

# Global Mart Sales Data Analytics

Total Sales

\$1,082,075.87

Total Profit

\$328,060.57

Profit Margin

30.32%

Total Orders

945

Quantities Sold

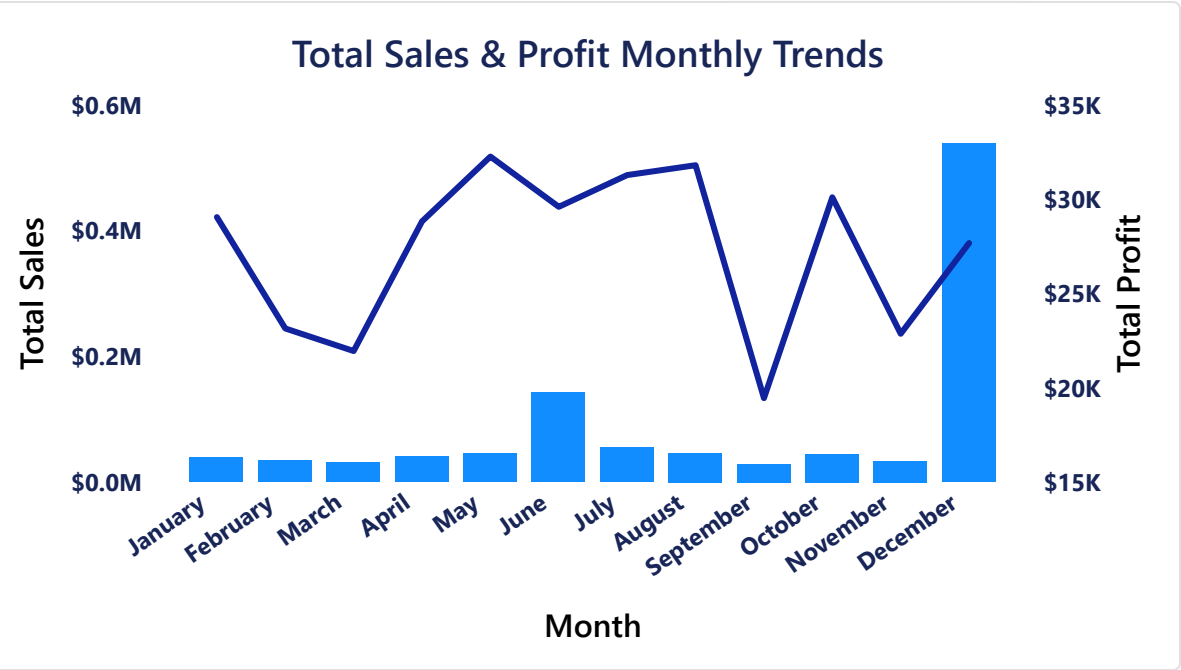
5258

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	<div>→ Stable</div>	\$17,672.31	69.52%
2023	<div>↗ Growing</div>	\$836,117.06	18.84%
2024	<div>↘ Declining</div>	\$228,286.50	69.30%
Total	<div>↗ Growing</div>	\$1,082,075.87	30.32%

Category

All

Sub-Categ...

