Business Performance Overview (KPIs)

2.26M	0.47
Total Sales	Sales Growth %

Year — All

Region — All

Category — All

Monthly Sales Trend (YoY)

Year ● 2015 ● 2016 ● 2017 ● 2018

Axis: TotalSales (0.0M, 0.1M) vs Month (January–December for 2015, 2016, 2017)

Sales Distribution by Product Category

Categories: Technology, Furniture, Office Supplies — Total Sales (0.0M, 0.5M, 1.0M)

Top 10 Products by Sales Revenue

- Canon imageCLAS...
- Fellowes PB500 El...
- Cisco TelePresence...
- HON 5400 Series ...
- GBC DocuBind TL3...
- GBC Ibimaster 500...
- Hewlett Packard L...

Total Sales (0K, 20K, 40K, 60K)

Geographic Sales Contribution (State-Level)

UNITED STATES

Microsoft Bing / Sargas
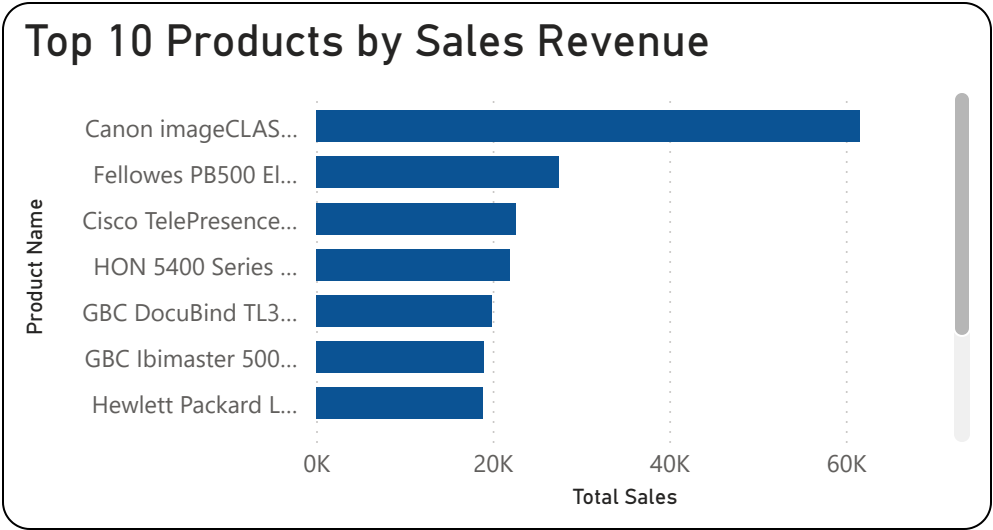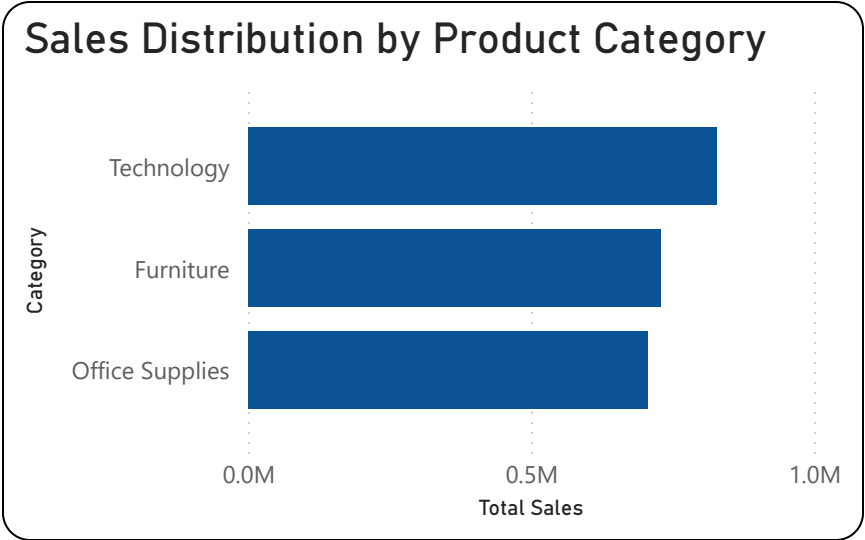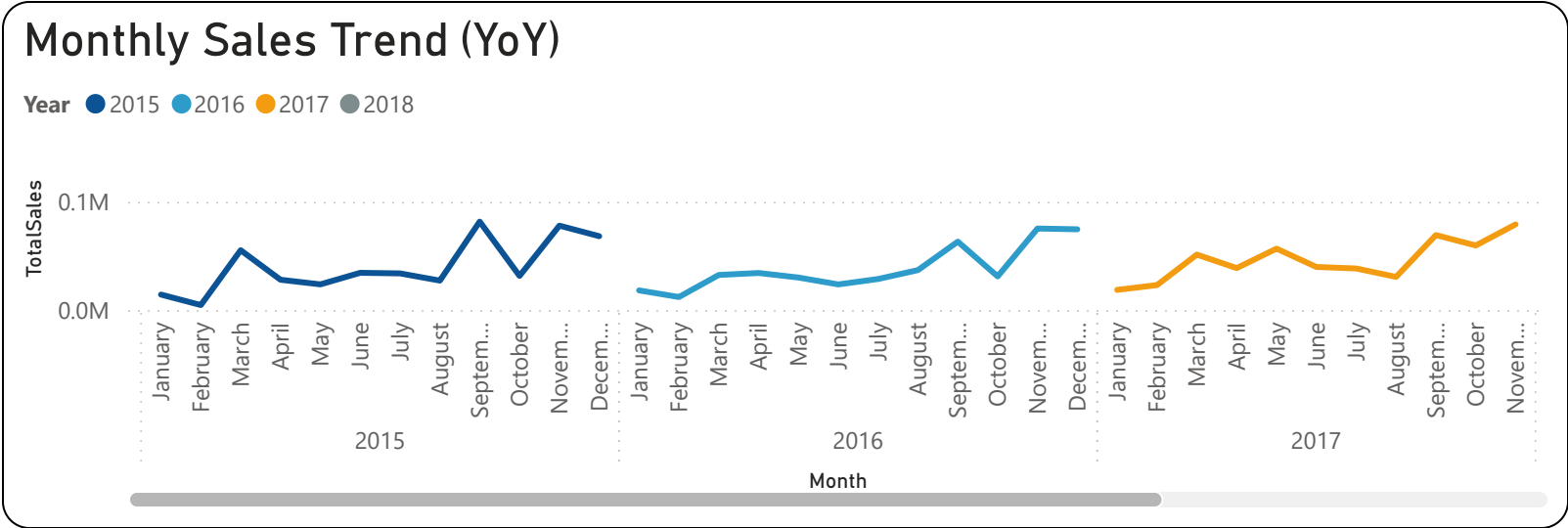
Dashboard Summary
- Total Sales 2.26M, Sales Growth 0.47%
- Technology = highest revenue category
- Top 10 products contribute major share
- Corporate + Consumer dominate segments
- Annual trend rising with seasonal variations

