

SN Crop Dashboard

Order Date

01-01-2017

31-12-2020



1268K

Total of Sales

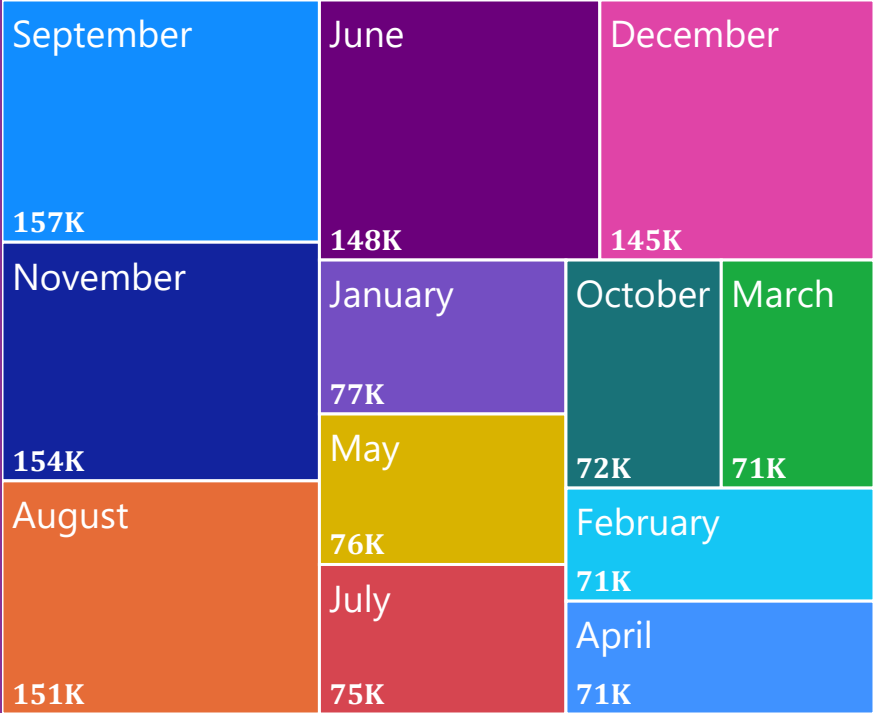
15K

Total of Quantity

Total Sales by Country



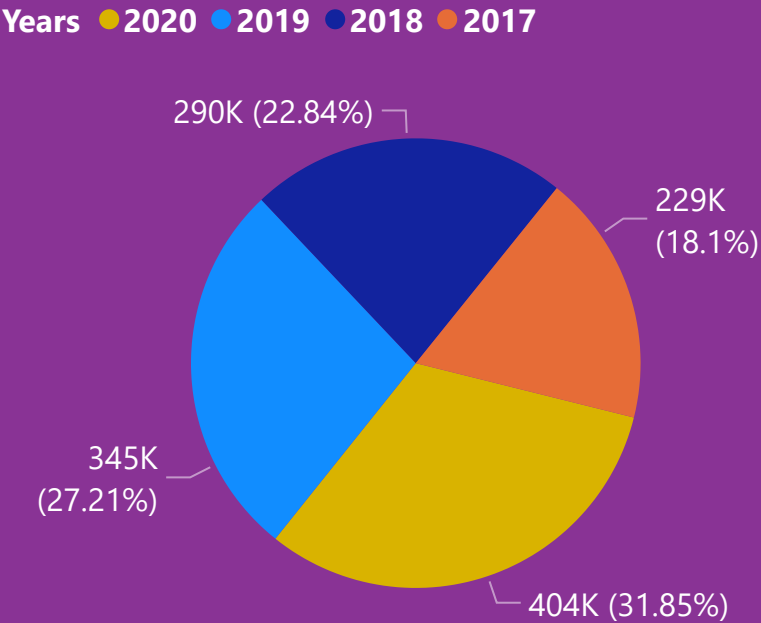
Total Sales by Month



Sales Overview :-

- 1. Highest sales in September (\$157K) and lowest in January (\$71K), indicating seasonal trends.
- 2. Sales vary by country, with some regions performing better, highlighting potential areas for targeted marketing.
- 3. Steady increase in sales from 2017 (\$229K) to 2020 (\$404K), showing consistent growth.

