

# Sales and Profit Highlight

Category  
Technology

Region  
All

Segment  
All

Year  
All

1.04K

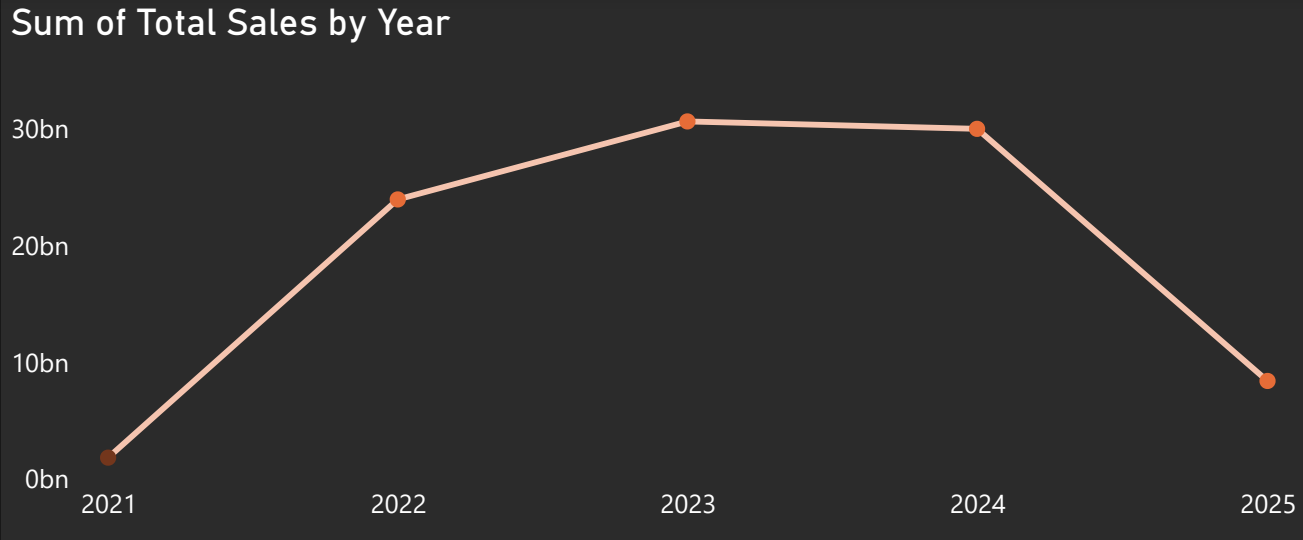
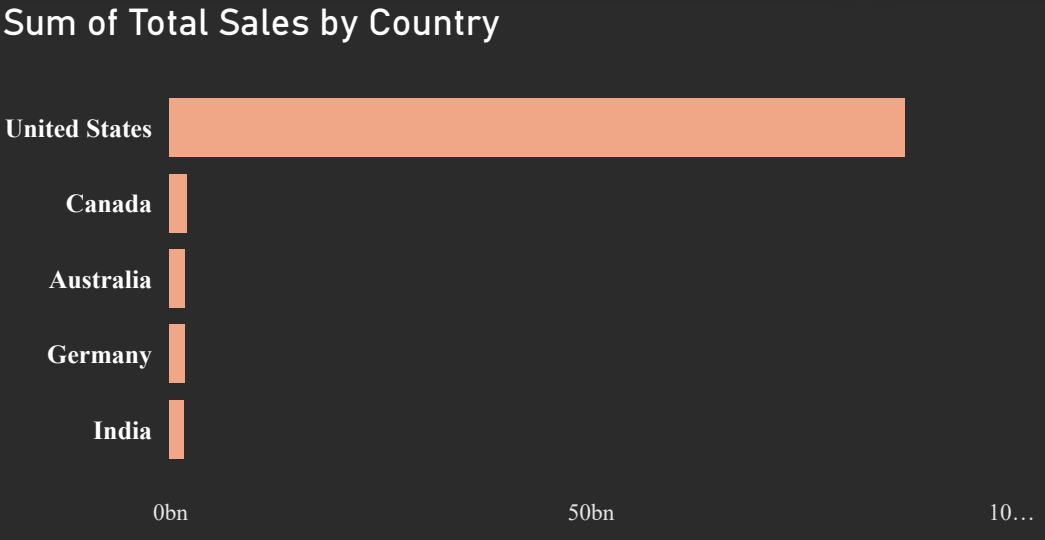
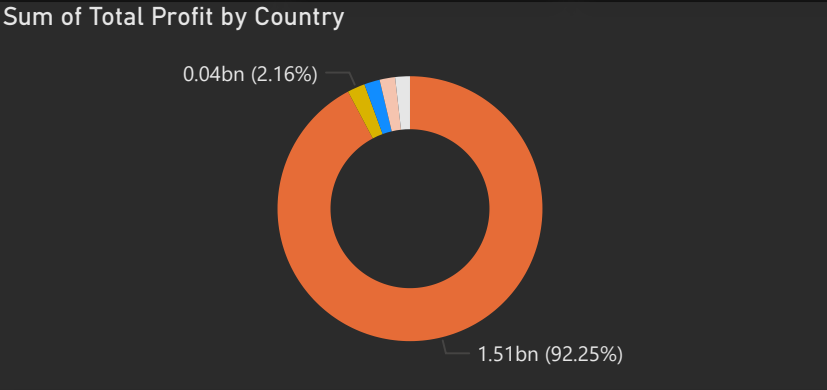
Sum of Avg Disco...