All

State

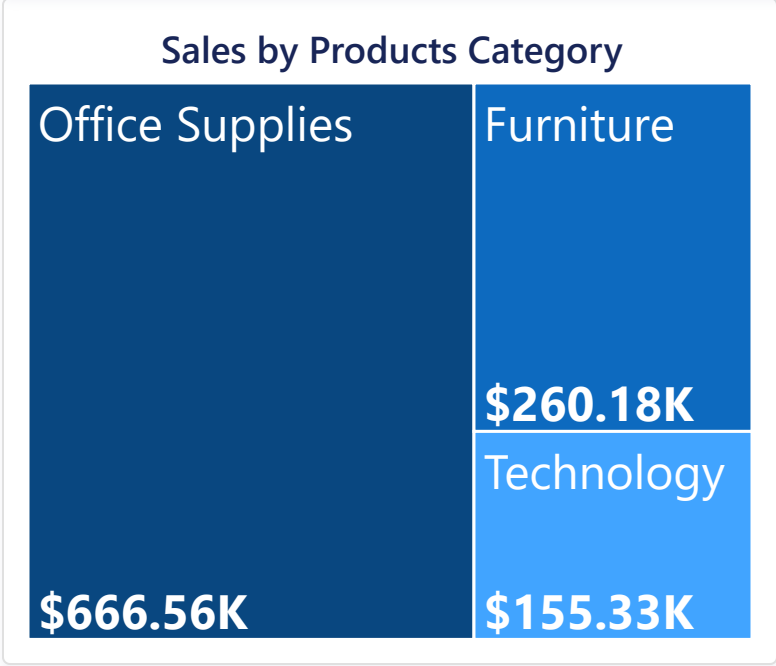
All

Discount B...

All

### 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	<div>● Excellent</div>
East	<div>● Excellent</div>
Region Unknown	<div>● Concerning</div>
South	<div>● Excellent</div>
West	<div>● Good</div>
Total	<div>● Excellent</div>

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

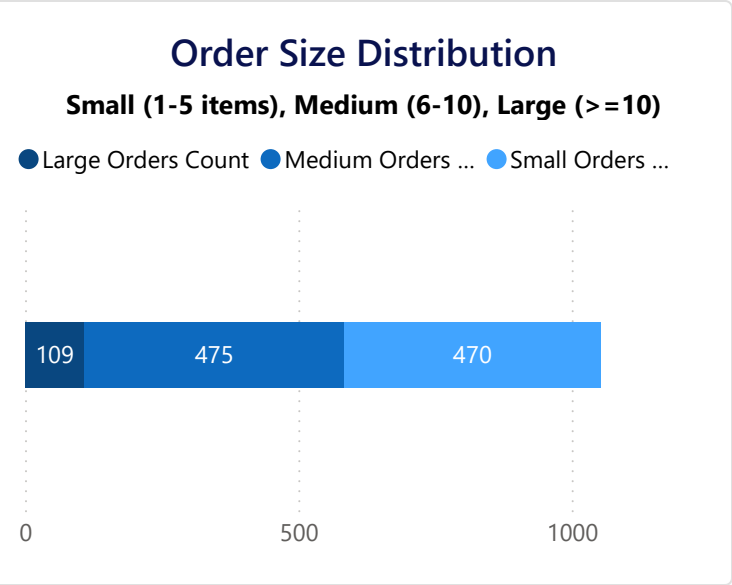
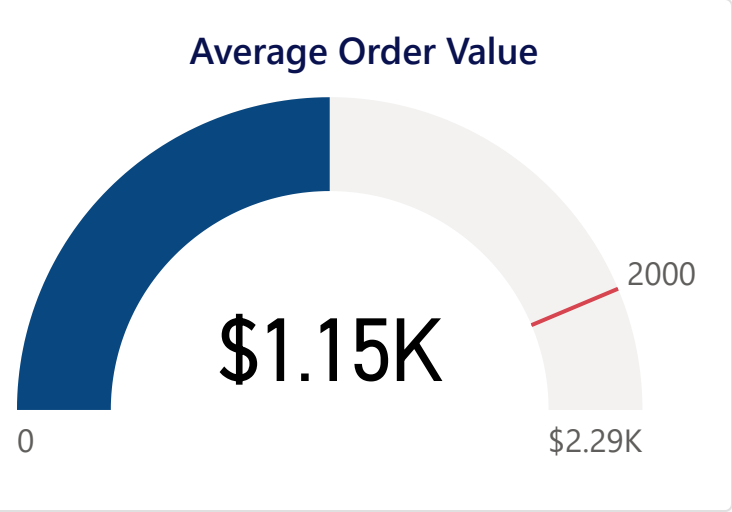
\$1,145.05

Items Per Order

6

Category

All



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

▼

Date

▼

All

▼

Date

▼

All

▼

Regions

▼

All

▼

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Category

▼

All

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Sub-Categ...

