

EXCEL ANALYSIS – PIVOT TABLES + SUMMARY INSIGHTS

TOTAL SALES BY CATEGORY

Row Labels	Sum of Sales
Technology	836154.033
Furniture	741999.7953
Office Supplies	719047.032
Grand Total	2297200.86

Category
Furniture
Office Supplies
Technology

TOP PERFORMING REGION

Row Labels	Sum of Sales
Central	501239.8908
Consumer	252031.434
Corporate	157995.8128
Home Office	91212.644
East	678781.24
Consumer	350908.167
Corporate	200409.347
Home Office	127463.726
South	391721.905
Consumer	195580.971
Corporate	121885.9325
Home Office	74255.0015
West	725457.8245
Consumer	362880.773
Corporate	225855.2745
Home Office	136721.777
Grand Total	2297200.86

Segment
Consumer
Corporate
Home Office

Region
Central
East
South
West

PROFIT MARGIN BY CATEGORY AND REGION

Row Labels	Sum of profit margin
Furniture	82.25987395
Central	-89.38731092
East	55.52571429
South	47.03166667
West	69.08980392
Office Supplies	831.7705556
Central	-225.9261111
East	353.195
South	162.3491667
West	542.1525
Technology	288.3869841
Central	73.55198413
East	67.54166667
South	55.52
West	91.77333333
Grand Total	1202.417414

