

Global Mart Sales Data Analytics

Date

All

Date

All

Date

All

Regions

All

Total Sales
\$1,082,075.87

Total Profit
\$328,060.57

Profit Margin
30.32%

Total Orders
945

Quantities Sold
5258

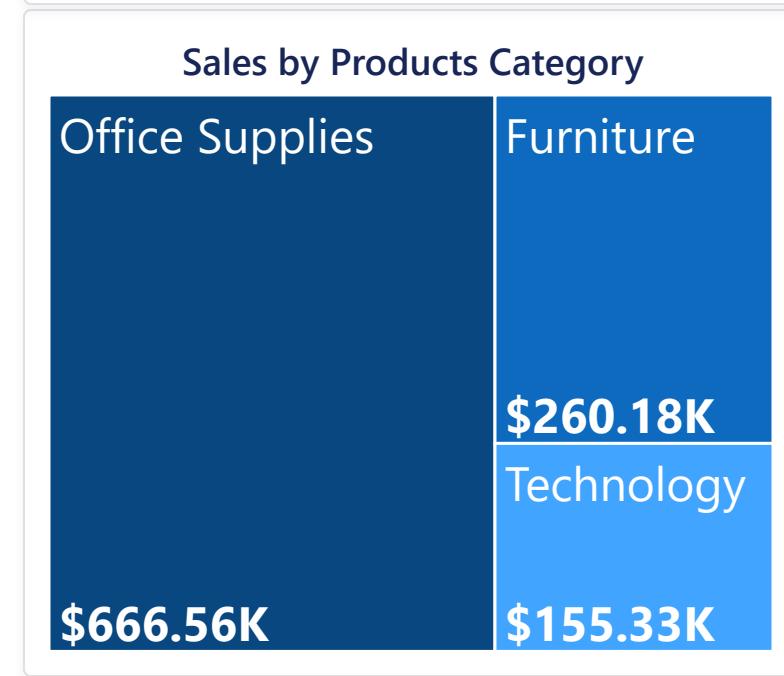
Average Sales Per Order
\$1,145.05

Sales Growth YoY
26.74%



Annual Sales Trends

Year	Sales Trend Indicator	Total Sales	Profit Margin Trend
2022	Stable	\$17,672.31	69.52%
2023	Growing	\$836,117.06	18.84%
2024	Declining	\$228,286.50	69.30%
Total	Growing	\$1,082,075.87	30.32%



Regional Performance Matrix

Regions	Total Sales	Total Profit	Profit Margin	Average Order Value
West	\$725,348.19	\$82,404.34	11.36%	\$3,060.54
South	\$128,442.32	\$88,218.69	68.68%	\$517.91
Central	\$121,726.10	\$84,521.07	69.44%	\$507.19
East	\$106,559.26	\$72,916.47	68.43%	\$484.36
Total	\$1,082,075.87	\$328,060.57	30.32%	\$1,145.05

Regions	Profitability Health
Central	Excellent
East	Excellent
Region Unknown	Concerning
South	Excellent
West	Good
Total	Excellent