▼

All

▼

State

▼

All

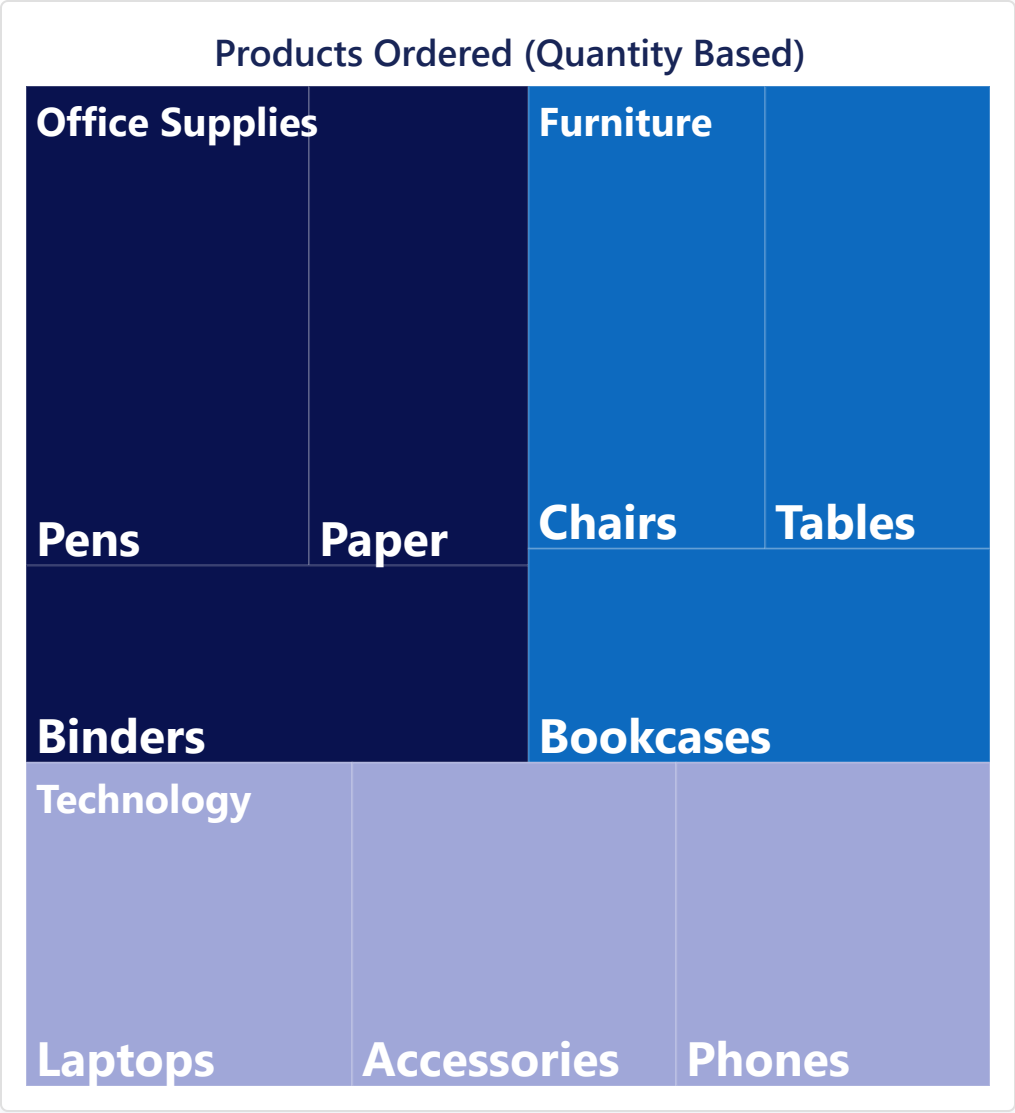
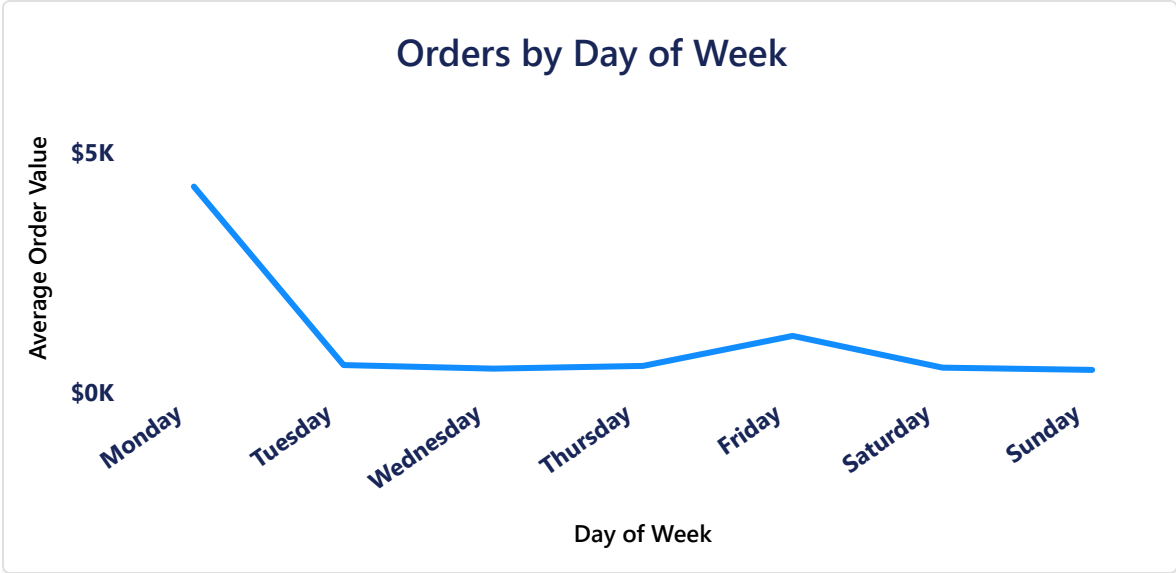
