

Total Sales

2,297.20K

Sum of Sales

Total Profit

286.40K

Sum of Profit

Total Orders

9994

Count of Order ID

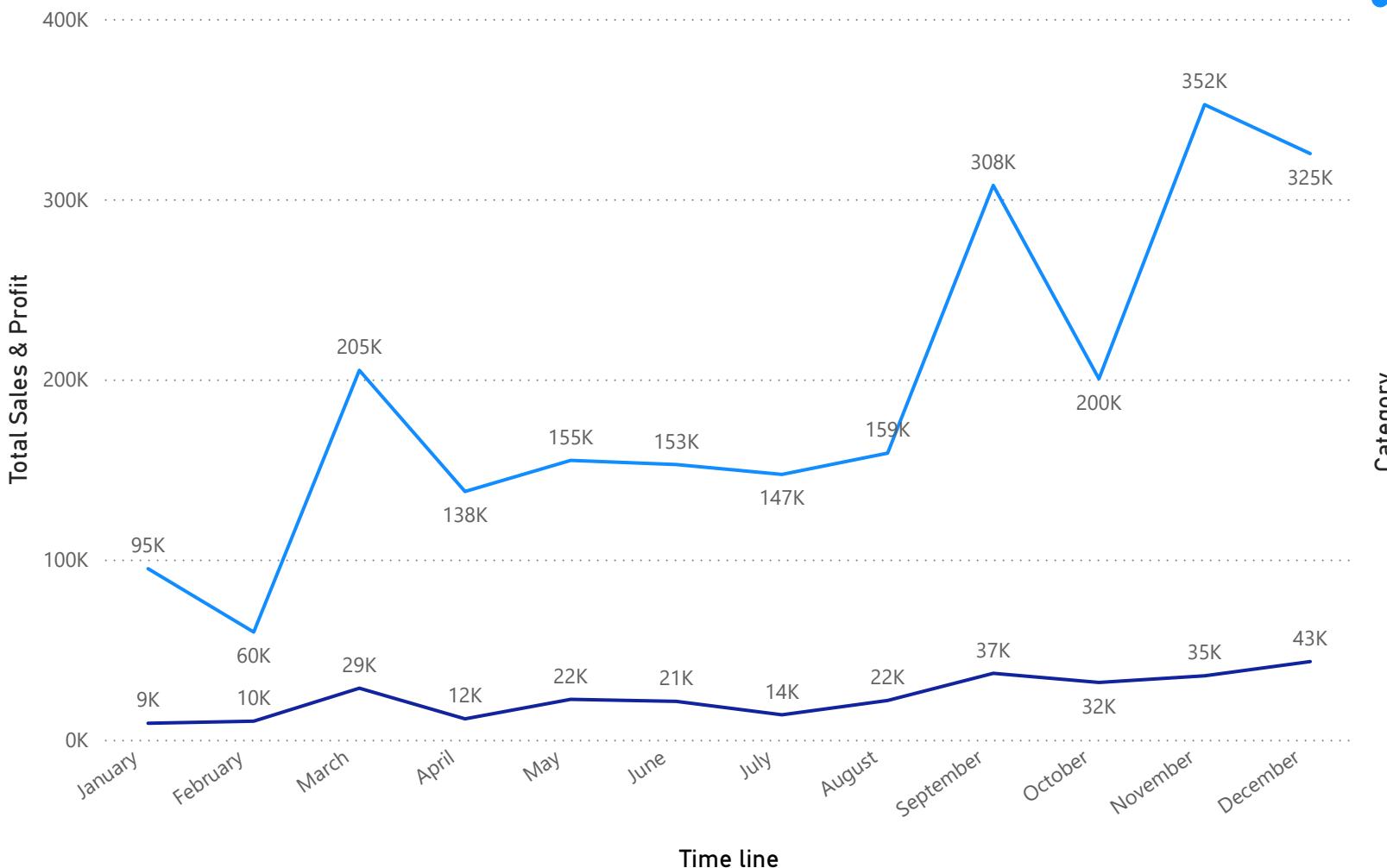
Profit Margin

12.47

Profit Margin %

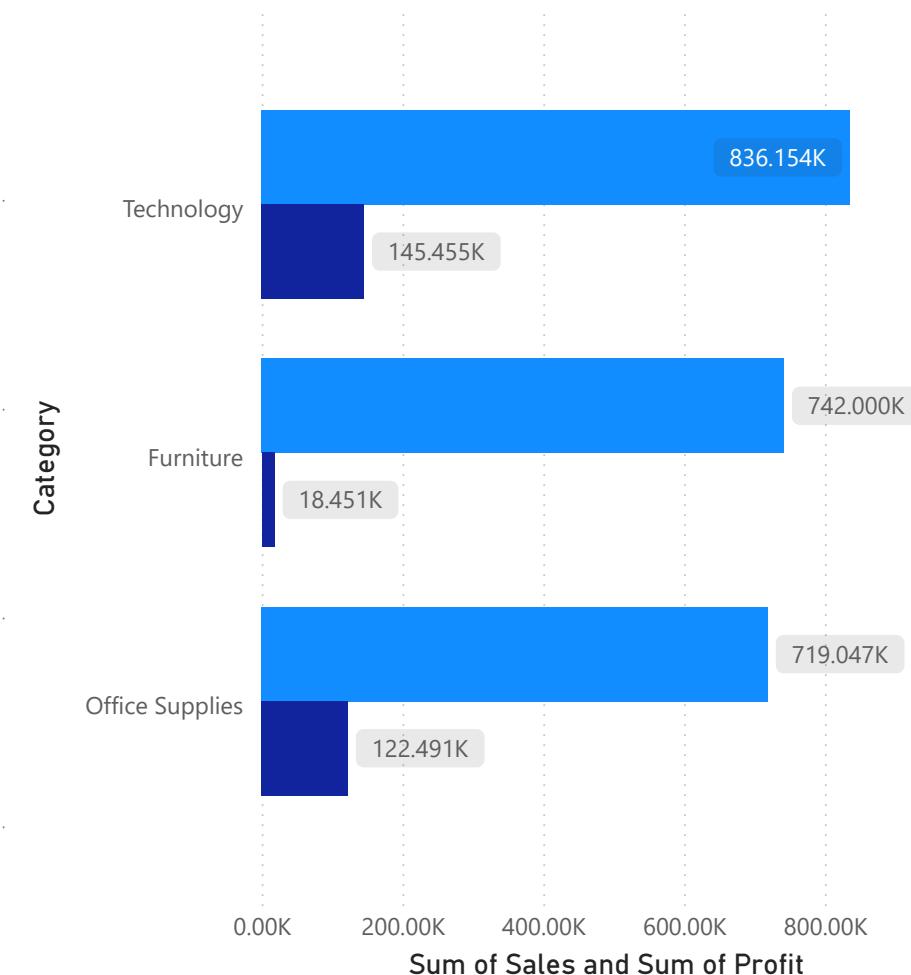
