

Sales Financial Dataset Analysis

A comprehensive summary of key performance indicators and trends.

Executive Summary : Key Metrics

67M

Total Sales



Total Profit

2M



Total Quantity

13K



Profit Margin

2.41%

Sales by Product Category



Sales are exceptionally balanced across all three primary categories, with less than a 4% variance between the highest and lowest.

Profit by Sub-Category | Top 5 |



The most profitable items are a mix of low-cost office supplies (Markers, Paper) and furniture (Tables).

Key Probability Insight



Surprising Laggards: High-ticket electronics like Laptops (110K), Phones (114K), and Binders (97K) are among the *least* profitable sub-categories.

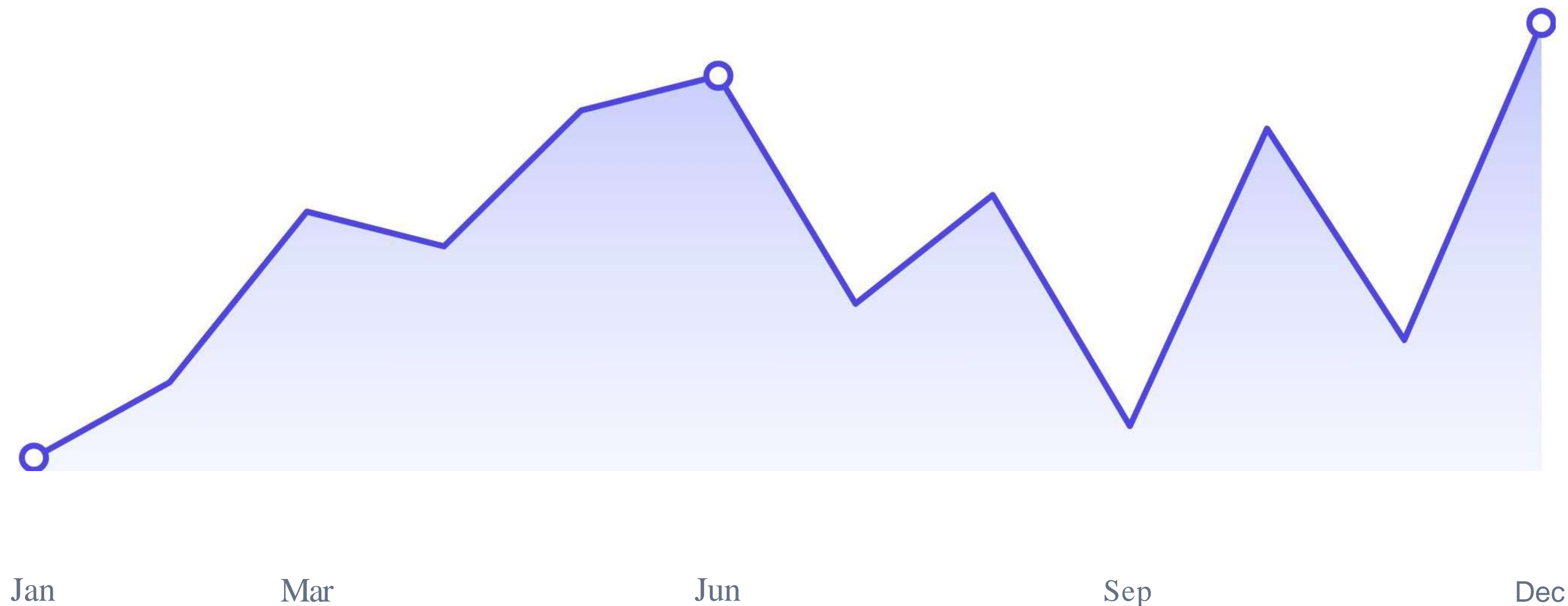


High-Volume Wins: Low-cost, high-volume items (Markers, Paper) are major profit drivers, indicating strong margins or excellent turnover.



