

Retail IQ: End-to-End Sales & Profitability Dashboard

Overview of the Sales and Profit

Total Sales

2.30M



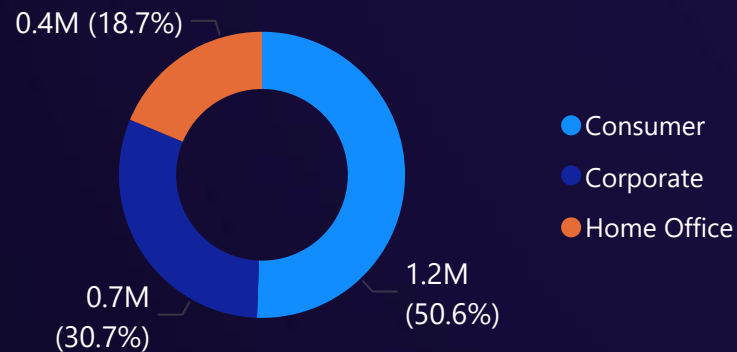
Total Profit

286.40K

Profit Margin

12.47%

Total Sales by Segment



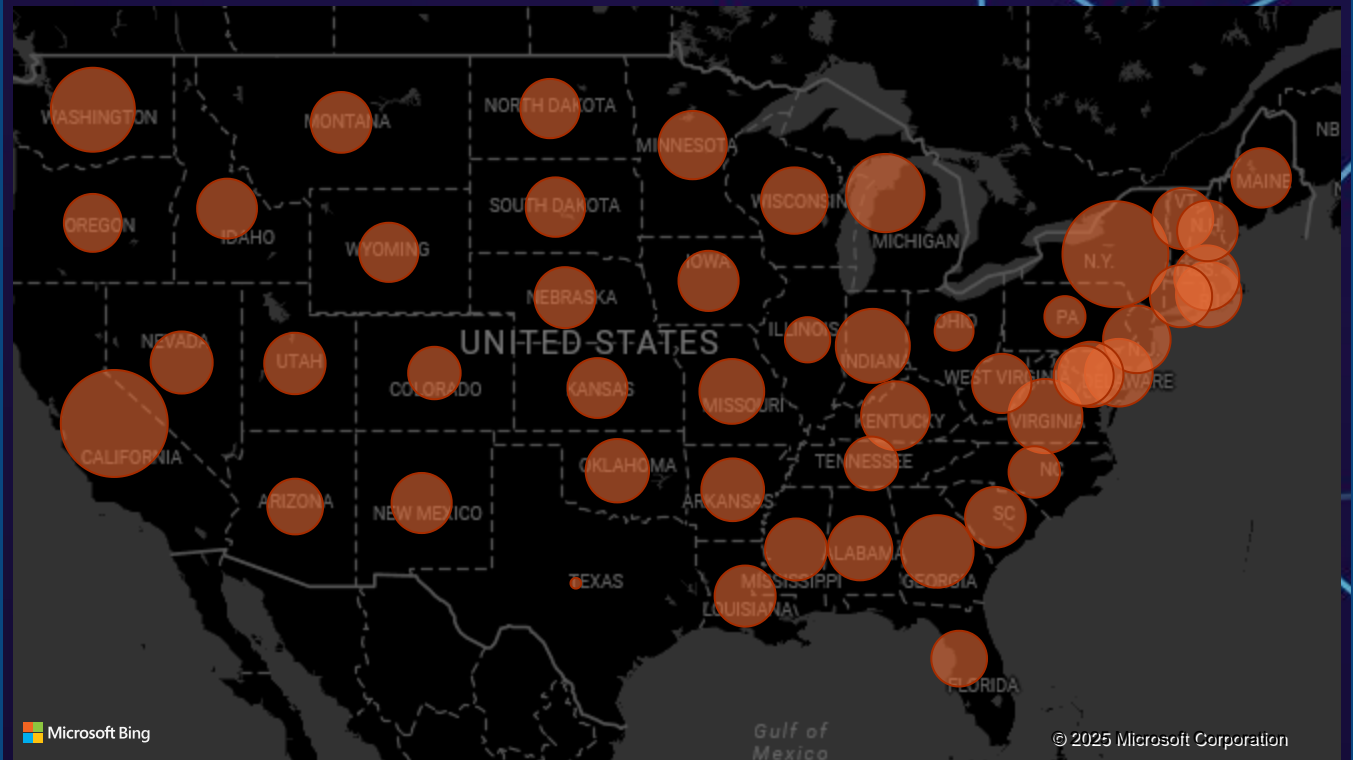
Total Customers

793

Total Orders

793

Total Profit by State



Total Sales by Categories

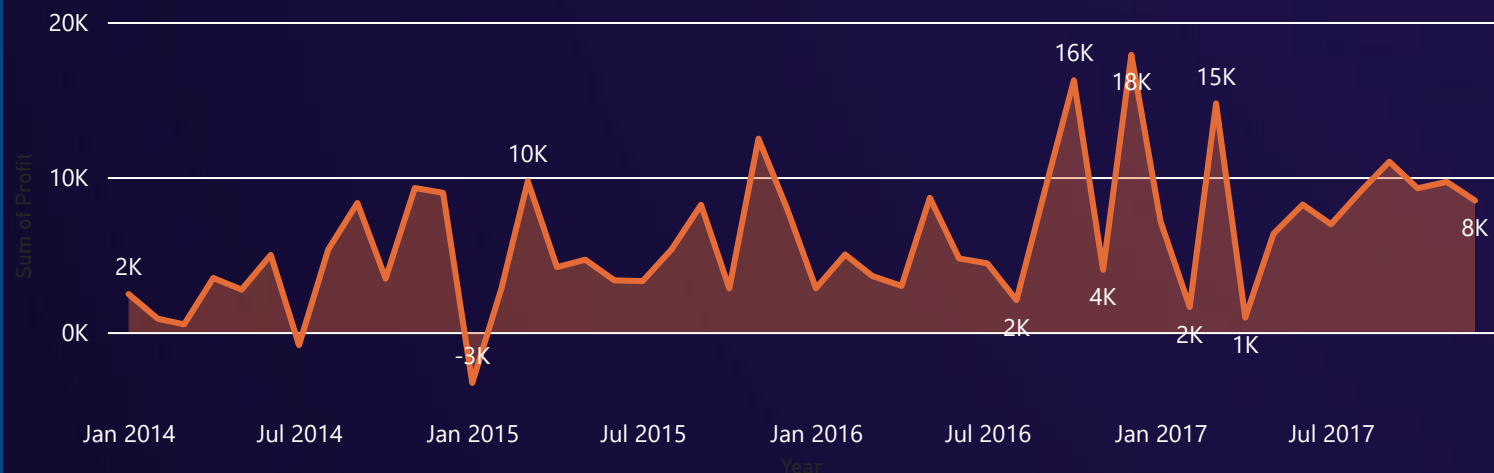
Sum of Sales by Category