GlobalMart Customer & Orders Analysis

Date

All

Date

All

Date

All

Regions

All

Avg. Discount/Order
24.02%

Profit Per Order
\$347.15

Quantities Sold
5258

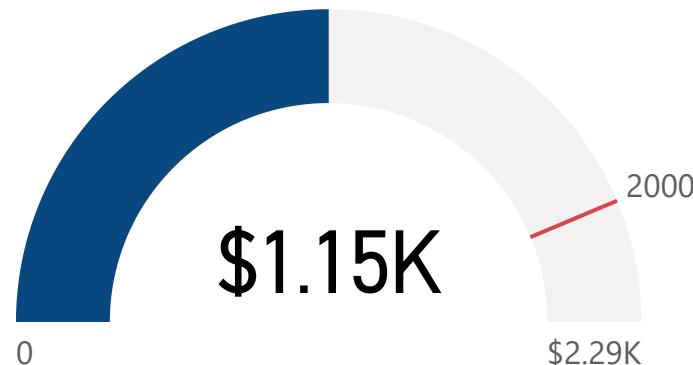
Average Order Value
\$1,145.05

Items Per Order
6

Category

All

Average Order Value



Discount In

Bubble

40%

30%

20%

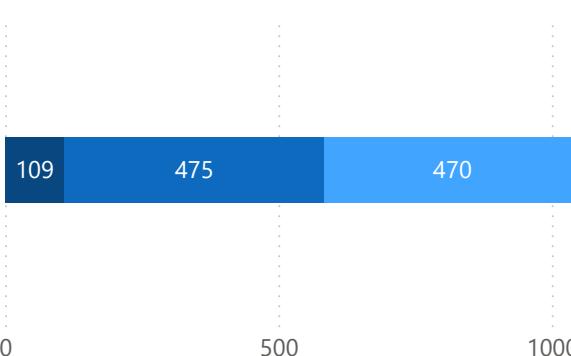
23%

Office Supplies

Order Size Distribution

Small (1-5 items), Medium (6-10), Large (>=10)

● Large Orders Count ● Medium Orders ... ● Small Orders ...



Monthly Order Volume Trend



Discount Effectiveness Analysis

Discount Band	Total Orders	Total Sales	Total Profit	Profit Margin by Discount Band	Average Order Value
0%	6	\$3,168.18	\$2,983.43	94.17%	\$528.03
11-20%	217	\$118,796.91	\$85,967.69	69.16%	\$547.45
>30%	365	\$183,155.56	\$99,228.04	48.62%	\$501.80
1-10%	193	\$193,598.38	\$82,080.1	42.63%	\$1,003.10
21-30%	164	\$583,356.84	\$57,801.31	10.34%	\$3,557.05
Total	945	\$1,082,075.87	\$328,060.57	30.18%	\$1,145.05