Revenue Share by Customer Segment

0.42M (18.79%)

1.15M (50....)

0.69M (30.44%)

Segment
- Consumer
- Corporate
- Home Of...

793
Total Customers

0.99
Repeat Customer %

227.41
Avg Order Value

2.26M
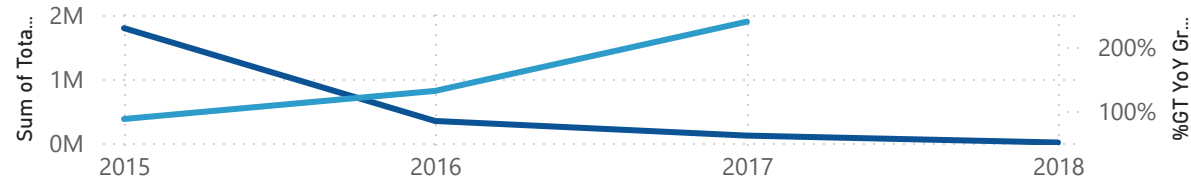Total Sales (Customer Level)

Repeat vs One-Time Buyers

787 (99.24%)

RepeatCustomer
- Repeat Buyer
- One-time Buyer

Customer Retention: New vs Returning Customers

CustomerType ● New ● Returning

Month	Returning	New
Nov	447	
Sep	410	87
Dec	418	
Oct	283	
May	238	
Jun	240	
Mar	218	89
Apr	220	
Aug	229	
Jul	234	
Jan	121	
Feb	117	

Total Customers: 500 / 0
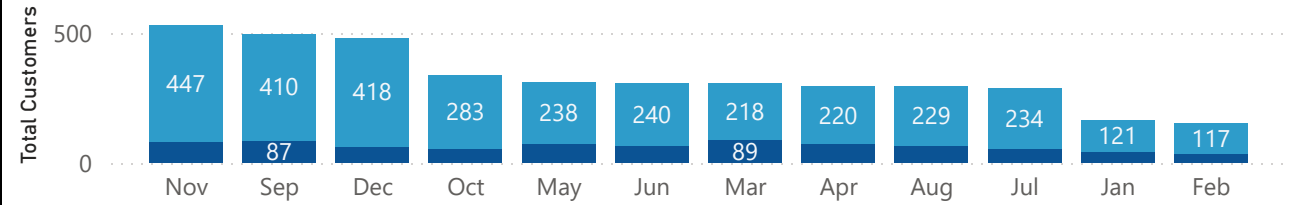
Year-over-Year (YoY) Comparison Chart