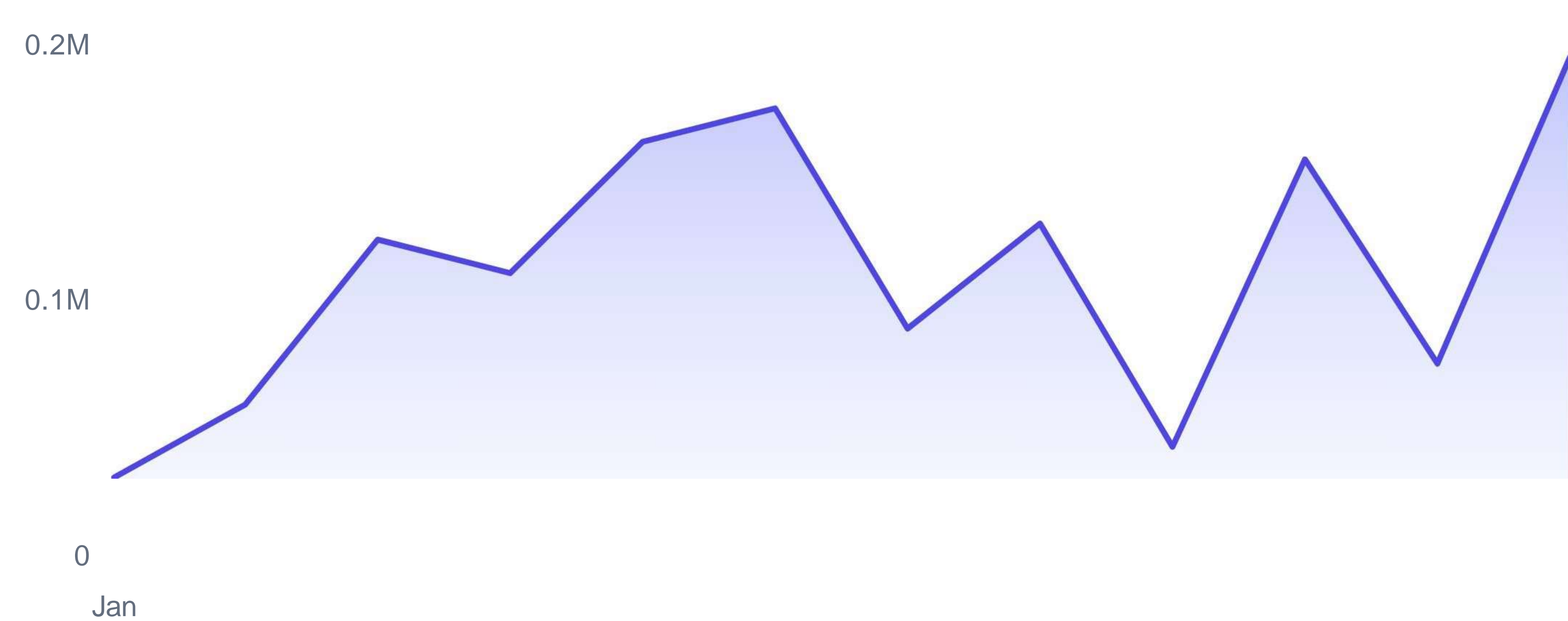
Strategic Review Needed: This data suggests a critical need to review the pricing, cost of goods, or sales strategy for high-tech electronics to improve their low profitability.

