Total Sales Trend Over the Years

Y-axis: Total sales (USD)
X-axis: Year

Data points:
- 2014: 484K
- 2015: 471K
- 2016: 609K
- 2017: 733K

## Segment and Region

Region ● Central ● East ● South ● West

Segment ⌄
- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

- Shows the year-wise trend of total sales from 2014 to 2017.

- Sales declined slightly in 2015 but significantly increased in 2016 and 2017.

- Reflects strong business growth and market expansion over time.

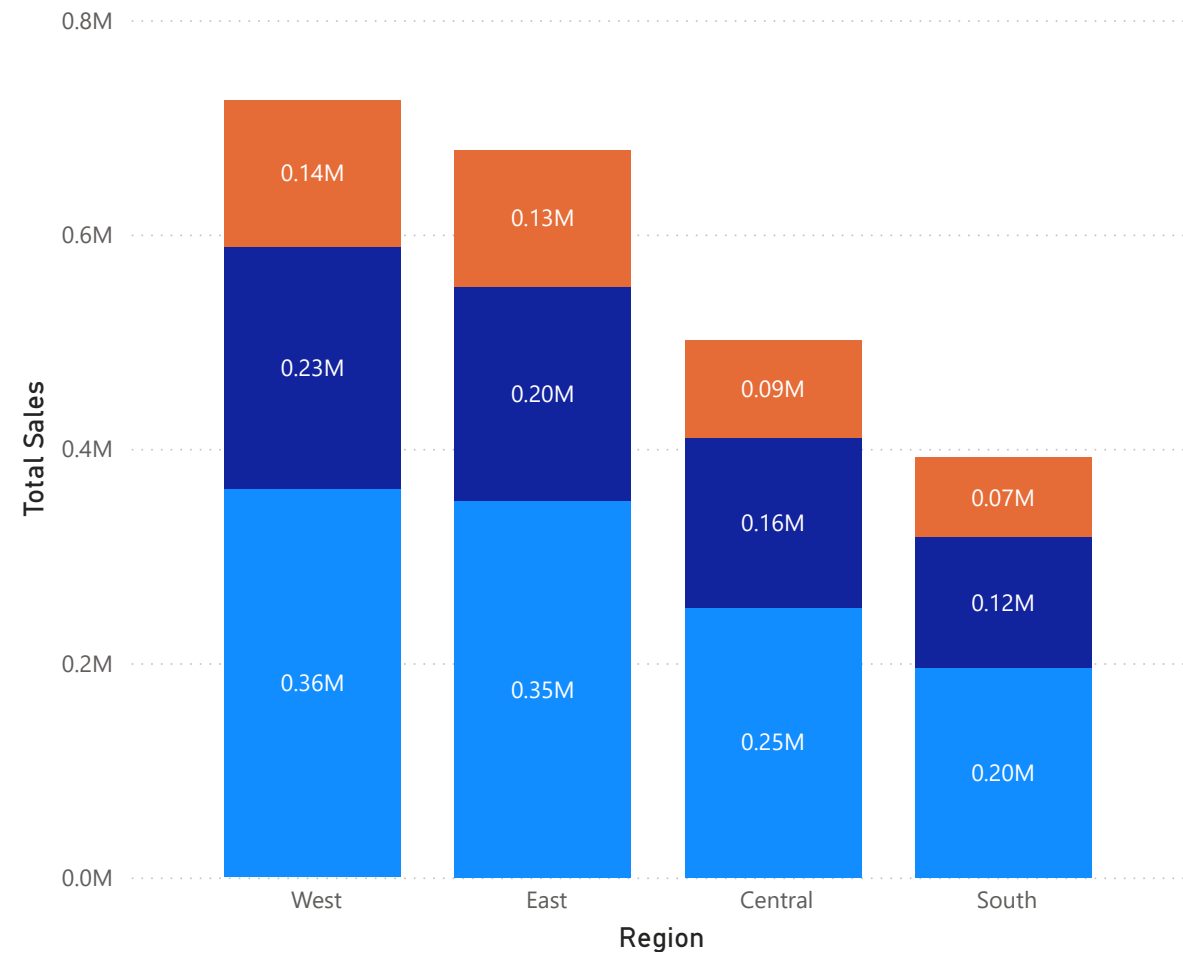- Helps identify performance trends and forecast future sales targets.

