

Clear all slicers

Total sales

\$2.3M



Total Profit

\$286K



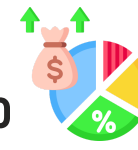
Total Orders

10K



Profit Margin

12.47%



YoY Sales Growth %

47%



Date

All

Region

All

Category

All

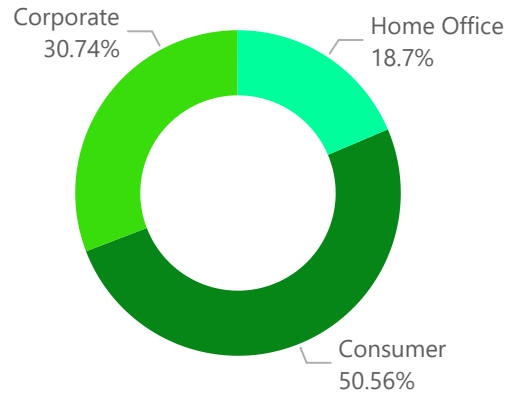
Segment

All

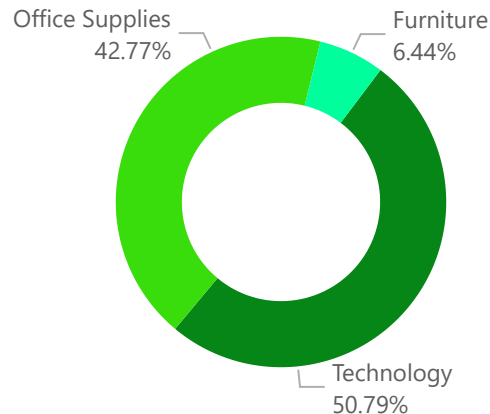
Key Insights

- 🔥 Total Sales: ₹2.3M from 10K orders with an average order value of ₹230.
- 📊 Profit Margin: 7.56%, led by the Technology category contributing over 50% of total profit.
- 🌐 Regional Performance: The West region dominates in both sales (₹725K) and profit (₹108K).
- 📅 Peak Sales: Highest monthly sales observed in November.
- ⚠️ Underperformers: Furniture lags in profit (₹18K), and some subcategories like Tables and Bookcases show negative returns.