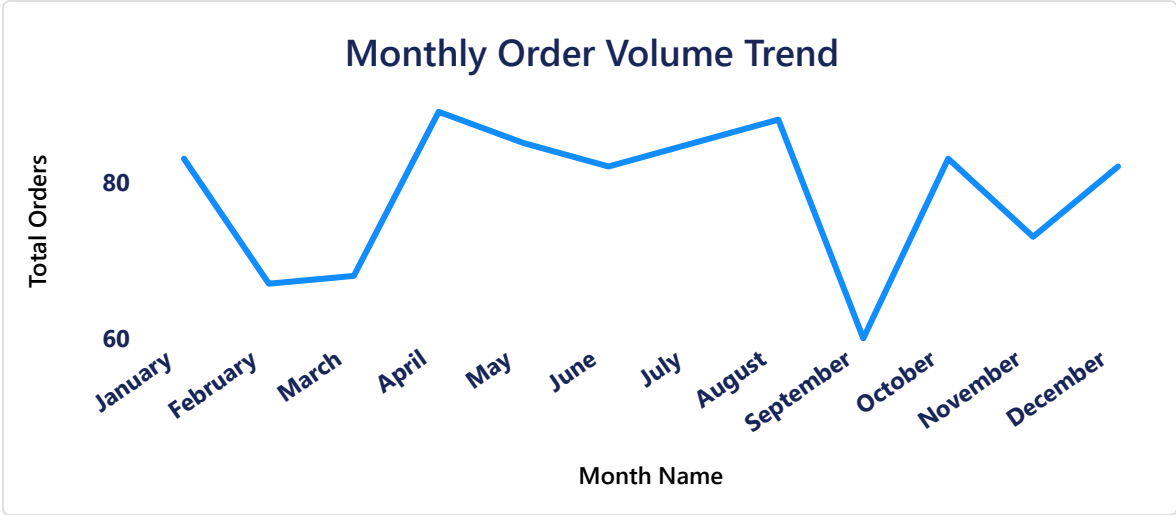
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Discount B...