Profit by Product Sub-Category
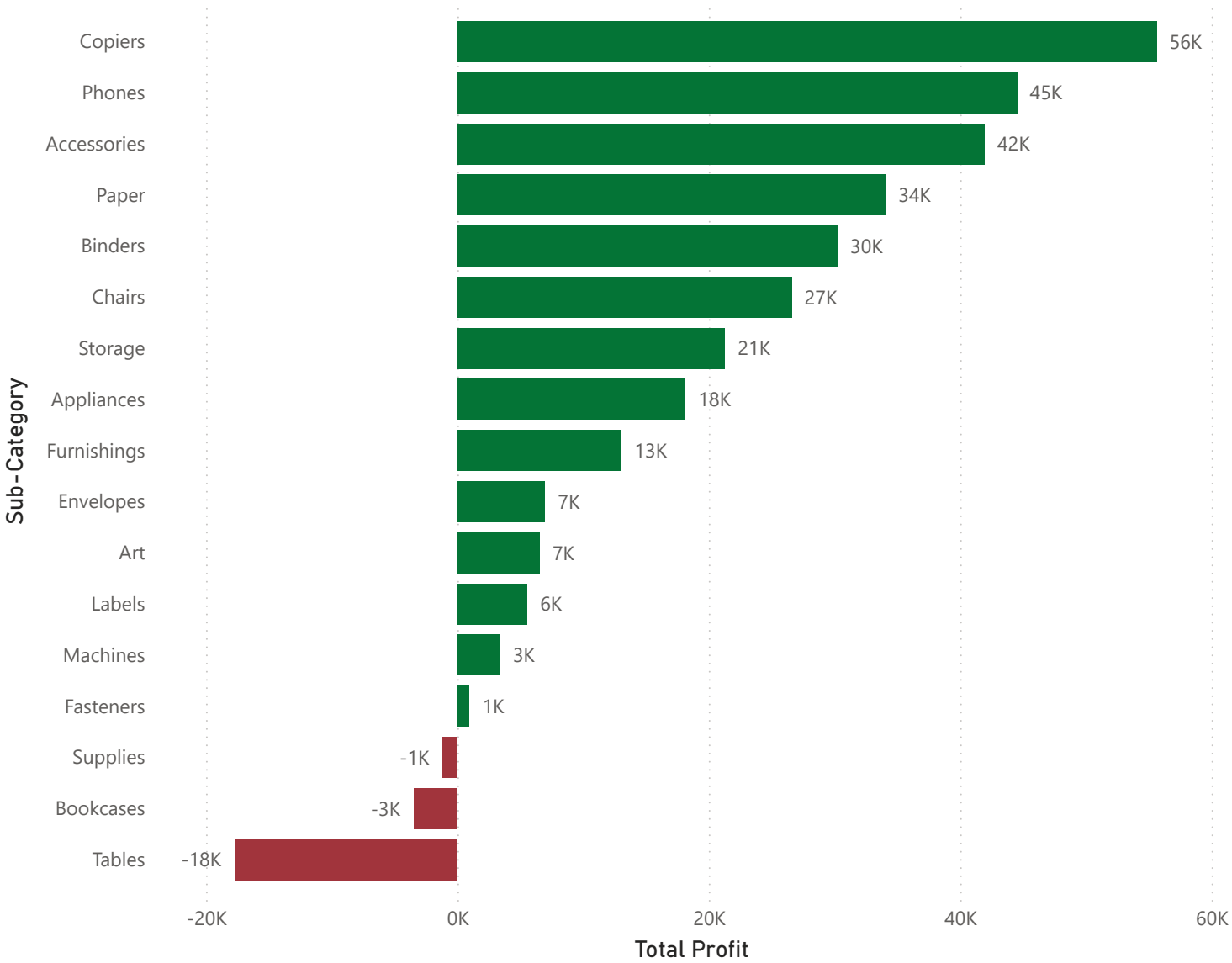
- Compares profits across various product sub-categories.
- Copiers and Phones generate the highest profits.
- Tables, Bookcases, and Supplies show negative profits (losses).
- Enables identification of underperforming products that need strategic changes.

| Sub-Category	Total Profit
Copiers	56K
Phones	45K
Accessories	42K
Paper	34K
Binders	30K
Chairs	27K
Storage	21K
Appliances	18K
Furnishings	13K
Envelopes	7K
Art	7K
Labels	6K
Machines	3K
Fasteners	1K
Supplies	-1K
Bookcases	-3K
Tables	-18K

Sales by Region and Segment

Segment ● Consumer ● Corporate ● Home Office

Category, Ship Mode

∧ ☐ Furniture
  ☐ First Class
  ☐ Same Day
  ☐ Second Class
  ☐ Standard Class
∨ ☐ Office Supplies
∨ ☐ Technology

- Displays regional sales broken down by customer segments (Consumer, Corporate, Home Office).