Sales & Profit Trends Over Time

Monthly performance trends across products, customers, and regions

Total Profit by Year and Month



Furniture

Office Supplies

Technology

Consumer

Corporate

Home Office

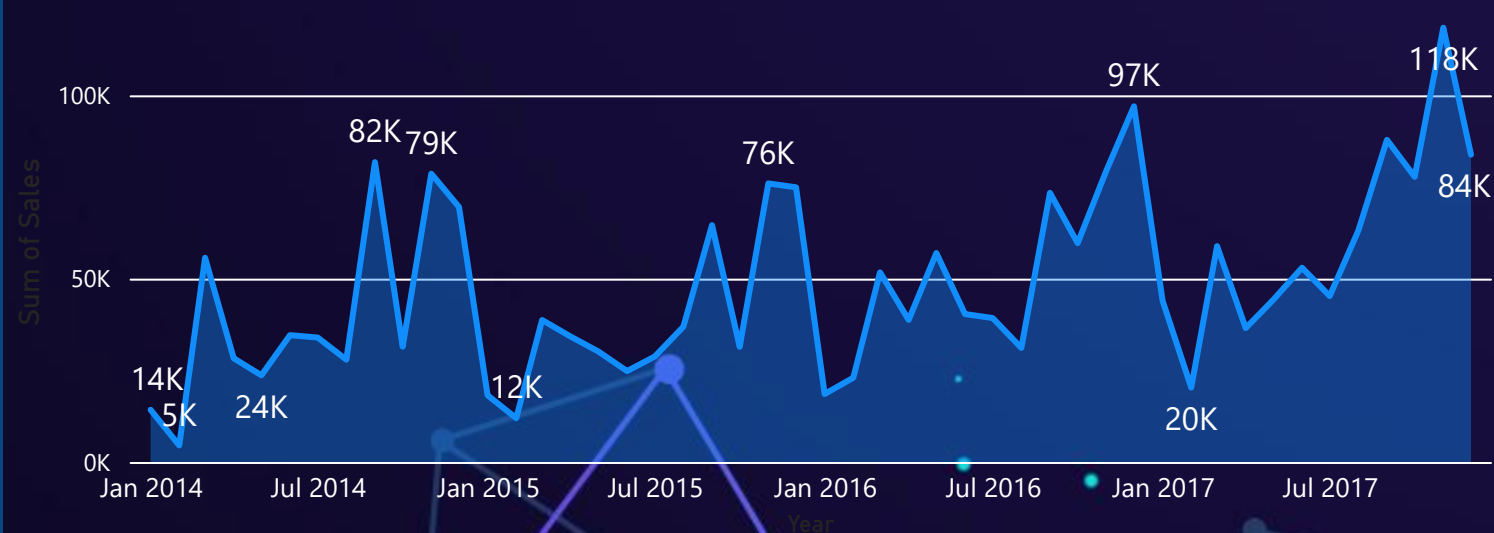
Central

East

South

West

Total Sales by Year and Month



Total Customers by Region

West

3.20K

East

2.85K

Central

2.32K

South

1.62K

Top & Bottom Performing Products

