

Region



COMPANY'S FINANCIAL HEALTH AND TRENDS.

Overall sales are strong, but profits dip in certain months—check segments for drivers.

Average Sales

\$229.86

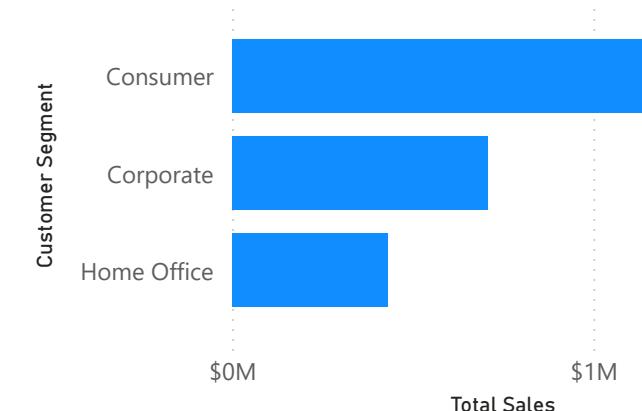
Total Sales Revenue

\$2.3M

Total Profit

\$286.4K

Segments With Highest Revenue



Total Sales and Total Profit by Month

● Total Sales ● Total Profit

\$0.4M

\$0.3M

\$0.2M

\$0.1M

\$40K

\$20K

\$0K

January

February

March

April

May

June

July

August

September

October

November

December

Month

Total Sales

Total Profit

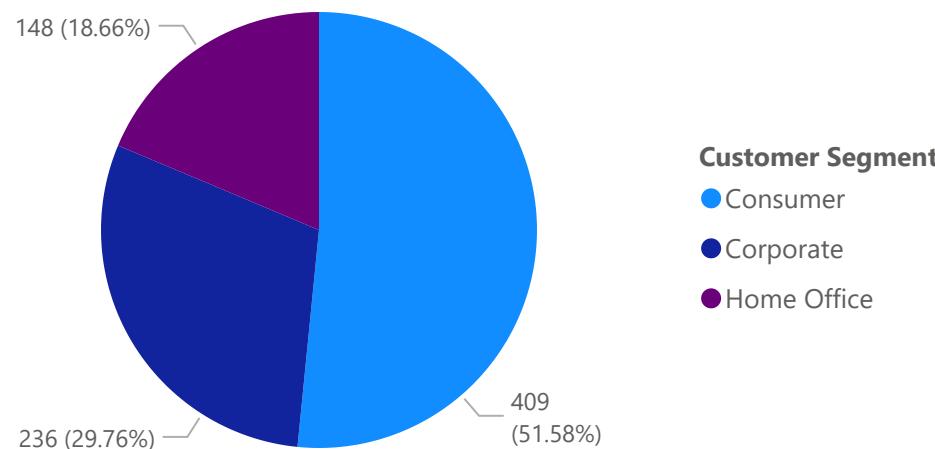
CUSTOMER BEHAVIOR AND VALUE

Consumer segment dominates, but Corporate drives more profit—focus on retention for growth.

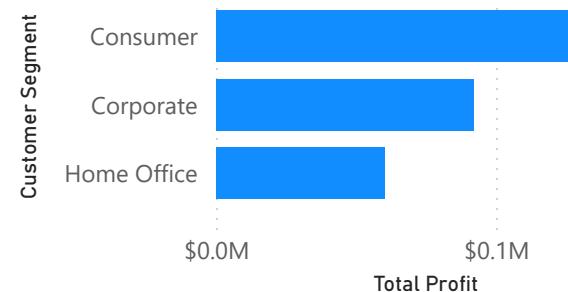
State

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Colum...

