

# Executive Overview

Year

- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017

Total sales

2.30M

total\_Sales

Total Profit

286.40K

total\_profit

Total Profit Margins

12.47

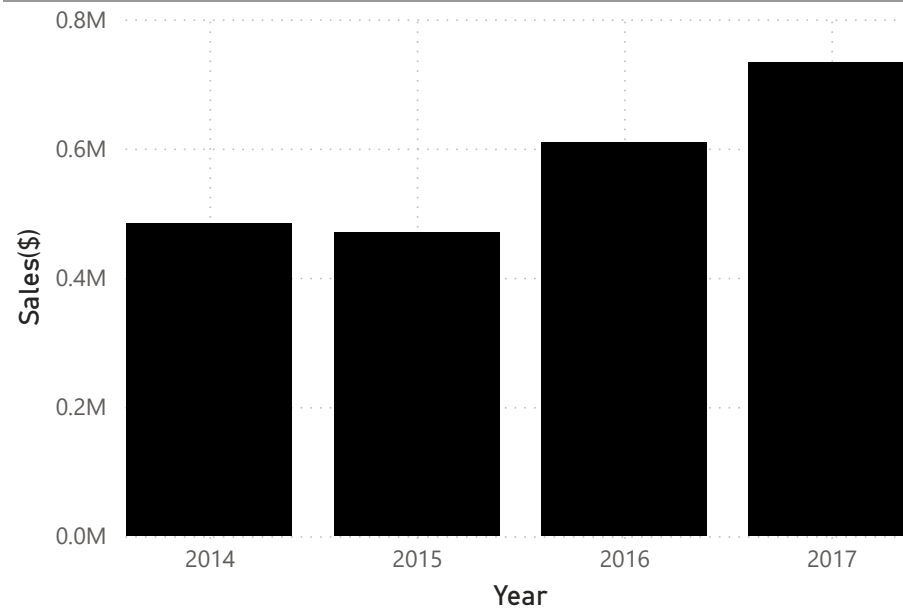
total\_margins

Total YOY sales