Total Sales by Year



627K

Total of Profit

Ship Mode

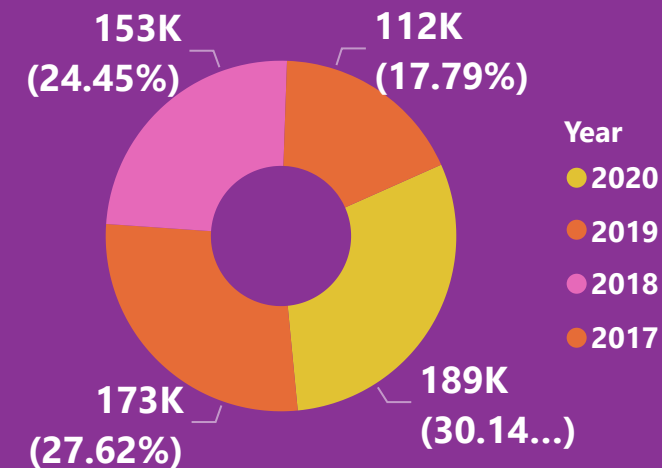
- Select all
- Economy
- Economy Plus
- Immediate
- Priority

Total Profit and Sum of Sales by Month

Sum of Profit Sum of Sales

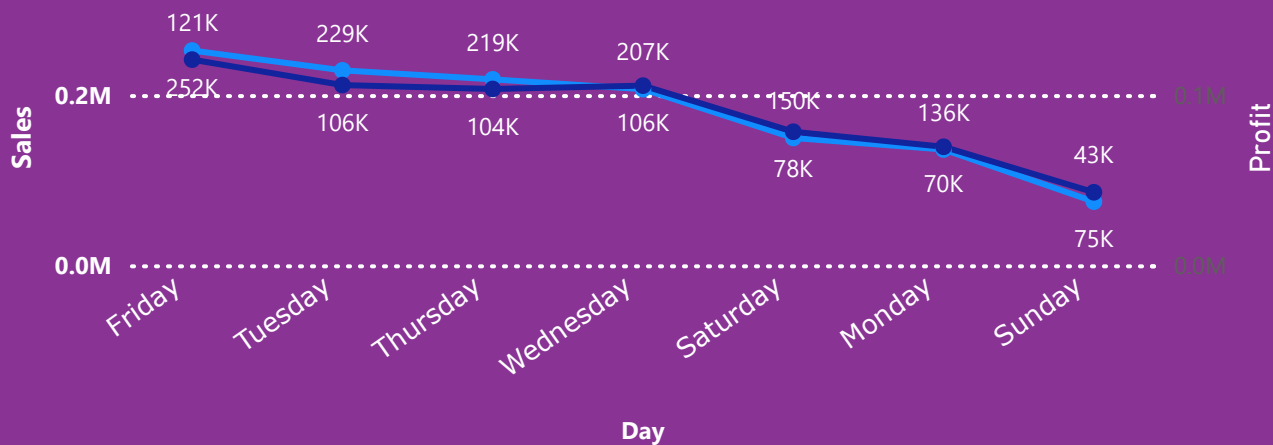


Total Profit by year



Total Sales by day

Sum of Sales Sum of Profit



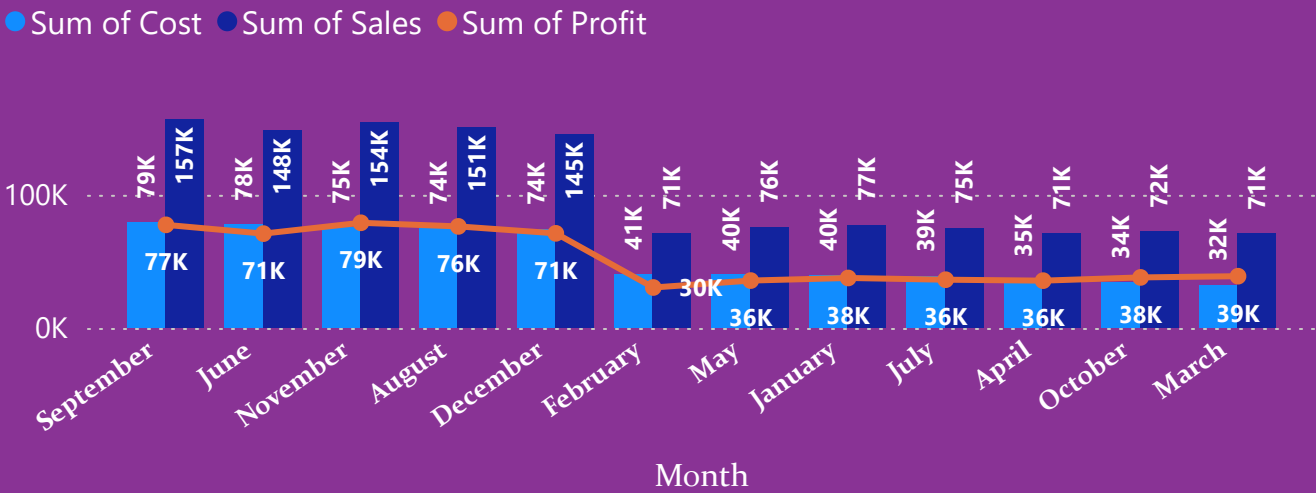
Sales and Profit Analysis :-

1. Highest sales on Friday, lowest on Sunday, indicating stronger performance on weekdays.
2. Profit patterns mirror sales, with Fridays being most profitable.
3. Highest sales and profit in September and November, lowest in January, showing clear seasonal trends.
4. Consistent year-over-year profit growth from 2017 to 2020.
5. Significant peaks in September and November suggest opportunities for targeted promotions.