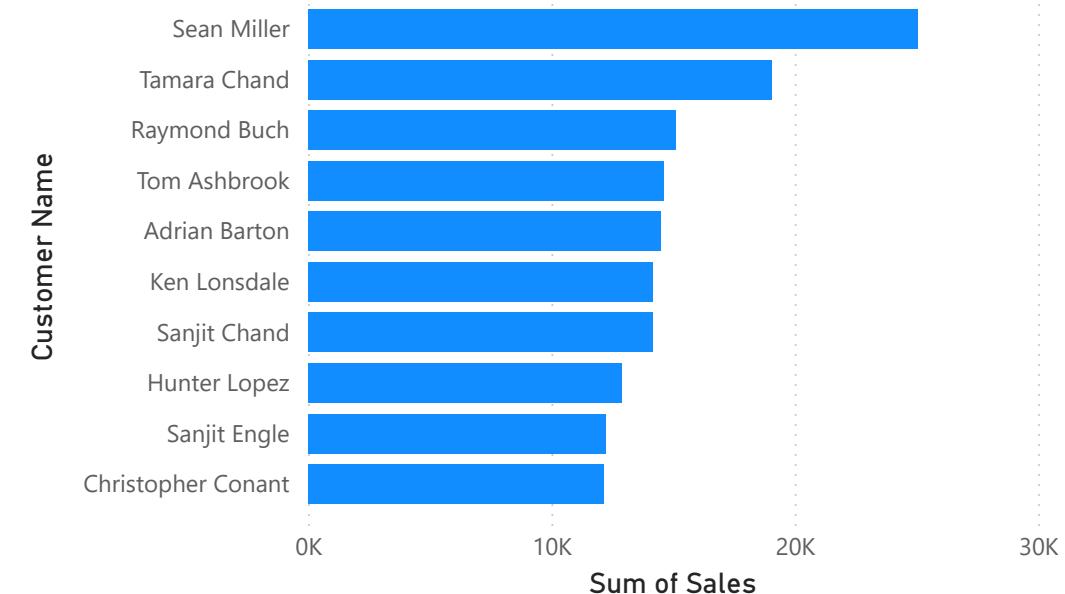
Count of Customer Id by Customer Segment



