

## **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**

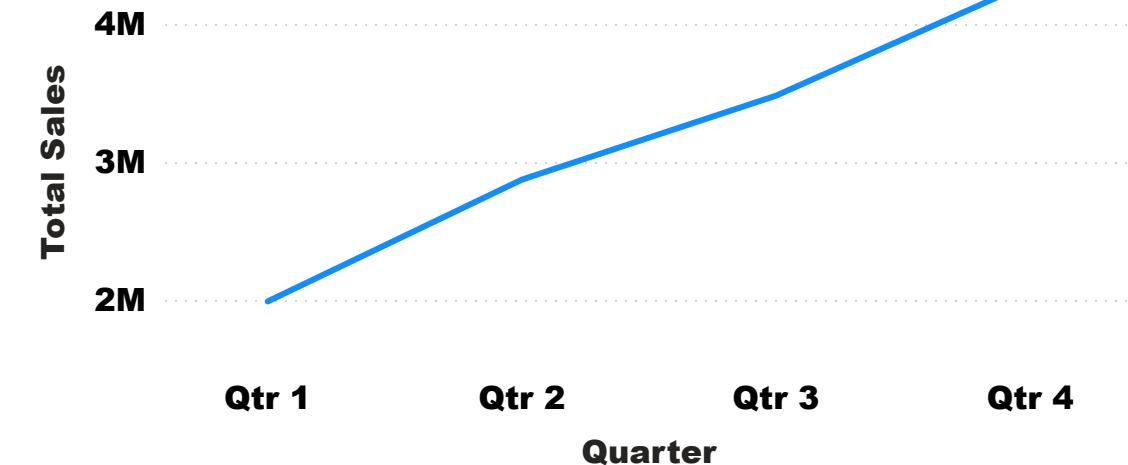
## Total Sales

12.64M

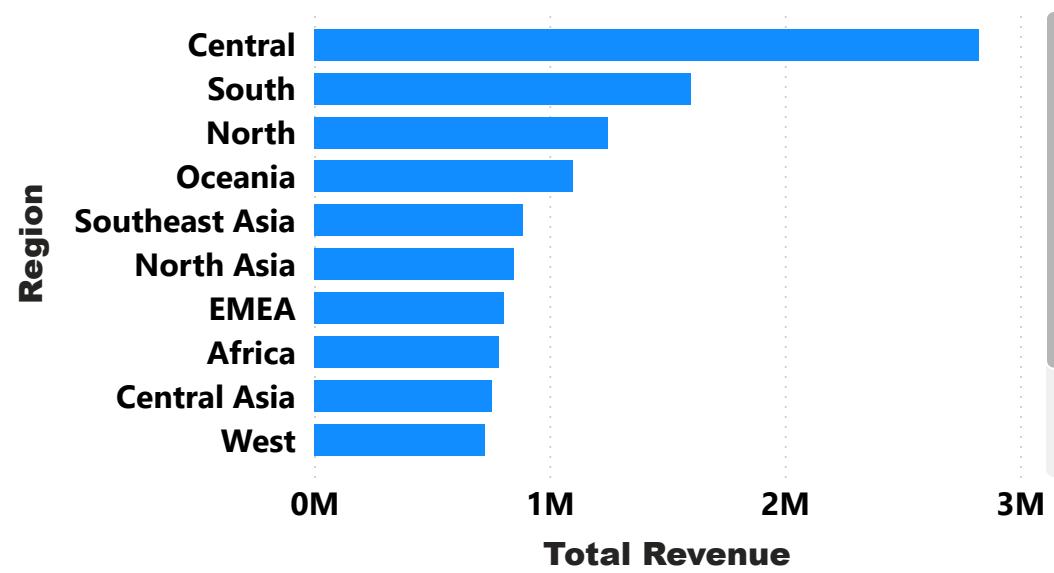
## Total Profit

1.47M

## Total Sales by Quarter

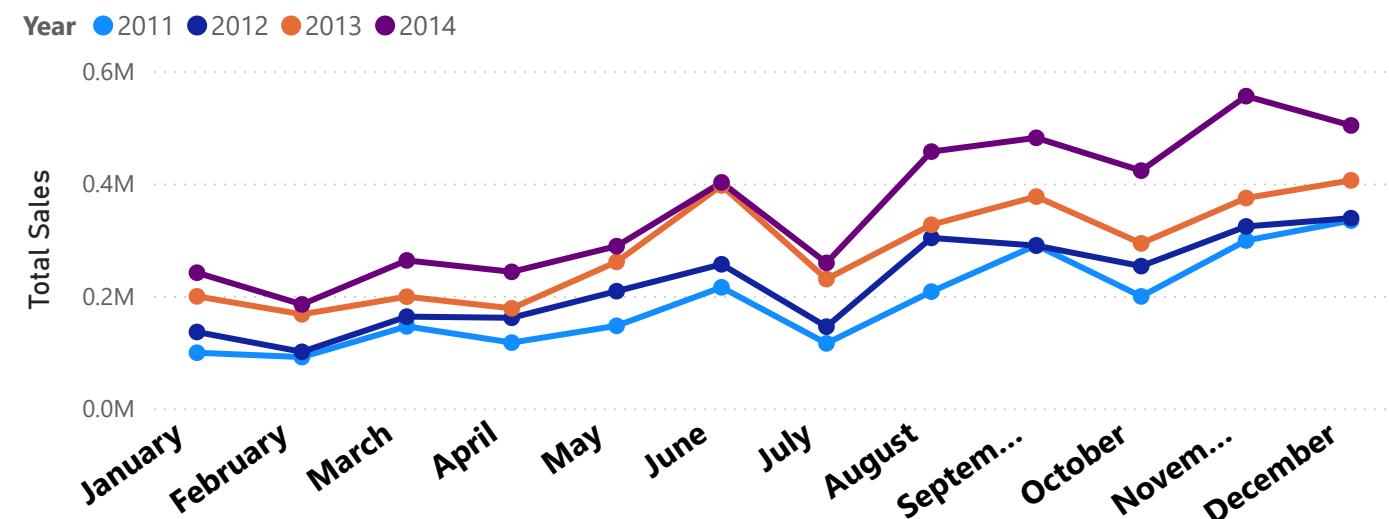


