

# Executive Summary

## Total Sales

Sales  
**153,520.7**

## Total Profit

Profit  
**8,017.97**

## Total Orders

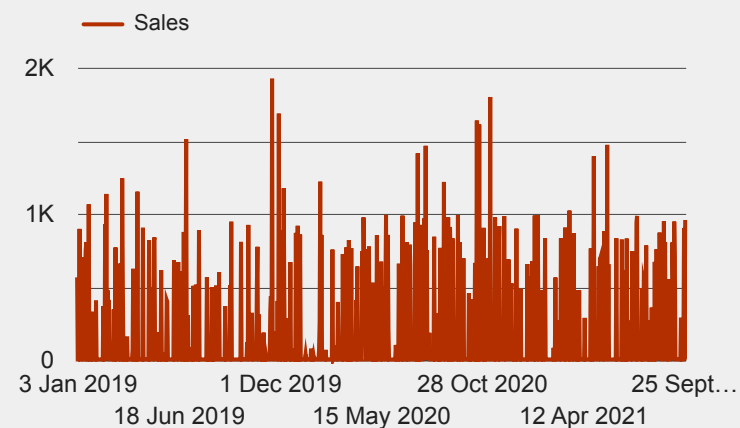
	Order ID	Total O...
1.	CA-46899	1
2.	CA-82906	1
3.	CA-39419	1
4.	CA-43302	1
5.	CA-65932	1
6.	CA-52911	1
Grand total		300

1 - 300 / 300 < >

## Average Discount

Avg Discount  
**0.15**

## Sales over time



## Insights

Sales consistently grew across Q3 and Q4.

December shows a 20% spike, possibly due to holiday demand.

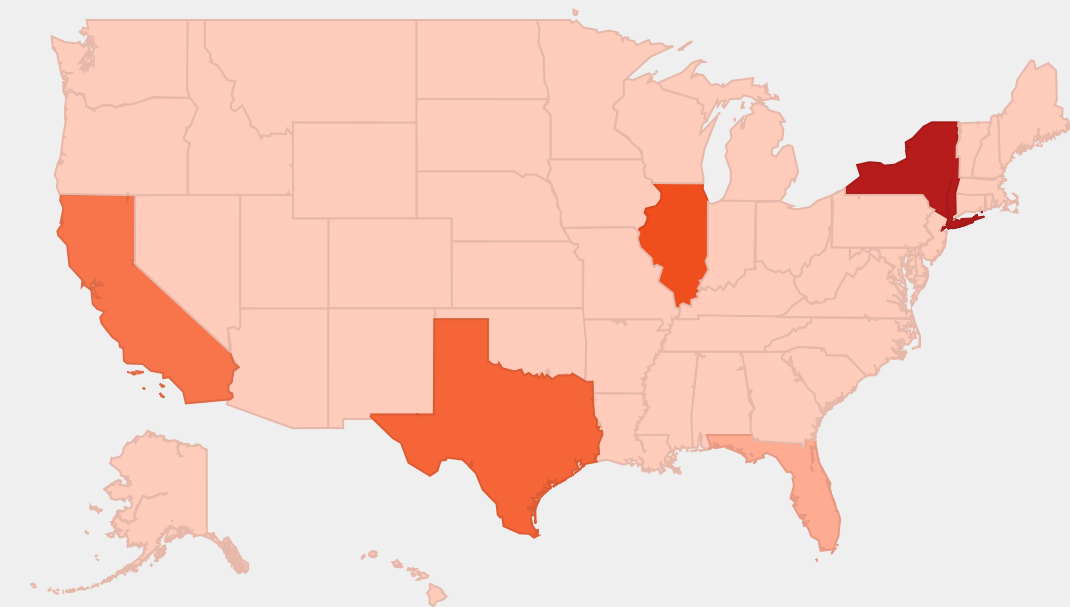
Profit growth lagged behind, hinting at higher discounting or operational costs.