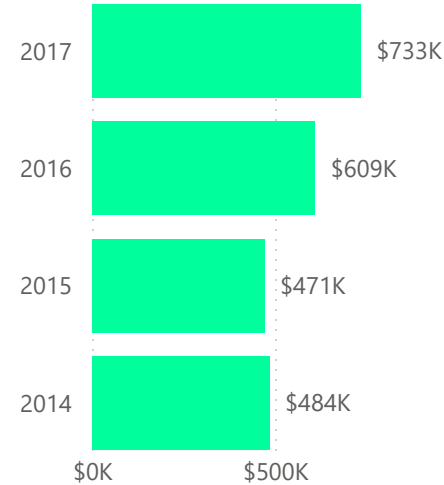
Sales Distribution by Customer Segment



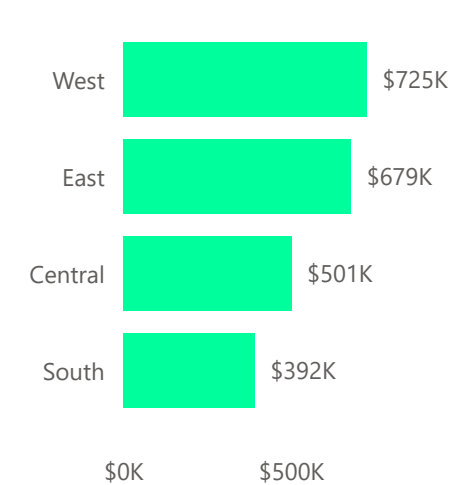
Profit Contribution by Product Category



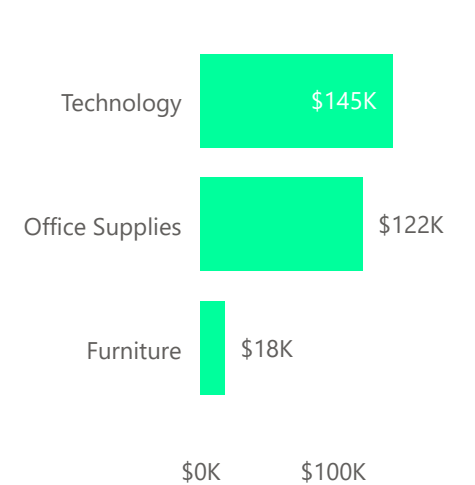
Yearly Sales Trend



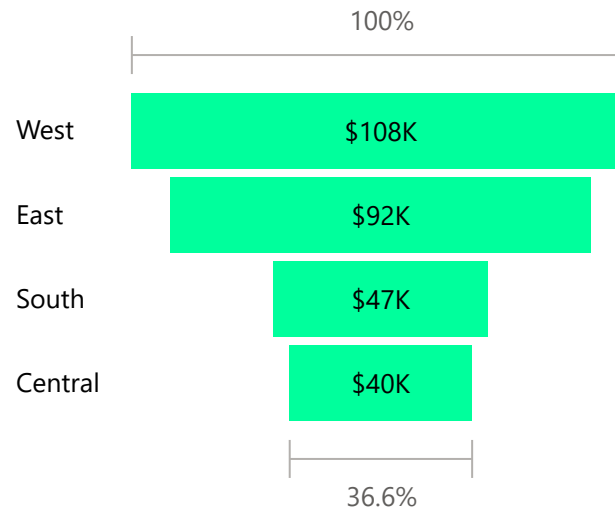
Sales by Region



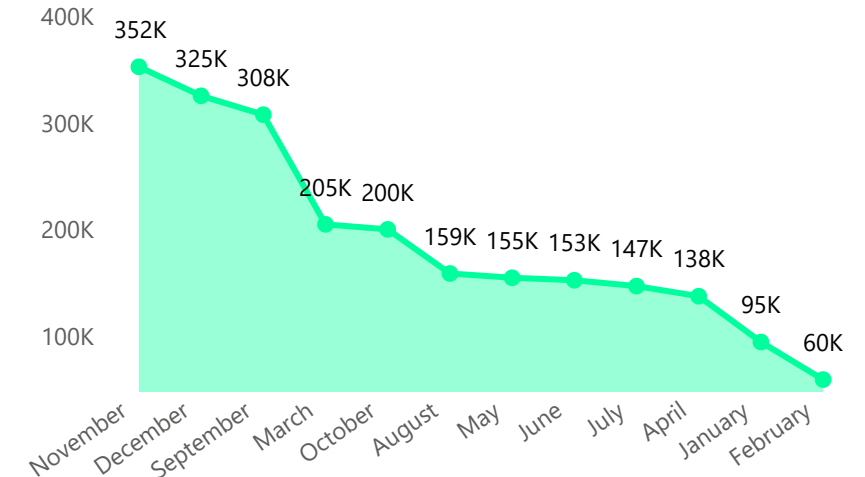
Profit by Product Category



Regional Profit Distribution



Monthly Sales Trend



Clear all slicers

Date ▼

All ▼

Region ▼

All ▼

Category ▼

All ▼

Segment ▼

All ▼

Key Insights

- 👤 Top Customers: Sean Miller leads in sales (₹25K) but incurs a loss (– ₹1.9K).
- 💰 Discount Impact: Profitability drops significantly beyond 20% discount.
- 📦 Top Products: Copiers, Phones, and Accessories contribute the most profit.
- ❌ Loss Drivers: Tables (–₹18K) and Bookcases (–₹3K) incur losses.
- 📍 Segments: Consumers lead in sales (₹1.16M), Corporate in profit (₹134K).