## Total Revenue by Region,Country, & City



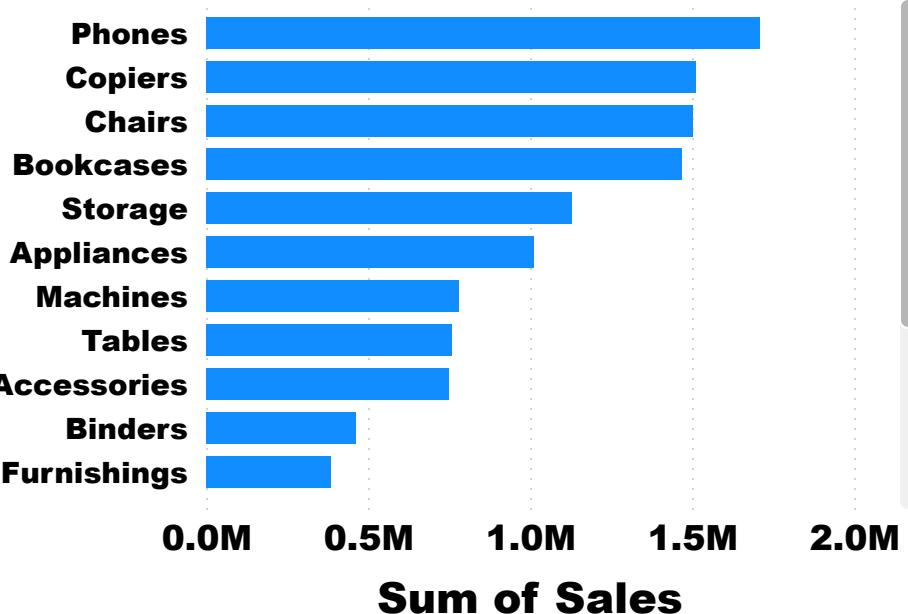
**Insight -** “The business generated strong sales with a healthy profit. Sales show clear seasonality with stronger performance toward year-end, while the Central region contributes the highest revenue.”

