

# Retail Sales Insights Profit-Focused Summary

## Insights Summary (Focused on Profit)

### 1. Profit vs Sales:

The scatter plot between Sales and Profit reveals that higher sales do not always result in higher profits.

Some orders with high sales volume still had low or even negative profit, likely due to excessive discounting

or low-margin products.

### 2. Unprofitable Categories:

Categories like Tables, Bookcases, and Supplies showed negative or low profit margins, indicating areas where

costs may need to be controlled or pricing strategies reviewed.

### 3. Most Profitable Category:

The Technology category consistently contributed the highest profit, especially sub-categories like Phones

and Copiers, making it a strong candidate for investment and growth.

### 4. Top Regions by Profit:

- West and East regions generated the highest total profit.
- The Central and South regions, though active in sales, showed lower profitability.

### 5. Profit Over Time:

The line chart with Profit (primary axis) and Sales (secondary axis) shows clear seasonal trends.

Profit spikes were observed in Q4, suggesting strong holiday sales performance.

### 6. Top 10 Customers by Profit:

A small number of customers contributed significantly to total profit. These can be considered high-value

customers for future loyalty or retention strategies.

## 7. Discount Impact:

Orders with high discounts often led to reduced profit or losses, highlighting the need to monitor discounting policies closely.