



Sales  
2,30 jt



Profit  
286,4 rb



Total Orders  
10,0 rb



Quantity  
37,87 rb

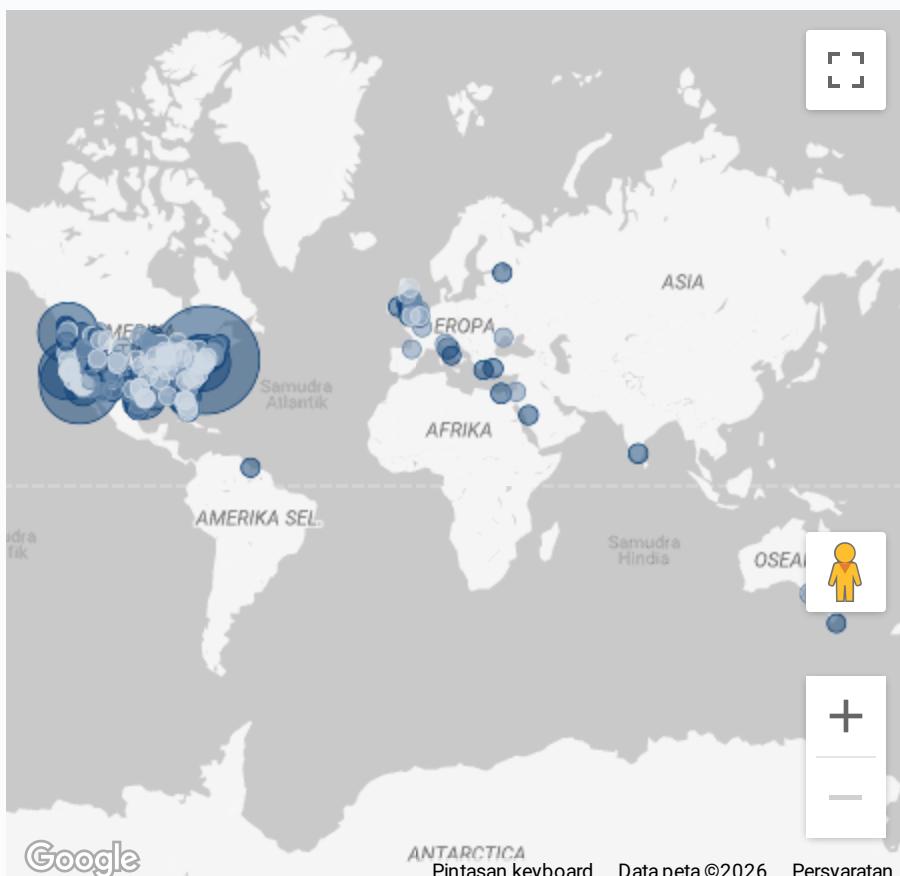


Profit  
28,66



Discount  
0,2

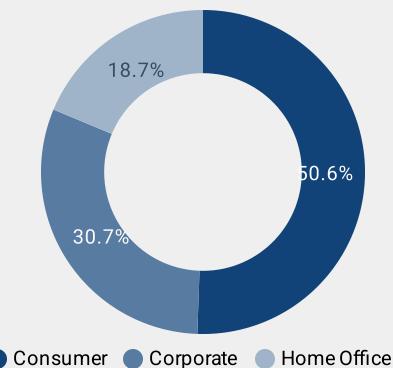
### Top 10 Cities by Sales



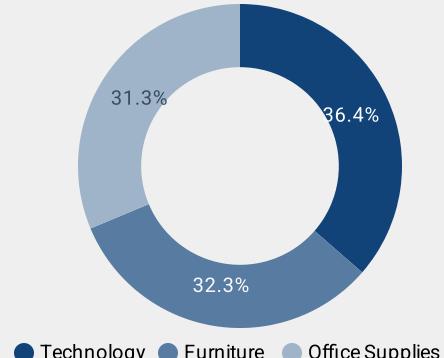
Sales  
1,39 • 256.368,16

Category  
1 3

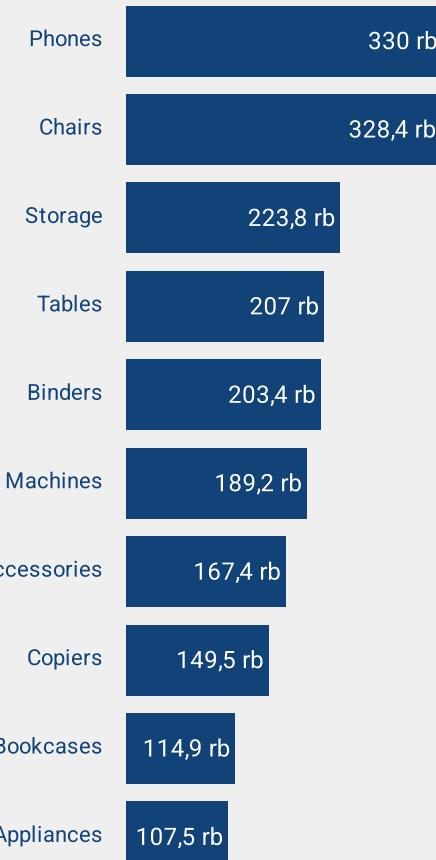