Product-level sales and profit insights for strategic decision-making

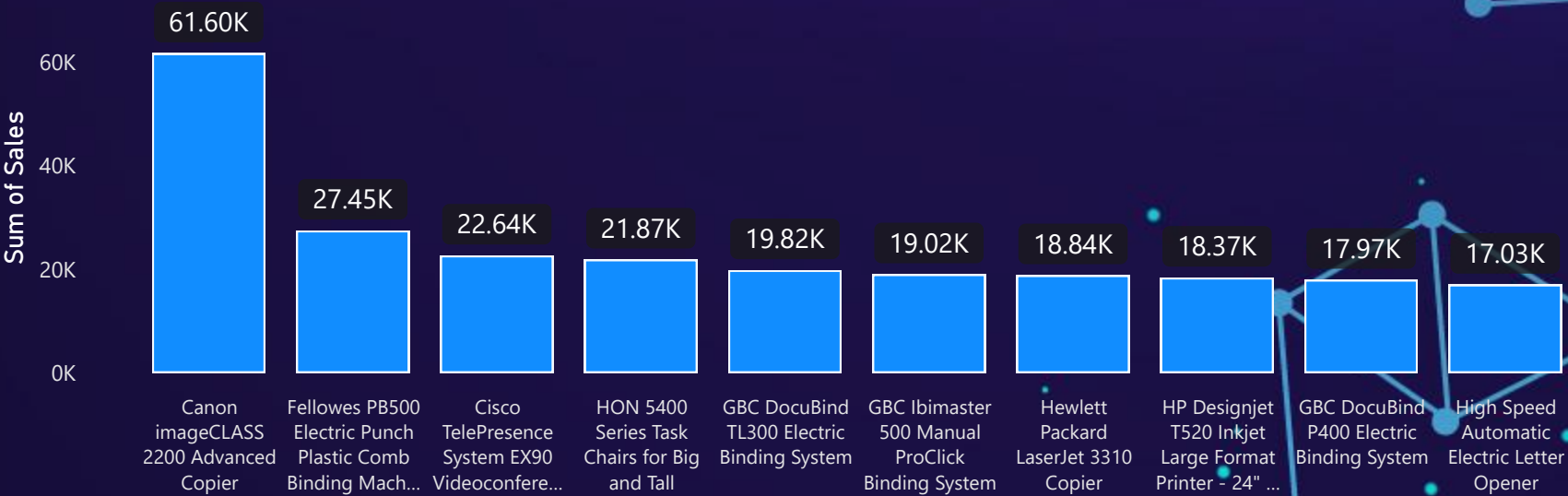
Select Sub Category

Hold Ctrl to select multiple values

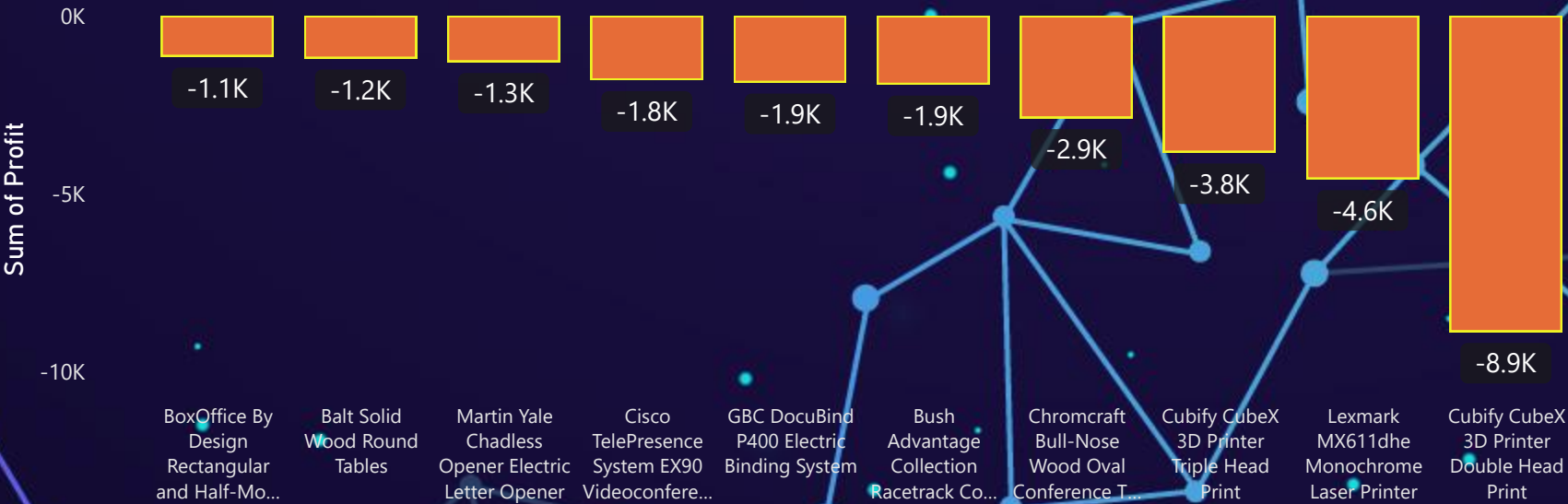
All

Sub-Category	Sum of Profit	Sum of Sales
Accessories	41,936.64	1,67,380.32
Appliances	18,138.01	1,07,532.16
Art	6,527.79	27,118.79
Binders	30,221.76	2,03,412.73
Bookcases	-3,472.56	1,14,880.00
Chairs	26,590.17	3,28,449.10
Copiers	55,617.82	1,49,528.03
Envelopes	6,964.18	16,476.40
Fasteners	949.52	3,024.28
Furnishings	13,059.14	91,705.16
Labels	5,546.25	12,486.31
Machines	3,384.76	1,89,238.63
Paper	34,053.57	78,479.21
Phones	44,515.73	3,30,007.05
Storage	21,278.83	2,23,843.61
Supplies	-1,189.10	46,673.54
Tables	-17,725.48	2,06,965.53

Sales by Product Name (Top 10)



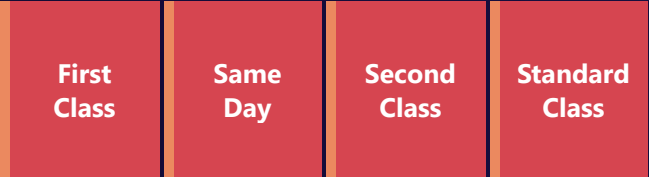
Profit by Product Name (Bottom 10)



