

# Executive Summary ...

Total Sales

1.57M



Total Profit

175.26K



Profit Margin

59.37K



Sales of Volume

22K



Month

All

Segment

All

Year

2019

2020

2021

Quarter

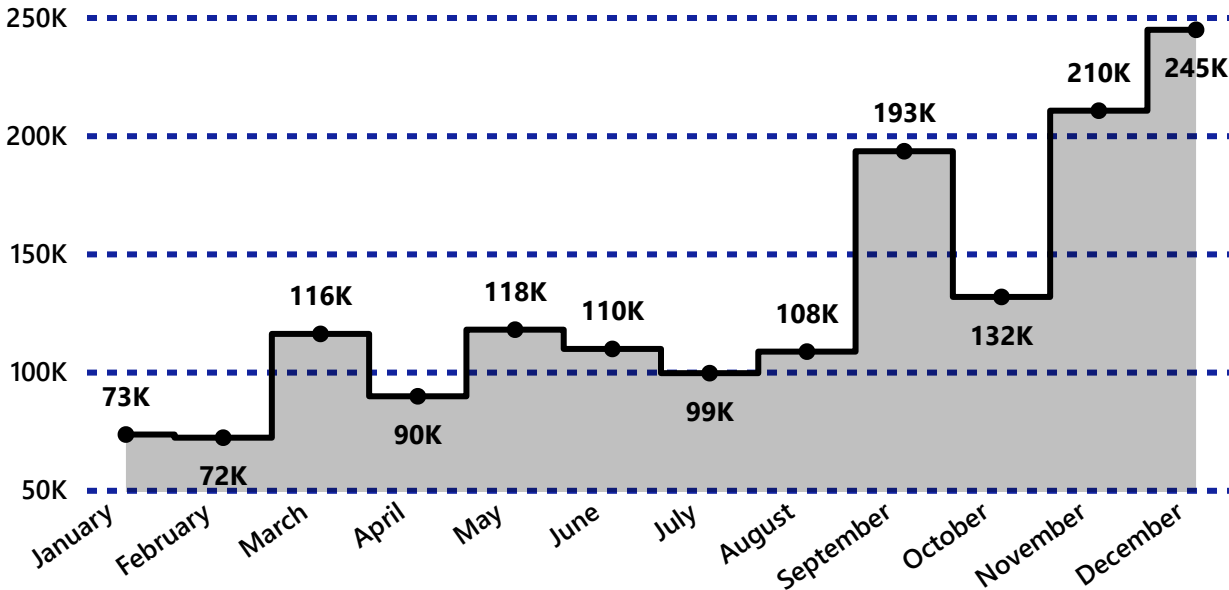
Qtr 1

Qtr 2

Qtr 3

Qtr 4

Sales by Month



# Sales Trends

Category

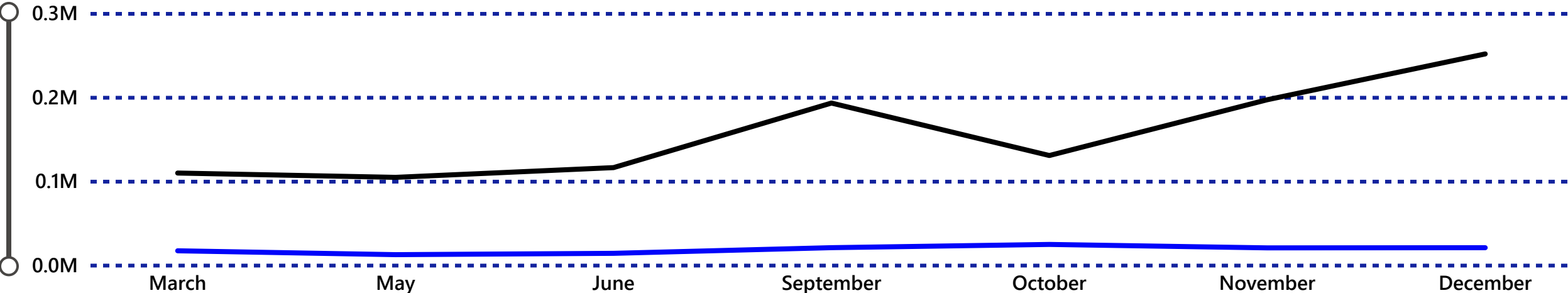
All

Region

All

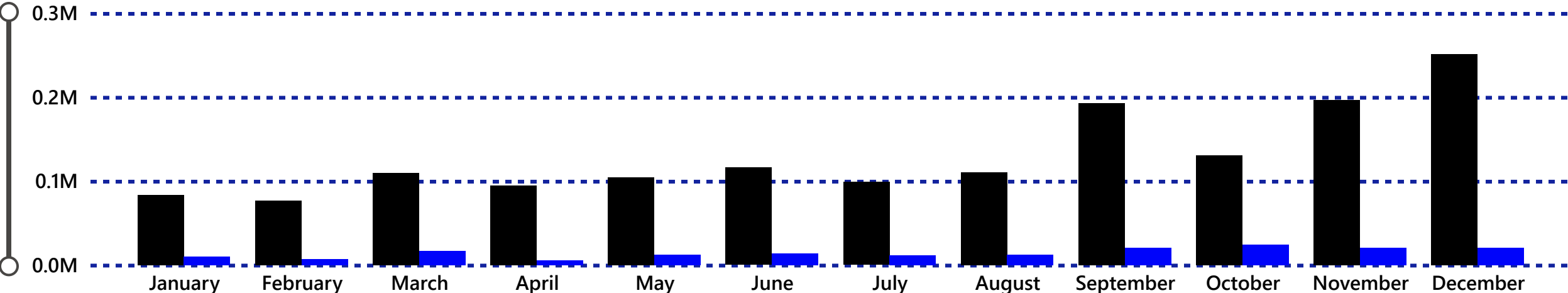
## Sales and Profit by Month

● Sum of Sales ● Sum of Profit



## Comparison of Sales and Profit

● Sum of Sales ● Sum of Profit