95bn

Sum of Total Sales

1.64bn

Sum of Total Profit



# Sales Trends & Forecast

281.90bn

Sum of Total Sales

4.87bn

Sum of Total Profit

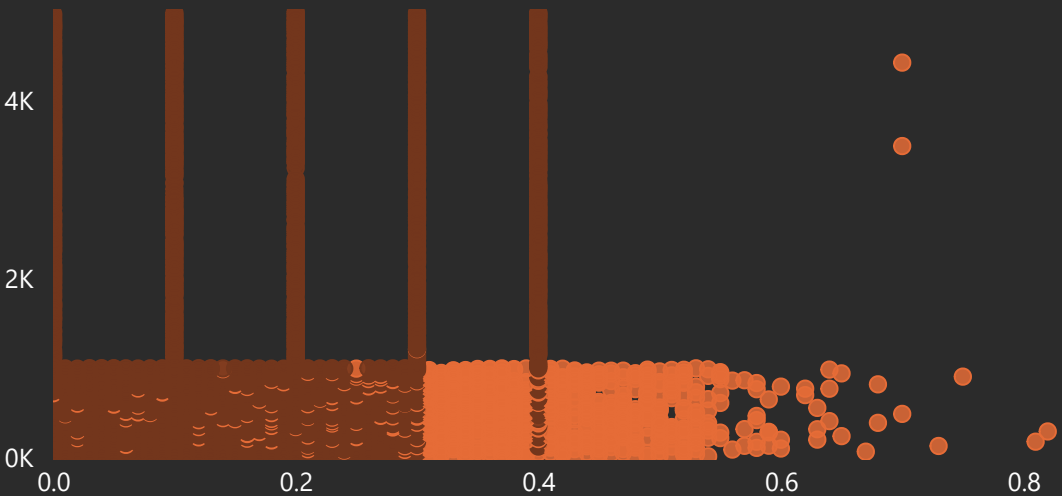
0.38

YoY Sales Growth (%)