- West and East regions contribute the highest sales.

- The Consumer segment dominates across all regions.

- Useful for planning region-wise strategies and targeting specific customer types.

Shipping Performance vs. Sales

● Total Sales ● Count of shipping delay
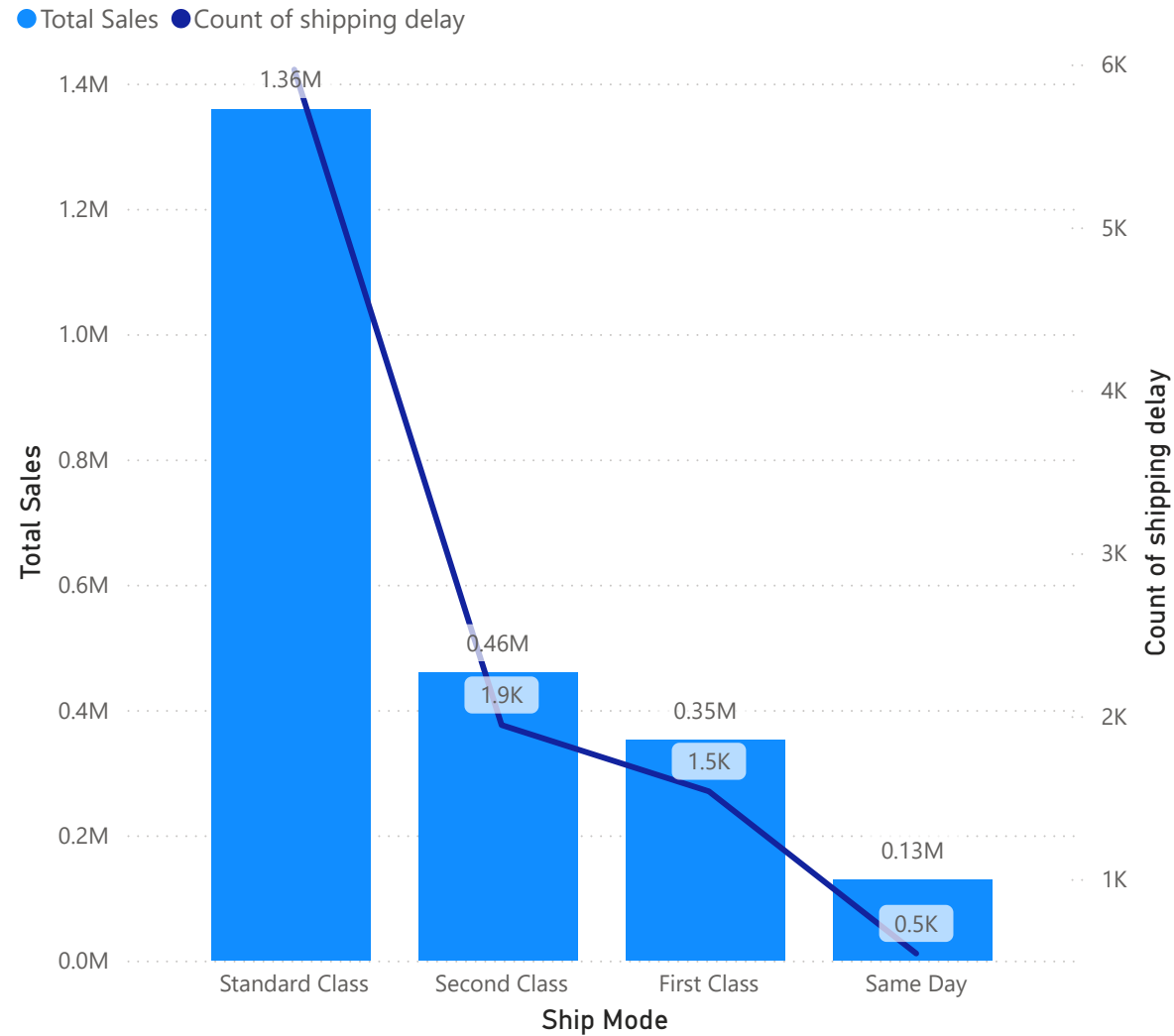

Sum of Sales by shipping delay

164.70K

Sum of Profit by Ship Mode

164.09K