## Total Sales by Month and Year



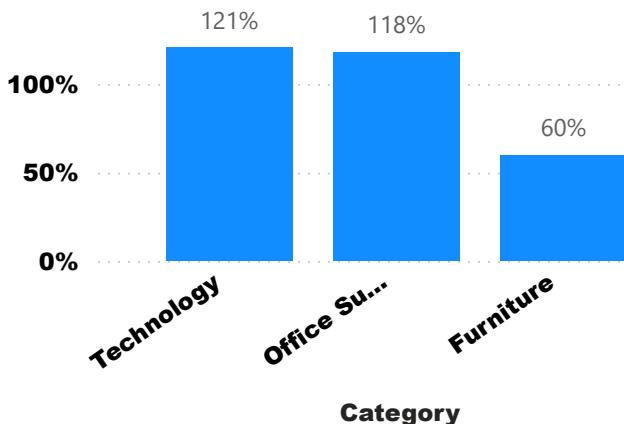
## Sum of Sales by Sub-Category

Sub-Category



## %GT Profit Margin Per category by Category

%GT Profit Margin...

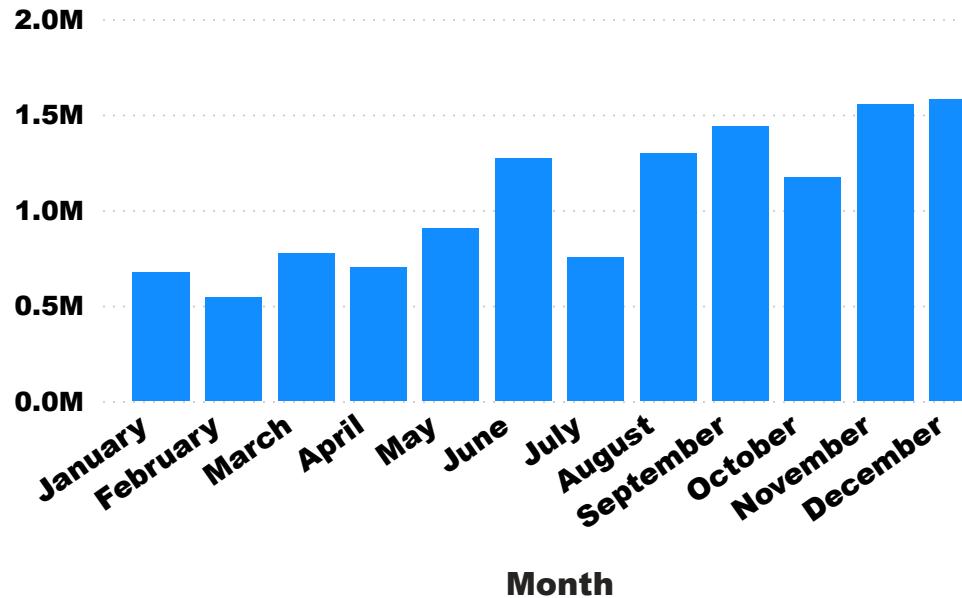


## Insight:

"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."