281.90bn

Sum of Average Monthly Sales

Sum of Discount by Sales



Year

All

Month

All

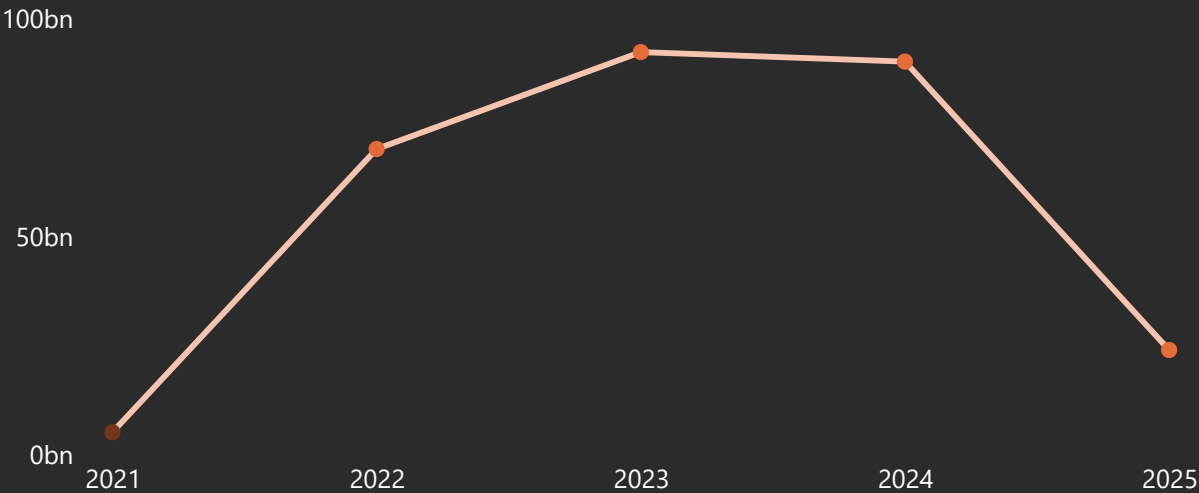
Segment

All

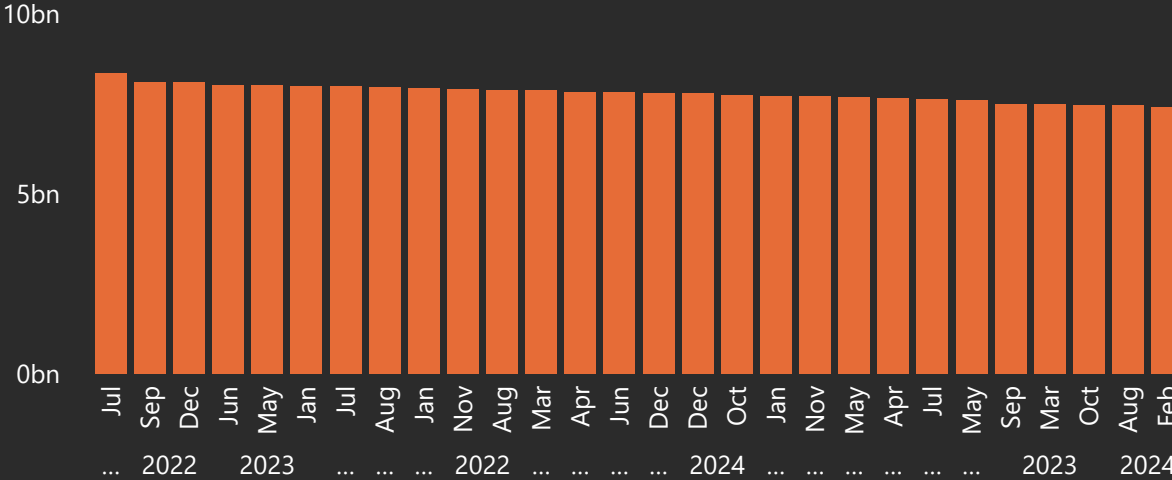
Region

All

Sum of Total Sales by Year



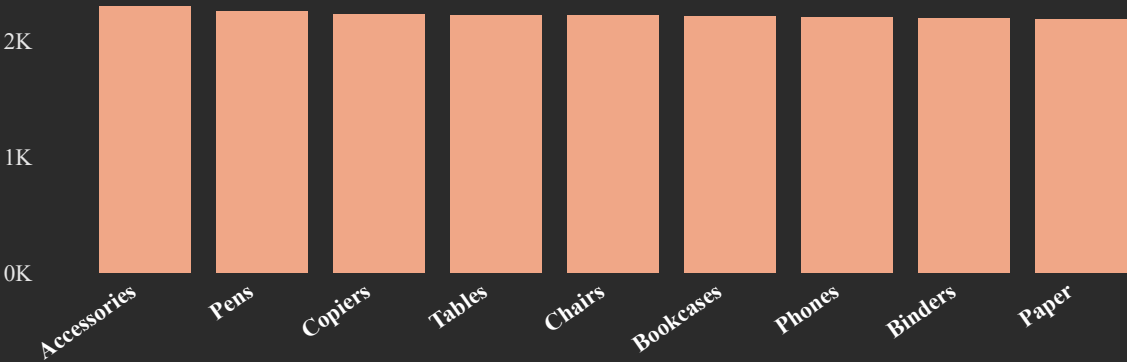
Sum of Total Sales by Year and Month



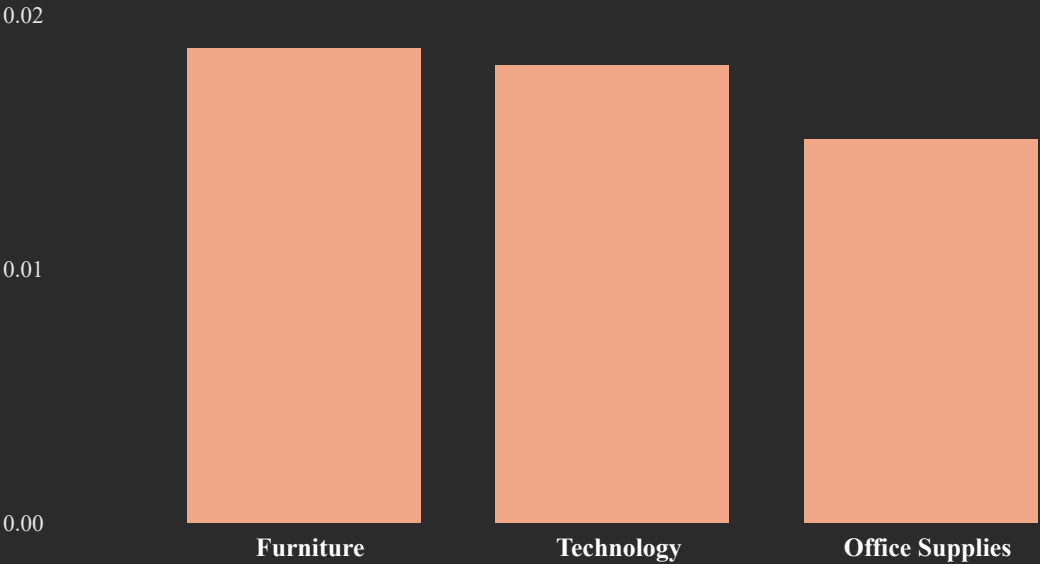
» Quick measure

# Product Sales & Profit Analysis

Count of Quantity by Sub-Category



Profit Margin (%) by Category



Product Name	Sum of Total Profit
Accessories base	2,193,111.27
Binders father	2,193,111.27
Bookcases have	2,436,790.30
Chairs suffer	2,193,111.27
Copiers although	2,193,111.27
Copiers best	2,193,111.27
Copiers reflect	2,193,111.27
Paper recognize	2,680,469.33
Paper several	2,436,790.30
Pens top	2,193,111.27
Accessories blue	2,193,111.27
Total	25,342,619.12