GlobalMart Customer & Orders Trends

Date

All

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All

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Regions

All

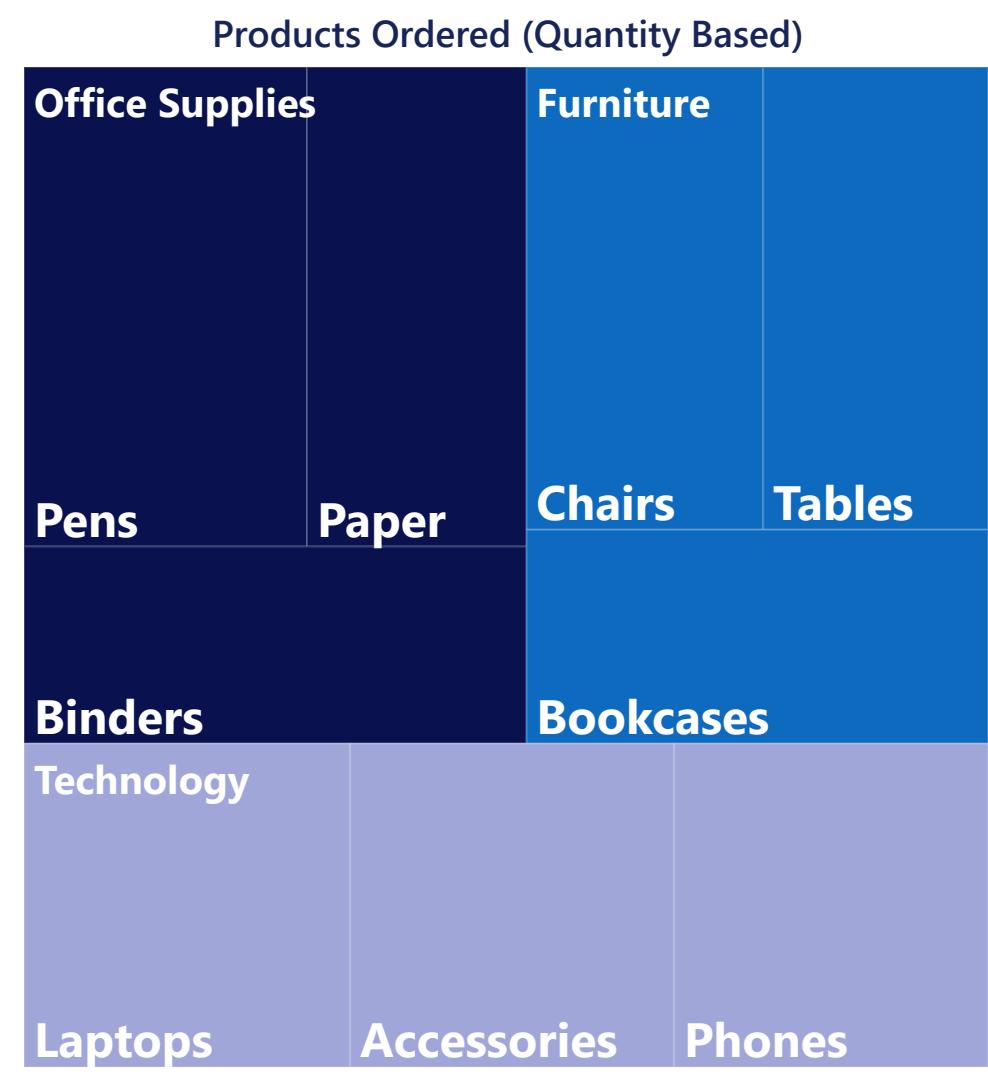
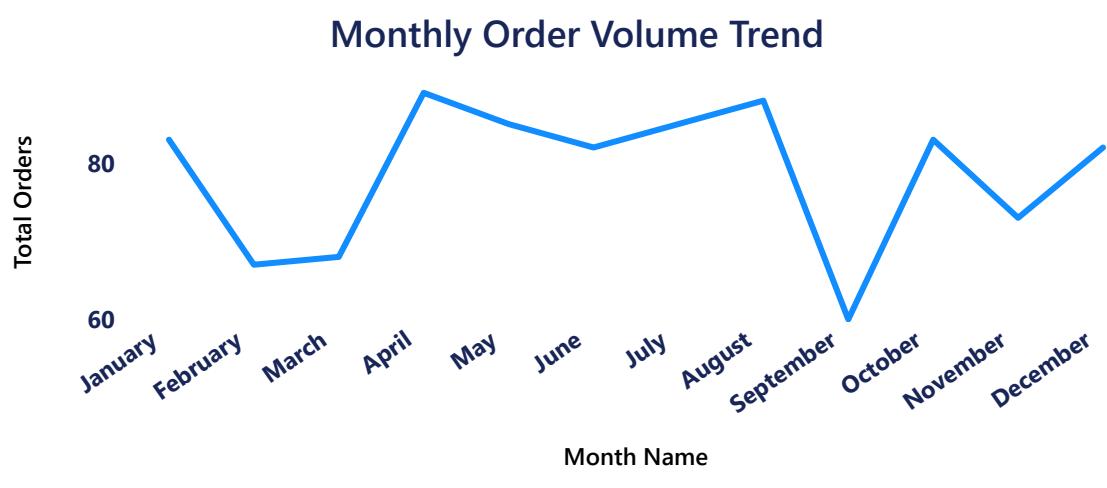
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Items Per Order
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Category

All

Sub-Categ...

All

State

All

Discount B...