Sales & Profit by Region and State

Geographic analysis of sales performance and profitability

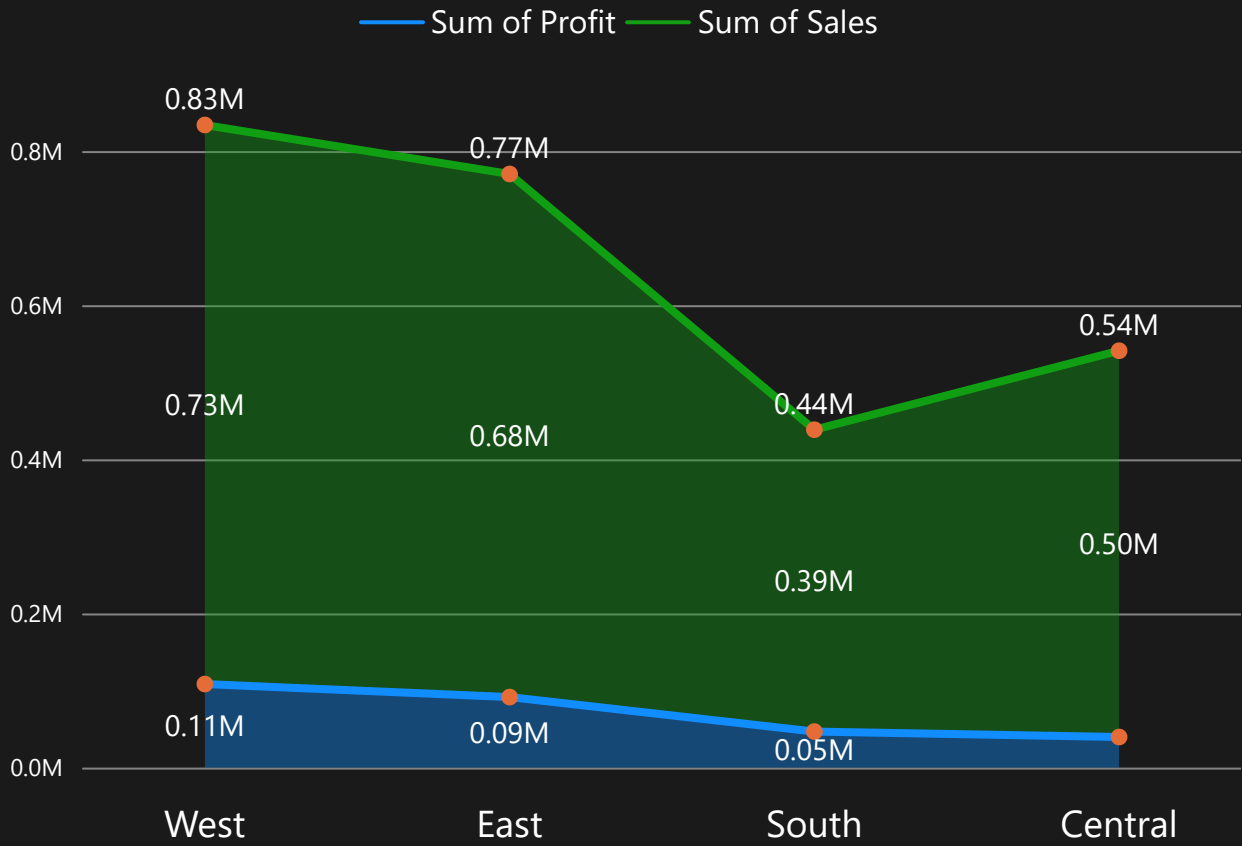
Ship Mode



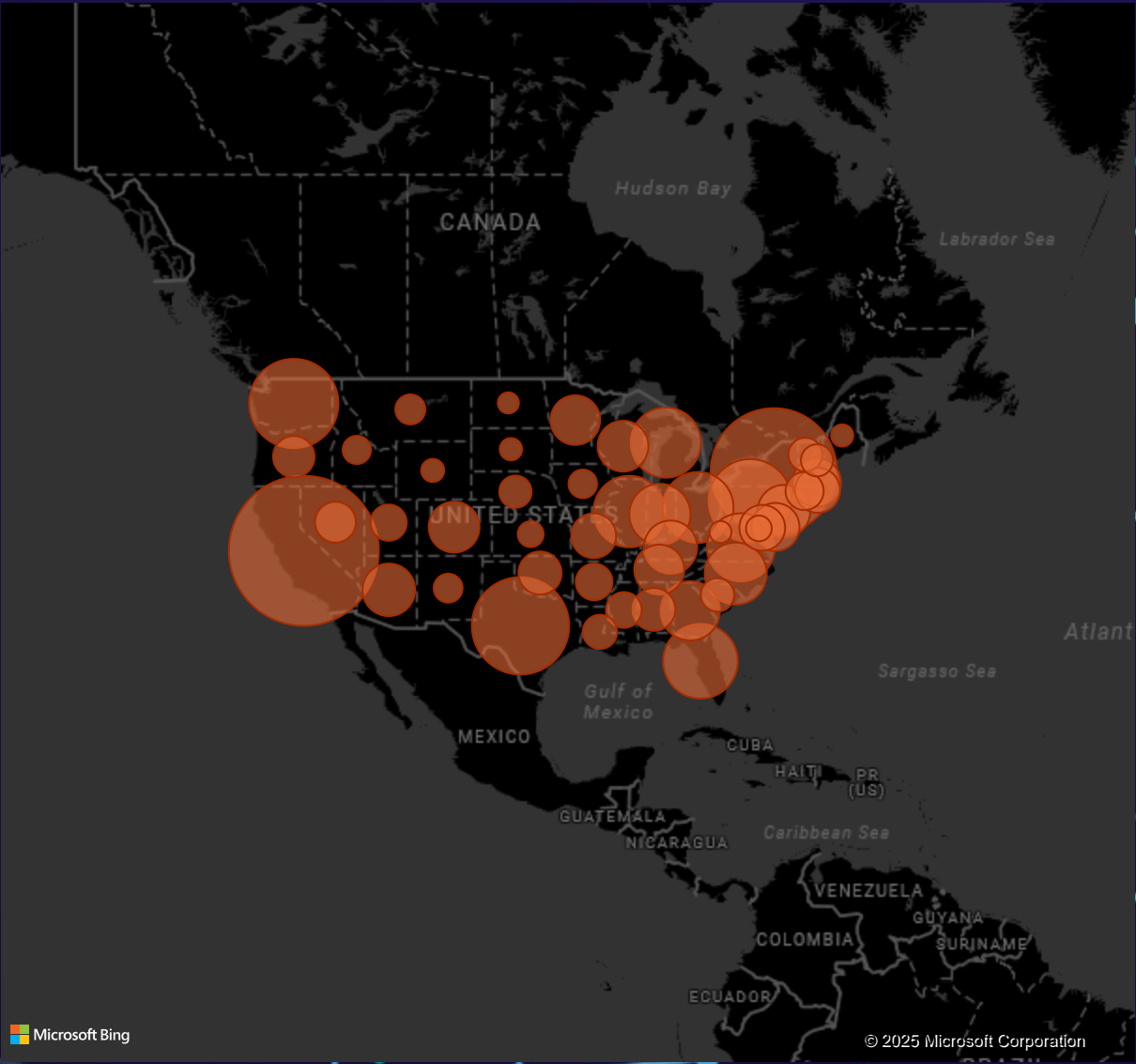
Total Orders by Region

3203

Sales by Region



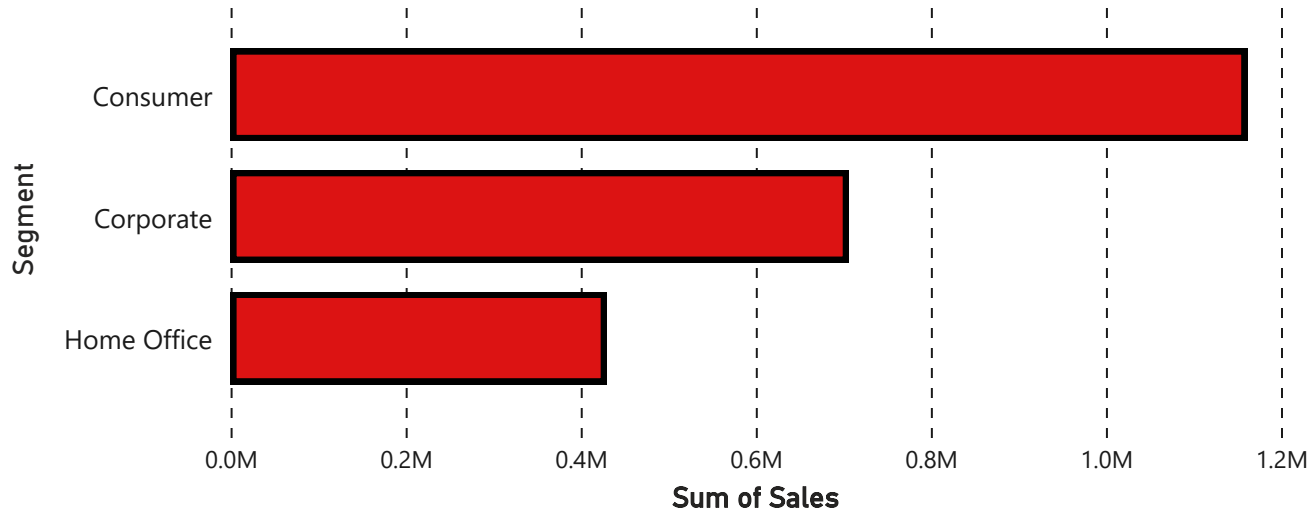
Total Sales by State