Sub-Category

All

Product Name

All

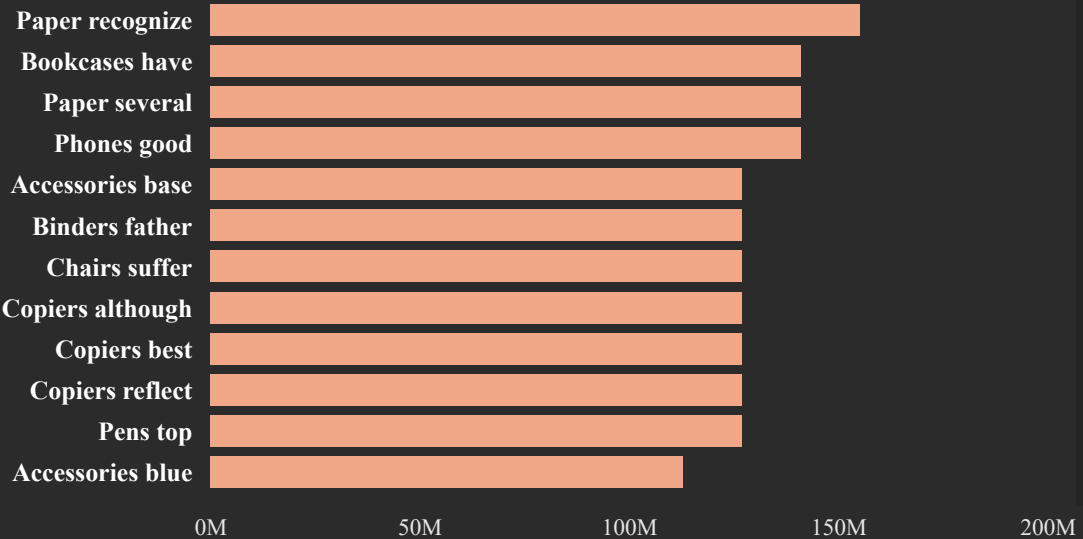
Category

Furniture

Office Supplies

Technology

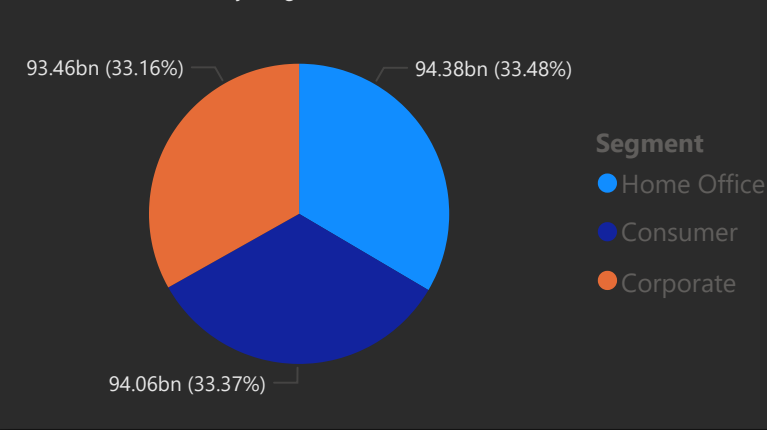
Sum of Total Sales by Product Name



# Customer Segmentation & Behavior

16K  
customers\_count

Sum of Total Sales by Segment



Region

All

Customer Name

All

Segment

☐ Consumer

☐ Corporate

☐ Home Office

Customer Name

Loss Sales

Aaron Anderson	967.21
Aaron Ball	180.51
Aaron Clark	794.42
Aaron Daniels	871.04
Aaron Dominguez	141.88
Aaron Hernandez	1,434.39
Aaron Howard	1,554.83
Aaron Howell	744.09
Aaron Huffman	987.30
Aaron Joseph	247.97

Total

Sum of Total Sales by Segment and Region

Region Central East South West



Customer Name	Sum of Total Profit	Sum of Total Sales
Jennifer Garcia	2,680,469.33	155,043,486.84
Jennifer Smith	2,680,469.33	155,043,486.84
Michael Johnson	2,680,469.33	155,043,486.84
Matthew Johnson	2,436,790.30	140,948,624.40
Michael Smith	2,436,790.30	140,948,624.40
Daniel Smith	1,949,432.24	112,758,899.52
David Johnson	1,949,432.24	112,758,899.52
David Wilson	1,949,432.24	112,758,899.52
James Jones	1,949,432.24	112,758,899.52
Total	32,652,990.02	1,888,711,566.96

