

RETAIL SALES & PROFITABILITY DASHBOARD OVERVIEW

Year

All

Month

All

Total Sales

\$13M

Total Profits

\$1M

Avg. % Profit Margin

4.72%

Sales by Year

Year	Total Sales (\$)
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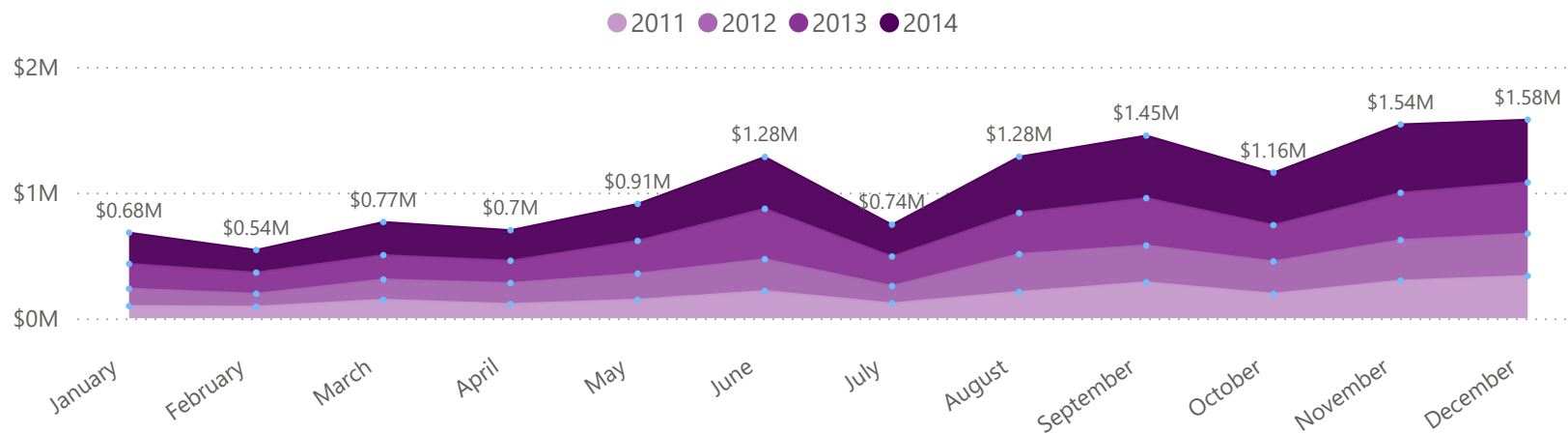
2011	\$2,259,511
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2012	\$2,677,493
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2013	\$3,405,860
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2014	\$4,300,041
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Sales by Month



Avg. % Profit Margin by Year

Year	% Profit Margin
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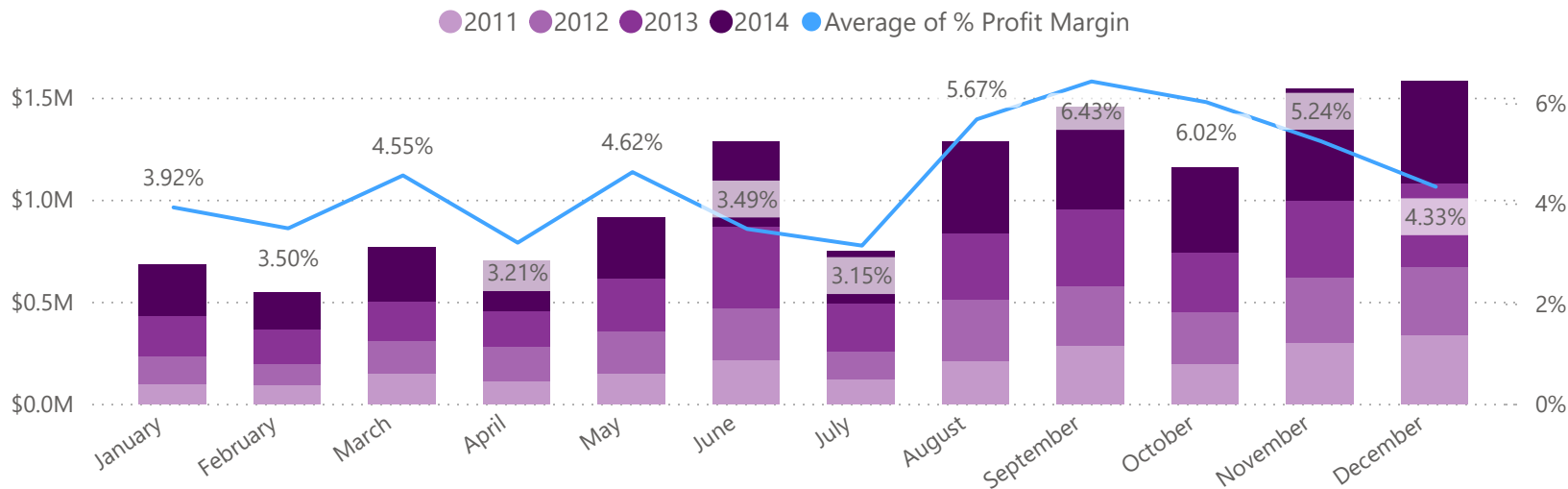
2011	3.95%
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2012	4.65%
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2013	5.18%
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2014	4.79%
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% Profit Margin Trend by Sales



