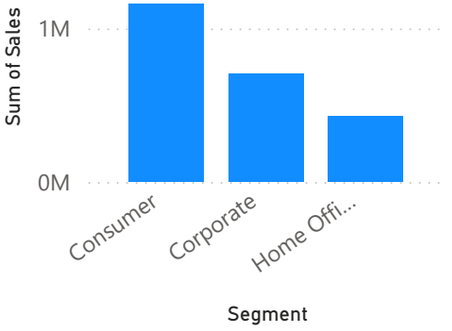
# 2.30M

Sum of Sales

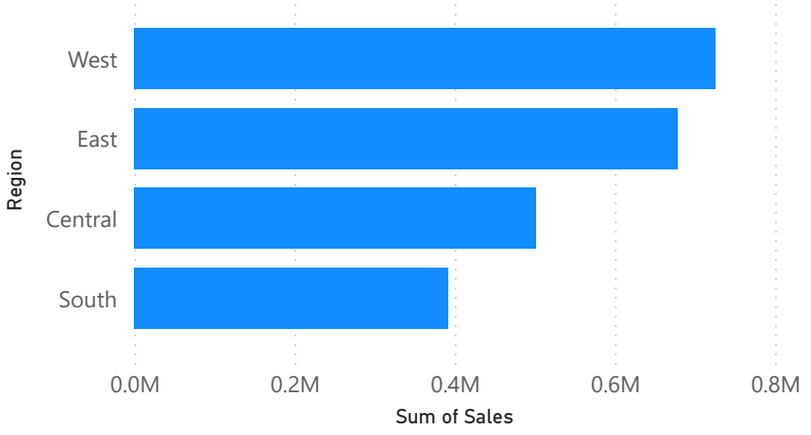
**Total Sales: ₹2.26M across 9800+ orders shows strong transaction volume.**

## Sum of Sales by Segment




**Consumer segment leads in total sales, followed by Corporate. Home Office contributes the least**

## Sum of Sales by Region




**West region generated the highest sales. Central region has the lowest but shows consistent activity**

Region

- [ ] Central
- [ ] East
- [ ] South
- [ ] West

**Use these slicers to explore insights by region**

# 286.40K

Sum of Profit

**Total Profit stands at ₹286.40K — a healthy margin indicating efficient cost control relative to sales volume**

# 9994

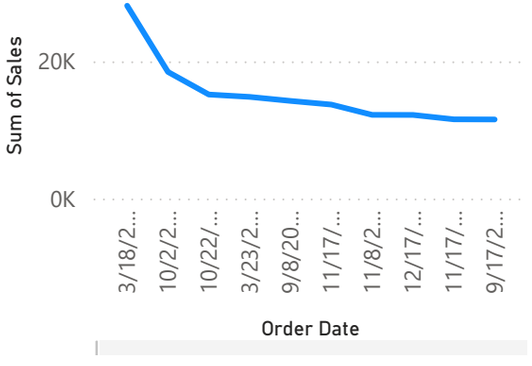
Count of Order ID

**Over 9800 orders processed**

## Sum of Sales by City

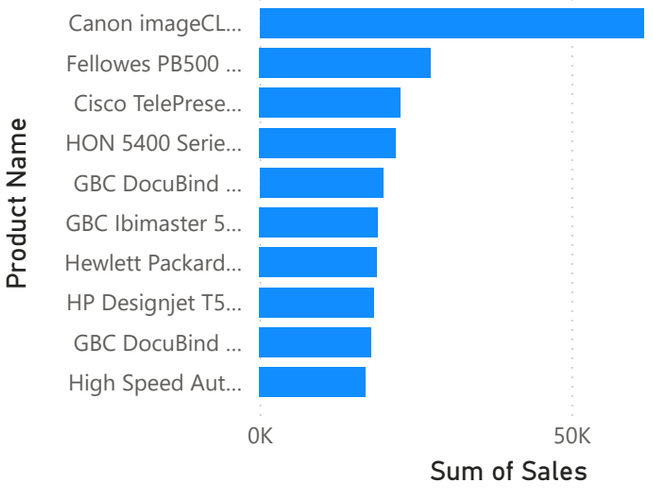
**Sales are concentrated in cities like Los Angeles, New York, and Seattle — highlighting major metro demand**

## Sum of Sales by Order Date




**Sales peaked in early March and steadily declined through November — indicating a strong start to the year with lower activity in later months.**

## Sum of Sales by Product Name




**Canon and Fellowes products dominate the top 10. Canon L-Series alone contributes a large revenue chunk**

Segment

- [ ] Consumer
- [ ] Corporate
- [ ] Home Office

**Use these slicers to explore insights by segment**

Category

- [ ] Furniture
- [ ] Office Supplies
- [ ] Technology

**Use these slicers to explore insights by product category**

# Dashboard Summary & Recommendations.

1. Total Sales: ₹2.26M across 9800+ orders
2. Consumer segment drives the most revenue
3. Canon and Fellowes dominate the product leaderboard
4. Sales peaked in 2018 — signals demand growth
5. West region is top-performing, Central underutilized
6. Coastal cities like LA and NY are sales hubs
7. Recommendation: Boost inventory in top-performing cities and leverage Consumer preferences