Sales & Profit Trends Over Time

● Sum of Sales ● Sum of Profit

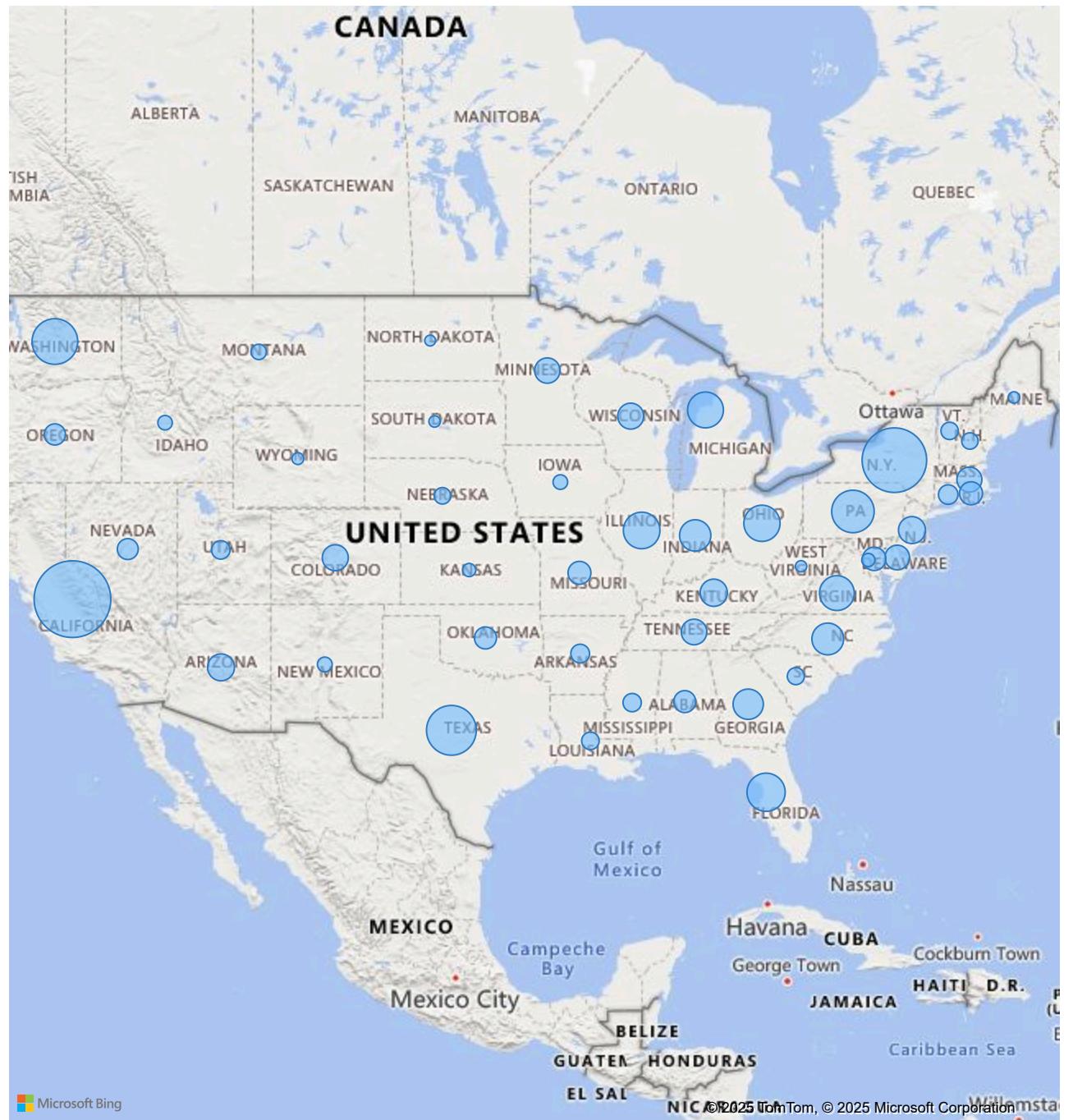


Sales and Profit by Category

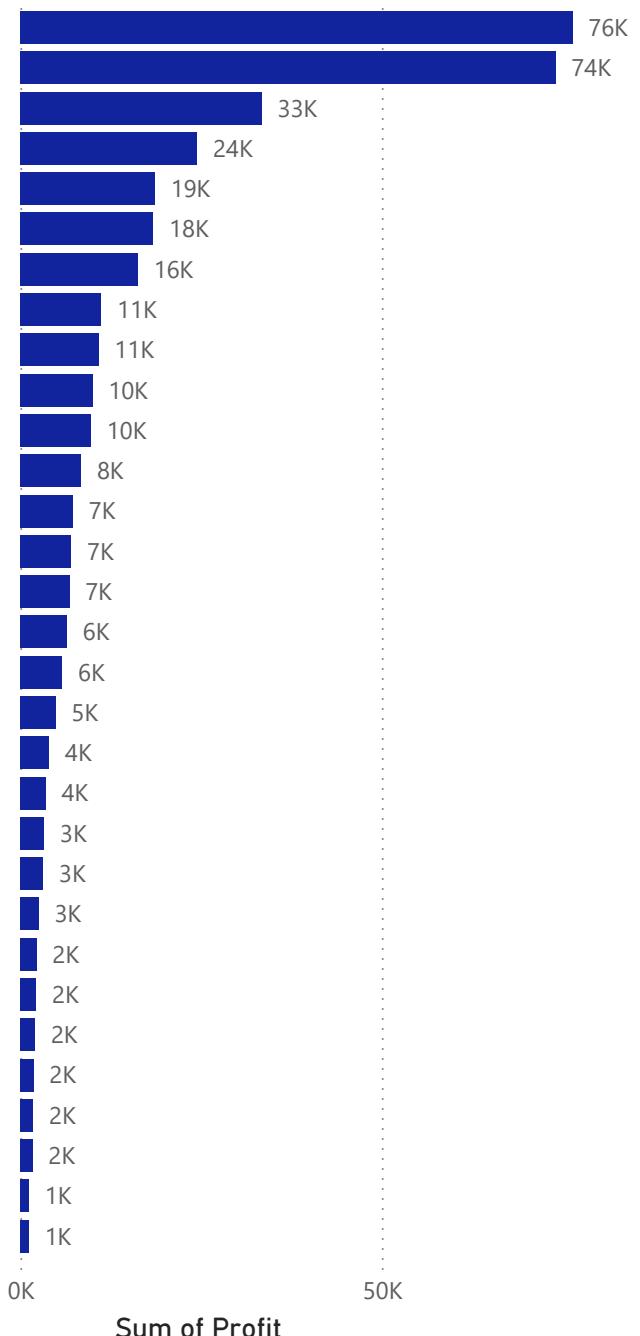
● Sum of Sales ● Sum of Profit