## Net Revenue by Month

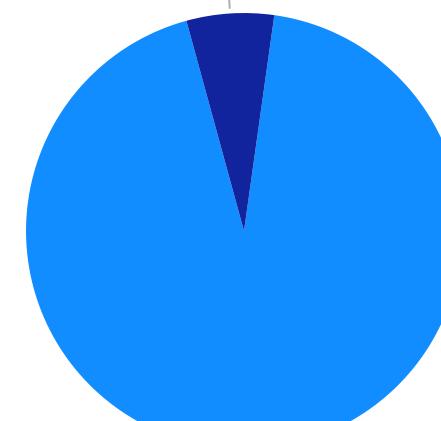
Net Revenue



## Non-Returned Sales and Returned Sales

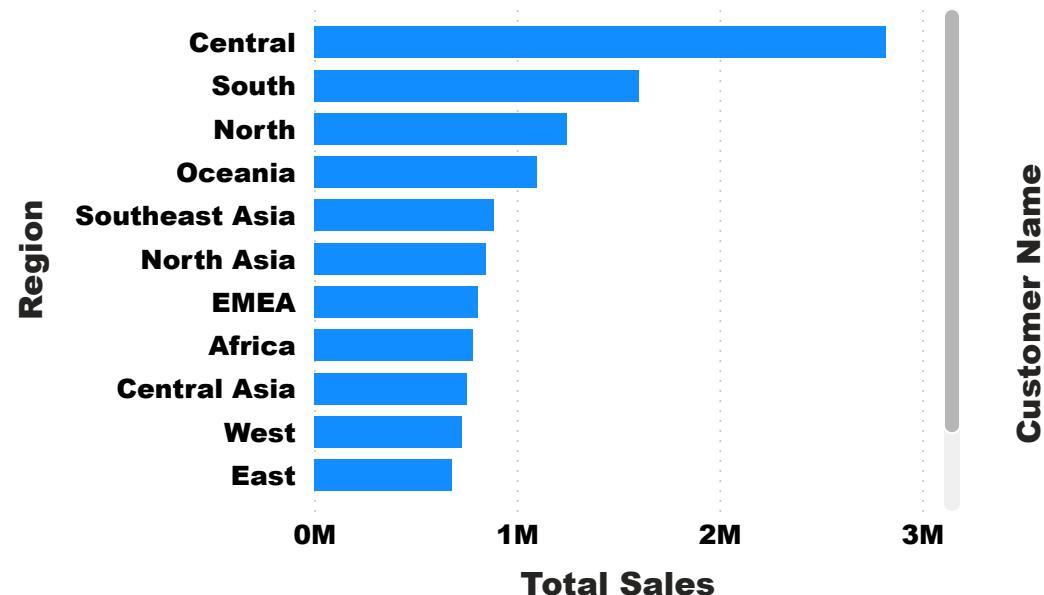
Returned Sales 0.82M

- Non-Returned Sales
- Returned Sales



Non-Returned Sales  
11.82M

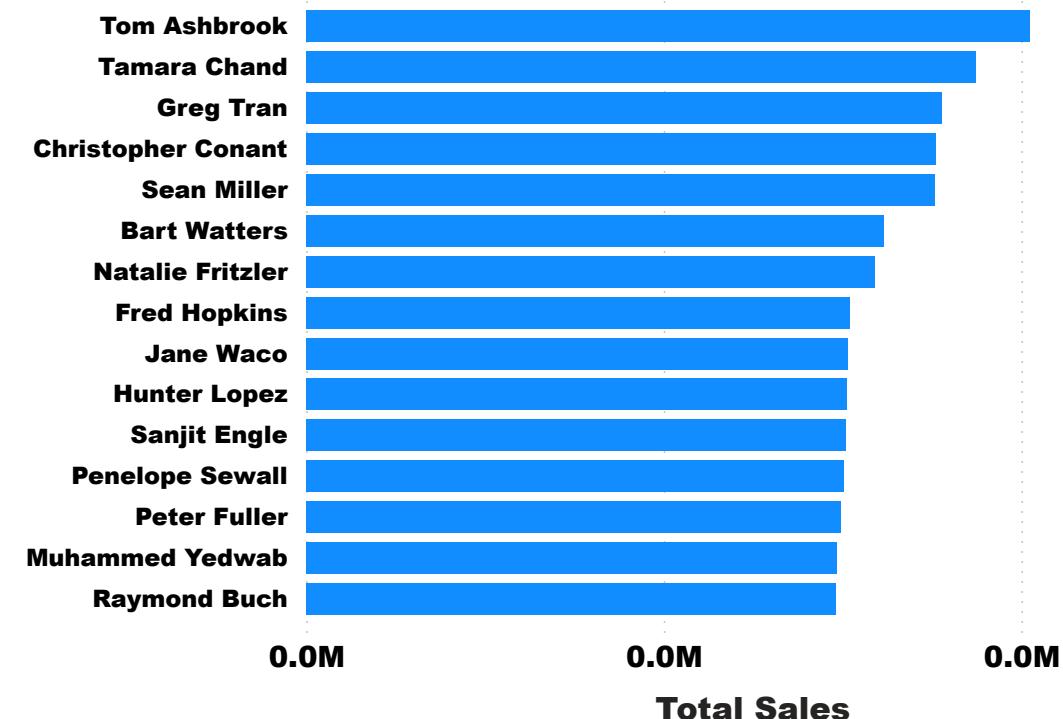
## Total Sales and First Customer Name by Region