● Sum of TotalSales ● %GT YoY Growth %

Sum of Tota... : 2M, 1M, 0M
%GT YoY Gr... : 200%, 100%
Years: 2015, 2016, 2017, 2018

AI Sales Forecast — Next 6 Months Projection

TotalSales: 1.0M, 0.5M
Years: 2015, 2016, 2017, 2018, 2019
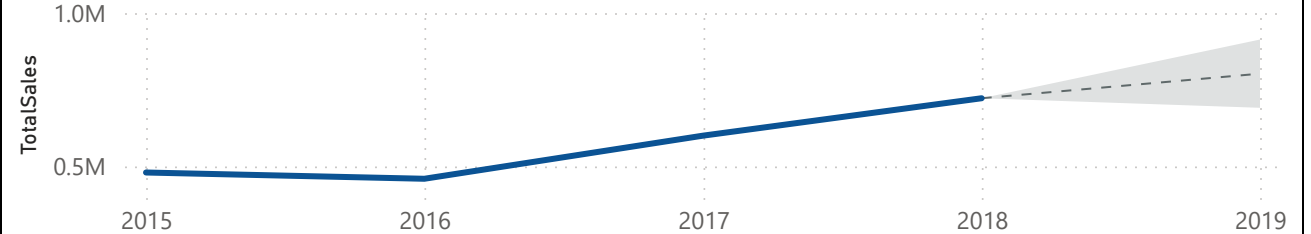
Customer Distribution — Sales vs Order Count vs Average order value

Sum of TotalSales: 20K, 0K
Sum of OrderCount: 10, 20, 30
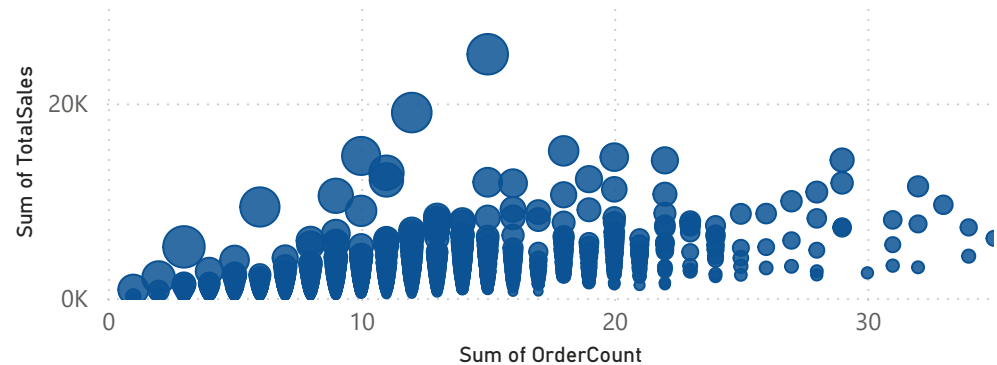
Insights Summary:
- YoY trend shows sales increasing year to year.
- Upcoming 6-month forecast indicates positive growth potential.
- Returning customers are higher → strong retention.

Year
All

Category
All

Region
All

Revenue Share by Category & Sub-Category

Technology		Furniture		Office Supplies	
Phones 327.78K	Accessories ...	Chairs 322.82K	Bookc...	Storage 219.34K	Appl... / Pa...
Machines 189.24K	Copiers 146...	Tables 202.81K	Furnis...	Binders 200.03K	Suppli... / Art 26...

This report provides a complete analysis of sales performance across products, months, and customer segments. The dashboard allows live filtering using Year, Category, and Country selections, enabling deeper decision-making capability. The forecast model predicts increasing sales over time, indicating strong business momentum.

Key Insights

• Accessories generate the highest share of total sales.
• Bookcases outperform all other subcategories.
• Sales remain consistently high through the year with no major downturn.
• Forecast trend shows future growth and demand is expected to rise further.
• Regional sales distribution appears balanced with no major drop zone.

Business Recommendations

• Increase marketing focus and stock availability for Accessories & Bookcases.
• Explore bundle offers to boost sales even more.
• Since forecast is positive, scale inventory gradually to meet demand.
• Track monthly deviation closely and smooth fluctuations can improve profitability.
• Add customer segmentation analysis in future to detect loyalty & repeat buyers.