▼

All

▼



# GlobalMart Regional Performance

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%

Regions

All

Category

All

Sub-Categ...

All

State

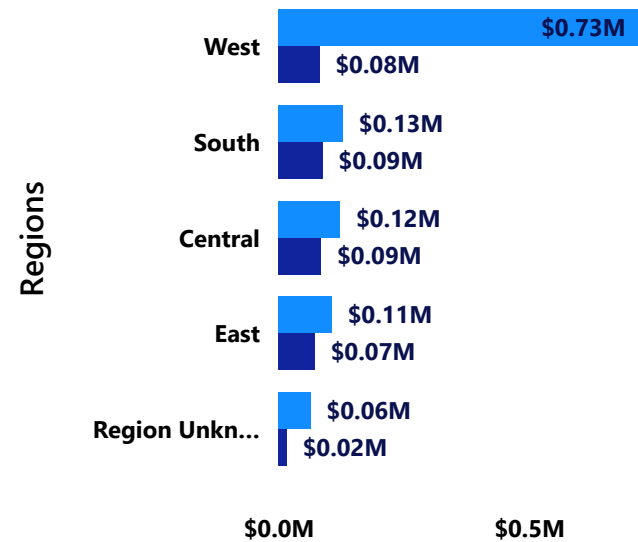
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Discount B...

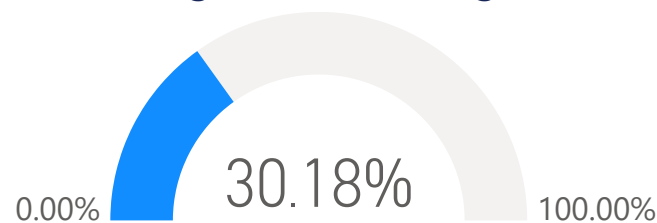
All

## Sales & Profit by Region

Sales by Region Profit by Region



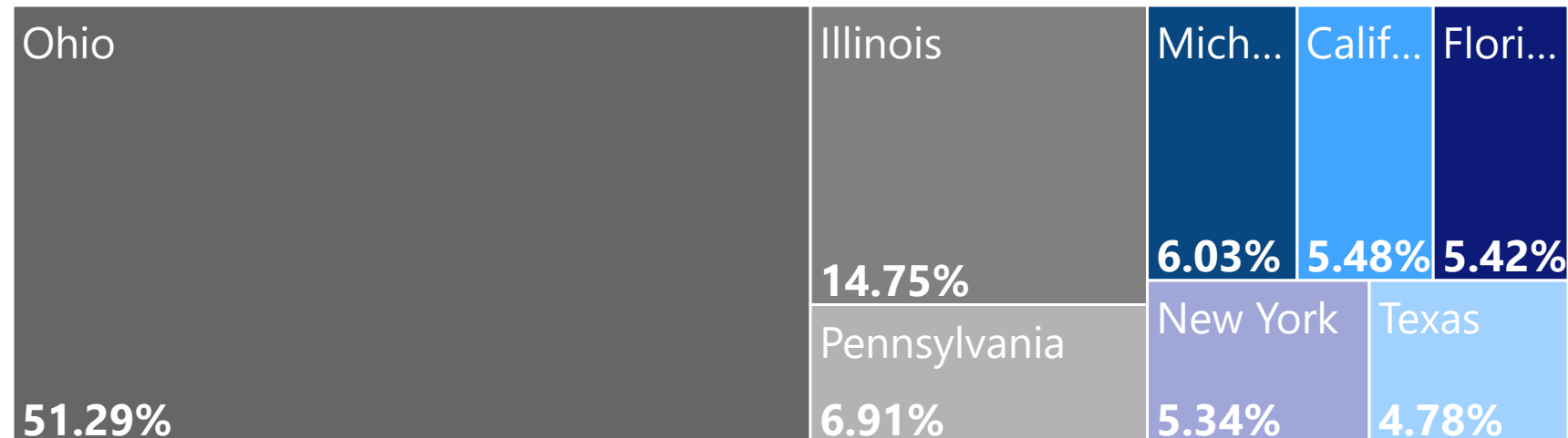
## Regional Profit Margin



## 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

Regional Profit Margin  
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Regions

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Category

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Sub-Categ...