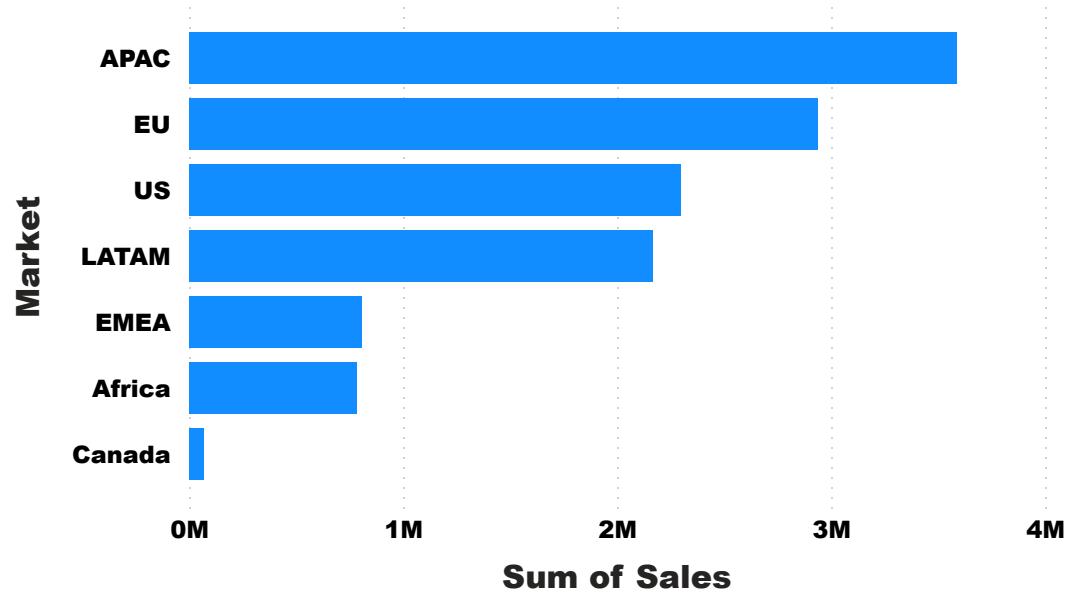
### Insight:

**"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."**

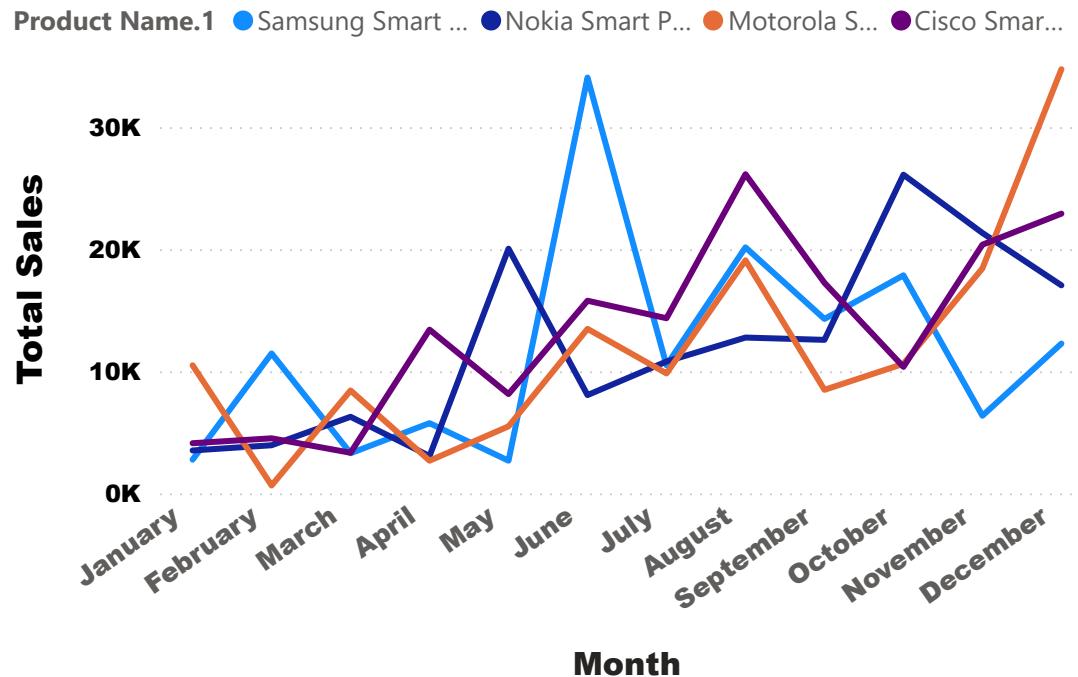
## Total Sales by Customer Name



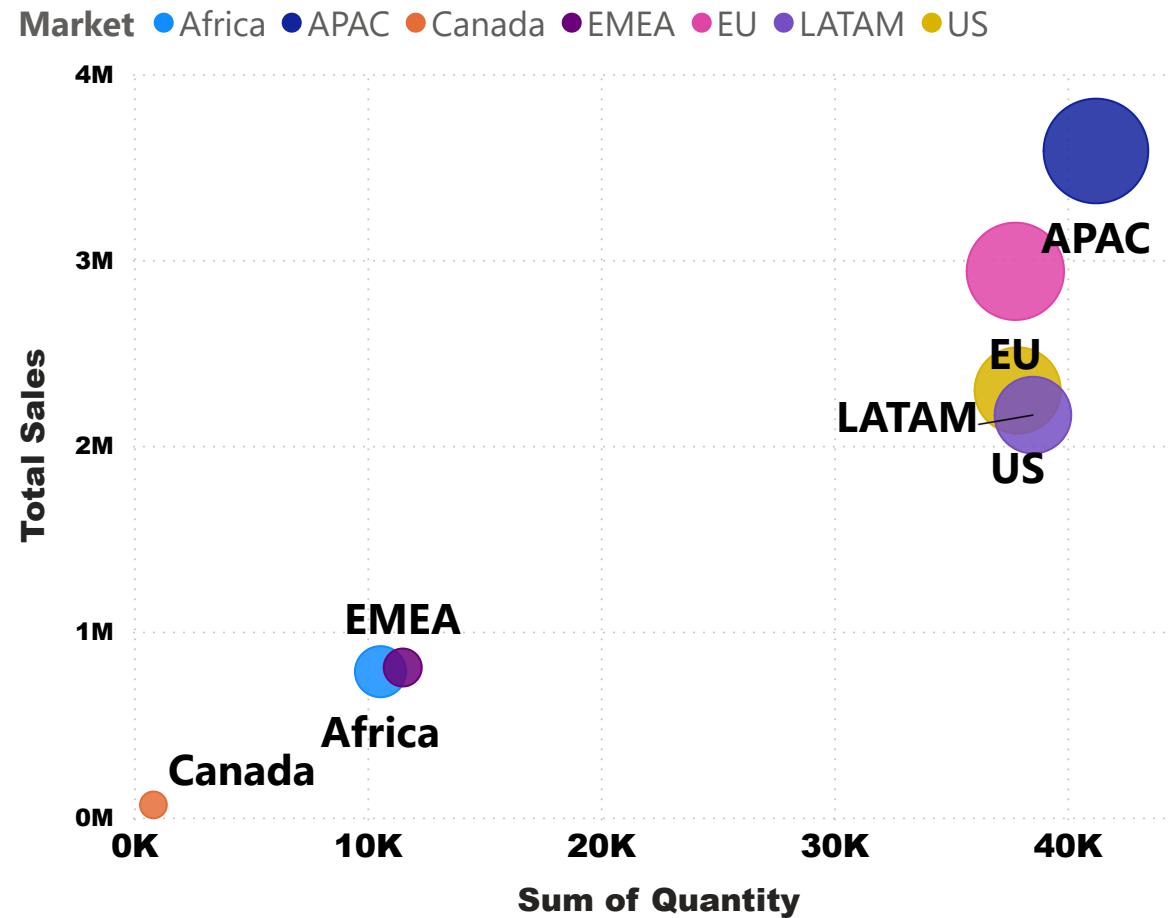
