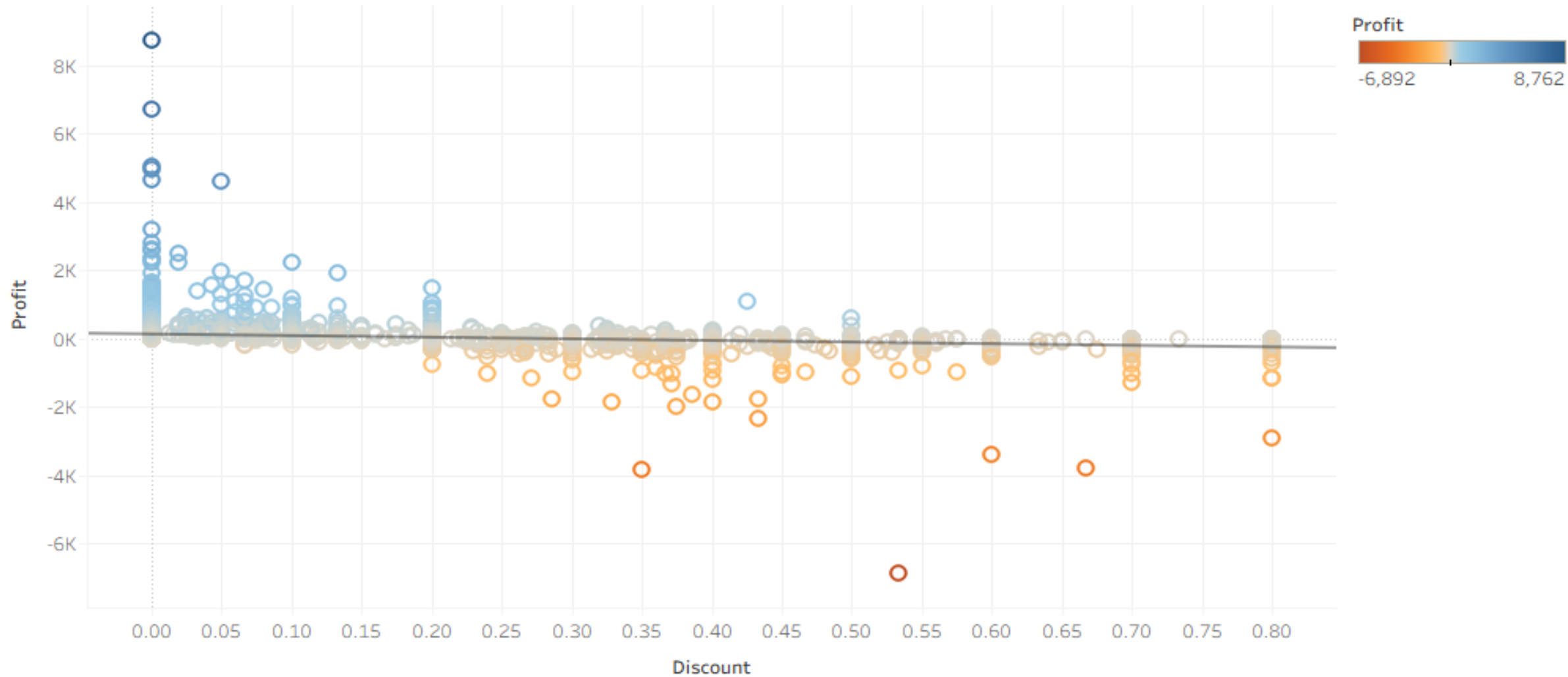


Discount vs. Profitability

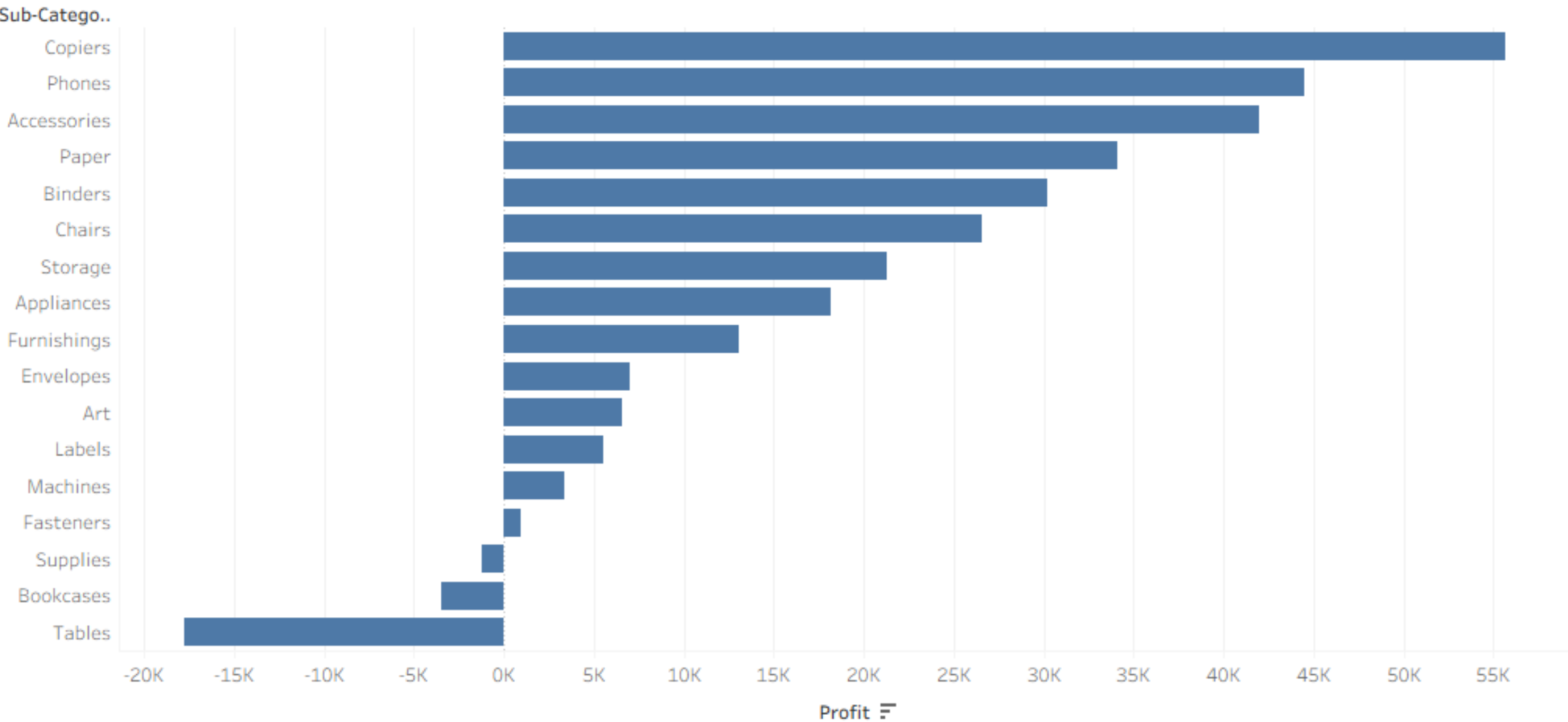
This scatter plot visualizes the direct relationship between applied discounts and resulting profit margins. It clearly demonstrates how increasing discount percentages correlate with a decline in profitability, identifying specific discount tiers that significantly erode our financial performance and highlighting the critical need for a refined discounting strategy.



Average of Discount vs. sum of Profit. Color shows sum of Profit. Details are shown for Order ID.