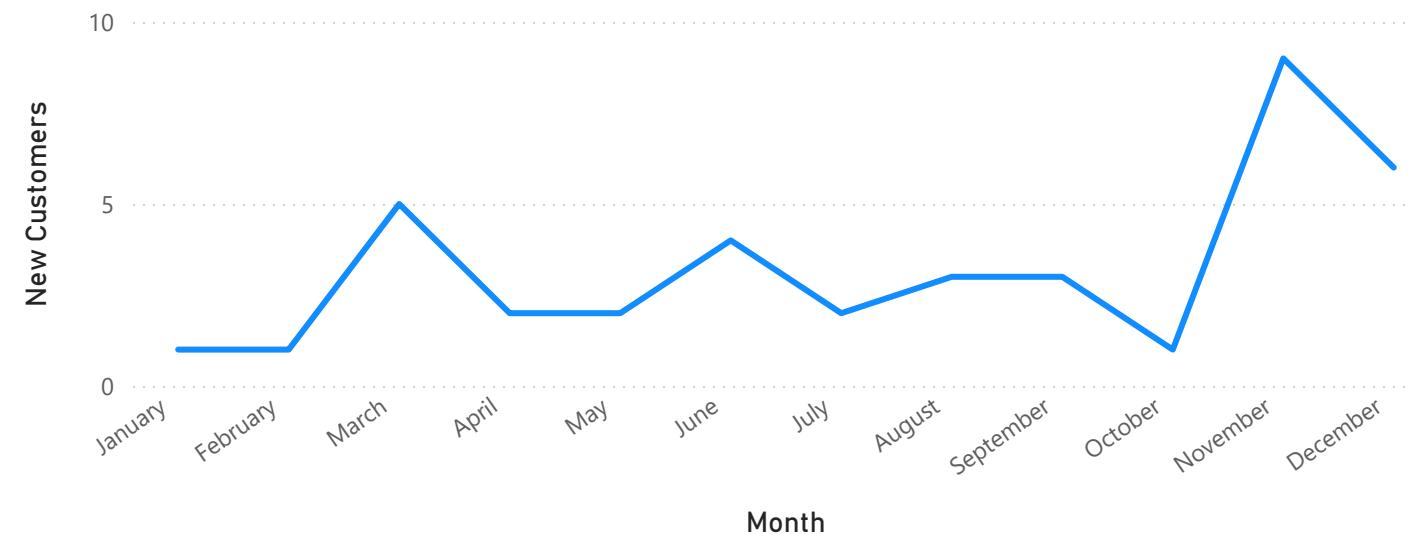
Total Profit by Customer Segment



Sum of Sales by Customer Name



New Customers by Month

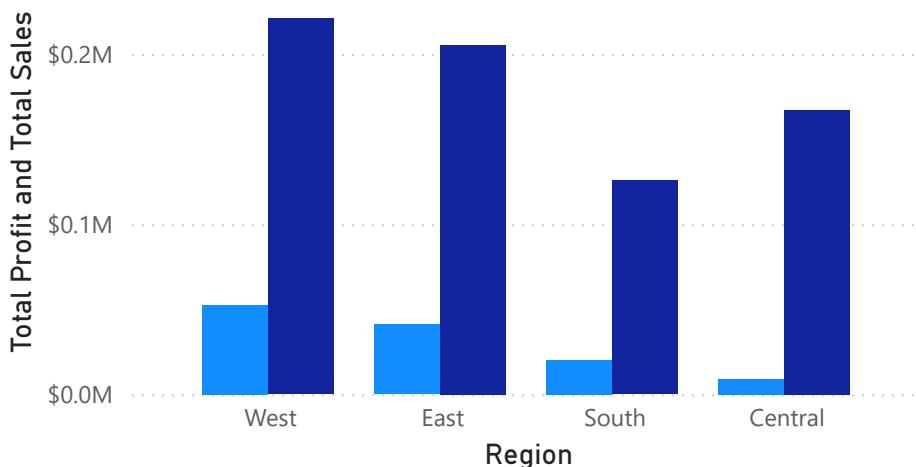


Category
Furniture
Office Supplies
Technology

West and East regions lead in sales, but Central has lower margins—investigate discounts.