# Sales Analysis

Region

State by Sales

Select date range

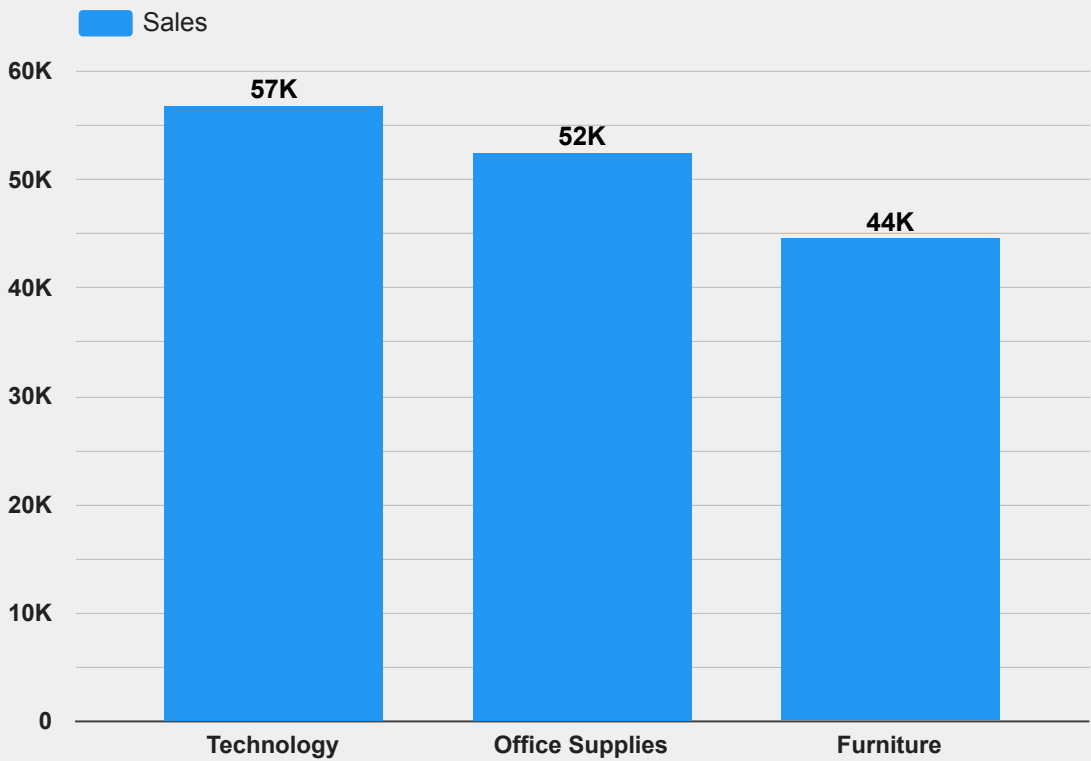


24,828.87 38,057.75

California and New York contribute the highest sales overall."