- Shows the relationship between sales and average shipping delay by ship mode.

- Standard Class has the highest sales but also the longest delays.

- Same Day shipping is fastest but least used, possibly due to higher costs.

- Helps balance logistics efficiency with revenue and customer satisfaction.
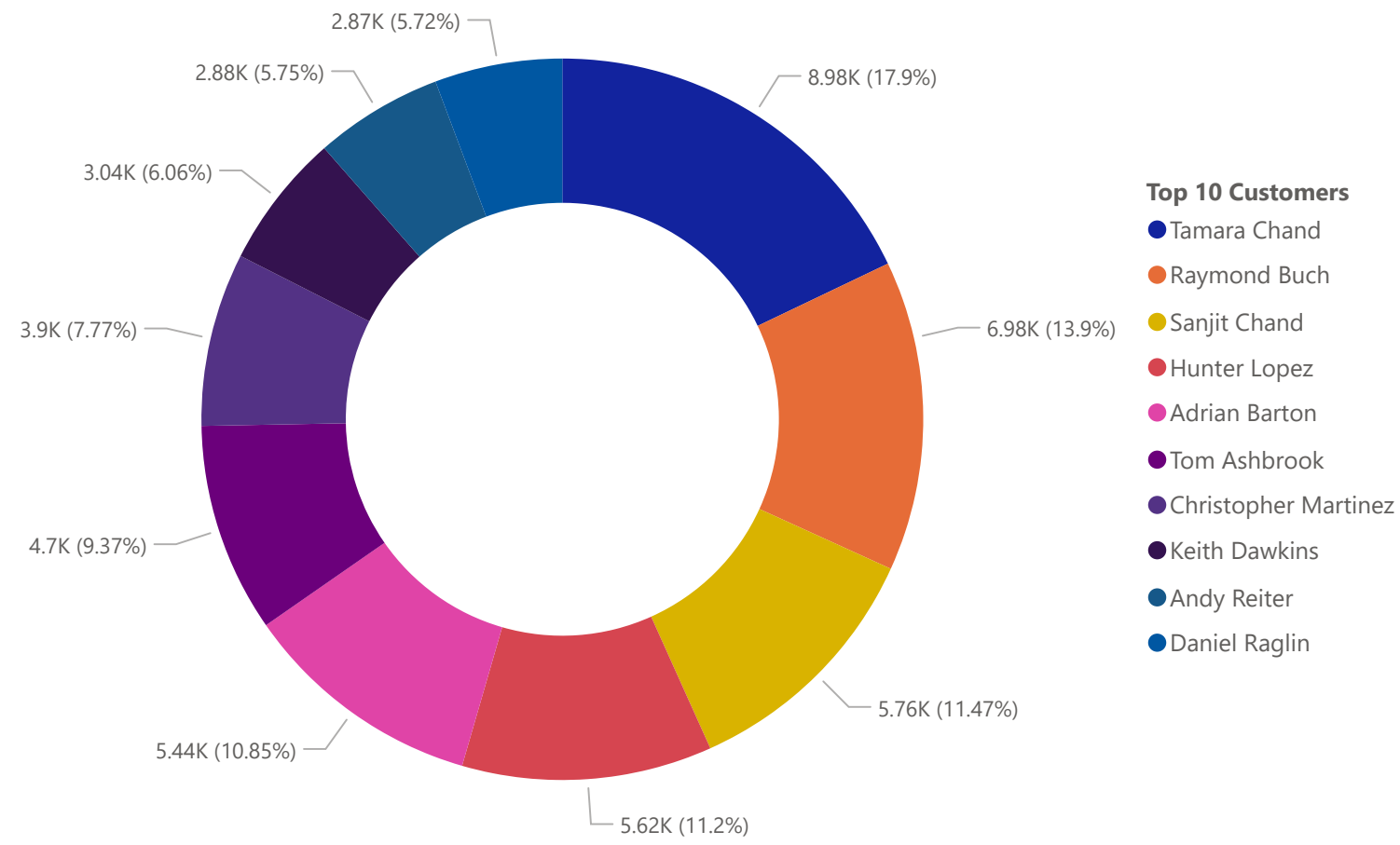
Sales and Profit by Customer Name