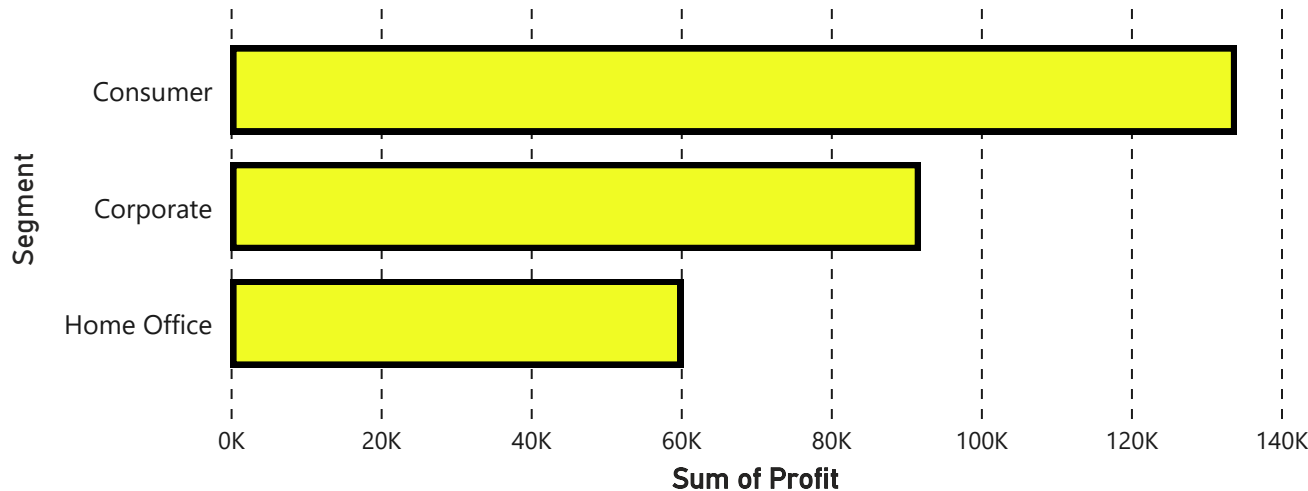
Customer Segment & Buying Behavior

Understand which customer types are most valuable

Sales by Segment



Profit by Segment



Total Orders by Segment

1783

Customer Names

Select one or more customer names

All



Segments

