

TOTAL SALES

₹ 1,26,42,751.0

TOTAL ORDER

51290

TOTAL PROFIT

₹ 14,67,457.29

PROFIT MARGIN

11.61%

Year

2011

2012

2013

2014

Order Month

Jun

Jul

Aug

Sep

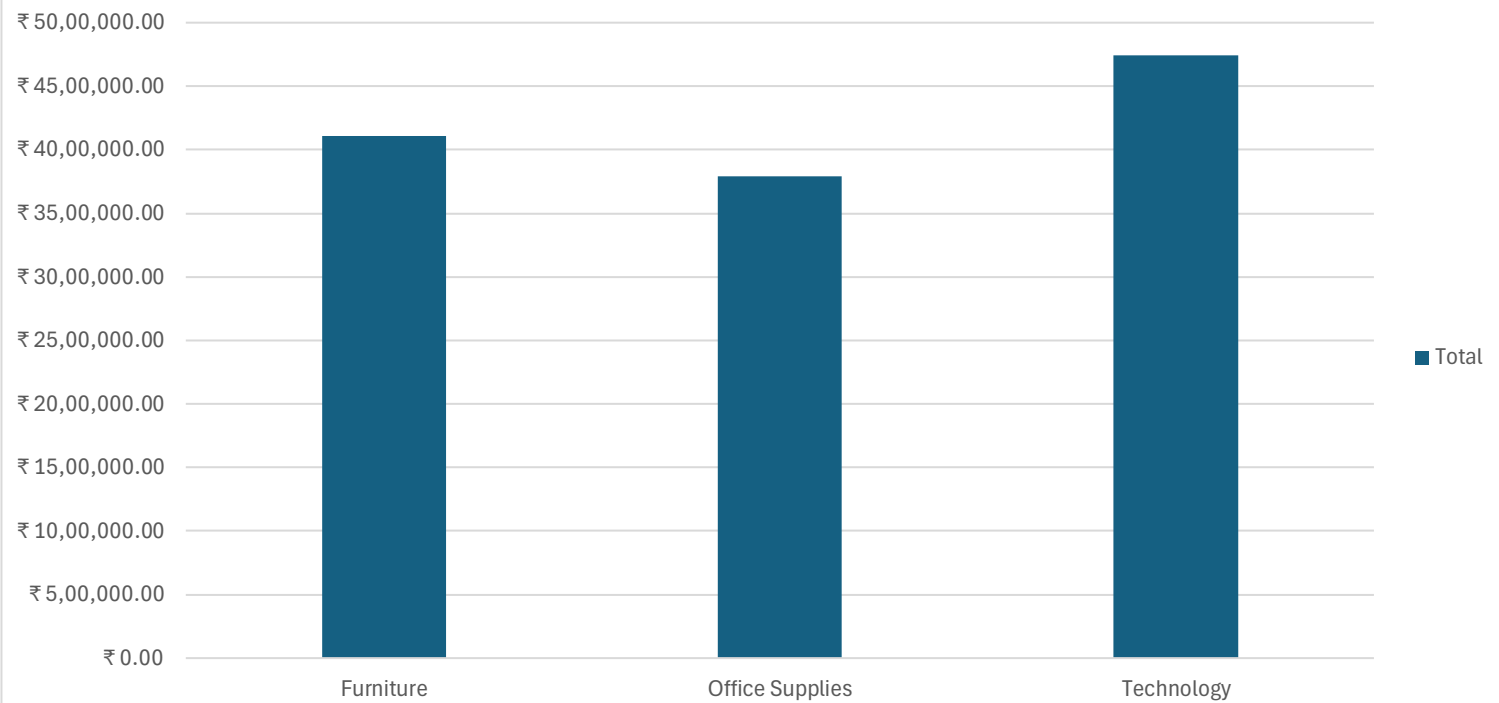
Oct

Nov

Dec

Sum of Sales

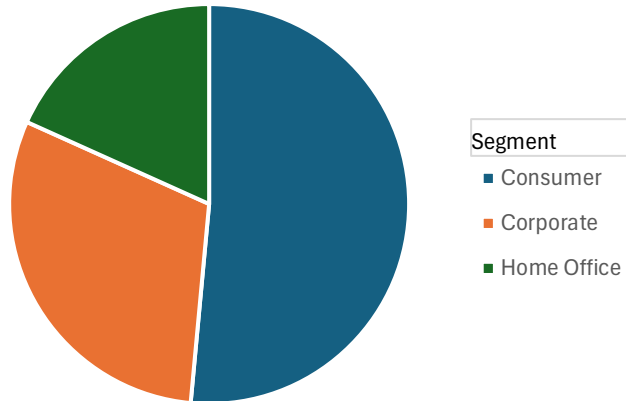
Sales By Category



Category

Sum of Sales

Sales By Segment

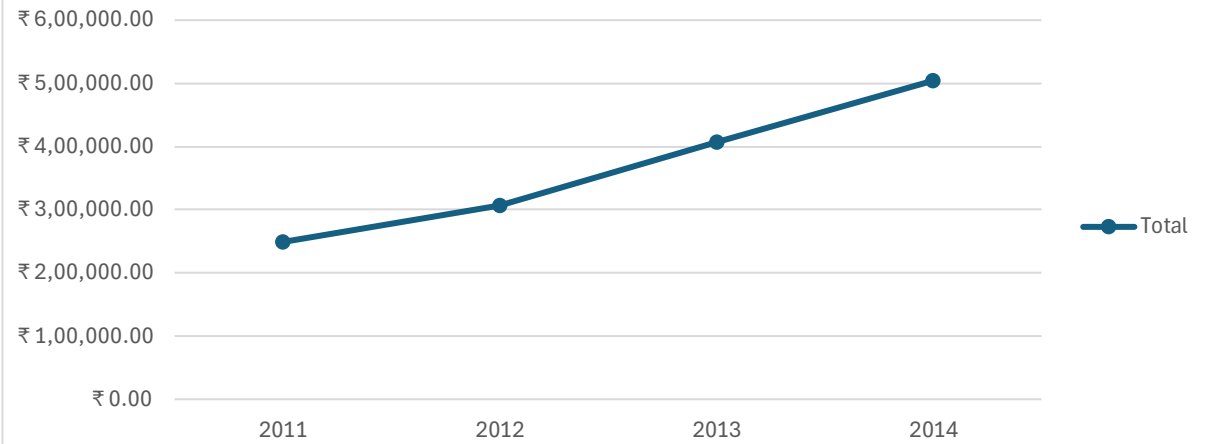


Segment

- Consumer
- Corporate
- Home Office

Sum of Profit

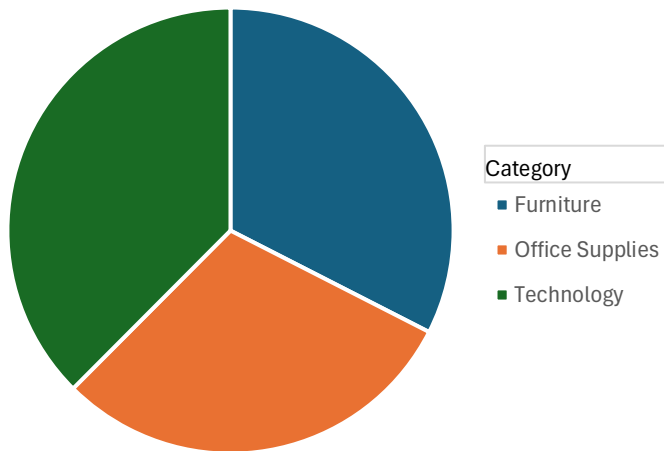
Profit By Year



Year

Sum of Sales

Sales By Category

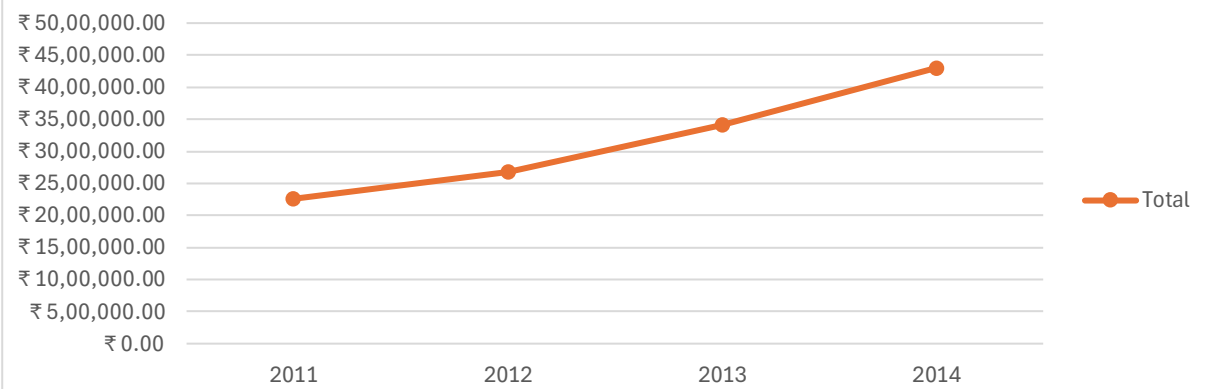


Category

- Furniture
- Office Supplies
- Technology

Sum of Sales

Sales By Year



Year

INSIGHTS SUMMARY

Total sales reached 2014, marking the highest overall sales value in the dataset.

The Central region is the best-performing region, contributing the largest portion of total sales.

Technology stands out as the most profitable category, generating the highest profit margins compared to other product categories.

The Consumer segment records the highest number of purchases, making it the strongest customer segment.

September consistently shows peak monthly sales, with higher profits observed in this month across each year.