Insight

Between 2011 & 2014, February sales consistently dipped — lowest in 2011 and highest in 2014. Yet, February 2013 had a **higher average % profit margin** than 2014 despite lower sales. This means sales have grown, but **profit efficiency is declining**, signaling a potential risk to profit health.

PRODUCT PROFITABILITY BY CATEGORY & SUBCATEGORY

Year

All

Month

All

Products Sold

178K

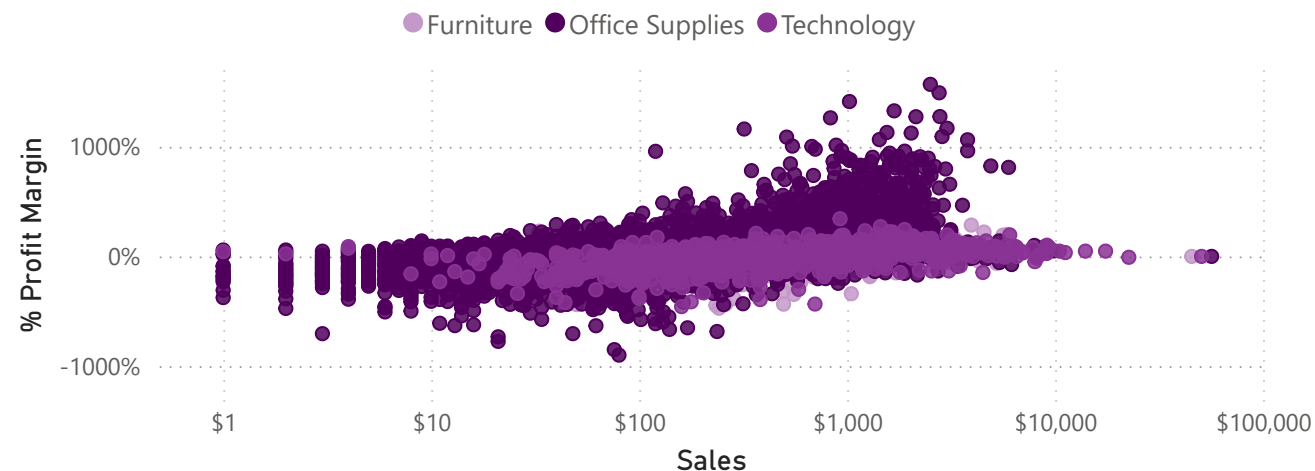
Total Orders

51K

% Profit Margin by Product

Product	% Profit Margin
Furniture	0.87%
Technology	4.97%
Office Supplies	5.85%

Sales vs. % Profit Margin by Product Category



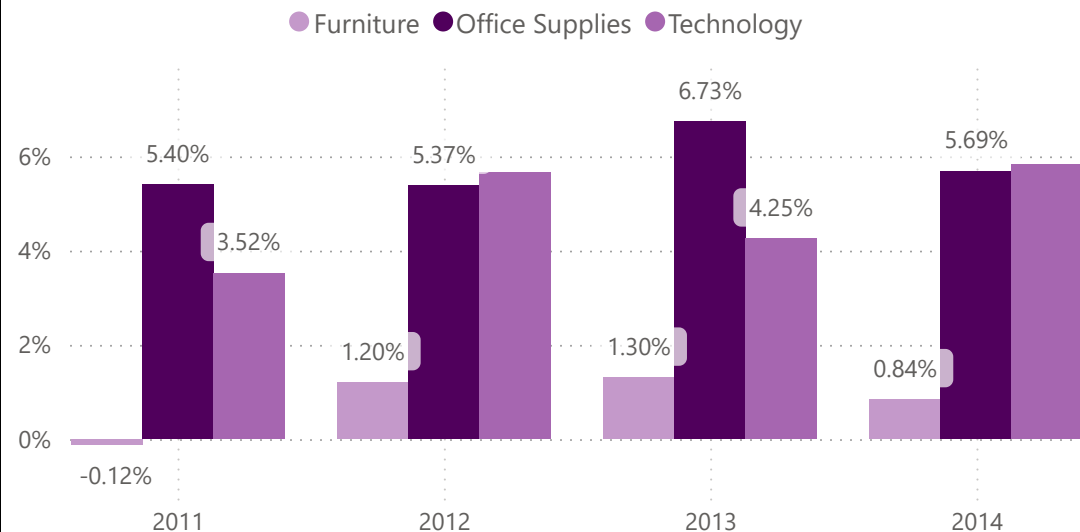
Insight

From Feb 2011 to Feb 2014, sales increased, but % profit margin did not.

