

Sales Performance Analysis

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Sales & Profit Analysis Overview



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Today I'll walk you through an analysis of sales and profit across different categories, regions, and customers. The goal is to highlight where we perform strongly, and where there are opportunities to improve profitability

Product Profitability

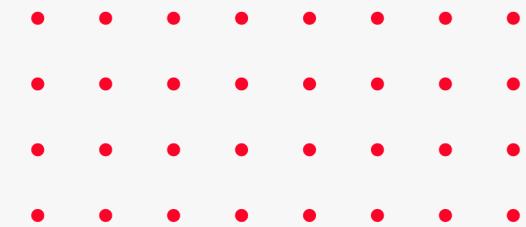
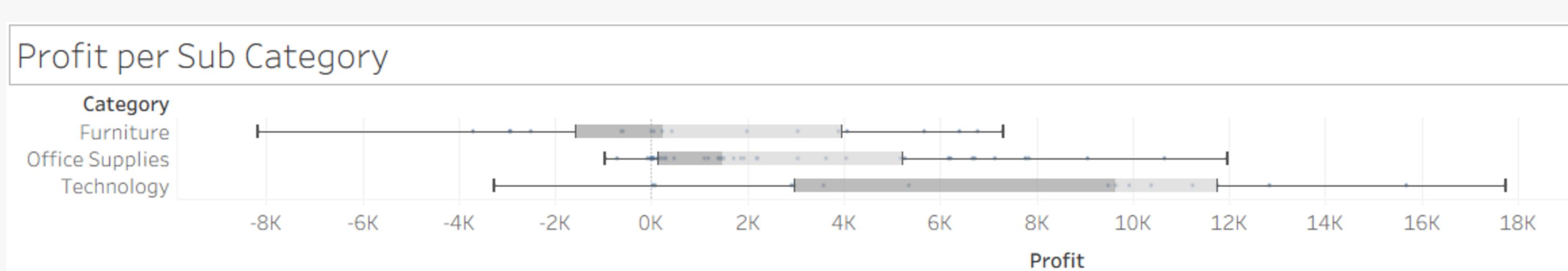
This table compares sales and profit across sub-categories. We can see which products drive the highest revenue, but also how profit varies. High sales don't always mean high profitability — that's a key theme we'll see throughout the analysis.

Sales And Profit Per Sub Category

Category	Sub-Cat..	Quantity	Sales	Profit	Média de Magin
Furniture	Furnishings	3.563	R\$ 91.705,16	R\$ 13.059,14	13,71%
	Chairs	2.356	R\$ 328.449,10	R\$ 26.590,17	4,39%
	Bookcases	868	R\$ 114.880,00	R\$ -3.472,56	-12,66%
	Tables	1.241	R\$ 206.965,53	R\$ -17.725,48	-14,77%
Office Supplies	Labels	1.400	R\$ 12.486,31	R\$ 5.546,25	42,97%
	Paper	5.178	R\$ 78.479,21	R\$ 34.053,57	42,56%
	Envelopes	906	R\$ 16.476,40	R\$ 6.964,18	42,31%
	Fasteners	914	R\$ 3.024,28	R\$ 949,52	29,92%
	Art	3.000	R\$ 27.118,79	R\$ 6.527,79	25,16%
	Supplies	647	R\$ 46.673,54	R\$ -1.189,10	11,20%
	Storage	3.158	R\$ 223.843,61	R\$ 21.278,83	8,91%
	Appliances	1.729	R\$ 107.532,16	R\$ 18.138,01	-15,69%
	Binders	5.974	R\$ 203.412,73	R\$ 30.221,76	-19,96%
	Copiers	234	R\$ 149.528,03	R\$ 55.617,82	31,72%
Technology	Accessories	2.976	R\$ 167.380,32	R\$ 41.936,64	21,82%
	Phones	3.289	R\$ 330.007,05	R\$ 44.515,73	11,92%
	Machines	440	R\$ 189.238,63	R\$ 3.384,76	-7,20%