## Sum of Sales by Market



## Total Sales by Month and Product Name.1



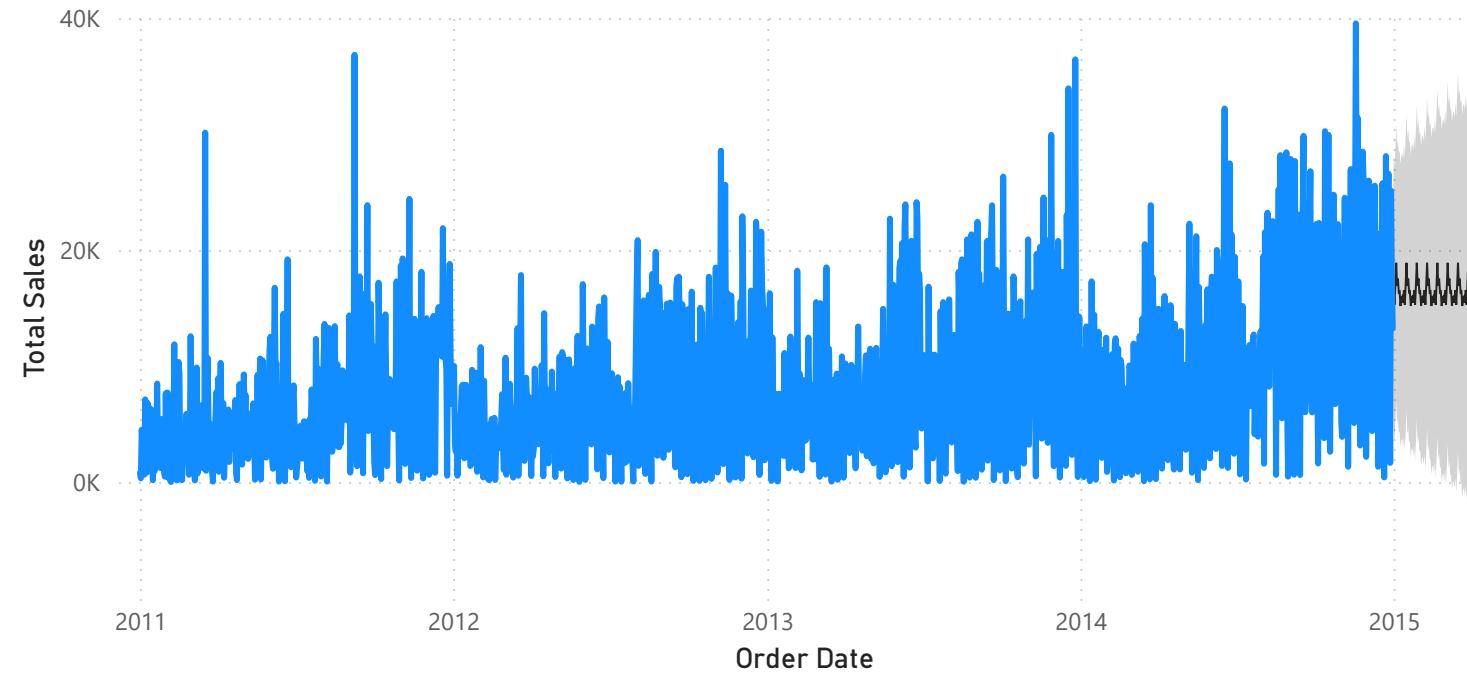
## Sum of Quantity, Total Sales and Total Profit by Market