### Sales by Segment



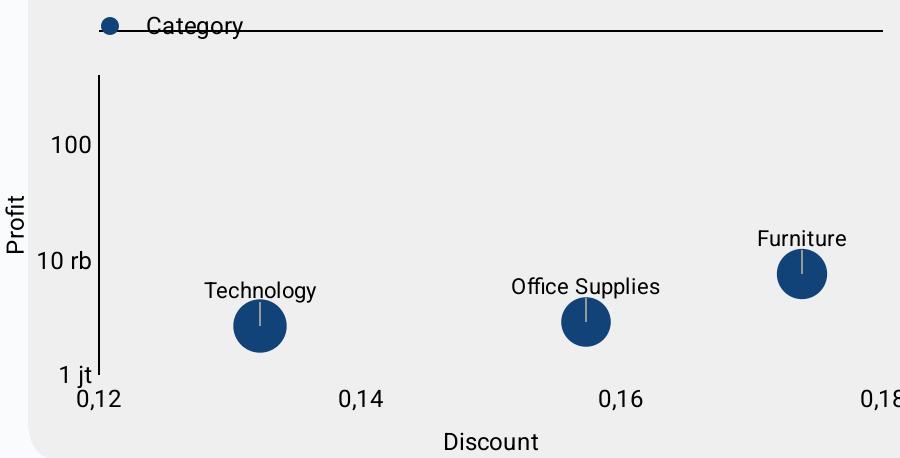
### Sales by Category



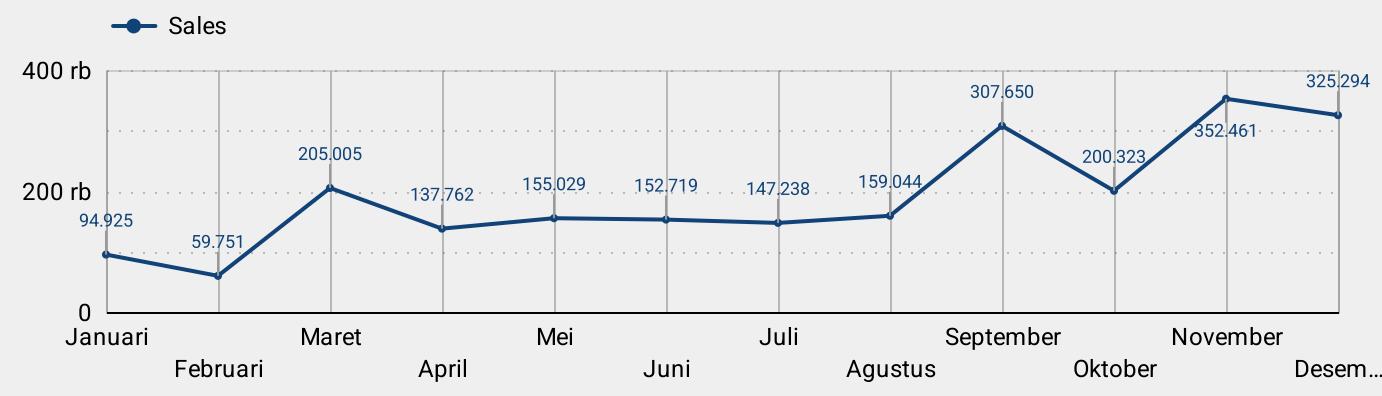
### Sales by Subcategory



### Impact of Discount on Profit Margin (by Category)



### Yearly and Monthly Sales Trend

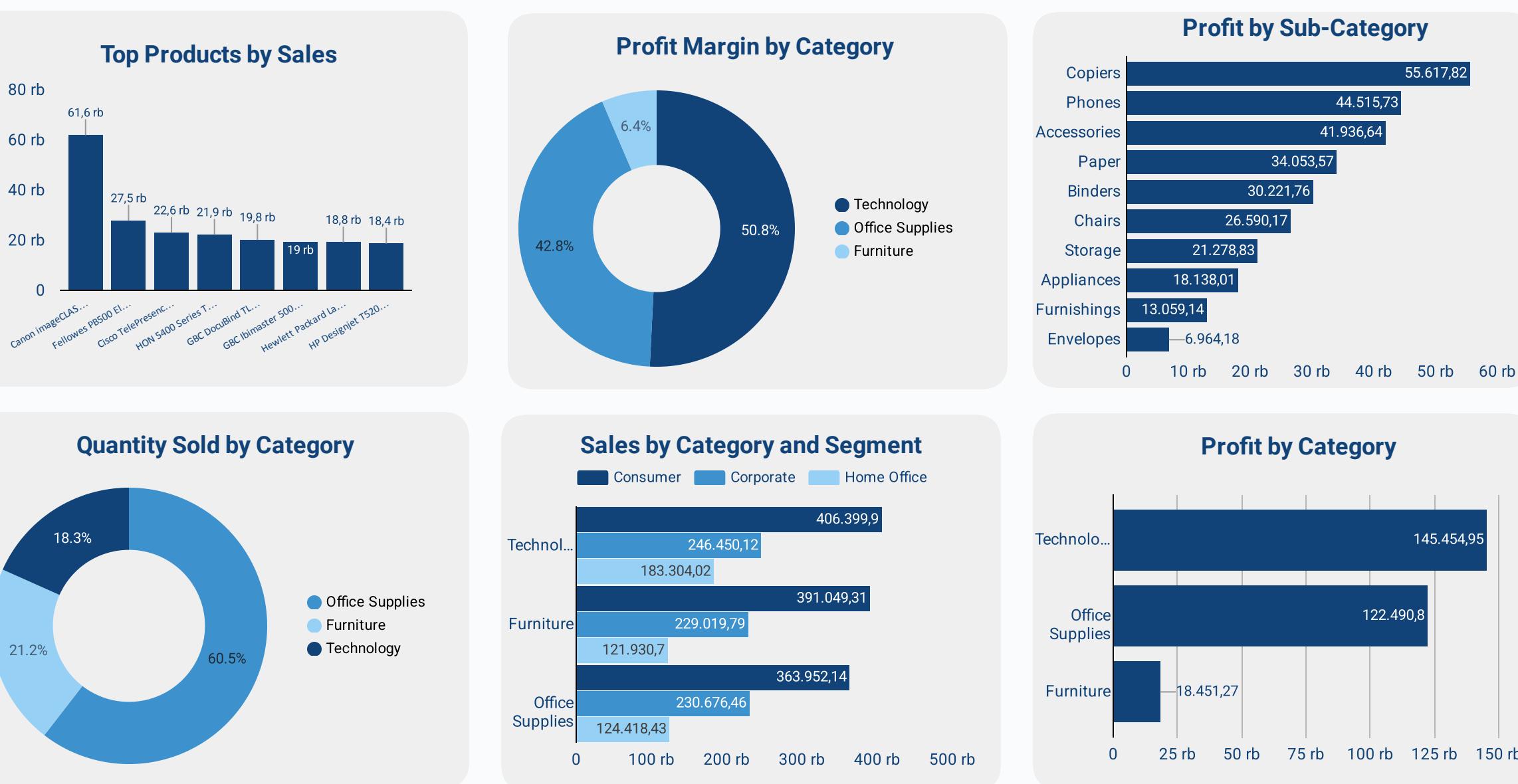


# Product & Customer Insights

Segment ▾

Category ▾

Region ▾



Customer Name	Sales	Quantity	Profit	Profit Margin (%)
1. Sean Miller	25.043,05	50	-1.980,74	-1.980,74%
2. Tamara Chand	19.052,22	42	8.981,32	8.981,32%
3. Raymond Buch	15.117,34	71	6.976,1	6.976,1%
4. Tom Ashbrook	14.595,62	36	4.703,79	4.703,79%
5. Adrian Barton	14.473,57	73	5.444,81	5.444,81%
6. Ken Lonsdale	14.175,23	113	806,86	806,86%
7. Sanjit Chand	14.142,33	87	5.757,41	5.757,41%
8. Hunter Lopez	12.873,23	50	5.622,43	5.622,43%