All

GlobalMart Regional Performance

Date

All

Date

All

Date

All

Regions

All

Regional Profit Margin
30.18%

Total Profit By Region
\$346,995.06

Quantities Sold
5258

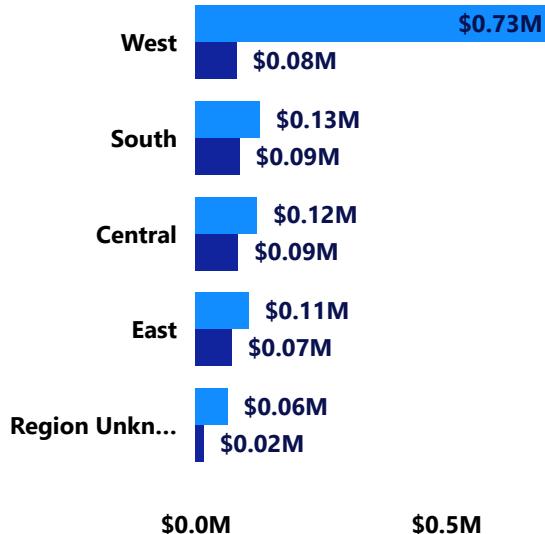
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Sales & Profit by Region

● Sales by Region ● Profit by Region

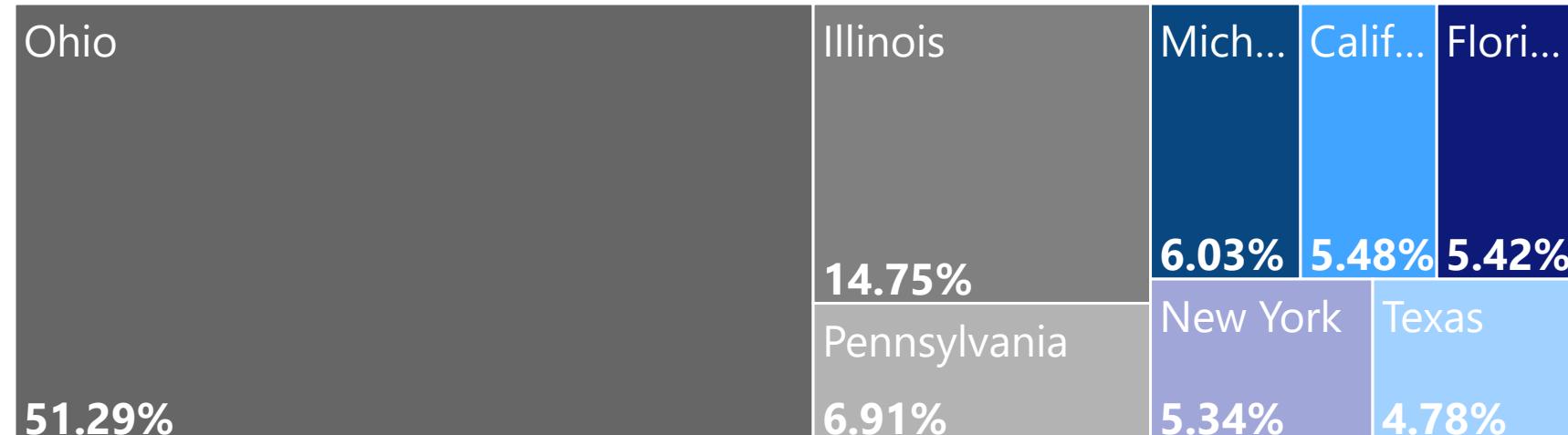
Regions



State & Regional Performance

State	Total Profit by State	Total Sales by State	Profit Margin by State	State Performance Tie
Ohio	43,094.97	\$563,839.1777364626	7.64%	⚠ Needs Attention
Illinois	45,398.61	\$179,484.821903549	25.29%	⭐ High Performer
Pennsylvania	47,724.48	\$84,168.32318075439	56.70%	⭐ High Performer
Michigan	44,435.62	\$70,012.16944899442	63.47%	⭐ High Performer
Florida	44,127.03	\$69,155.16200388725	63.81%	⭐ High Performer
California	42,624.59	\$65,647.07874607538	64.93%	⭐ High Performer
Texas	35,748.06	\$54,196.61369718177	65.96%	⭐ High Performer
New York	43,841.70	\$63,176.97111501393	69.40%	⭐ High Performer