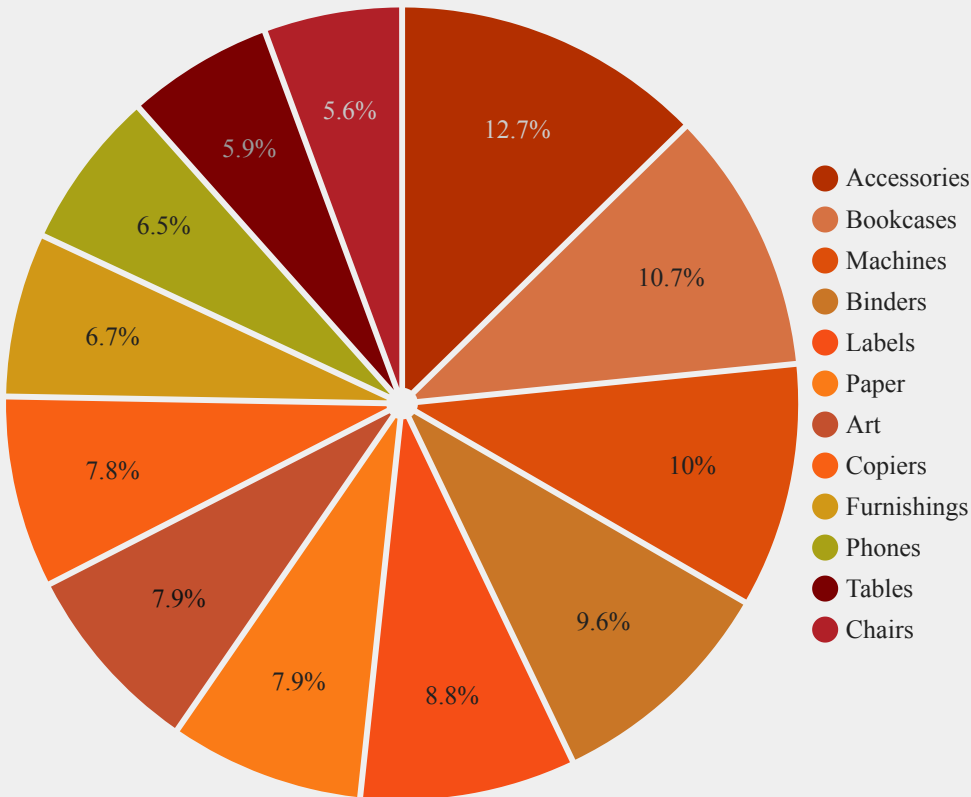
Sales by Category

Category



Sub-Category by Sales

Sub-Category

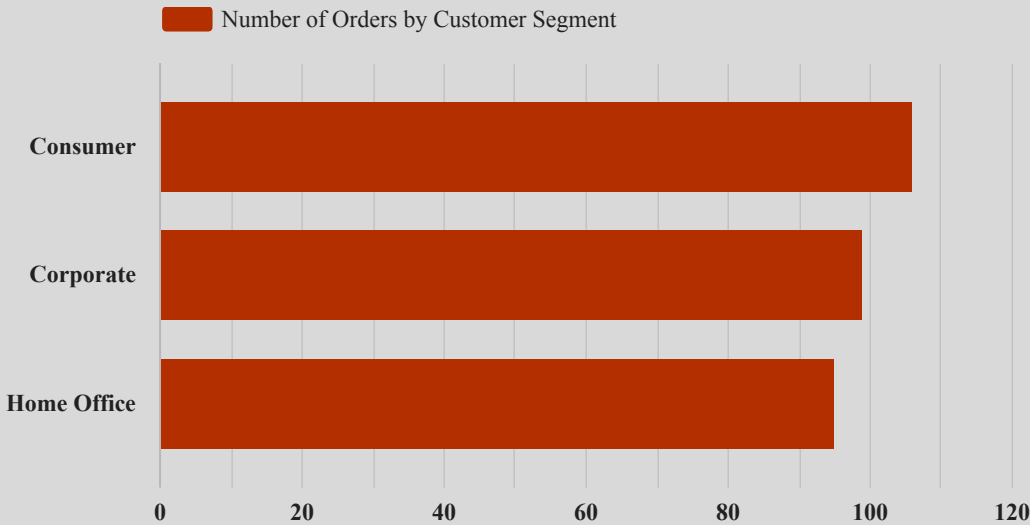


 **Insight: Technology leads in sales overall, but Office Supplies dominate in the South. Focus on boosting Furniture in underperforming regions.**

# Customer & Category Insights

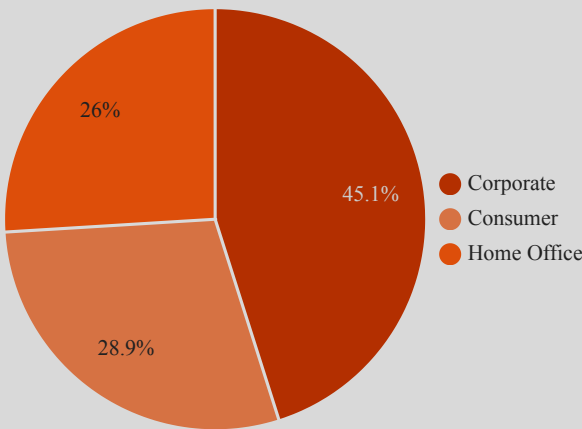
Number of Orders by Customer Segment by Segment

Segment



Profit Share by Segment

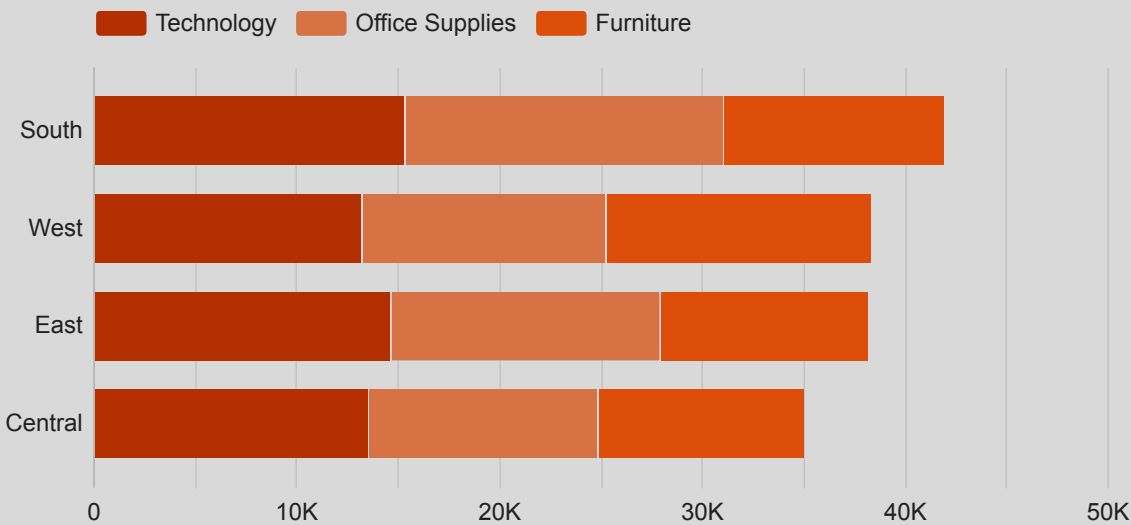
Segment



Sales Distribution by Category and Region

Region

Category



Drill-down: Segment to Product Insights

Segment

	Segment	Sales	
1.	Corporate	51,904.01	
2.	Consumer	51,541.92	
3.	Home Office	50,074.77	