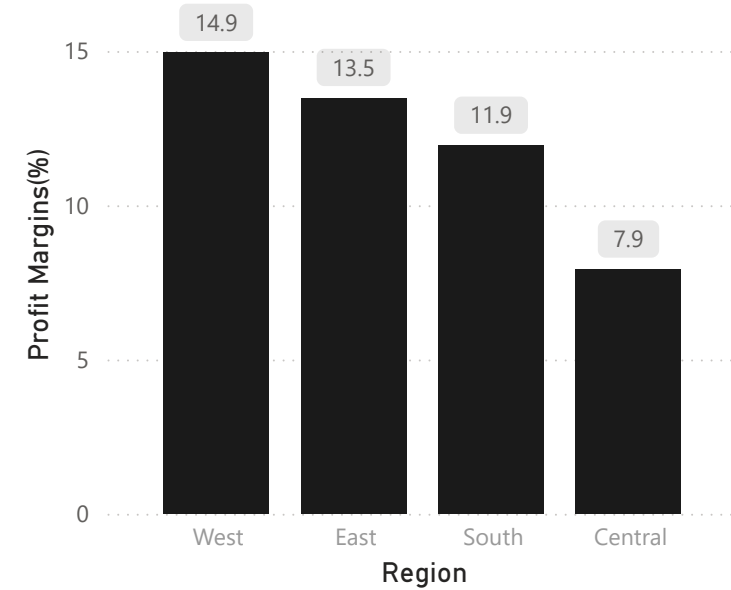
46.88%

total\_Sales YoY%

Sales By Year



Profit margins by Region



Year

2014

2015

2016

2017

Region

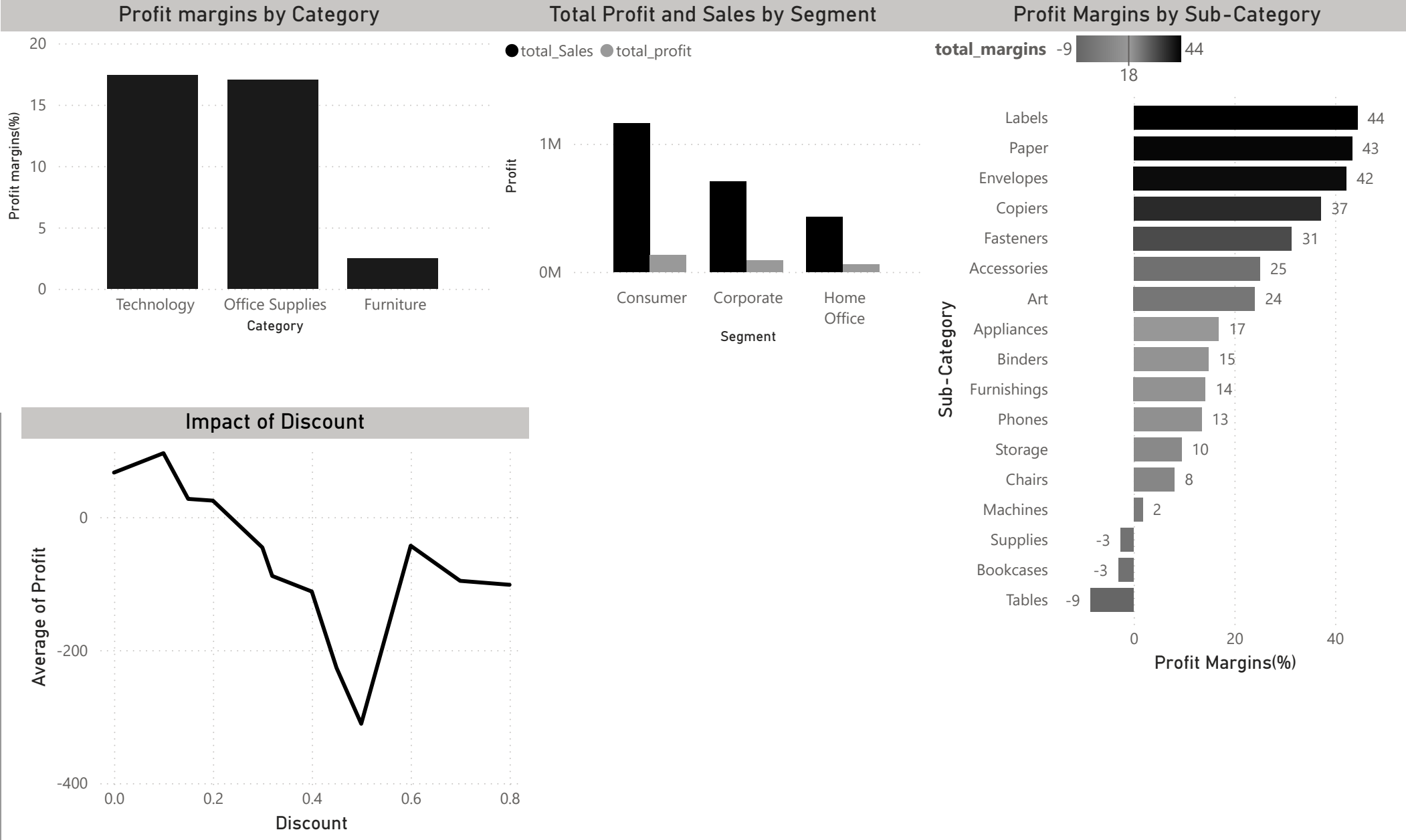
Central

East

South

West

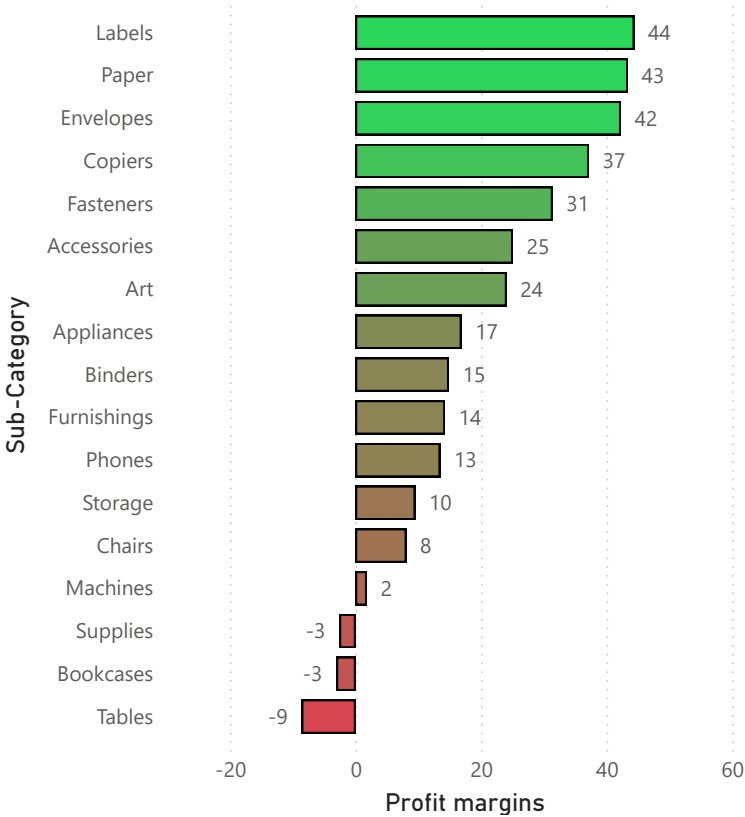