Total Sales by Segment

0.43M (18.7%)

Segment
- Consumer
- Corporate
- Home Office

1.16M (50.56%)

0.71M (30.74%)
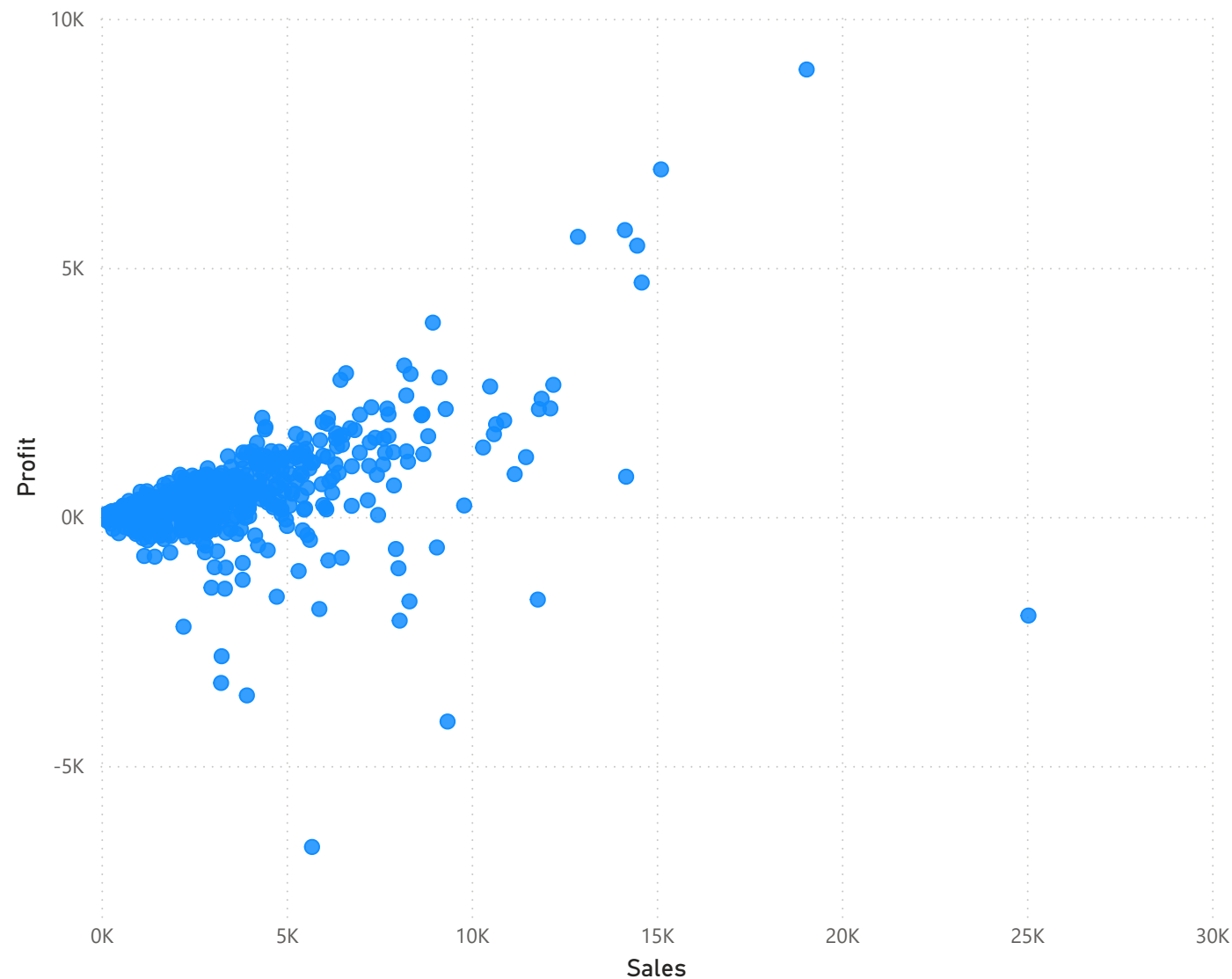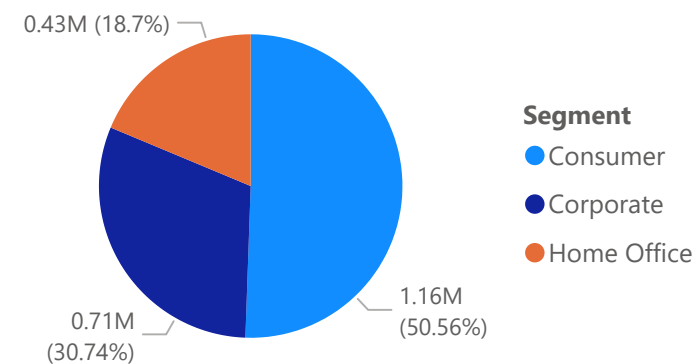
- Top customers contribute significantly to profit , to focus on nurturing them.