# Product Profitability

0.02

Lowest Margin

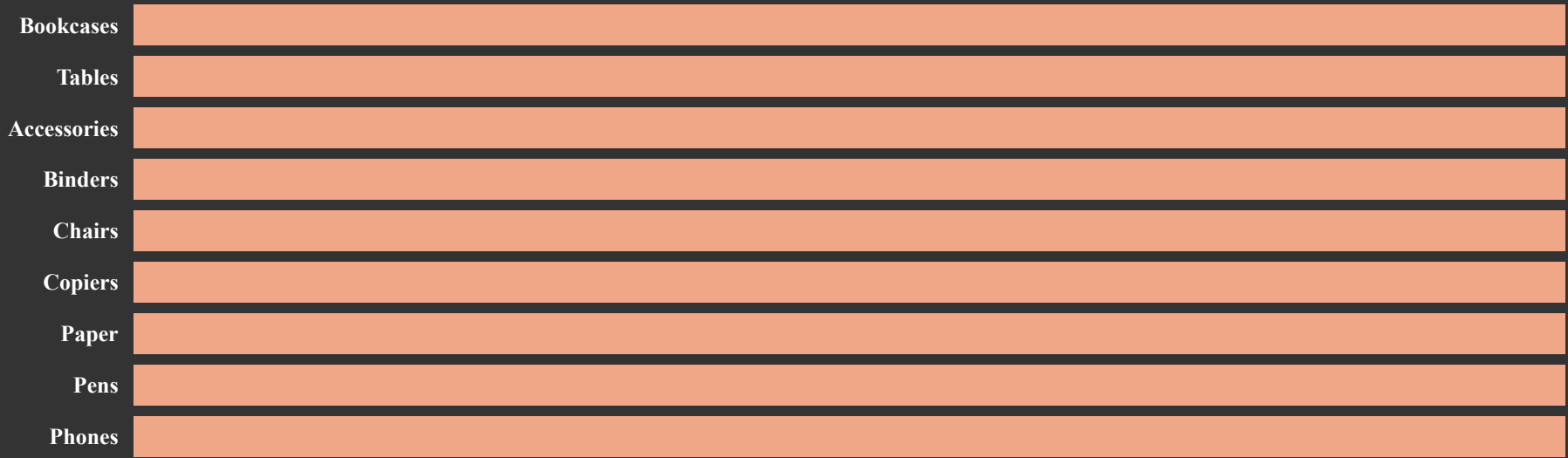
Category

Furniture

Office Supplies

Technology

Profit Margin by Sub-Category



0.00

0.01

Sub-Category	Profit Margin
Accessories	0.02
Binders	0.02
Bookcases	0.02
Chairs	0.02
Copiers	0.02
Paper	0.02
Pens	0.02
Phones	0.02
Tables	0.02
Total	0.02