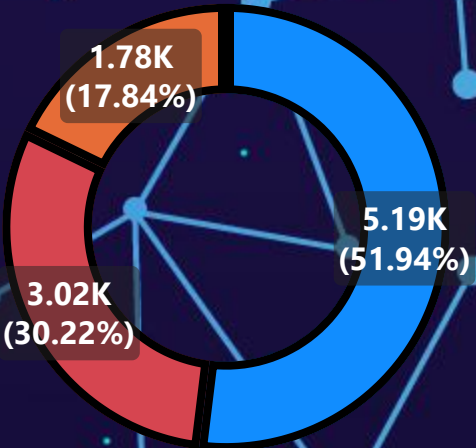
Consumer

Corporate

Home Office

Total Orders by Segment

● Consumer ● Corporate ● Home Office

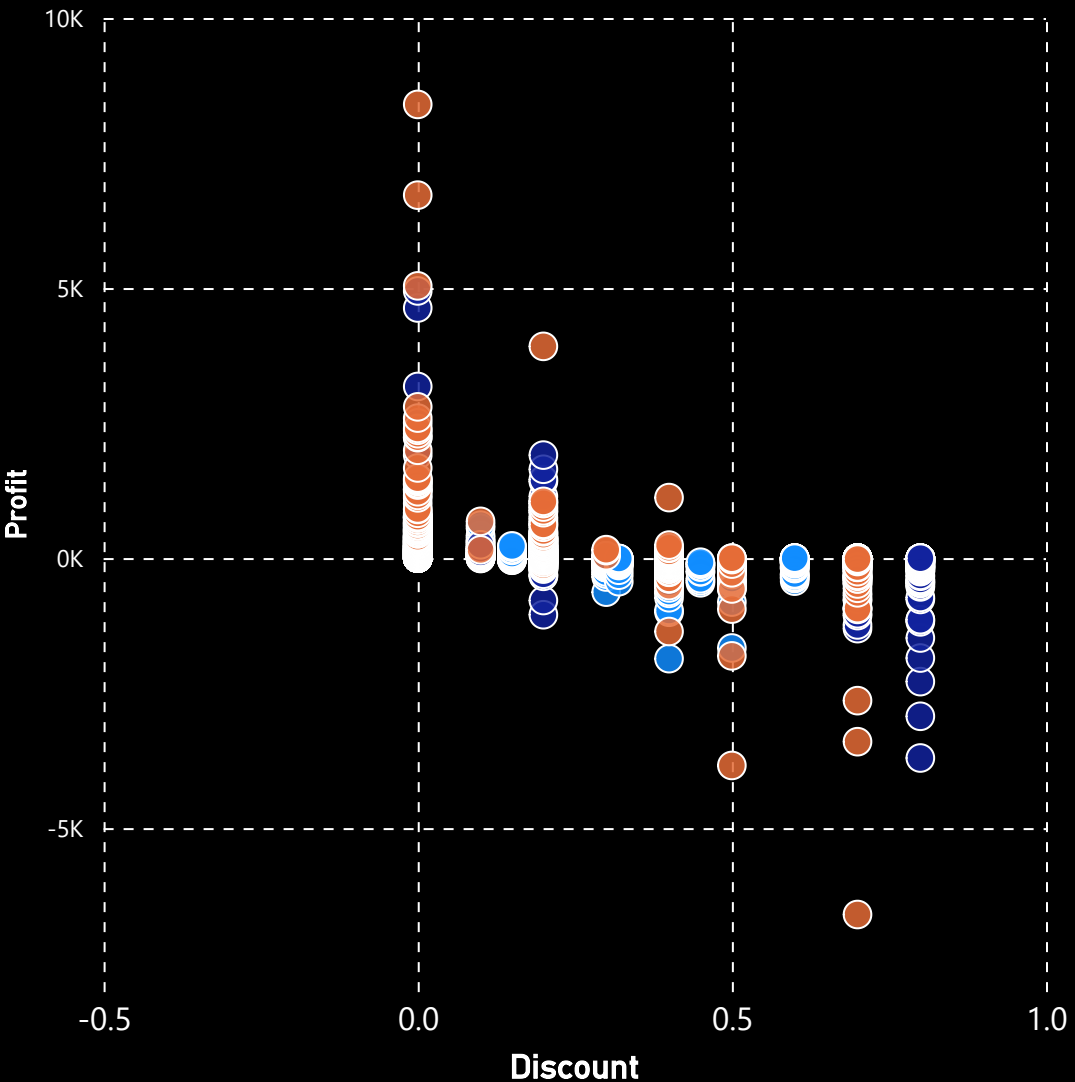


Discount Strategy vs Profitability

Discover if discounts are helping or hurting profit

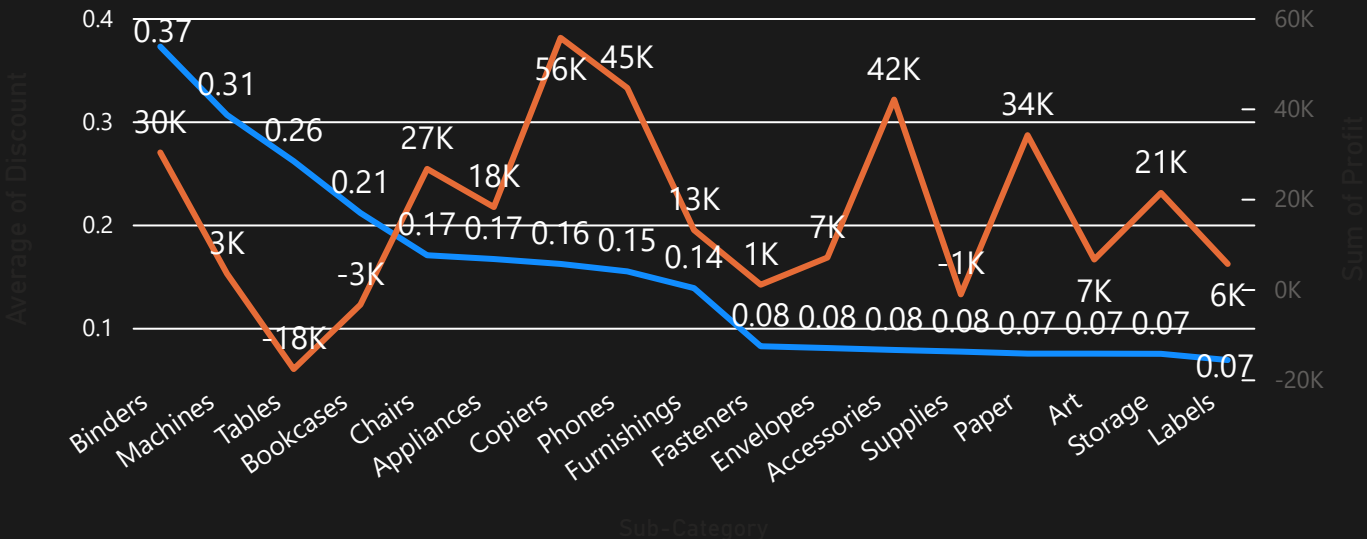
Category, Discount and Profit

● Furniture ● Office Supplies ● Technology



Average Discounts and Total Profits by Sub-Category

● Average of Discount ● Sum of Profit



Set Discount

0.00

0.80



Average of Discount by Category

13.23%



Select Categories

Furniture

Office Supplies

Technology