



# Sales Analysis Report

**START**



State

All

Ship Mode

All

Segment

All

Sub-Category

All

Year

2020

2024

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Summary



Customer



Product

# Sales Analysis Report

TOTAL SALES

91.00K

NET PROFIT

22.45K

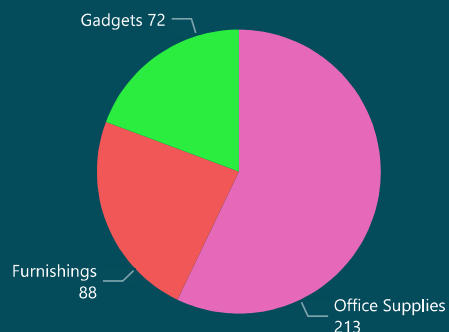
TOTAL CUSTOMER

109

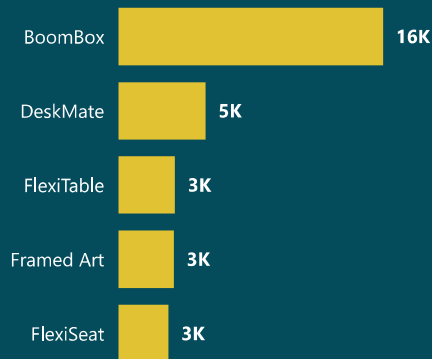
TOTAL QUANTITY

1K

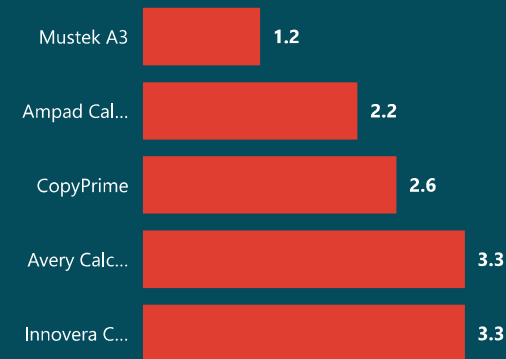
Category wise order



Top 5 selling product



Bottom 5 selling product



Net Profit by Year





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Summary



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Product

# Sales Analysis Report

TOP CUSTOMER

Becky Martin

HIGHEST ORDER

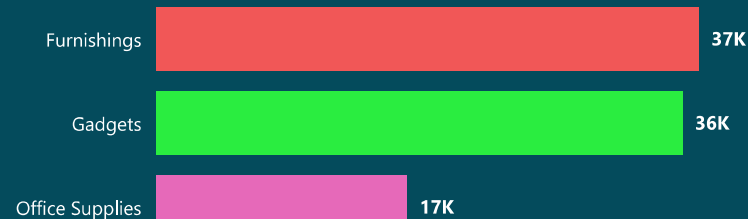
4

HIGHEST SALES

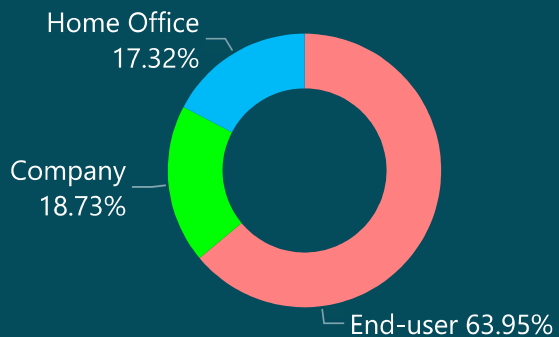
8,160

Customer Name	Country	Sum of Profit
Becky Martin	Canada	2,725.40
Victoria Wilson	Australia	1,930.20
Tracy Blumstein	Pakistan	1,665.10
Justin Ellison	Norway	1,183.20
Dianna Wilson	India	1,040.00
Total		22,448.30

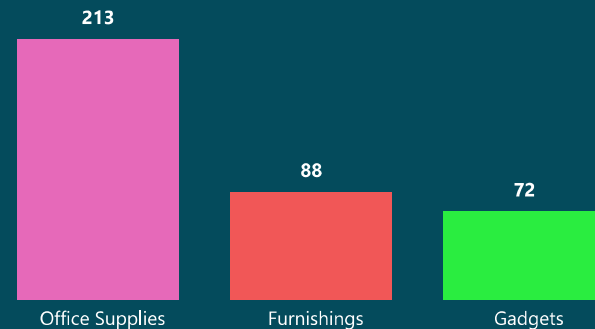
Sales by Product Category



Sales % by Segment



Profit Margin by Product Category





State

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Summary



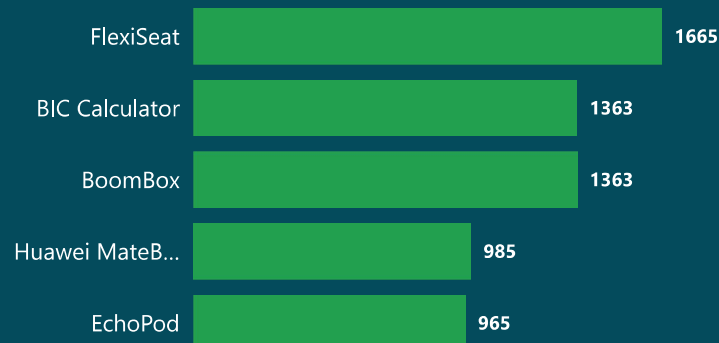
Customer



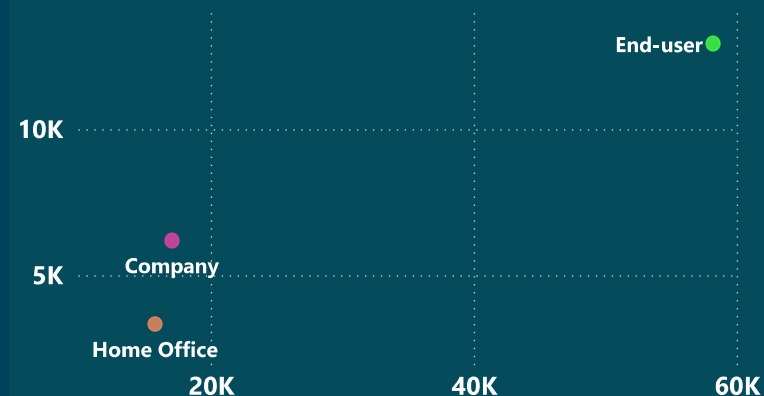
Product

# Sales Analysis Report

## Top 5 Most Profitable Products



## Total Sales Vs Total Profit by Segment



## Total Sales VS Total Profit by Year



### INSIGHTS

Sum of Sales (79.94% decrease) and Sum of Profit (74.16% decrease) both trended down between 2020 and 2023.

Across all metrics, Sum of Sales had the most interesting recent trend and started trending down on 2020, falling by 79.94% (32,072.80) in 3 years.

Sum of Sales dropped from 40,120.50 to 8,047.70 during its steepest decline between 2020 and 2023.

At 1,665.10, FlexiSeat had the highest Sum of Profit and was 72.53% higher than EchoPod, which had the lowest Sum of Profit at 965.10.

FlexiSeat had the highest Sum of Profit at 1,665.10. EchoPod had the lowest Sum of Profit at 965.10.