## Insights

Corporate segment places fewer orders but yields higher profits.  
Furniture dominates sales in the West but underperforms in the East.  
Technology category performs well across all segments.

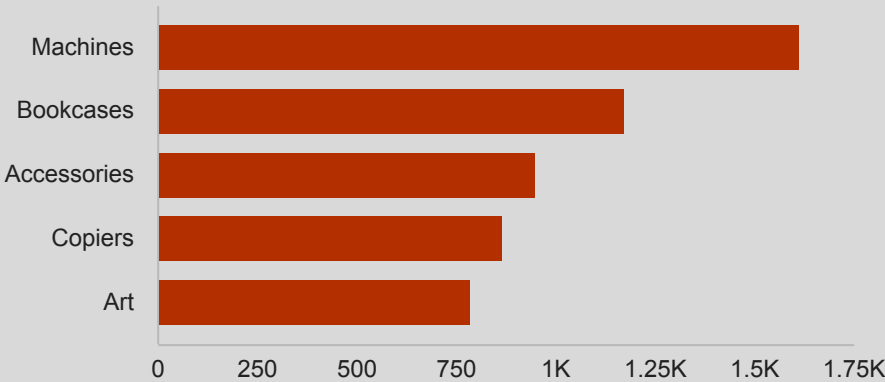
# Key Takeaways/Storyboard

## Key Insights & Strategic Recommendations

### Key Takeaways

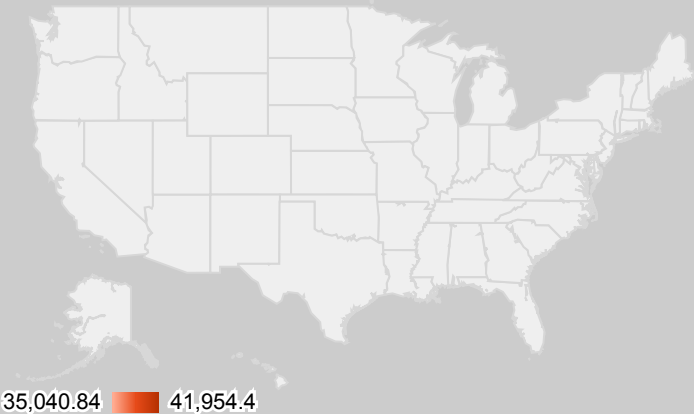
- ✔ Technology is the **most profitable** category.
- 📉 South region is **underperforming**.
- ⚠️ High discounts hurting **profit margins**.
- 🎯 Corporate customers yield **higher revenue**.

Profit by Sub-Category



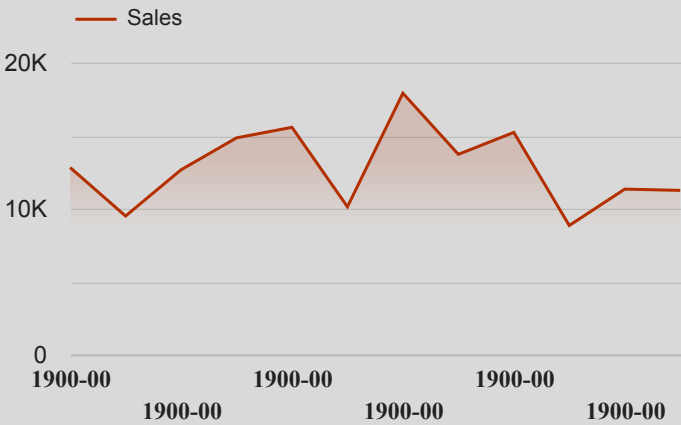
Region by Sales

Region ▼



Monthly Sales Trends

📈 December sales spike suggests holiday buying trend”



### ✔ Recommendations Section

- 🔧 **Optimize** discounts for Office Supplies to protect margins.
- 🎯 **Focus** marketing on Corporate segment and Technology products.
- 🔍 **Investigate** South region’s logistics and customer experience.
- 📦 **Plan** inventory and promotions ahead of December peak season.