Profitability by Category & Segment

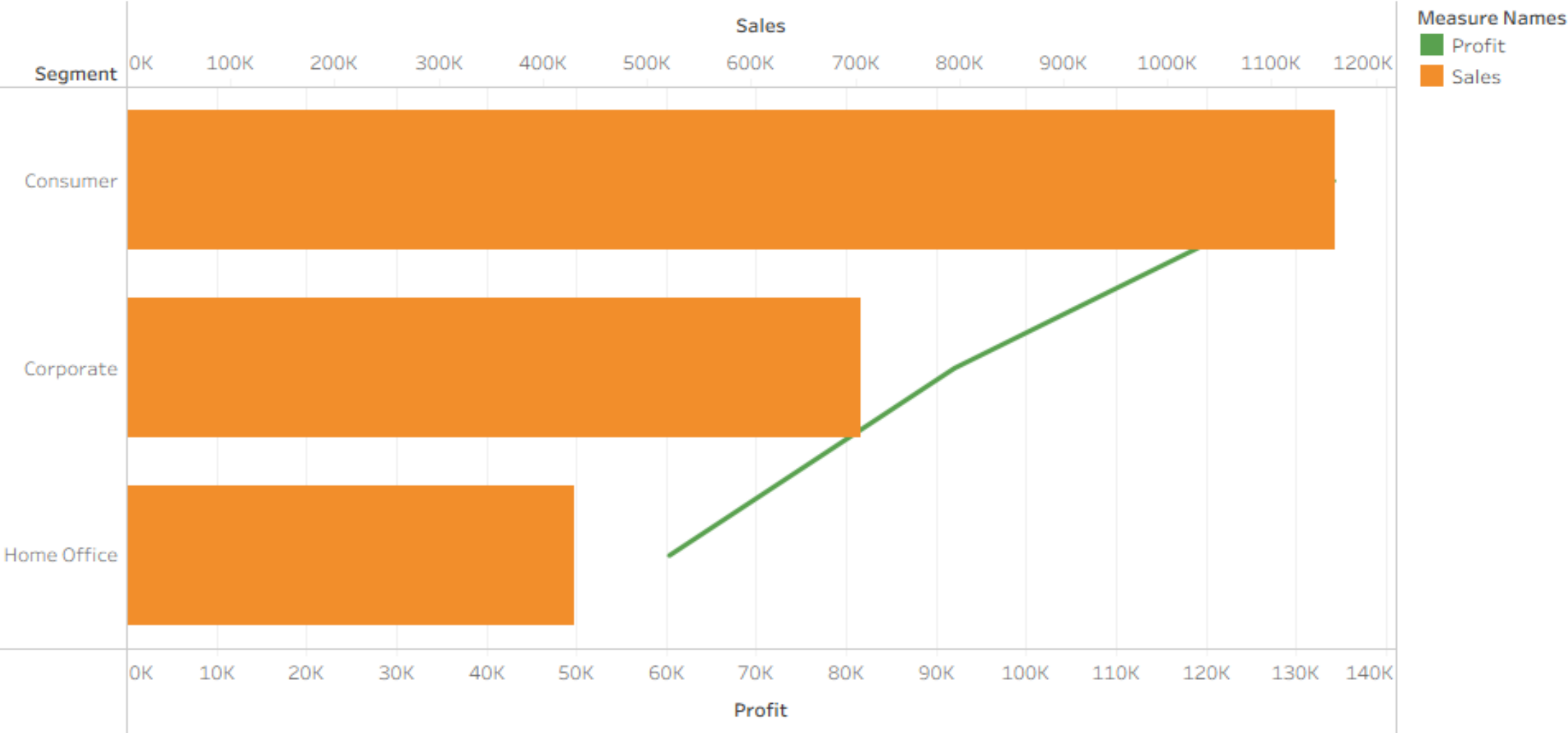
This visualization provides a granular view of profit generation, dissecting performance across key product categories and customer segments. By highlighting the highest-contributing areas and identifying those with lower profitability, we can strategically focus efforts to optimize our product portfolio and tailor customer engagement.



Sum of Profit for each Sub-Category.