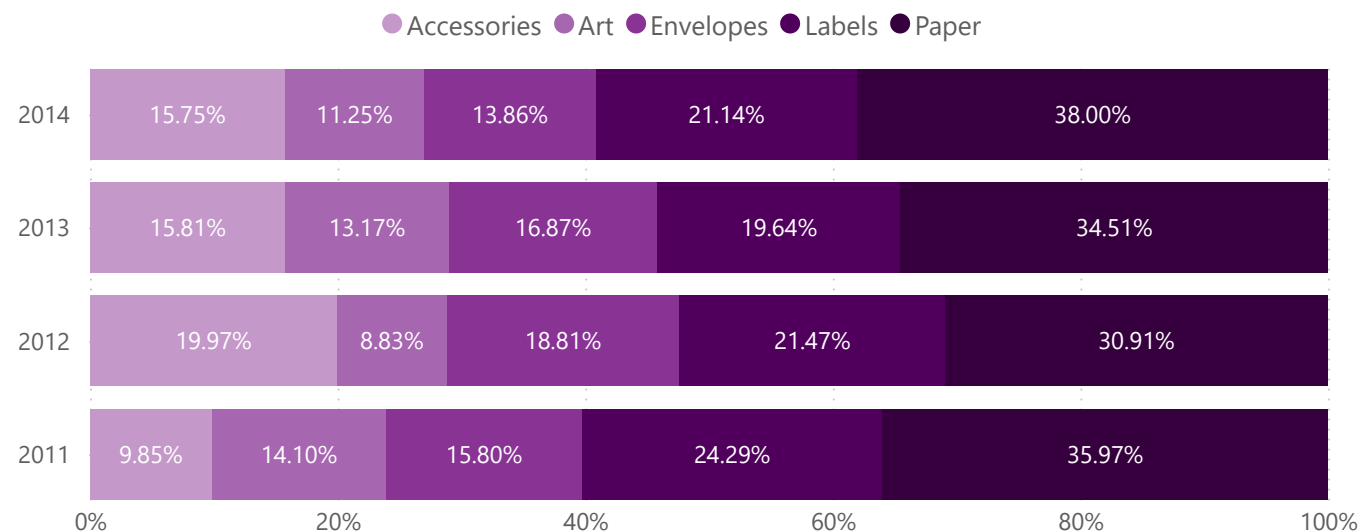
Office Supplies had the highest % profit margin, while Furniture had the lowest.

In 2014, **Office Supplies** and **Furniture** show potential for margin growth, with **Envelopes** and **Chairs** as key products to target.

Avg. % Profit Margin by Product Category & Year



Top 5 Product Sub-Category Avg. % Profit Margin by Year



CUSTOMER & GEOGRAPHY INSIGHTS (Who & Where)

