

Sum of Sales

2.30M

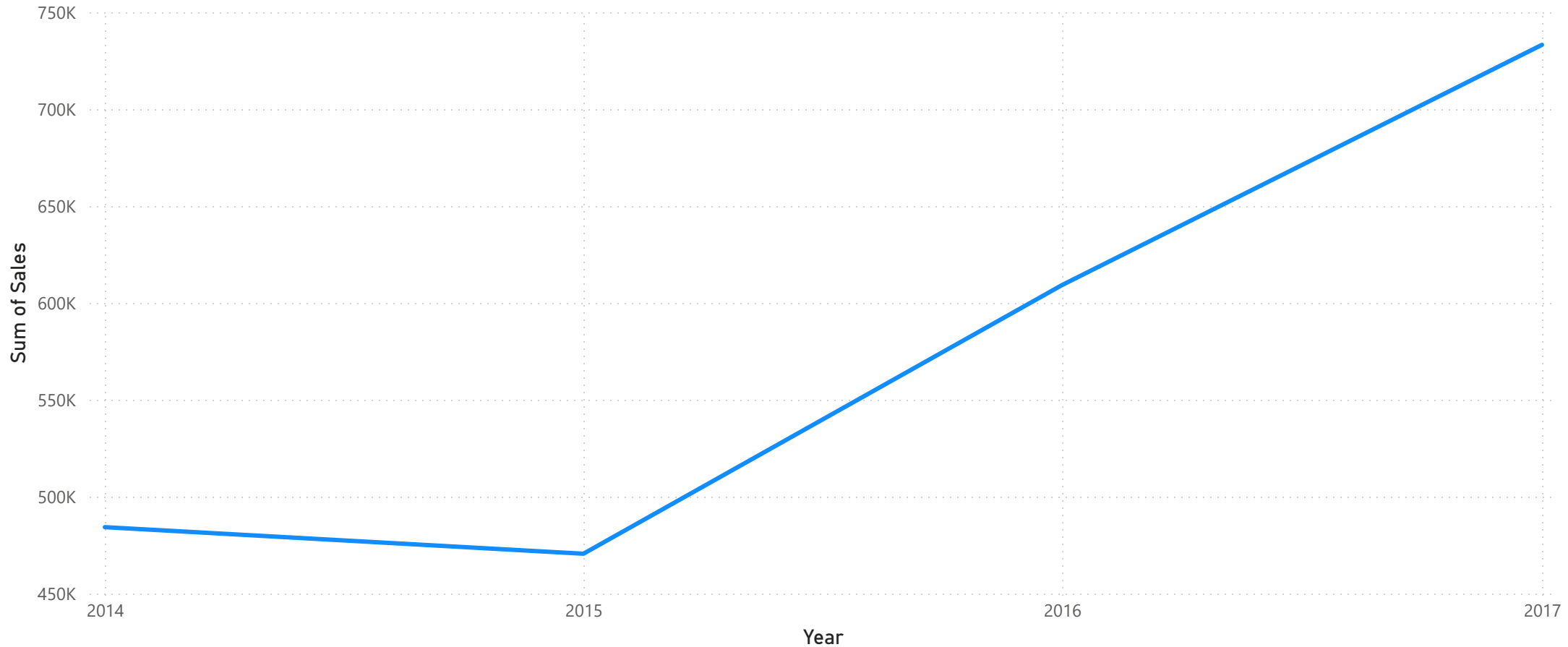
Sum of Discount

1.56K

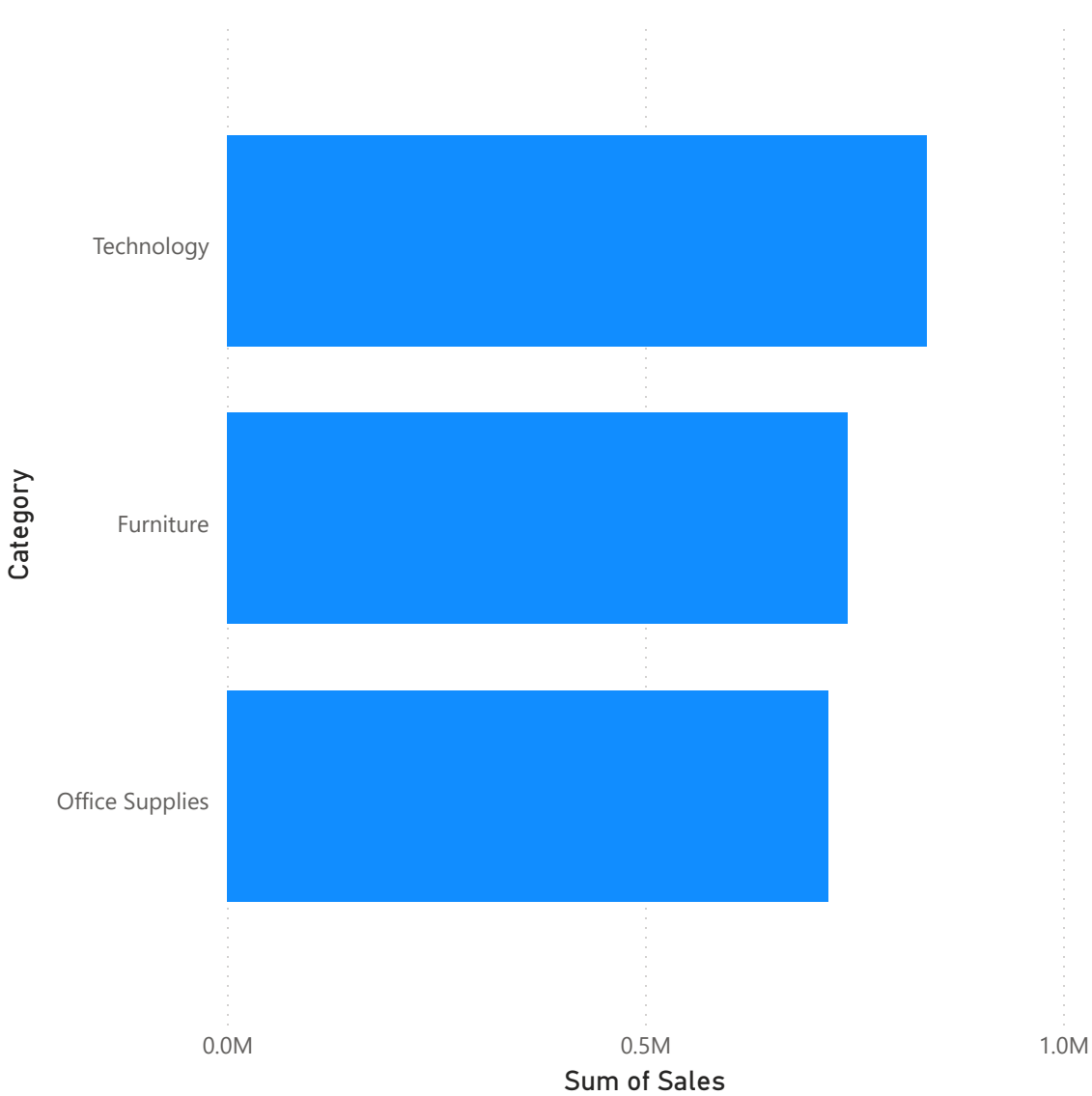
Sum of Profit

286.40K

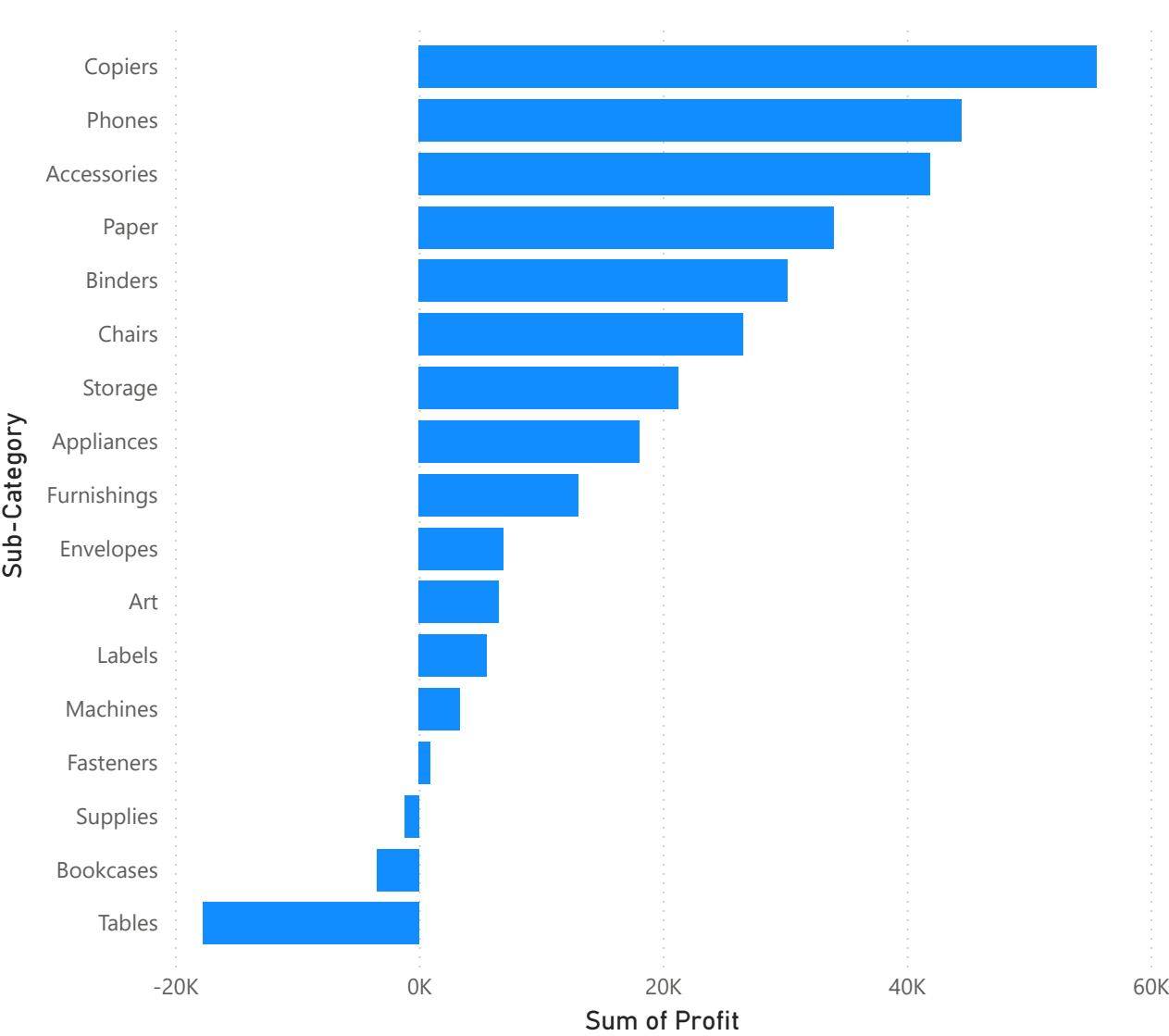
Sum of Sales by Year



Sum of Sales by Category

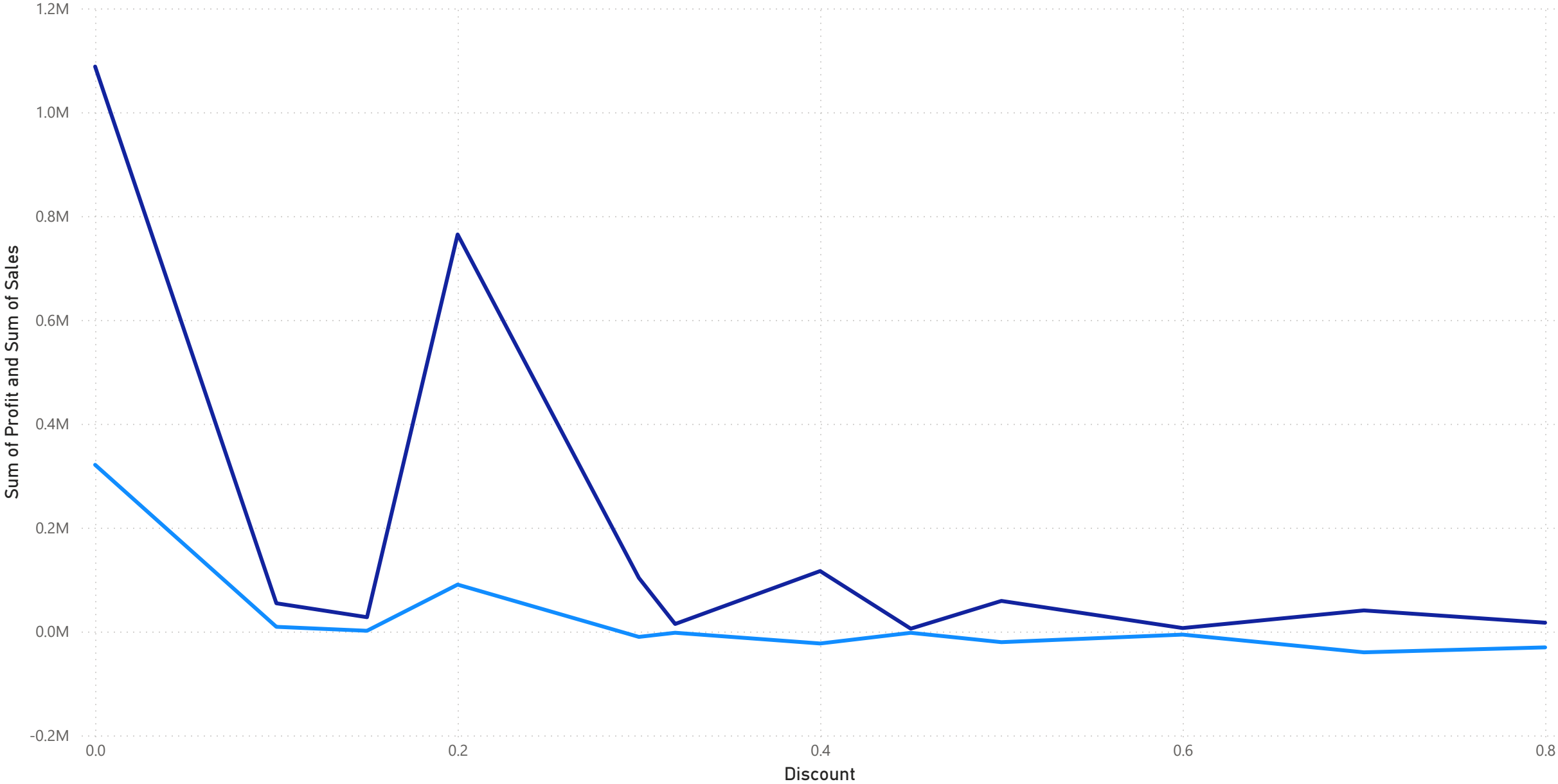


Sum of Profit by Sub-Category



Sum of Profit and Sum of Sales by Discount

● Sum of Profit ● Sum of Sales



Year

> ☒ 2014

> ☐ 2015

> ☐ 2016

> ☐ 2017

# Summary & Key Insights

## Key Insights

Sales have steadily increased from 2014 to 2017.  
The Technology category generates the highest revenue.  
Some sub-categories, such as *Tables*, show negative profit.  
High discount levels significantly reduce overall profitability.  
The East region records the highest sales performance.

## Business Recommendations

Increase investment in the Technology category due to strong and consistent demand.  
Reduce or better control high discount levels to protect profit margins.  
Review the pricing and cost structure of low-performing sub-categories (e.g., Tables).  
Focus marketing and sales efforts on high-demand regions, especially the East