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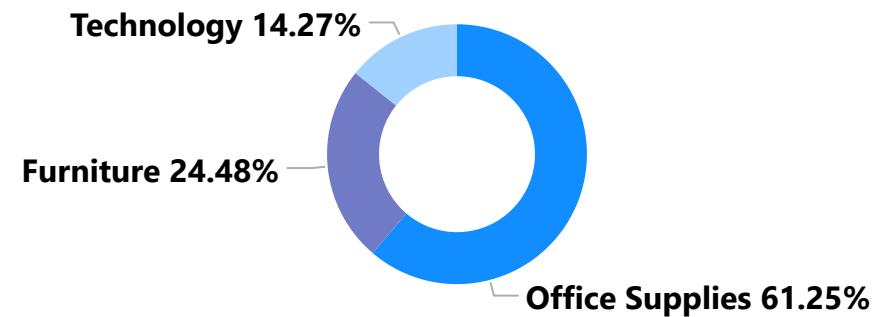
State

All

Discount B...

All

% Sales Distribution by Category

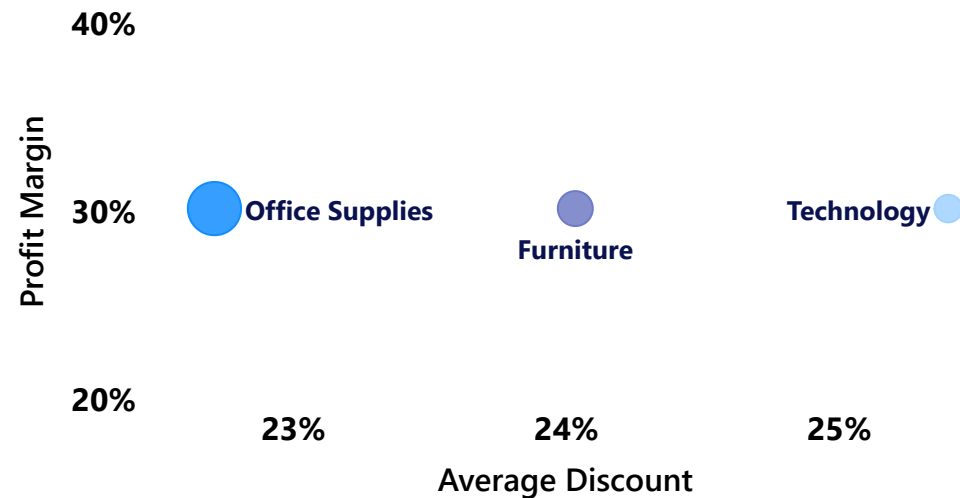


Category Performance Breakdown

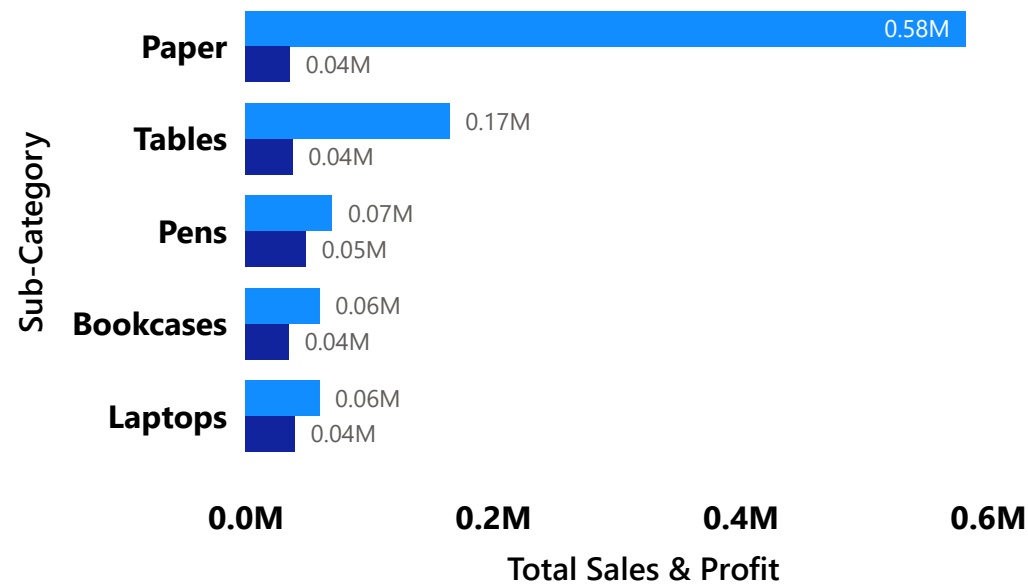
Category	Sales by Category	Profit by Category	Profit Margin by Category
Furniture	\$281,468.75	\$113,240.00	40.23%
Office Supplies	\$704,143.95	\$122,546.57	17.40%
Technology	\$164,067.62	\$111,208.49	67.78%
Total	\$1,149,680.32	\$346,995.06	30.18%

Discount Impact on Profitability

Bubble Size = Sales Volume



Top Sub-Categories by Sales & Profit



# GlobalMart Product Performance

Regional Profit Margin  
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Sub-Categ...