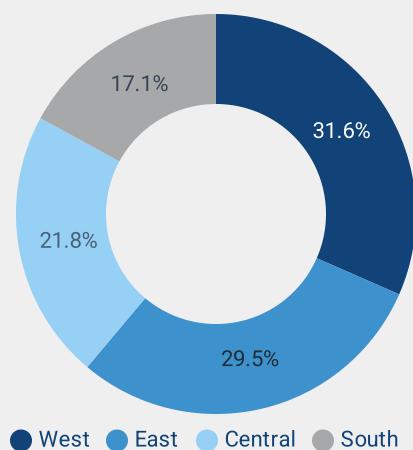
# Operational

Segment ▾

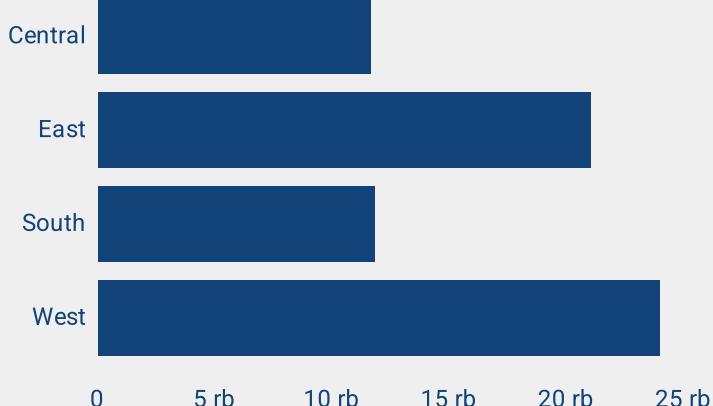
Category ▾

Region ▾

Sales by Region



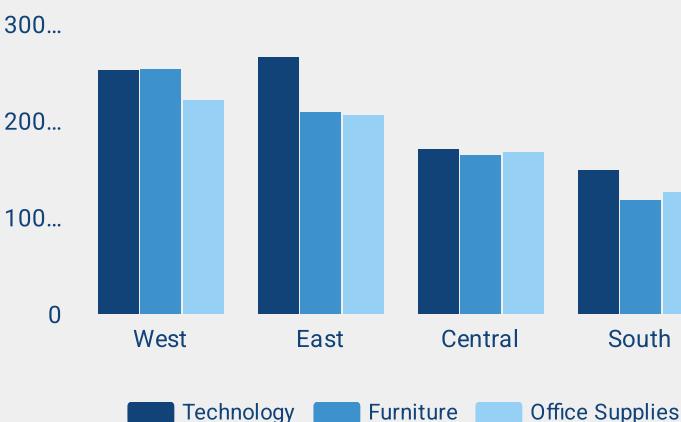
Profit by Region



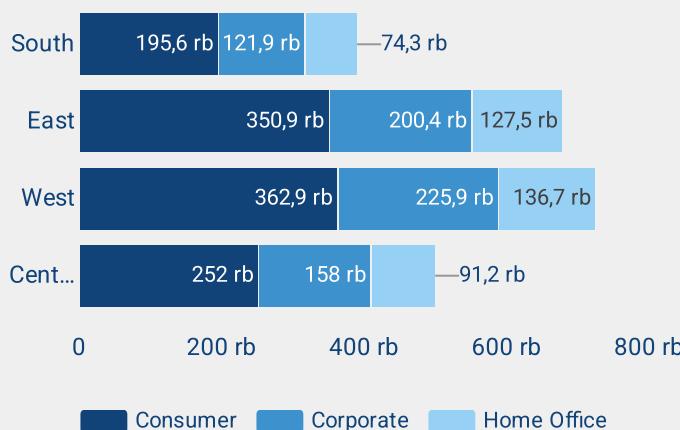
Sales by State



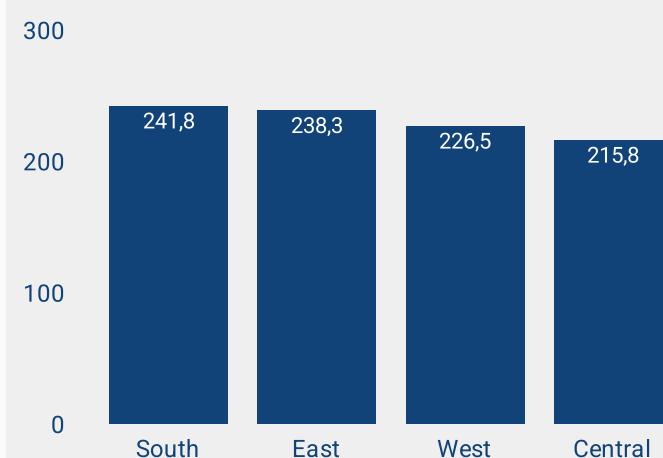
Category-wise Sales by Region



Segment-wise Sales by Region



Profit Margin by Region



Region	Category	Sales	Profit	Profit Margin ▾	Quantity	Discount
1. East	Technology	264.973,98	47.462,04	88,71	1.942	76,7
2. Central	Technology	170.416,31	33.697,43	80,23	1.544	55,9
3. West	Technology	251.991,83	44.303,65	73,96	2.335	80,2
4. South	Technology	148.771,91	19.991,83	68,23	1.118	31,6
5. West	Office Supplies	220.853,25	52.609,85	27,73	7.235	177,1
6. East	Office Supplies	205.516,05	41.014,58	23,96	6.462	244,7
7. South	Furniture	117.298,68	6.771,21	20,4	1.291	40,35
8. South	Office Supplies	125.651,31	19.986,39	20,09	3.800	166,6
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