# Regional Performance

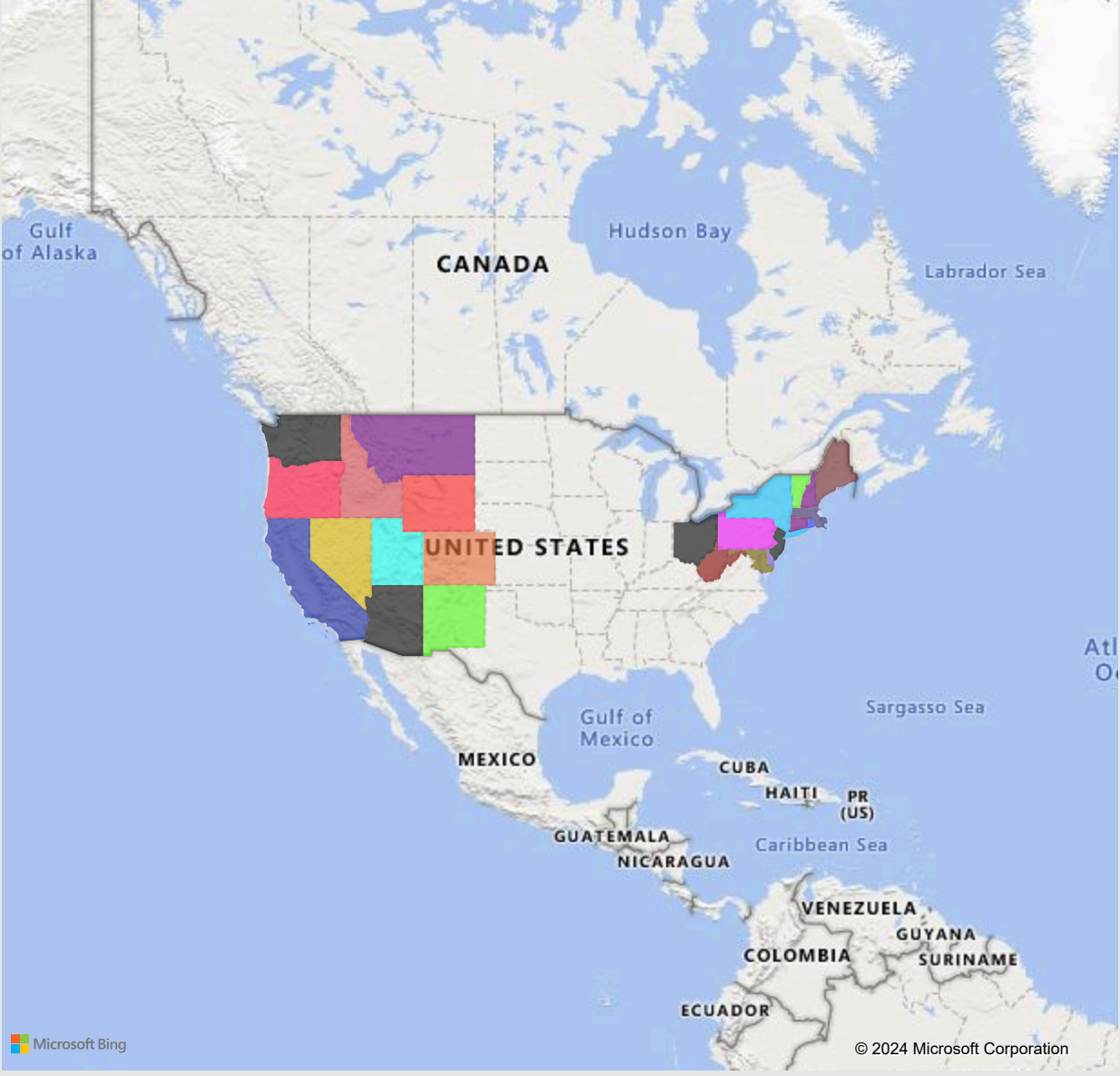
City

All

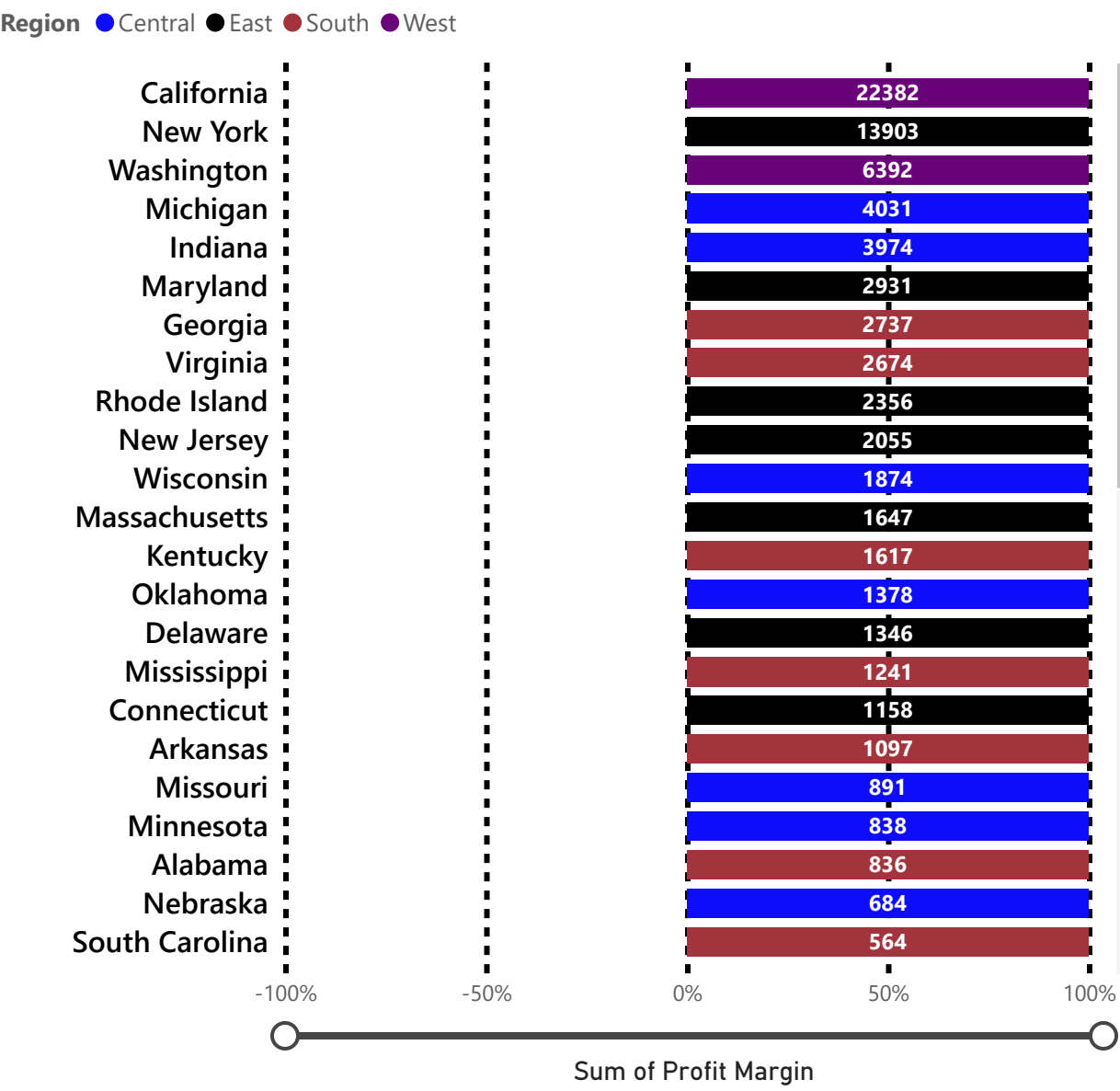
Ship Mode

All

## Sales and Sum of Profit by State



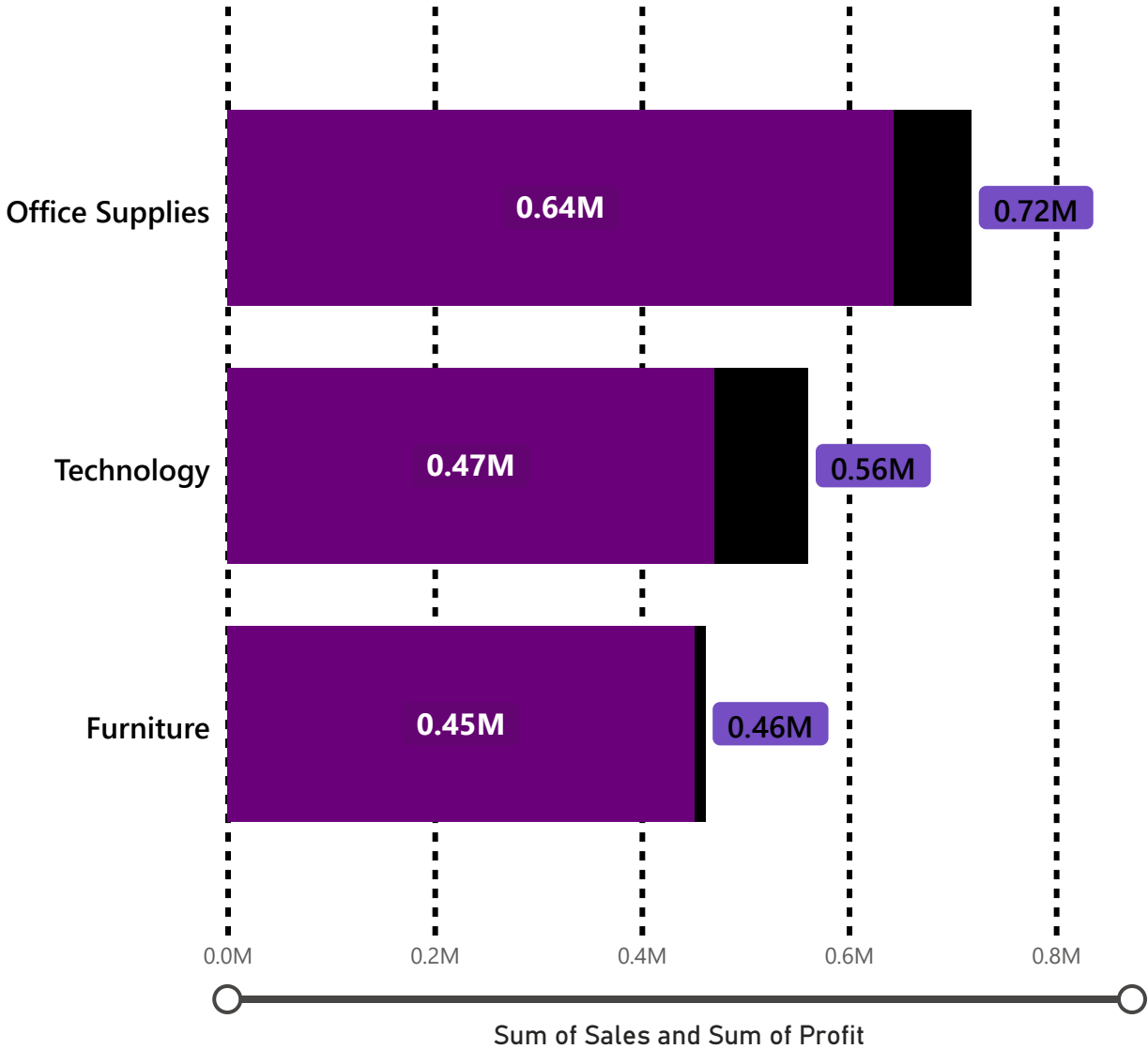
## Profit Margin by State and Region



# Category Analysis

Comparison sales and profit across categories

● Sum of Sales ● Sum of Profit



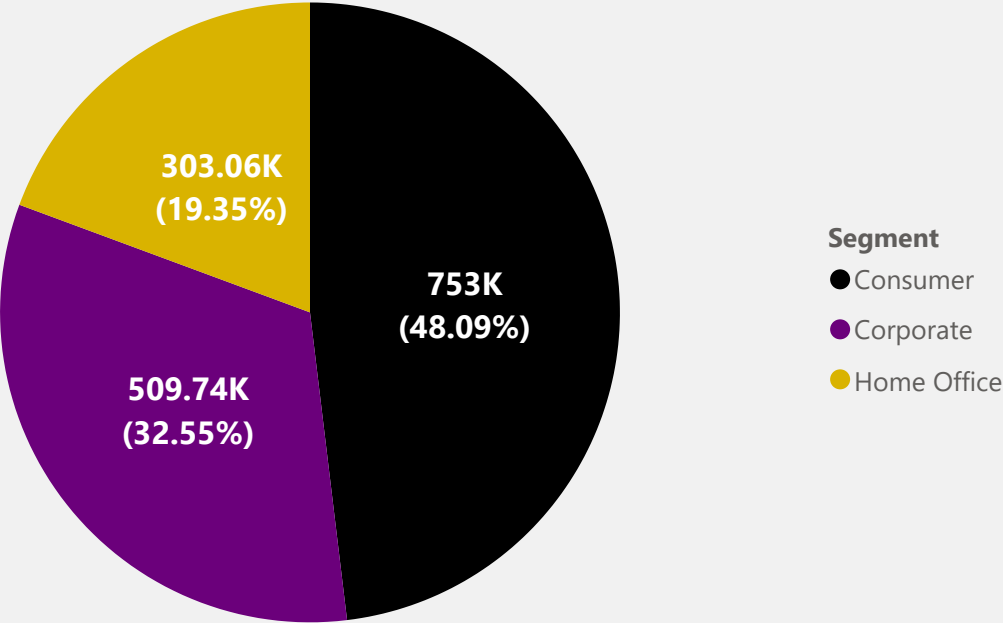
## Category

All

Category	Sum of Sales	Sum of Profit	Sum of Profit Margin
⊞ Furniture			
Bookcases	57,577.69	-342.89	-1,231.79
Chairs	1,81,946.00	13,406.70	1,555.05