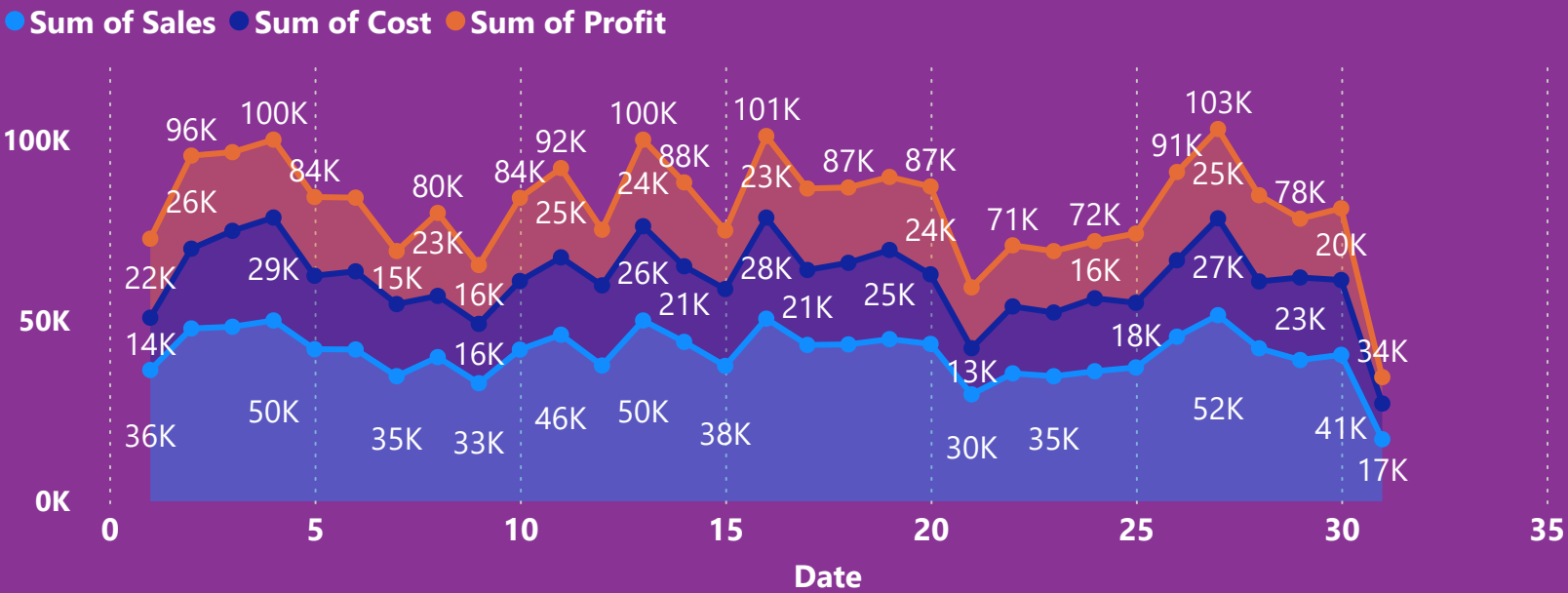
Cost Analysis :-

- 1. Costs have increased proportionately with sales and profit, maintaining effective cost management.
- 2. Highest costs align with peak sales months, supporting strategic investment.
- 3. Effective cost management is evident, balancing increased costs with higher returns.
- 4. Daily cost patterns align with sales and profit trends.
- 5. Strategic investments during peak months are justified by higher returns.

