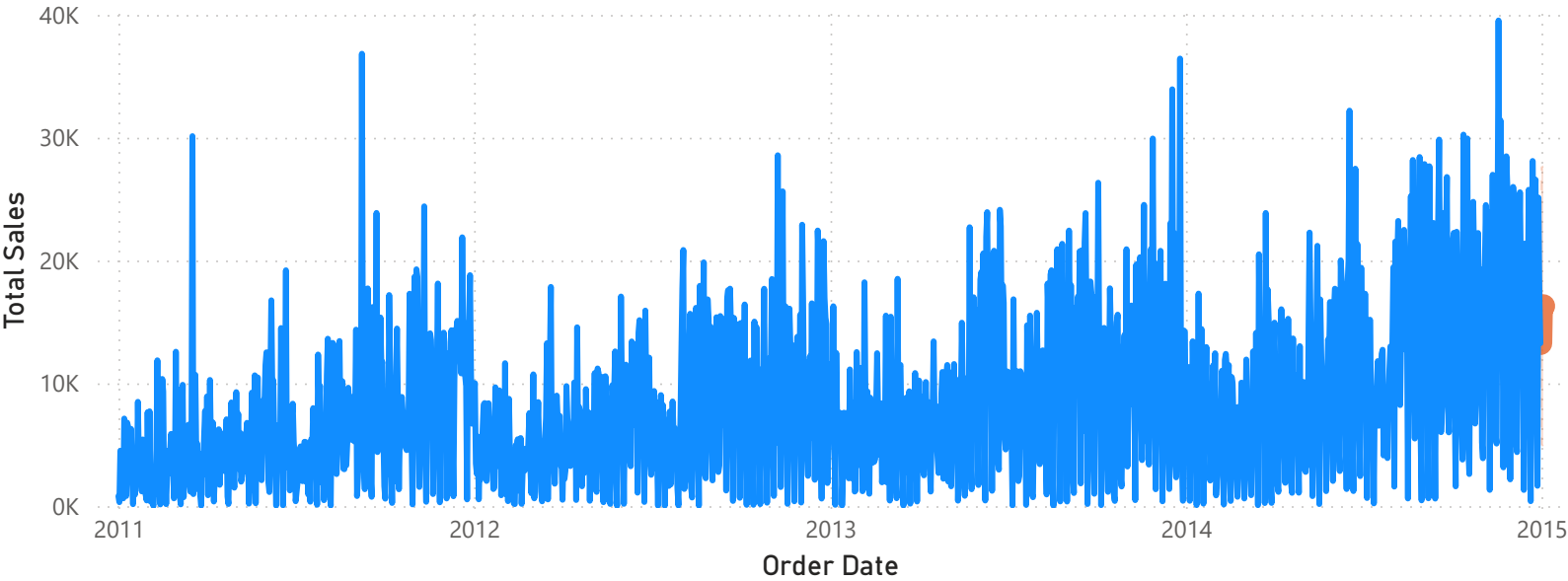
**Insight:**  
“APAC and EU are the strongest markets by sales and quantity, while EMEA and Africa contribute less. Markets with higher quantities sold generally show higher sales, indicating volume as a key factor linked to performance.”

Total Sales by Order Date



**Insight:**  
“Sales forecasting indicates continued growth following existing seasonal patterns. Technology and Office Supplies are expected to remain the main contributors to future sales, while Furniture shows steadier but slower growth.”

Total Sales by Order Date



- Category
- ☐ Furniture
  - ☐ Office Supplies
  - ☐ Technology

**Overall Final Insight:**

**“The business shows steady growth with strong Q4 seasonality. Technology leads in profitability, Office Supplies provides stable revenue, and Furniture shows lower profitability despite sales. Returns reduce revenue slightly, and forecasts indicate continued category-driven growth.”**