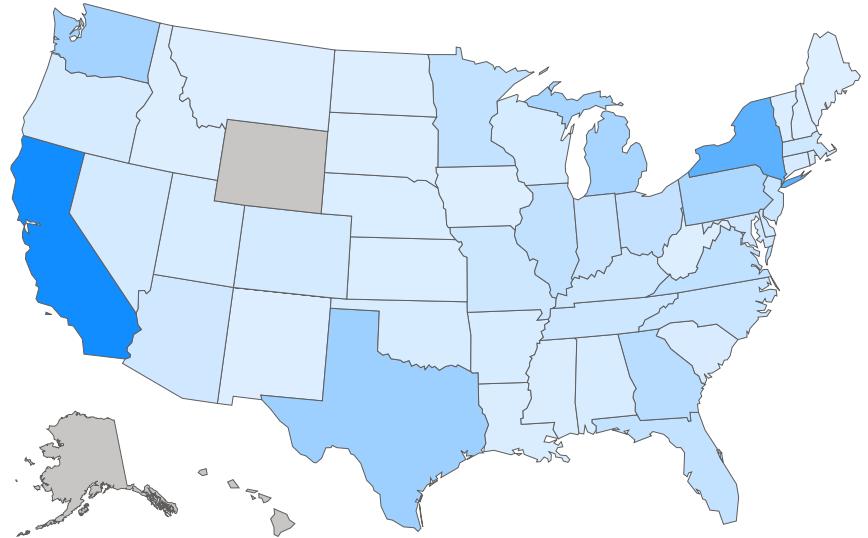
Total Profit and Total Sales by Region

● Total Profit ● Total Sales

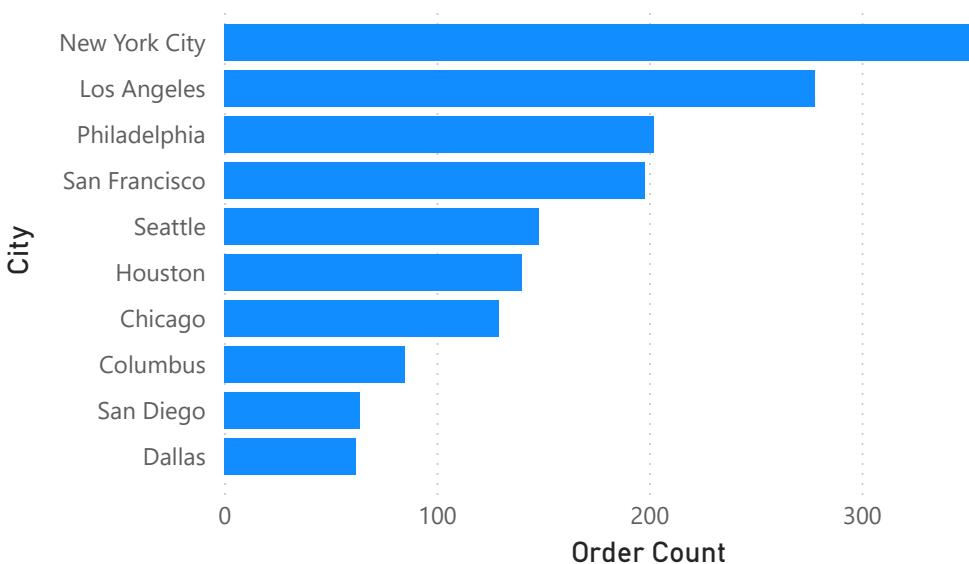


GEOGRAPHIC PERFORMANCE

Total Sales by State



Order Count by City



State	Profit Margin
Alabama	29.88%
Arizona	-7.95%
Arkansas	43.06%
California	26.52%
Colorado	-4.72%
Connecticut	27.76%
Delaware	35.27%
District of Columbia	44.00%
Florida	-8.58%
Georgia	36.69%
Idaho	21.13%
Illinois	-41.96%
Indiana	33.05%
Iowa	44.10%
Kansas	31.96%
Kentucky	32.22%
Louisiana	14.46%
Maine	42.40%
Maryland	36.60%
Massachusetts	32.86%
Michigan	39.78%
Minnesota	40.09%
Mississippi	34.20%
Missouri	22.95%
Montana	15.49%
Nebraska	24.93%
Nevada	32.76%
New Hampshire	36.73%
New Jersey	31.23%
New Mexico	41.05%
New York	28.88%
North Carolina	-2.93%
North Dakota	25.02%
Ohio	-0.63%
Oklahoma	22.25%
Total	17.04%