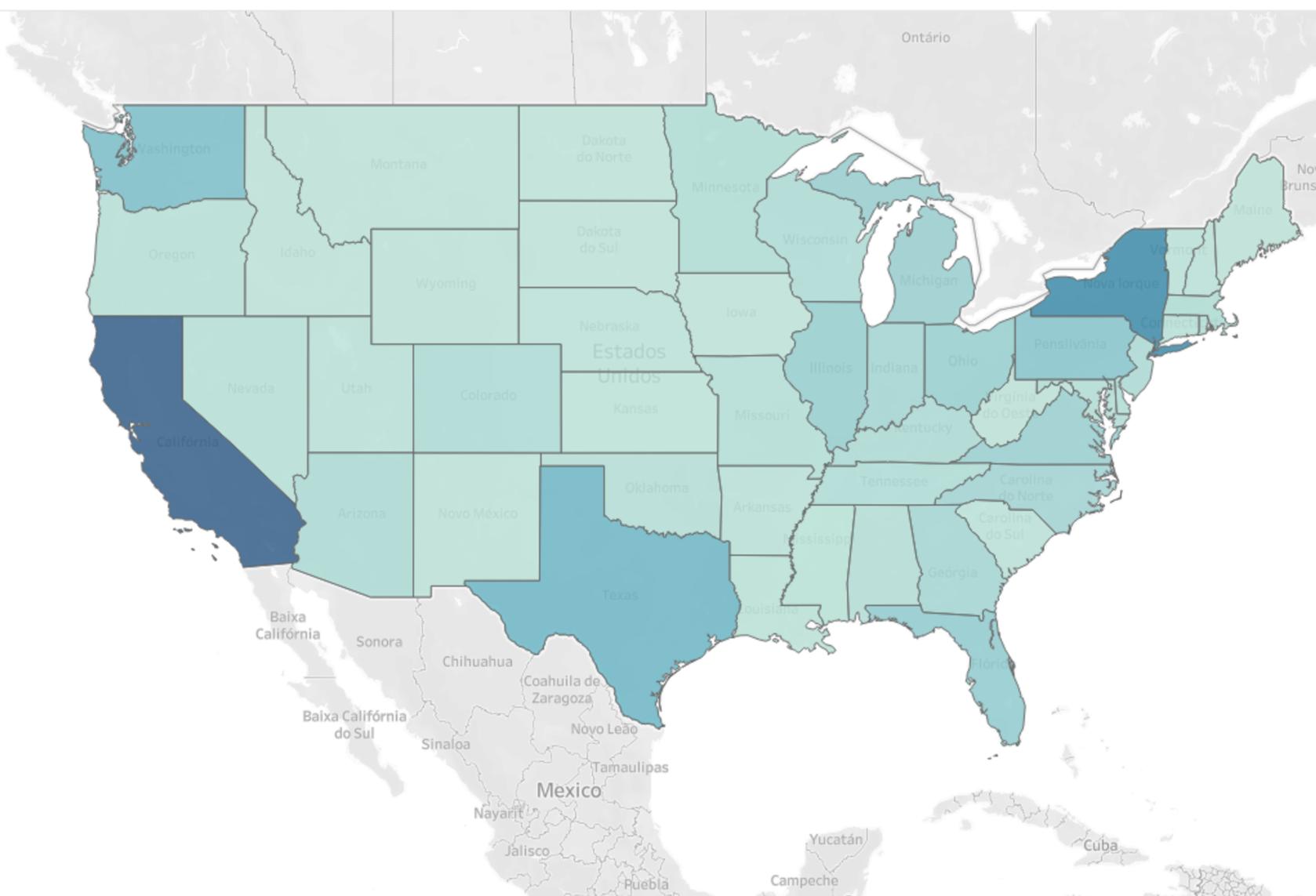
Profit Variability Across Sub-Categories

The box plot shows the distribution of profit within each sub-category. It highlights where performance is consistent versus where it's highly variable. In that instance, we can see the big problem with furniture items, the median value of the sales are almost 0.