% Sales & Profit Margin Per State



GlobalMart Product Analytics

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Date

All

Regions

All

Regional Profit Margin
30.18%

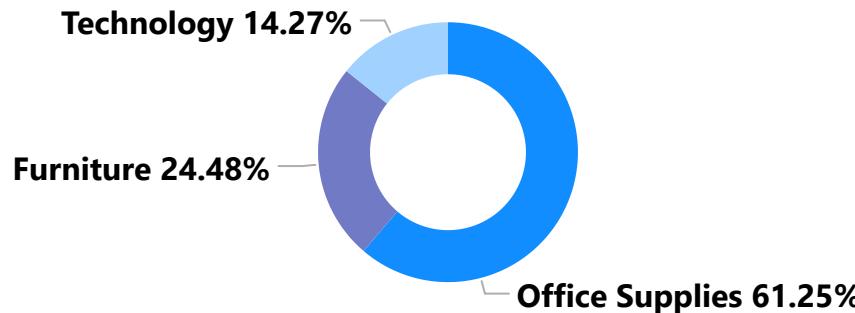
Total Profit By Region
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Quantities Sold
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Sales Growth YoY
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% Sales Distribution by Category

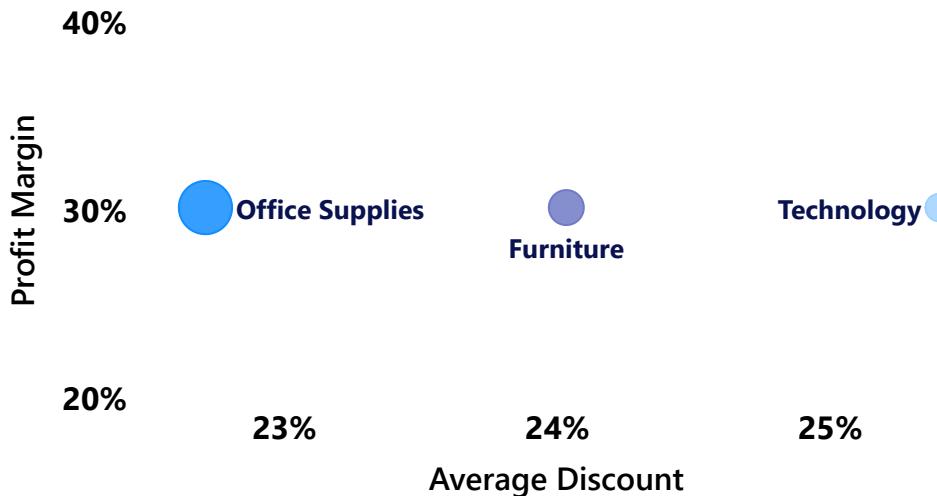


Category Performance Breakdown

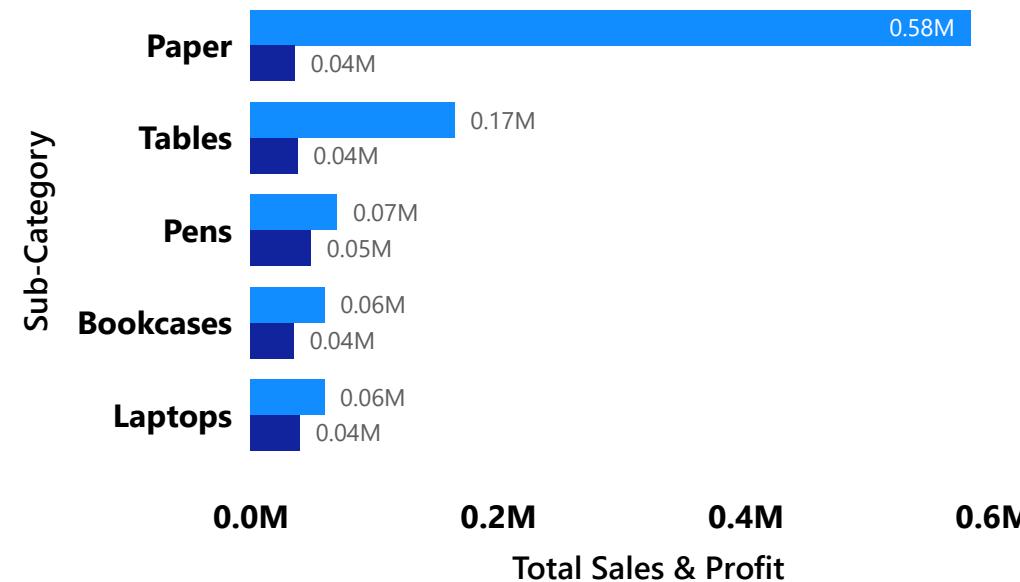
Category	Sales by Category	Profit by Category	Profit Margin by Category
Furniture	\$281,468.75	\$113,240.00	40.23%
Office Supplies	\$704,143.95	\$122,546.57	17.40%
Technology	\$164,067.62	\$111,208.49	67.78%
Total	\$1,149,680.32	\$346,995.06	30.18%

Discount Impact on Profitability

Bubble Size = Sales Volume



Top Sub-Categories by Sales & Profit



GlobalMart Product Performance

Date

All

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All

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All

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Regional Profit Margin

30.18%

Total Profit By Region

\$346,995.06

Quantities Sold

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Sales Growth YoY

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Product Performance Leaders & Laggards

Category	Product Name	Sub-Category	Total Sales by Product	Total Profit by Product	Profit Margin by Product	Product Performance Tier
Office Supplies	Binders significant	Binders	-50.00	426.74	-853.48%	🔴 Needs Review
Office Supplies	Binders rise	Binders	-100.00	370.55	-370.55%	🔴 Needs Review