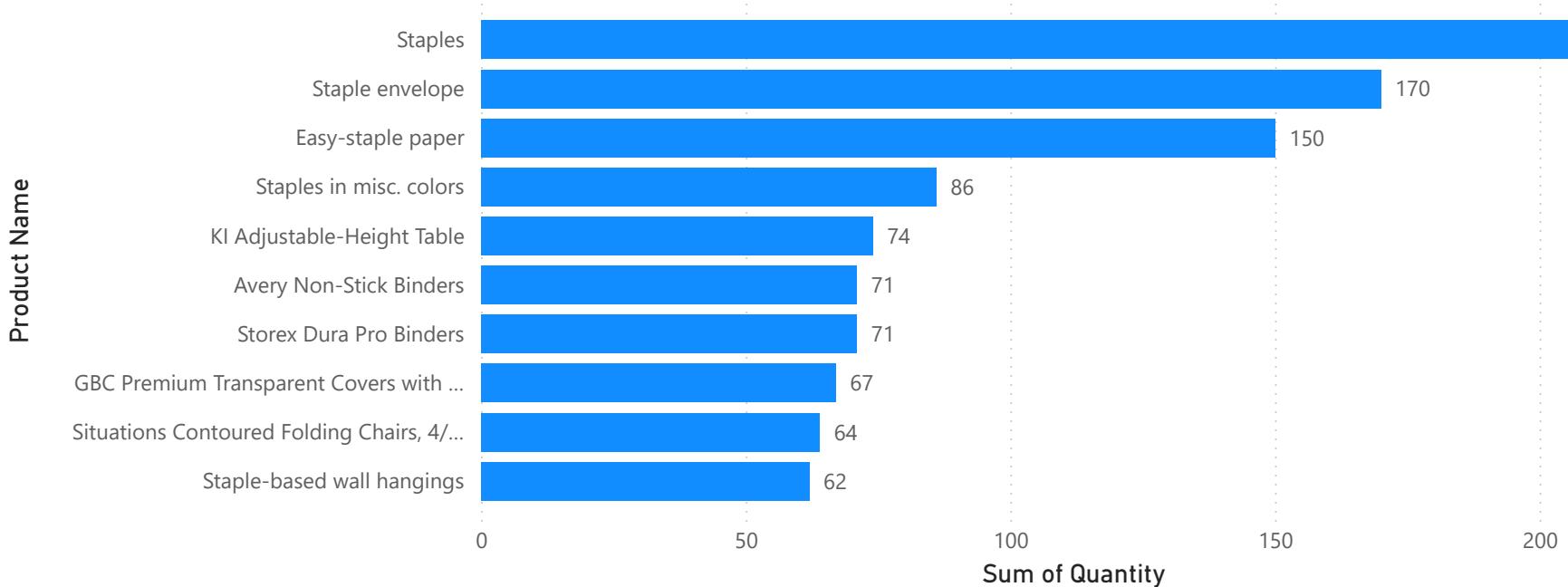
Region

- Central
- East
- South
- West

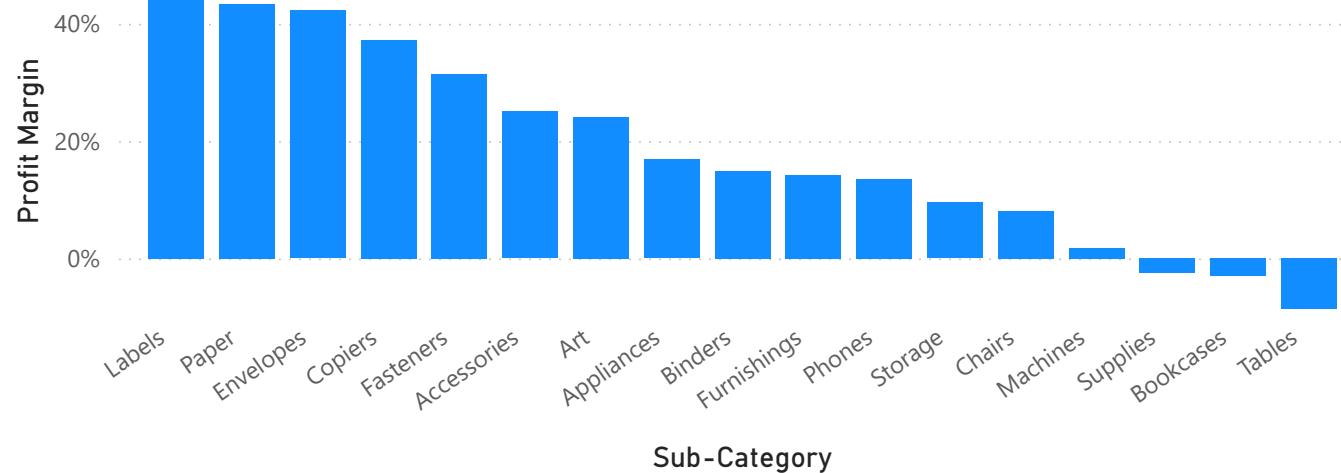
Technology category is top revenue, but some sub-categories like Binders have low margins—review pricing.

Category	Consumer	Corporate	Home Office	Total
Furniture	\$391,049.31	\$229,019.79	\$121,930.70	\$741,999.80
Office Supplies	\$363,952.14	\$230,676.46	\$124,418.43	\$719,047.03
Technology	\$406,399.90	\$246,450.12	\$183,304.02	\$836,154.03
Total	\$1,161,401.35	\$706,146.37	\$429,653.15	\$2,297,200.86

Sum of Quantity by Product Name



Profit Margin by Sub-Category



Total Sales by Category