Geographic Sales Performance

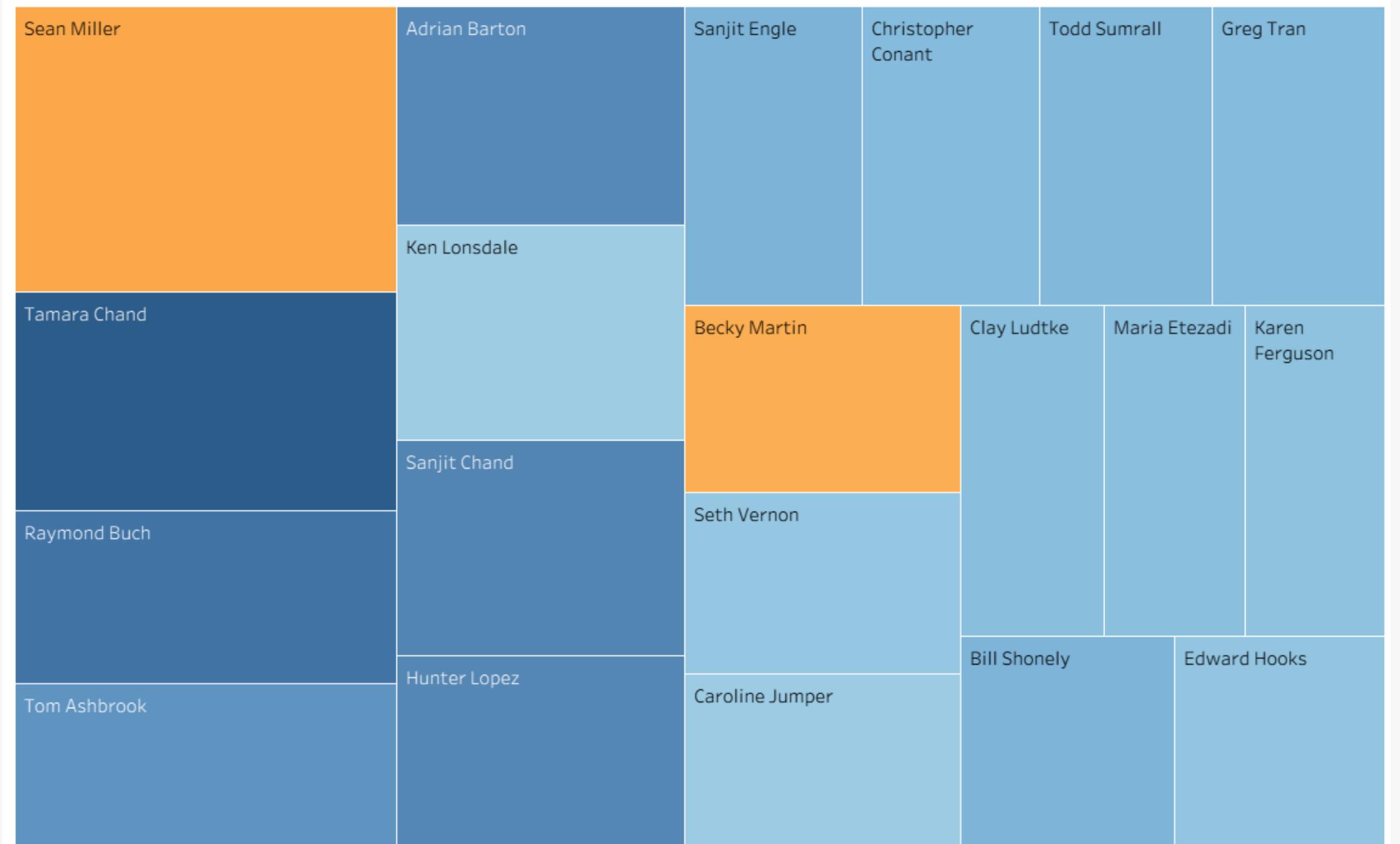
Sales per State



This heatmap displays sales across states. Darker colors represent higher sales. It helps us identify strong regional markets, as well as areas where we have potential to expand. Comparing this to profitability later can also reveal regions where sales don't translate into profit.