Total Sales

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Total Profit

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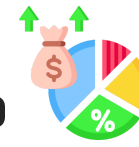
Total Orders

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Profit Margin

12.47%



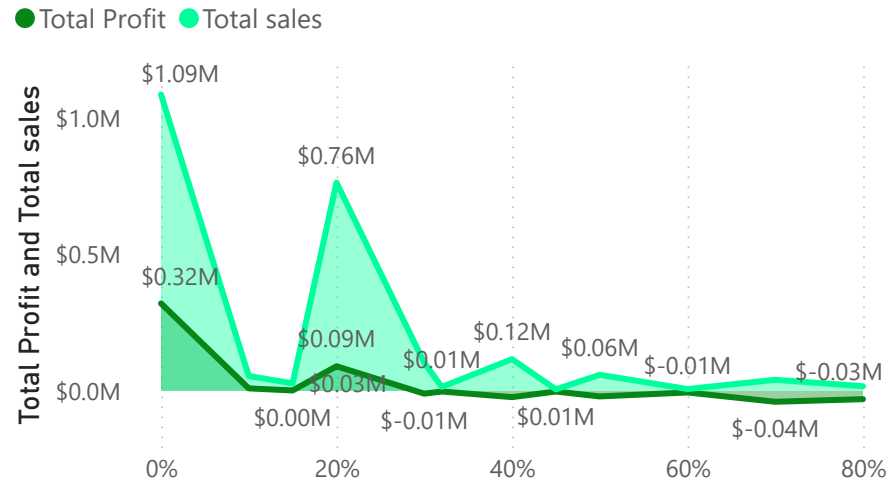
YoY Sales Growth %

47%

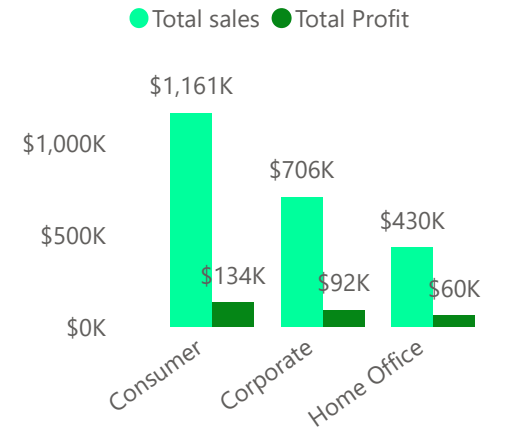


Customer Name	Sales	Profit
Tamara Chand	\$19,052.218	\$8,981
Raymond Buch	\$15,117.339	\$6,976
Sanjit Chand	\$14,142.334	\$5,757
Hunter Lopez	\$12,873.298	\$5,622
Adrian Barton	\$14,473.571	\$5,445
Tom Ashbrook	\$14,595.62	\$4,704
Sanjit Engle	\$12,209.438	\$2,651
Christopher Conant	\$12,129.072	\$2,177
Ken Lonsdale	\$14,175.229	\$807
Sean Miller	\$25,043.05	-\$1,981

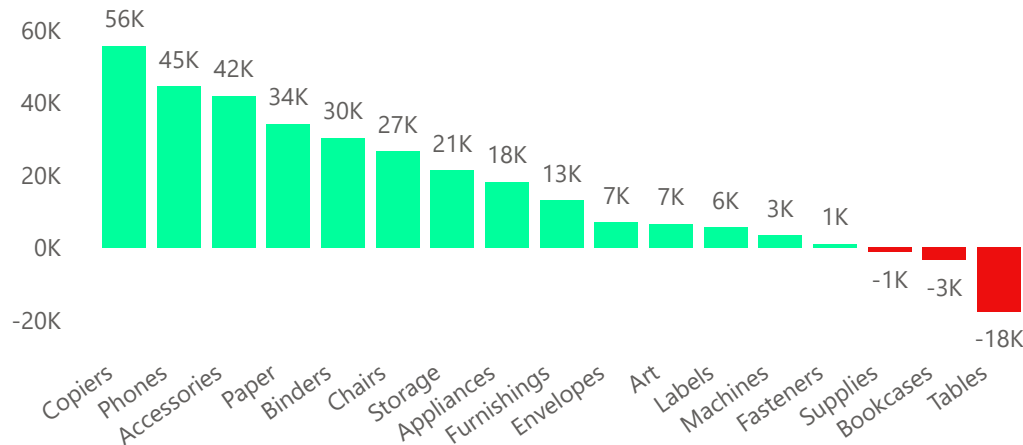
Sales vs Profit Across Discount Levels



Sales and Profit by Customer Segment



Profit by Product Sub-Category



Sales by Product Sub-Category

