

Sales Analysis Overview

Total Sales

£1.71M

Total Profit

£288.92K

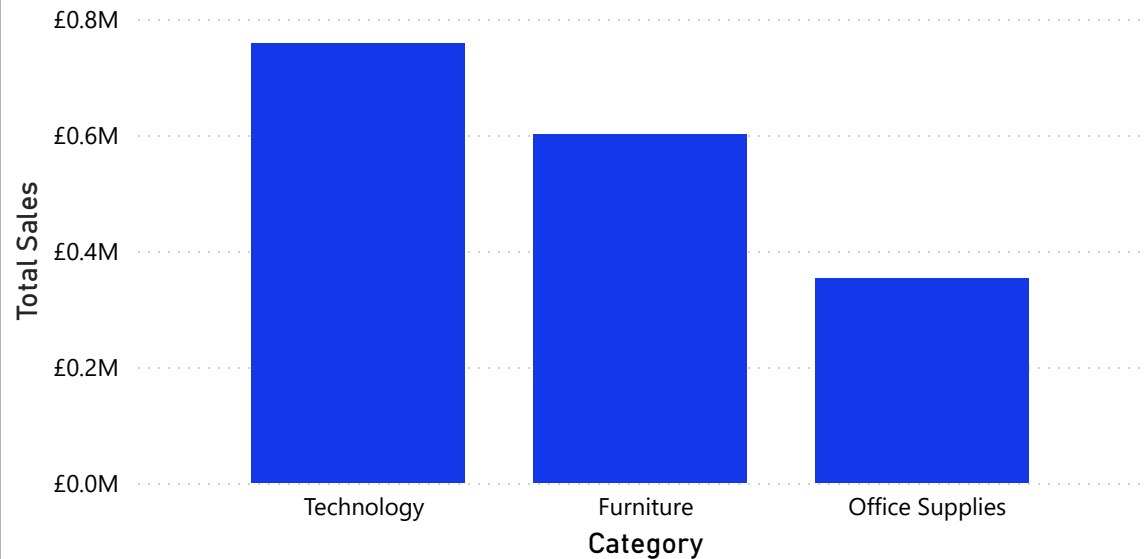
Products Sold

5558

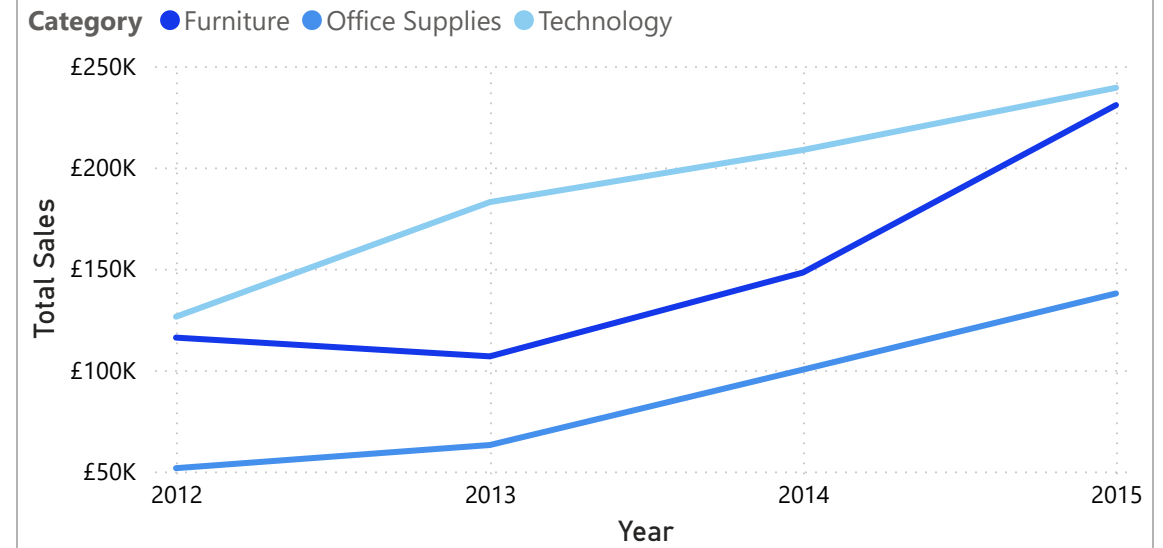
Total Shipping Cost

£272.38K

Total Sales by Category



Total Sales by Year and Category



Key Insights

- Technology was the category with the most sales.
- Office Supplies was the category with the least sales.
- There has been a steady upwards sales trend from 2012-2015 of office supplies.

- Technology sales had a fast upwards trend from 2012-2013, however the trend slowed down but sales steadily increased from 2013-2015.
- From 2012-2013 furniture sales decreased steadily, but then increased from 2013-2015, with a large increase from 2014-2015.