All

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Discount B...

All

## 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	81.00	0.82	0.01%	Needs Review
Total			1,149,680.32	346,995.06	30.18%	High Profit

# GlobalMart Product Performance Strategy

Date

All

Date

All

Date

All

Regions

All

Regional Profit Margin

30.18%

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Discount B...

All

## Product Insights & Strategy

Category	Product Strategy Insights
<div><div>[-] Furniture</div></div>	★ Best Margin Product: Bookcases thing   🏆 Top Selling Category: Top Category: Furniture   ⚠️ Most Discounted: Bookcases   📊 Product Co
<div><div>[+] Bookcases</div></div>	★ Best Margin Product: Bookcases thing   🏆 Top Selling Category: Top Category: Furniture   ⚠️ Most Discounted: Bookcases   📊 Product Co
<div><div>[+] Chairs</div></div>	★ Best Margin Product: Chairs Mrs   🏆 Top Selling Category: Top Category: Furniture   ⚠️ Most Discounted: Chairs   📊 Product Concentrati
<div><div>[+] Tables</div></div>	★ Best Margin Product: Tables entire   🏆 Top Selling Category: Top Category: Furniture   ⚠️ Most Discounted: Tables   📊 Product Concentra
<div><div>[-] Office Supplies</div></div>	★ Best Margin Product: Pens class   🏆 Top Selling Category: Top Category: Office Supplies   ⚠️ Most Discounted: Paper   📊 Product Concen
<div><div>[+] Binders</div></div>	★ Best Margin Product: Binders eight   🏆 Top Selling Category: Top Category: Office Supplies   ⚠️ Most Discounted: Binders   📊 Product Co
<div><div>[+] Paper</div></div>	★ Best Margin Product: Paper energy   🏆 Top Selling Category: Top Category: Office Supplies   ⚠️ Most Discounted: Paper   📊 Product Con
<div><div>[+] Pens</div></div>	★ Best Margin Product: Pens class   🏆 Top Selling Category: Top Category: Office Supplies   ⚠️ Most Discounted: Pens   📊 Product Concen
<div><div>[-] Technology</div></div>	★ Best Margin Product: Laptops explain   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Accessories   📊 Product
<div><div>[+] Accessories</div></div>	★ Best Margin Product: Accessories teach   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Accessories   📊 Produ
<div><div>[+] Laptops</div></div>	★ Best Margin Product: Laptops explain   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Laptops   📊 Product Co
<div><div>[-] Phones</div></div>	★ Best Margin Product: Phones animal   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Conc
<div>Phones actually</div>	★ Best Margin Product: Phones actually   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentratio
<div>Phones affect</div>	★ Best Margin Product: Phones affect   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration:
<div>Phones agree</div>	★ Best Margin Product: Phones agree   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration:
<div>Phones all</div>	★ Best Margin Product: Phones all   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration: 100
<div>Phones animal</div>	★ Best Margin Product: Phones animal   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration:
<div>Phones at</div>	★ Best Margin Product: Phones at   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration: 100
<div>Phones bank</div>	★ Best Margin Product: Phones bank   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration:
<div>Phones begin</div>	★ Best Margin Product: Phones begin   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration:
<div>Phones bit</div>	★ Best Margin Product: Phones bit   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration: 10
<div>Phones blue</div>	★ Best Margin Product: Phones blue   🏆 Top Selling Category: Top Category: Technology   ⚠️ Most Discounted: Phones   📊 Product Concentration: 1
<div>Total</div>	★ Best Margin Product: Bookcases thing   🏆 Top Selling Category: Top Category: Office Supplies   ⚠️ Most Discounted: Accessories   📊 Pro