Sales by State



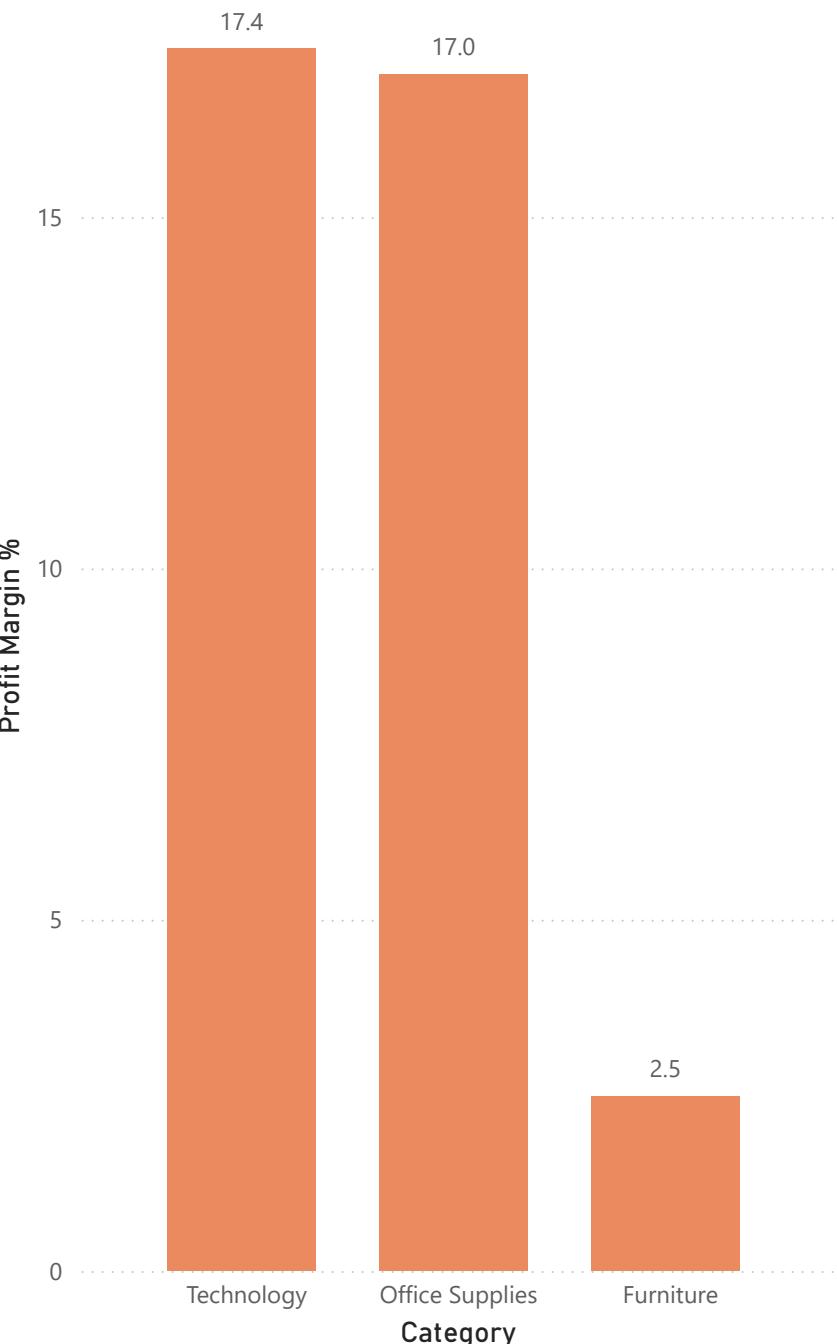
Top States by Profit



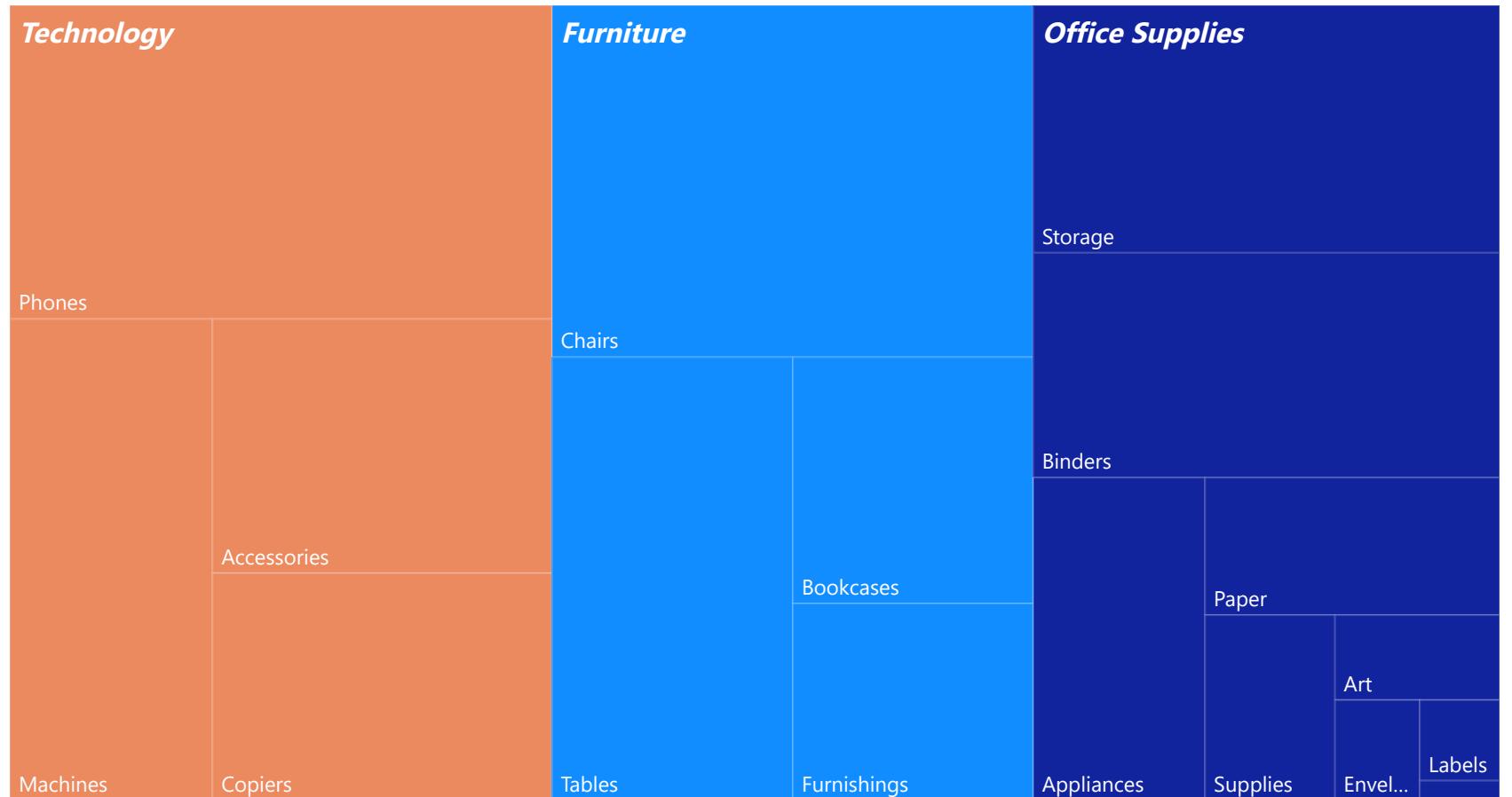
Loss Making Products

Sub-Category	Sum of Sales	Sum of Profit
Tables	206,965.53	-17,725.48
Bookcases	114,880.00	-3,472.56