# Top Cities by Quantity

Category

Furniture

Office  
Supplies

Technology

Region

Central

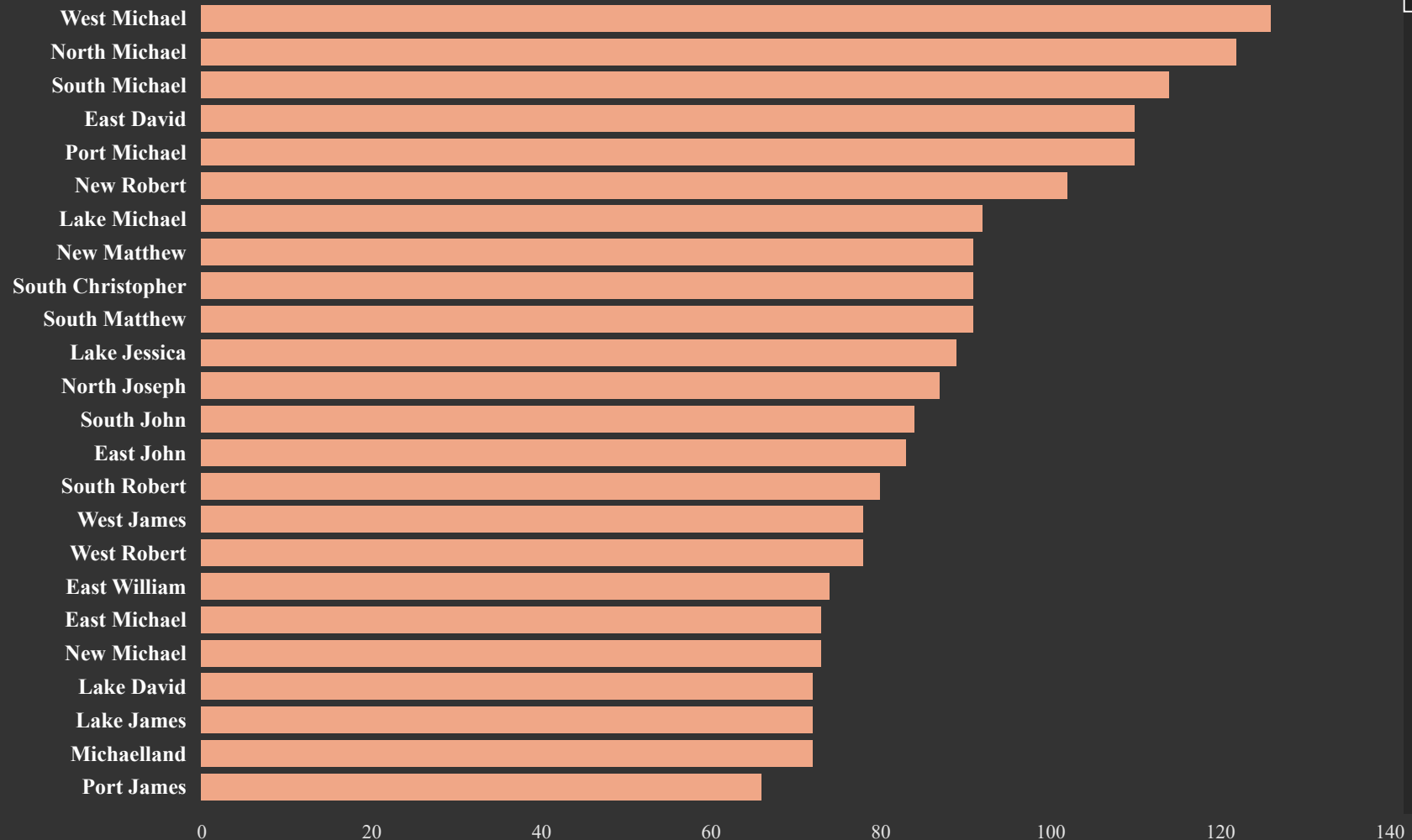
East

South

West

« Quick measure

Total Quantity by City



City	Total Quantity
West Michael	126
North Michael	122
South Michael	114
East David	110
Port Michael	110
New Robert	102
Lake Michael	92
New Matthew	91
South Christopher	91
South Matthew	91
Lake Jessica	89
North Joseph	87
South John	84
East John	83
South Robert	80
Total	110299

# Segment Revenue by Region

0.34  
Top Segment Share %

Consumer

Top Revenue Segment Name

South

Top Sales Region Name

Region	Consumer	Corporate	Home Office	Total
South	23,637,084,311.88	23,637,084,311.88	24,158,594,222.16	71,432,762,845.92
West	23,594,799,724.56	23,792,127,798.72	23,721,653,486.52	71,108,581,009.80
East	24,045,835,322.64	23,552,515,137.24	23,059,194,951.84	70,657,545,411.72
Central	22,777,297,703.04	22,481,305,591.80	23,439,756,237.72	68,698,359,532.56
Total	94,055,017,062.12	93,463,032,839.64	94,379,198,898.24	281,897,248,800.00