Profitability by Segment

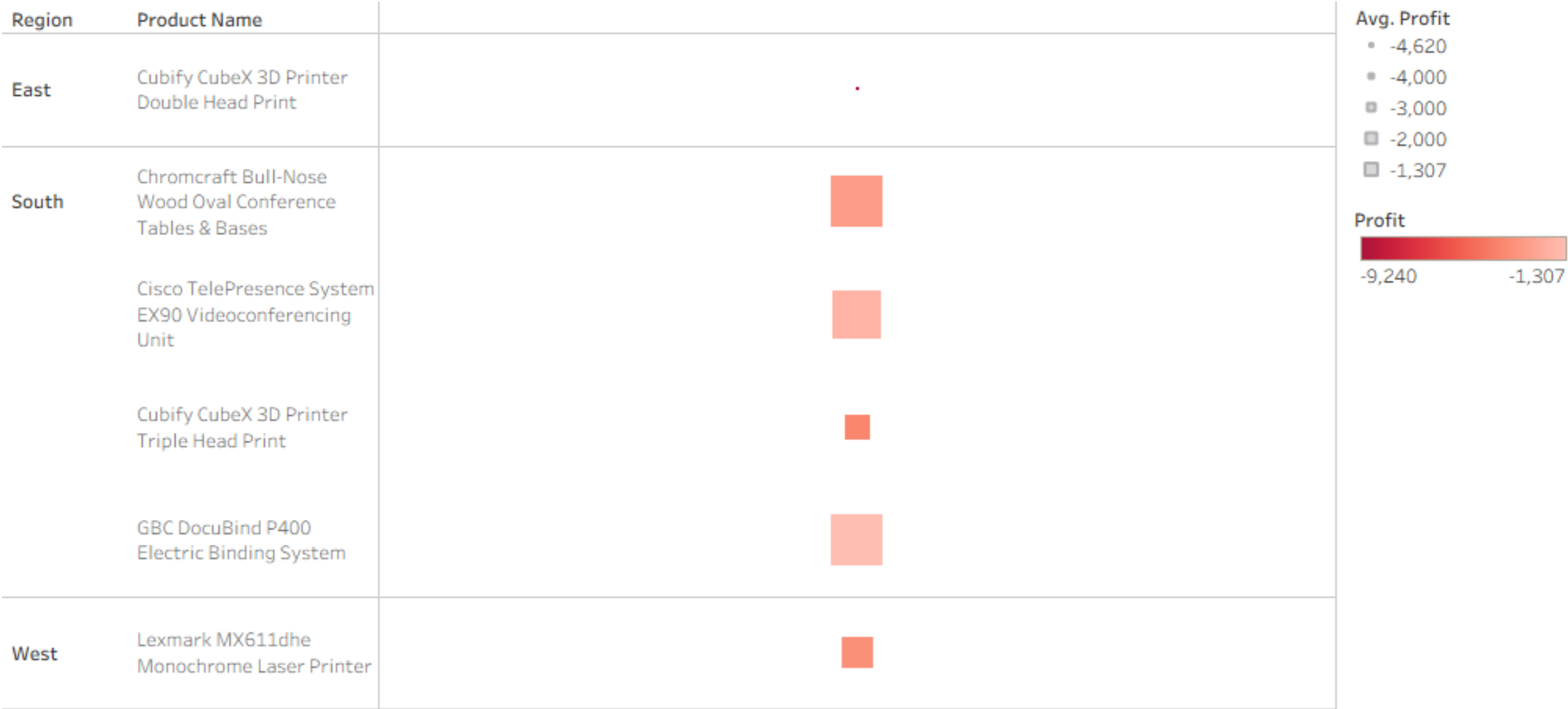
This chart illustrates the varying profit contributions across different customer segments. It highlights which segments are most profitable and which may require targeted strategies to enhance their financial performance.



The trends of Profit and Sales for Segment. Color shows details about Profit and Sales.

Negative Profit Transactions (Losses Exceeding \$1,000)

This visualization pinpoints transactions with individual losses greater than \$1,000, highlighting the concentrated areas of negative profitability across specific customer segments, regions, and product categories. Understanding these high-impact loss drivers is crucial for developing targeted strategies to mitigate substantial financial drains



Sum of Profit (color) and average of Profit (size) broken down by Region and Product Name. The data is filtered on maximum of Profit, which includes values less than or equal to -1,000.