Year

All

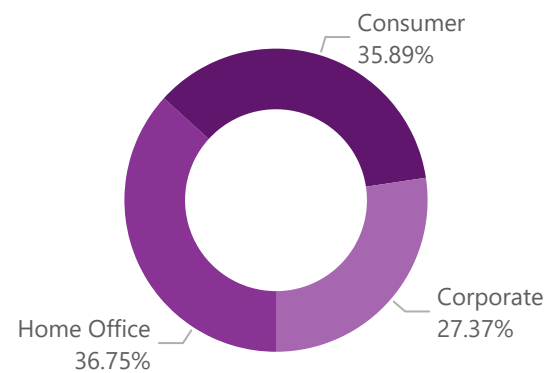
Month

All

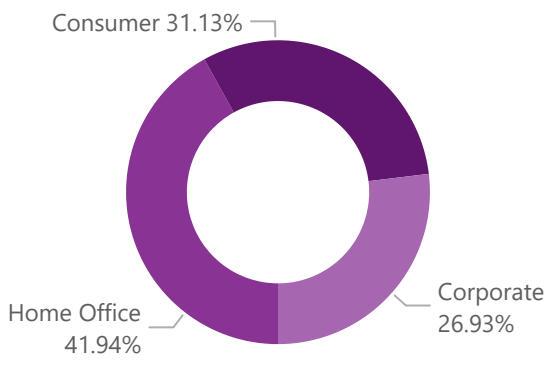
Country

All

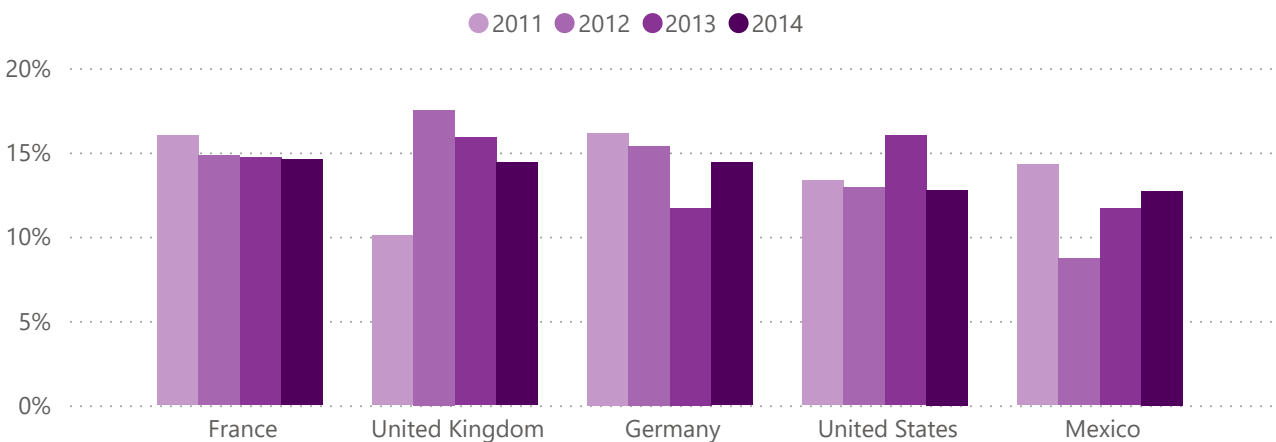
Avg. % Profit Margin by Customer Segment in 2013



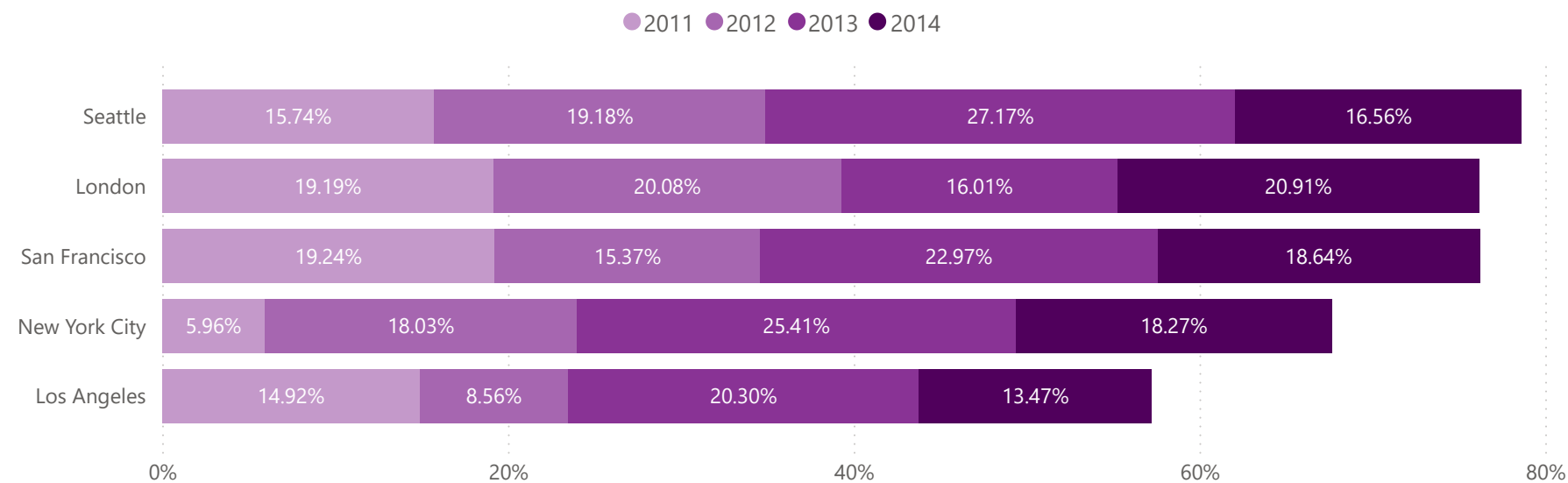
Avg. % Profit Margin by Customer Segment in 2014



Top 5 Countries with Highest Avg. % Profit Margin by Year



Top 5 Cities with Highest Avg. % Profit Margin by Year



Insight

In 2013, the Consumer segment contributed 44% to the average % profit margin. By 2014, this segment generated the lowest (or no) profit margin — a clear red flag for profitability.

Top-performing locations such as the US, UK, Los Angeles, San Francisco, and London led in profit margin in 2013, all saw a margin dip in 2014.