Total Cost,Sales and and Profit by Month



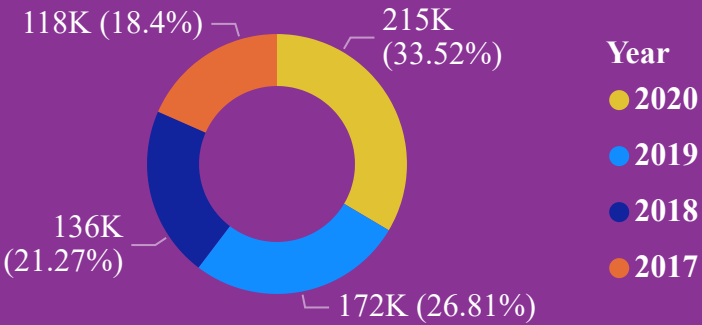
Total Sales,Cost and Profit by Date



641K

Total of Cost

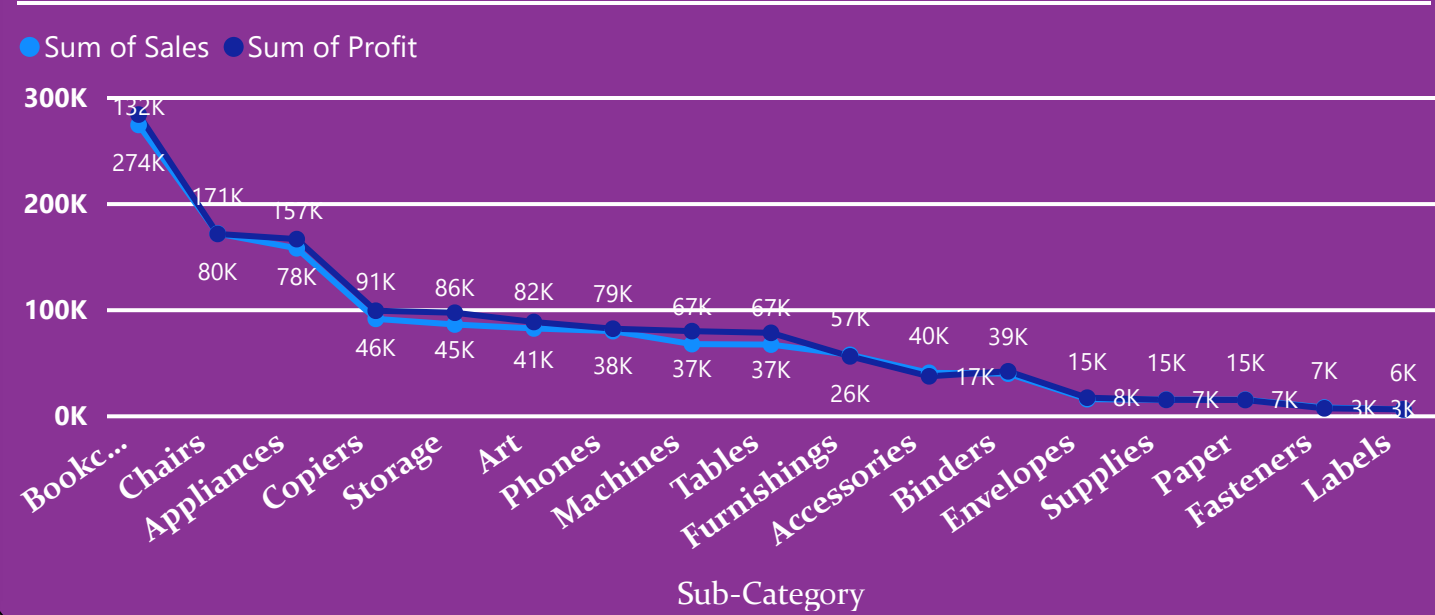
Total Cost by Year



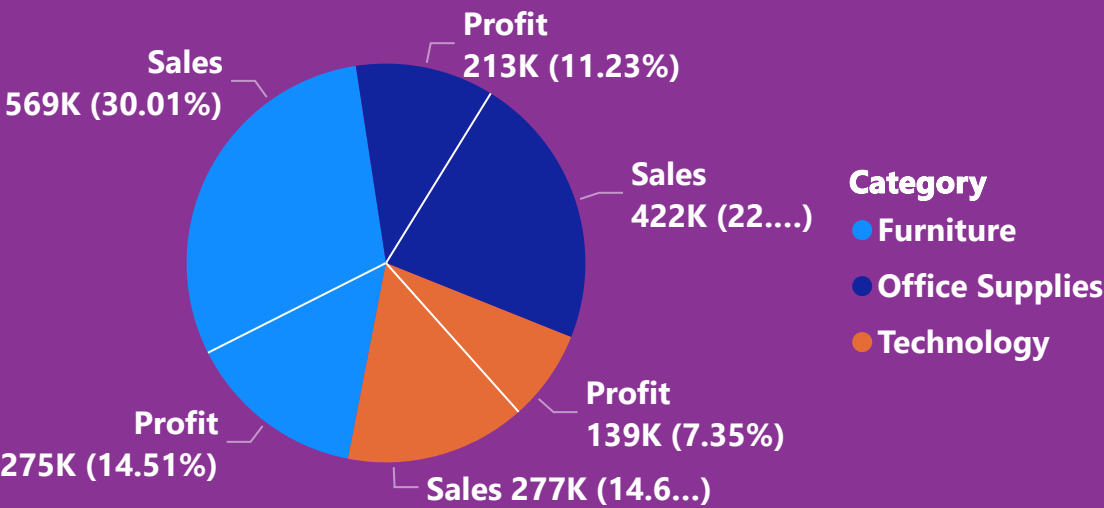
Category and Segment Analysis :-

- 1. Bookcases, Chairs, and Appliances are top-performing sub-categories.
- 2. Consumer segment leads in both sales (\$681K) and profit (\$344K), indicating a key focus area.
- 3. Furniture and office supplies are the most profitable categories.
- 4. High-margin products like chairs and copiers drive profitability.
- 5. Tailored strategies are needed for consumer, corporate, and home office segments to optimize performance.

Total Sales and Profit by Sub-Category



Profit and Sales by Category



Total Sales and Profit by Segment

