**Overall sales & Profit Performance**

* Total Sales – 2.3M
* Total Profit – 286K
* Profit Margin – 13.33%
* Orders – 5009
* Products sold – 1862

The profit margin of 13.33% suggests a moderate profitability level, and the total sales values is relatively high

**YoY Sales Performance**

* **2015 to 2016** sales decreased by 2.8%, indicating a possible dip in market demand or operational inefficiencies
* **2016 to 2017** sales increased by 29.5% , which is a strong recovery
* **2017 to 2018** sales increased by 20.4% continuing the growth trend

The upward trend from 2016 to 2018 suggest strong business performance, possibly due to better product offering , marketing strategies or customer retention

**Sales by segment:**

* **Corporate & Consumer** segments contribute the most to the sales (~80%)
* **Home office** segment has a relatively smaller share

A deeper analysis can determine whether focusing on the Home office segment could improve overall profit & revenue

**Key Takeaways & Recommendations:**

* **Sustained sales Growth:** Positive YoY growth in 2017 and 2018 should be leverage for continued expansion
* **Customer Retention Strategy:** The top customers contribute significantly, so loyalty program or premium services could help retain them
* **Regional Expansion:** The bubble chart suggests potential markets to expand sales efforts where performance is low
* **Profit optimization:** Furniture sales are high, but profits are low. Consider reduce costs, revising pricing, or promoting higher margin items

1) File > Options & Settings > Options > Current file section > Data Load > Uncheck Auto detect new relation after the data is loaded

2) File > Options & Settings > Options > Current file section > Regional Settings > Change to English (Unites State) from the dropdown