Monthly Sales Trend



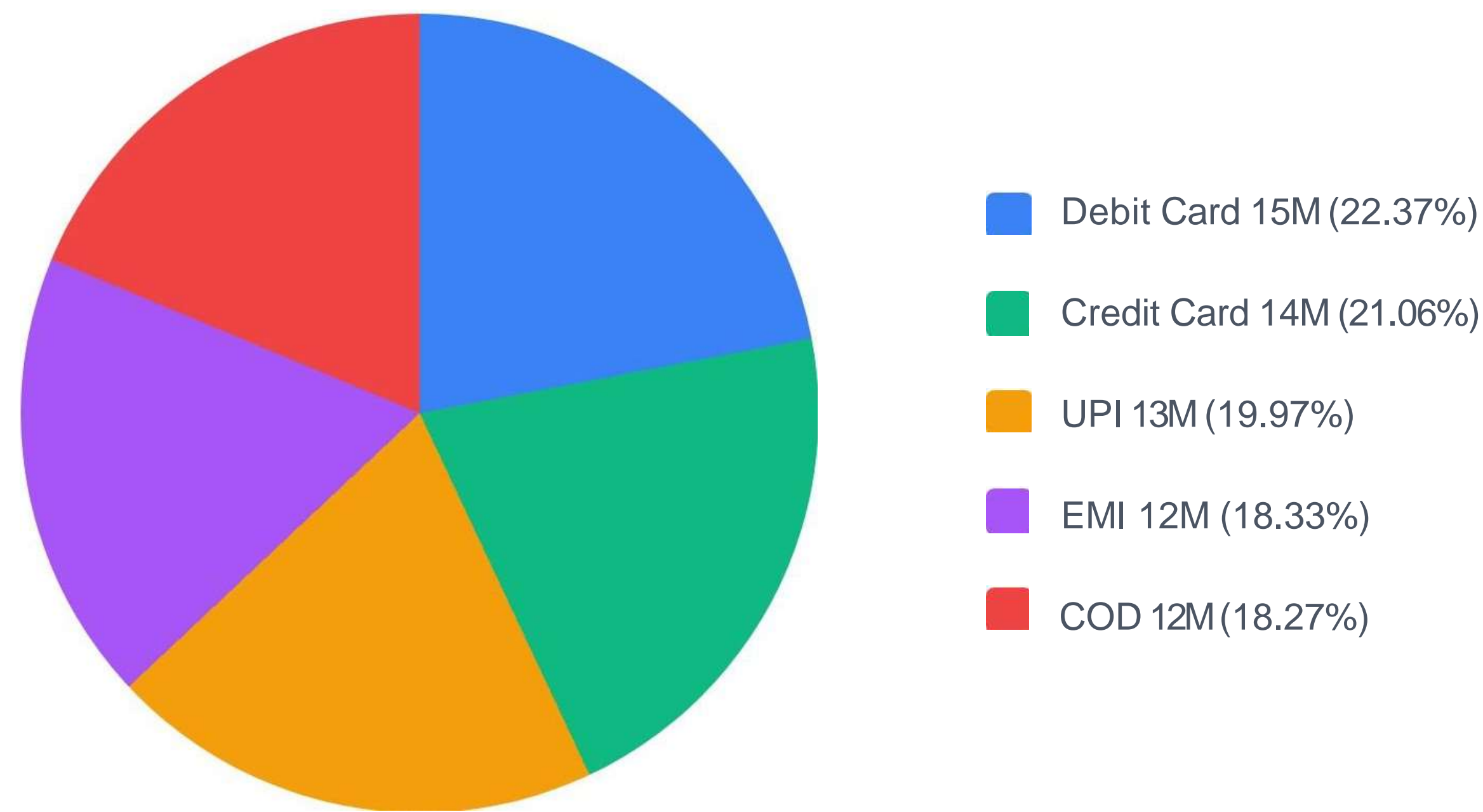
Sales show a positive upward trend throughout the year, with peaks in June (6.5M) and a year-end high in December (6.8M).

Monthly Profit Trend



Note: The profit trend mirrors the sales trend, fluctuating between 0.1M and 0.2M monthly. This indicates that profit margins remain consistently low, even as sales volume changes.