Supplies	46,673.54	-1,189.10
Total	368,519.07	-22,387.14

Profit Margin by Category



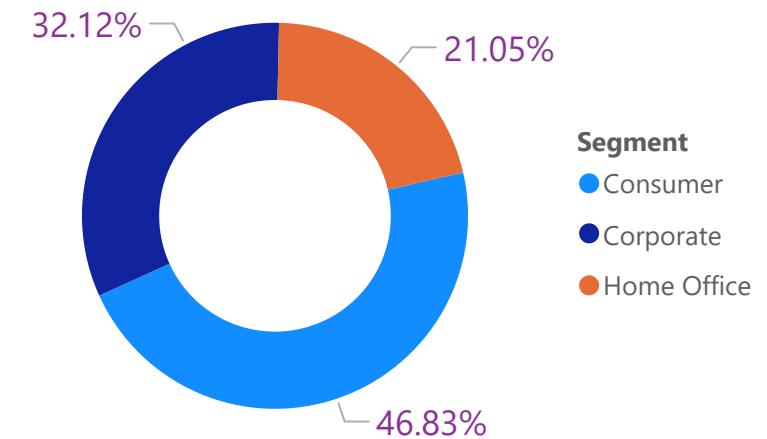
Sales by Sub-Category



Top 10 Customers by Profit

Customer Name	Sum of Sales	Sum of Profit
Daniel Raglin	8,350.87	2,869.08
Andy Reiter	6,608.45	2,884.62
Keith Dawkins	8,181.26	3,038.63
Christopher Martinez	8,954.02	3,899.89
Tom Ashbrook	14,595.62	4,703.79
Adrian Barton	14,473.57	5,444.81
Hunter Lopez	12,873.30	5,622.43
Sanjit Chand	14,142.33	5,757.41
Raymond Buch	15,117.34	6,976.10
Tamara Chand	19,052.22	8,981.32
Total	122,348.97	50,178.07

Profit by Segment



Sales Trend by Customer Segment

Segment ● Consumer ● Corporate ● Home Office