# Category and Segment Analysis



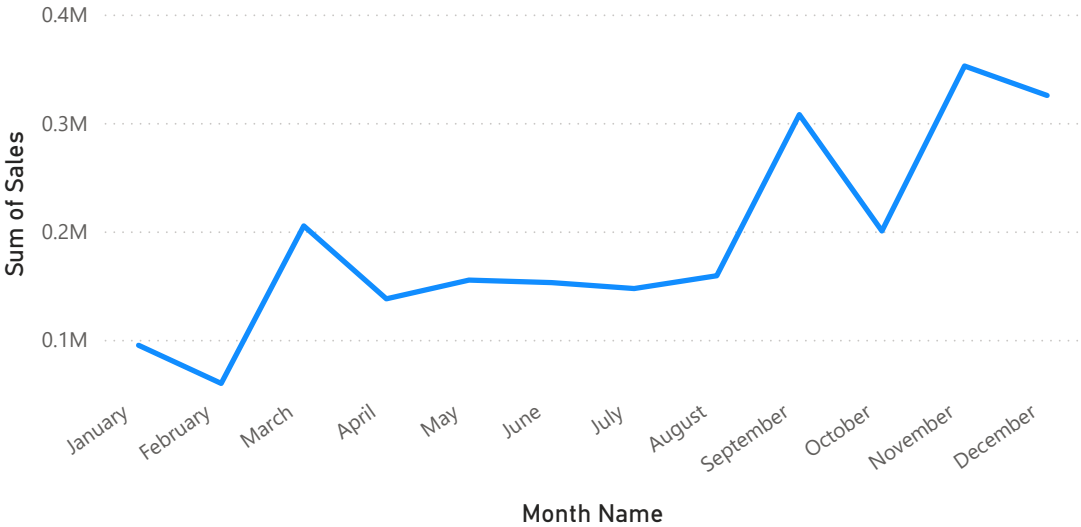
# Deep Dive Analysis

Total Profit Margin by Sub-Category

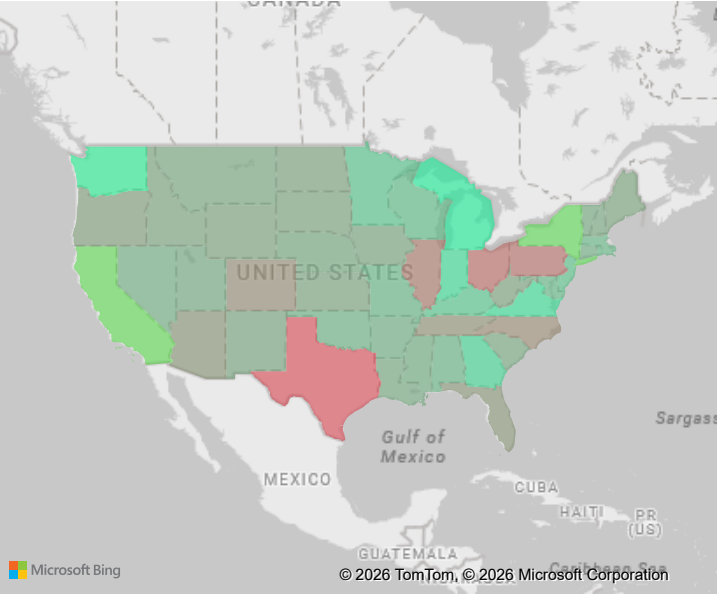
total\_margins -8.56 44.42



Sum of Sales by Month Name



Sum of Profit by State



Average of Discount and Sum of Profit by Order ID