Sales by Payment Mode



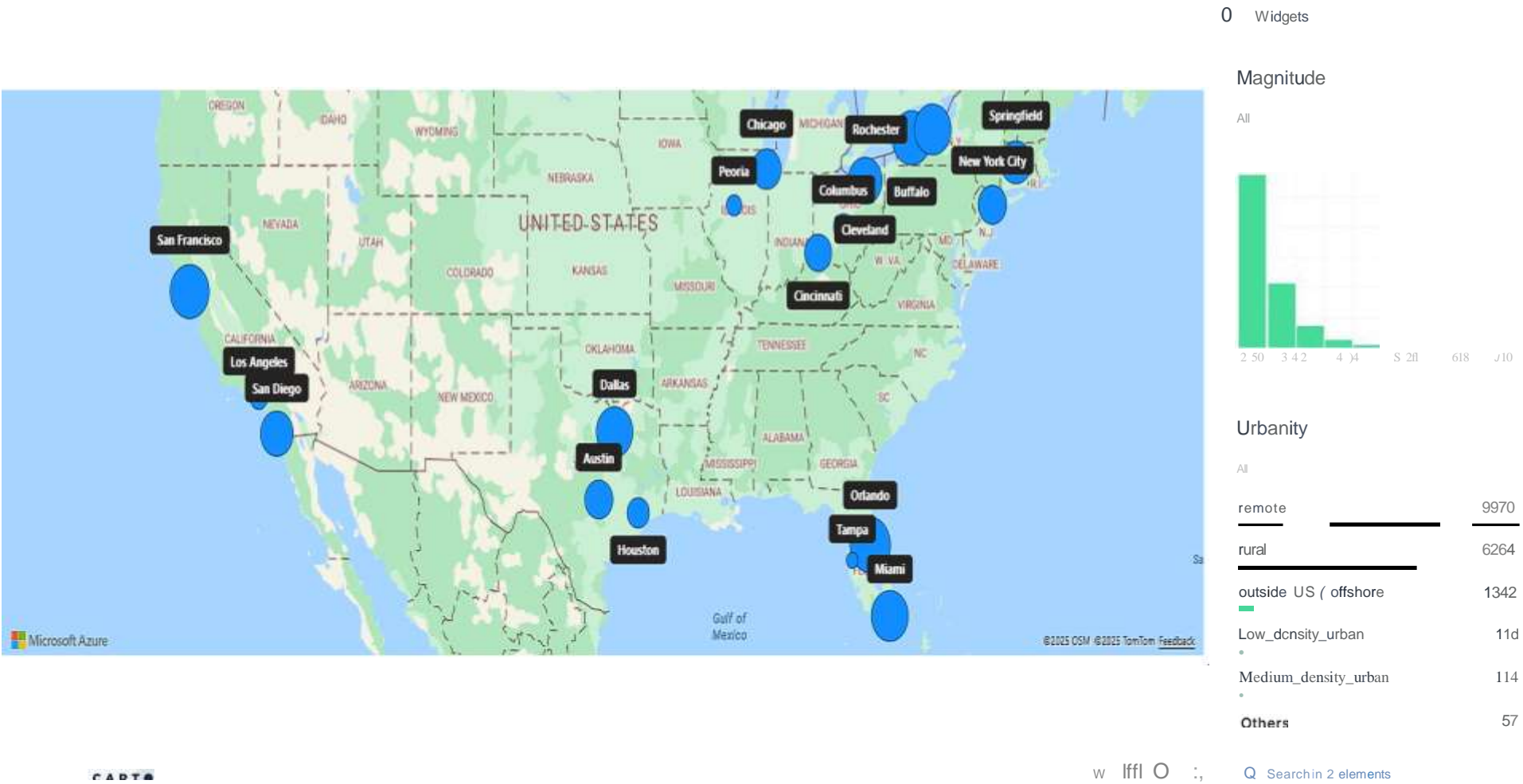
Payment methods are very evenly distributed. All five methods are popular, with no single method dominating the market.

Geo graphie Sales Distribution




📍 **Metro Hub Concentration:** Sales are heavily concentrated in major metropolitan hubs, with the largest circles visible in key cities.

📍 **Key Markets:** The data shows clear high-sales clusters in California (Los Angeles, San Diego, SF), Texas (Dallas, Houston), and the Northeast (NYC, Chicago).

📍 **Targeted Strategy:** This suggests sales and marketing strategies should be geographically focused on these high-density urban areas for maximum impact.



Key Takeaways

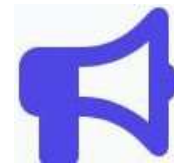
-  **Stable Sales:** Revenue is strong (67M) and impressively balanced across all three product categories.
-  **Profit Margin Concern:** The overall profit margin is very low (2.41%). Critically, high-ticket items like Laptops and Phones are among the *least* profitable.
- Balanced Market:** Customer behavior is evenly distributed, with no single product category or payment method dominating.
-  **Geographic Focus:** Sales are not evenly spread, but are highly concentrated in key metropolitan areas in California, Texas, and New York.

Recommendations



Investigate Profitability

Conduct a deep dive into the cost of goods and pricing for low-profit sub categories, especially Laptops and Phones.



Boost High-Profit Items

Increase marketing and promotion for high-margin items like Markers and Paper, especially within 828 channels.



Targeted Marketing

Leverage geographic sales data to focus marketing spend in high performing metro areas (CA, TX, NY).

Questions?

Thank you for your time.