Furniture	Tables past	Tables	20.54	-25.55	-124.39%	🔴 Needs Review
Office Supplies	Binders social	Binders	20.46	-24.31	-118.82%	🔴 Needs Review
Furniture	Bookcases firm	Bookcases	24.41	-19.00	-77.84%	🔴 Needs Review
Technology	Laptops build	Laptops	33.97	-23.95	-70.50%	🔴 Needs Review
Furniture	Bookcases soldier	Bookcases	38.56	-22.32	-57.88%	🔴 Needs Review
Furniture	Bookcases work	Bookcases	26.60	-13.65	-51.32%	🔴 Needs Review
Technology	Phones term	Phones	27.45	-11.16	-40.66%	🔴 Needs Review
Furniture	Tables letter	Tables	37.40	-11.04	-29.52%	🔴 Needs Review
Office Supplies	Pens cover	Pens	29.70	-8.47	-28.52%	🔴 Needs Review
Technology	Accessories these	Accessories	41.13	-9.83	-23.90%	🔴 Needs Review
Office Supplies	Binders senior	Binders	35.10	-7.61	-21.68%	🔴 Needs Review
Technology	Phones life	Phones	36.19	-7.65	-21.14%	🔴 Needs Review
Office Supplies	Binders myself	Binders	39.58	-8.23	-20.79%	🔴 Needs Review
Technology	Phones at	Phones	42.84	-8.21	-19.16%	🔴 Needs Review
Office Supplies	Pens summer	Pens	60.86	-11.24	-18.47%	🔴 Needs Review
Technology	Accessories Democrat	Accessories	59.91	-7.25	-12.10%	🔴 Needs Review
Office Supplies	Pens tell	Pens	73.29	-2.64	-3.60%	🔴 Needs Review
Technology	Phones actually	Phones	64.03	-2.00	-3.12%	🔴 Needs Review
Office Supplies	Binders manage	Binders	486.27	-12.34	-2.54%	🔴 Needs Review
Furniture	Bookcases military	Bookcases	62.53	-0.84	-1.34%	🔴 Needs Review
Office Supplies	Paper response	Paper	500,000.00	418.90	0.08%	🔴 Needs Review
Office Supplies	Paper must	Paper	5,443.67	20.71	0.38%	🔴 Needs Review
Office Supplies	Binders office	Binders	0.00	0.00	0.01%	🔴 Needs Review
Total			1,149,680.32	346,995.06	30.18%	⭐ High Profit

Category

All

Sub-Categ...