Top Customers: Sales vs. Profitability

Customers with the most sales

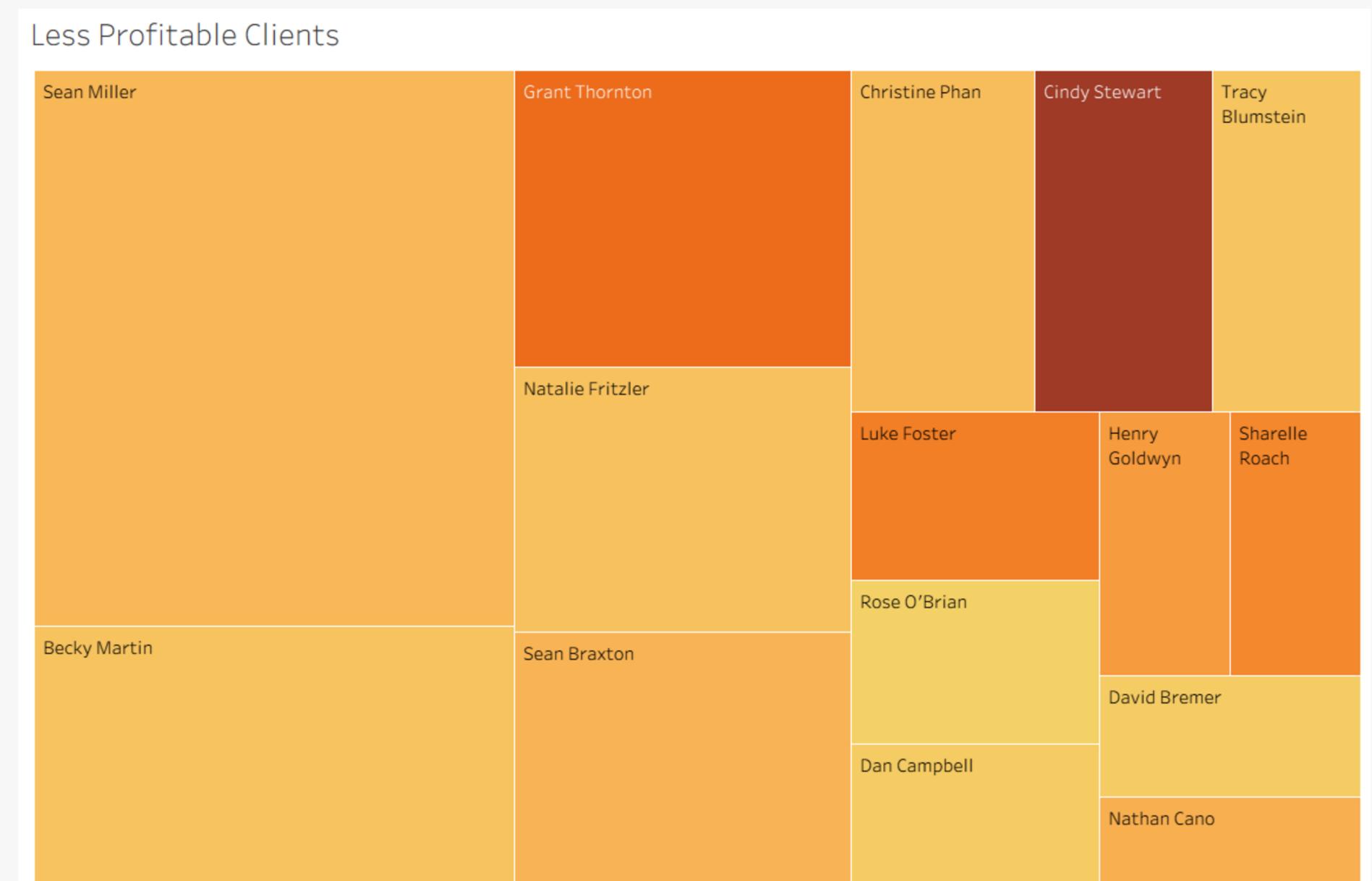


This treemap highlights our largest customers by sales — the bigger the block, the higher the sales volume. The color shows profitability, with bluer shades being more profitable. This view reveals which major customers contribute the most to revenue and whether they are profitable or not.

Besides being the biggest clients is possible to see that 2 of them have negative profit.

Least Profitable Clients

Finally, this view identifies our least profitable customers. All of them have a negative margin, and some are very big. This is an opportunity to review pricing, discounts, or customer strategies to improve margins



Key Insights & Recommendations

Sub-categories

Some sub-categories show high sales but inconsistent profitability

Clients

There is a big portion of clients with negative profits, including the largest one. Major priority to grow the overall profitability of the company.

Regions

Regional sales patterns highlight both strong and underdeveloped markets