Year

2021

2022

2023

2024

2025

Category

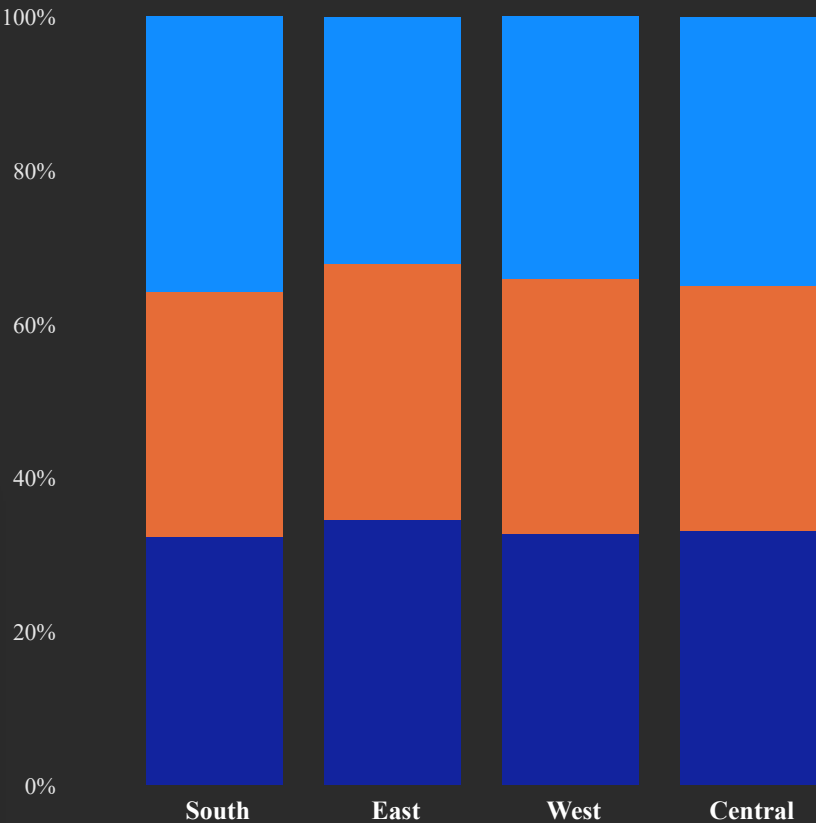
Furniture

Office Supplies

Technology

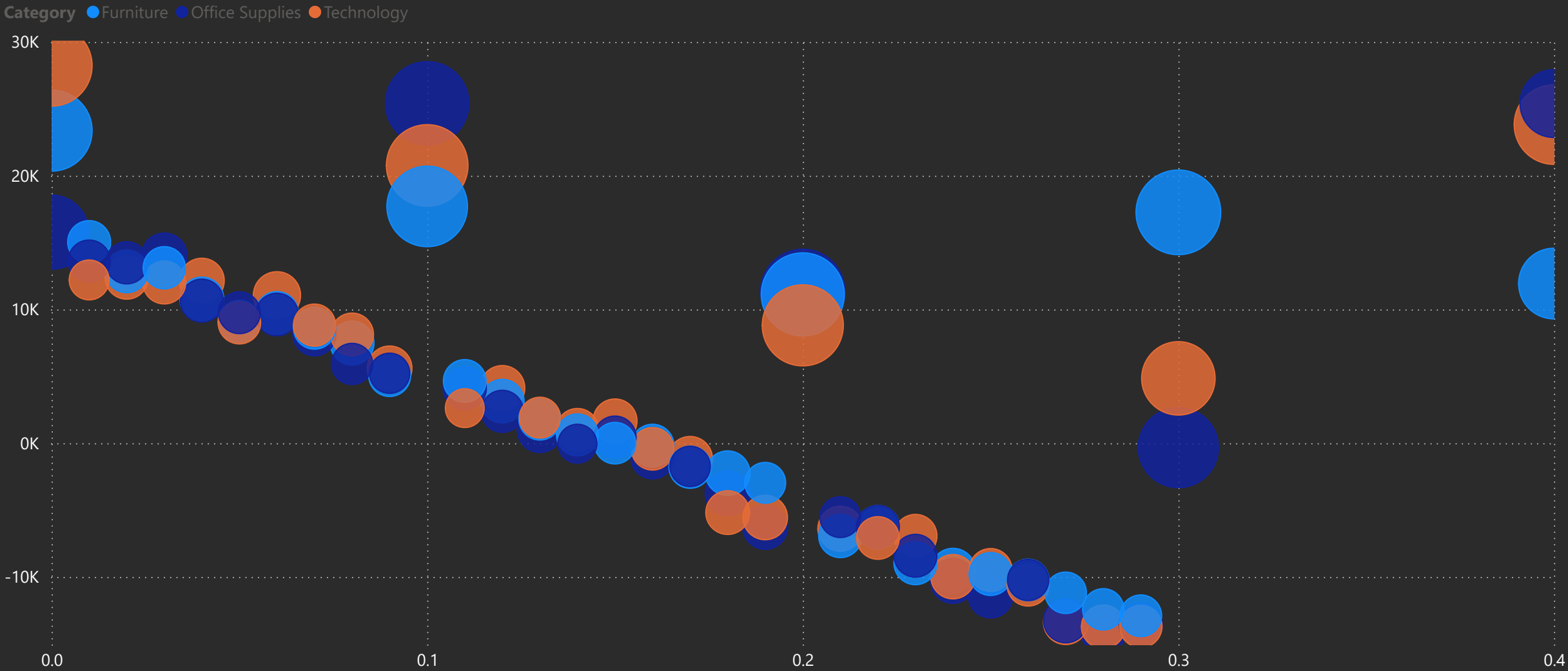
## Total\_Sales by Region and Segment

Segment ● Consumer ● Corporate ● Home Office



# Discount vs Profit Correlation

Total\_Profit, Total\_Sales, First Category and First Sub-Category by Category and Discount





## Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.