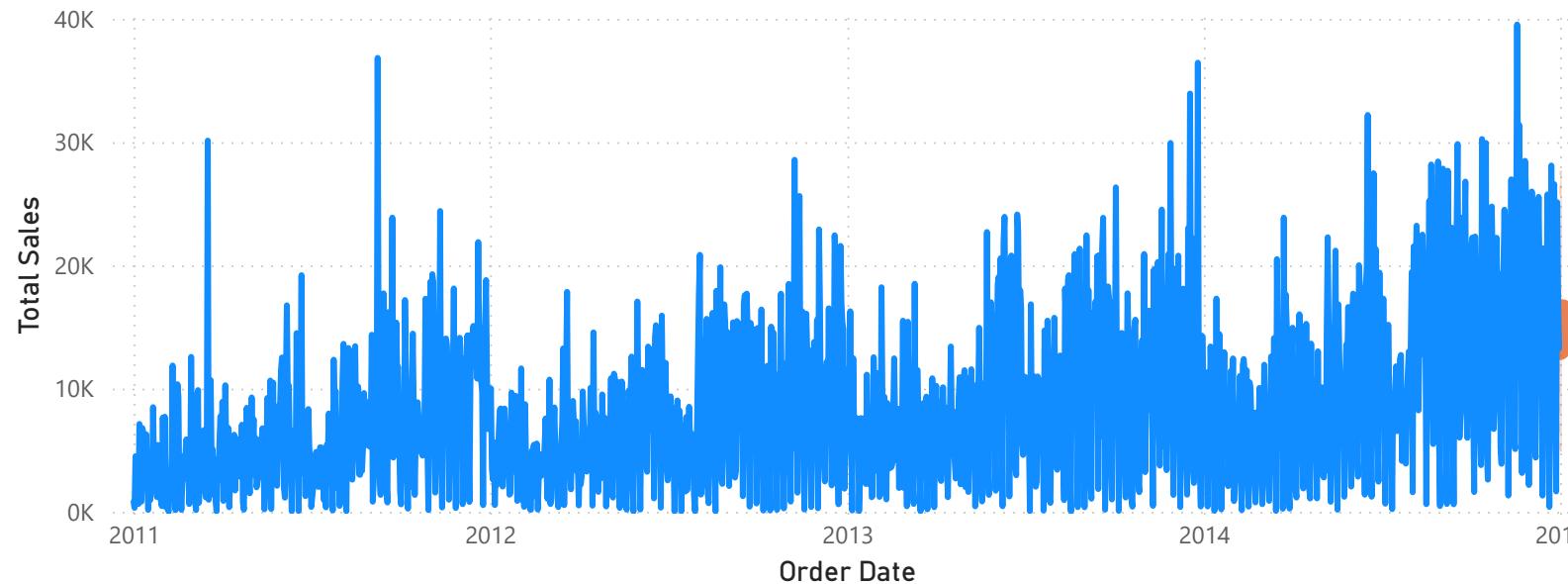
### Insight:

**“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



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.”**

### 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.”**