All

State

All

Discount B...

All

GlobalMart Product Performance Strategy

Date ▾
All ▾

Date ▾
All ▾

Date ▾
All ▾

Regions ▾
All ▾

Regional Profit Margin
30.18%

Total Profit By Region
\$346,995.06

Quantities Sold
5258

Average Sales Per Order
\$1,145.05

Sales Growth YoY
26.74%

Product Insights & Strategy

Category	Product Strategy Insights
☐ Furniture	⭐ Best Margin Product: Bookcases thing 🏆 Top Selling Category: Top Category: Furniture ⚠ Most Discounted: Bookcases 📊 Product Concentration: 100%
☒ Bookcases	⭐ Best Margin Product: Bookcases thing 🏆 Top Selling Category: Top Category: Furniture ⚠ Most Discounted: Bookcases 📊 Product Concentration: 100%
☒ Chairs	⭐ Best Margin Product: Chairs Mrs 🏆 Top Selling Category: Top Category: Furniture ⚠ Most Discounted: Chairs 📊 Product Concentration: 100%
☒ Tables	⭐ Best Margin Product: Tables entire 🏆 Top Selling Category: Top Category: Furniture ⚠ Most Discounted: Tables 📊 Product Concentration: 100%
☒ Office Supplies	⭐ Best Margin Product: Pens class 🏆 Top Selling Category: Top Category: Office Supplies ⚠ Most Discounted: Paper 📊 Product Concentration: 100%
☒ Binders	⭐ Best Margin Product: Binders eight 🏆 Top Selling Category: Top Category: Office Supplies ⚠ Most Discounted: Binders 📊 Product Concentration: 100%
☒ Paper	⭐ Best Margin Product: Paper energy 🏆 Top Selling Category: Top Category: Office Supplies ⚠ Most Discounted: Paper 📊 Product Concentration: 100%
☒ Pens	⭐ Best Margin Product: Pens class 🏆 Top Selling Category: Top Category: Office Supplies ⚠ Most Discounted: Pens 📊 Product Concentration: 100%
☒ Technology	⭐ Best Margin Product: Laptops explain 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Accessories 📊 Product Concentration: 100%
☒ Accessories	⭐ Best Margin Product: Accessories teach 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Accessories 📊 Product Concentration: 100%
☒ Laptops	⭐ Best Margin Product: Laptops explain 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Laptops 📊 Product Concentration: 100%
☒ Phones	⭐ Best Margin Product: Phones animal 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones actually	⭐ Best Margin Product: Phones actually 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones affect	⭐ Best Margin Product: Phones affect 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones agree	⭐ Best Margin Product: Phones agree 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones all	⭐ Best Margin Product: Phones all 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones animal	⭐ Best Margin Product: Phones animal 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones at	⭐ Best Margin Product: Phones at 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones bank	⭐ Best Margin Product: Phones bank 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones begin	⭐ Best Margin Product: Phones begin 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones bit	⭐ Best Margin Product: Phones bit 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Phones blue	⭐ Best Margin Product: Phones blue 🏆 Top Selling Category: Top Category: Technology ⚠ Most Discounted: Phones 📊 Product Concentration: 100%
Total	⭐ Best Margin Product: Bookcases thing 🏆 Top Selling Category: Top Category: Office Supplies ⚠ Most Discounted: Accessories 📊 Product Concentration: 100%

Regions ▾
All ▾

Category ▾
All ▾

Sub-Categ... ▾
All ▾

State ▾
All ▾

Discount B... ▾
All ▾