Furnishings	92,691.22	8,034.43	5,254.57
Tables	1,19,293.74	-11,091.64	-3,333.20
⊞ Office Supplies			
Appliances	80,305.25	13,166.61	-53.75
Art	50,762.98	3,635.93	6,015.59
Binders	1,74,978.39	17,885.38	-5,466.60
Envelopes	16,542.46	3,508.51	3,498.57
Fasteners	15,205.24	598.42	2,059.77
Labels	19,397.46	2,937.22	5,186.61
Paper	99,453.61	21,112.38	22,041.20
Storage	1,50,341.32	13,607.09	5,033.87
Supplies	36,720.99	-1,654.28	980.63
⊞ Technology			
Accessories	1,22,301.09	25,336.65	8,797.21
Copiers	59,735.80	42,774.58	4,442.32
Machines	91,987.56	38.10	-691.39
Phones	1,96,563.55	22,308.92	5,281.31

# Customer Insights

Sales Distribution by Customer Segmentation



## Segment

All

Customer Name	Sum of Sales	Sum of Profit	First Segment
Caroline Jumper	11,596.97	858.74	Consumer
Emily Phan	7,230.63	-391.24	Consumer
Joe Elijah	7,709.99	1,271.09	Consumer
John Lee	8,765.33	839.96	Consumer
Patrick O'Brill	7,453.98	-25.15	Consumer
Pete Kriz	8,812.05	2,024.95	Consumer
Sanjit Engle	7,821.98	2,436.95	Consumer
Seth Vernon	10,751.15	1,610.00	Consumer
Tom Prescott	7,456.41	-1,151.91	Consumer
Bill Shonely	9,199.78	2,405.36	Corporate
Dan Reichenbach	7,475.80	1,213.22	Corporate
Dean Katz	7,581.80	543.91	Corporate
Edward Hooks	9,542.99	1,164.63	Corporate
Helen Wasserman	10,074.93	2,146.96	Corporate
Jane Waco	7,933.55	2,084.51	Corporate
Laura Armstrong	6,689.91	1,576.67	Corporate
Nick Crebassa	6,700.56	623.82	Corporate
Rick Wilson	7,035.45	1,660.84	Corporate
Todd Sumrall	6,952.29	1,218.01	Corporate
Adam Bellavance	8,167.08	2,045.87	Home Office
Karen Ferguson	10,941.27	1,577.61	Home Office
Mick Hernandez	7,813.09	170.97	Home Office