- Some customers cause losses despite decent sales , review pricing or service strategies.

- Consumer segment drives the majority of sales (~50%) , a key target group.

- Home Office segment shows low contribution , potential area for growth.

Top 10 Customers by Profit

2.87K (5.72%)
2.88K (5.75%)
3.04K (6.06%)
3.9K (7.77%)
4.7K (9.37%)
5.44K (10.85%)
5.62K (11.2%)
5.76K (11.47%)
6.98K (13.9%)
8.98K (17.9%)

Top 10 Customers

- Tamara Chand
- Raymond Buch
- Sanjit Chand
- Hunter Lopez
- Adrian Barton
- Tom Ashbrook
- Christopher Martinez
- Keith Dawkins
- Andy Reiter
- Daniel Raglin

50.18K
Top10_Profit

286.40K
Total Profit

- Highlights the top 10 most profitable customers.
- These customers contribute ~17–20% of total profit.
- Target group for loyalty programs or personalized marketing.
- Supports data-driven customer retention and revenue maximization strategies.
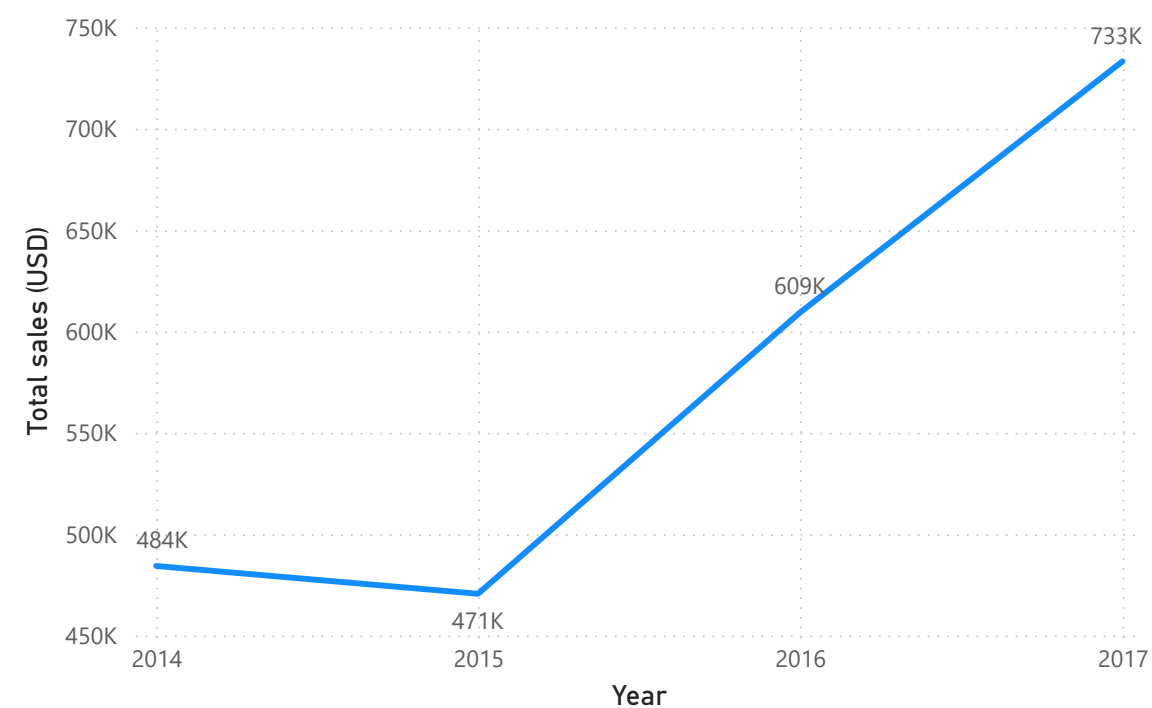
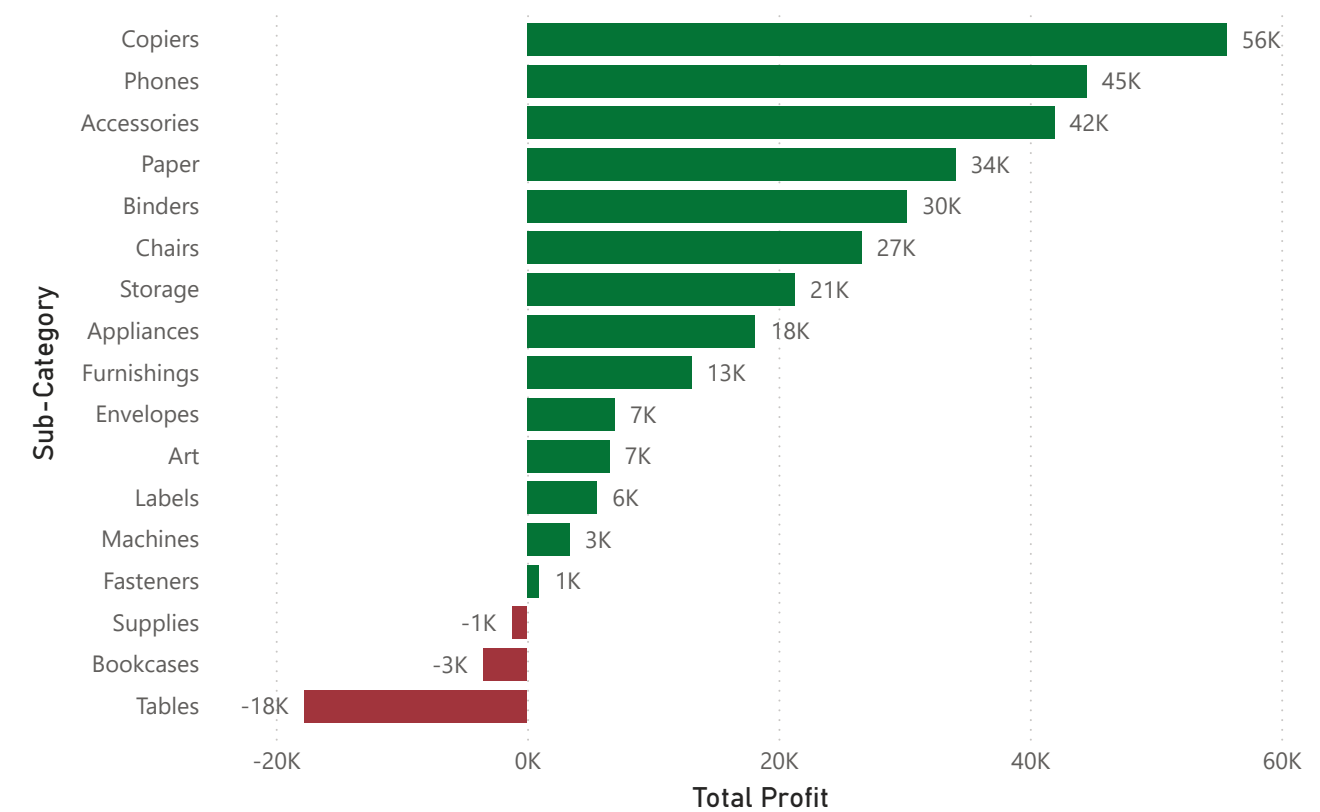# 2.30M
Total Sales

0.29M
Total Profit

0.05M
Top10_Profit

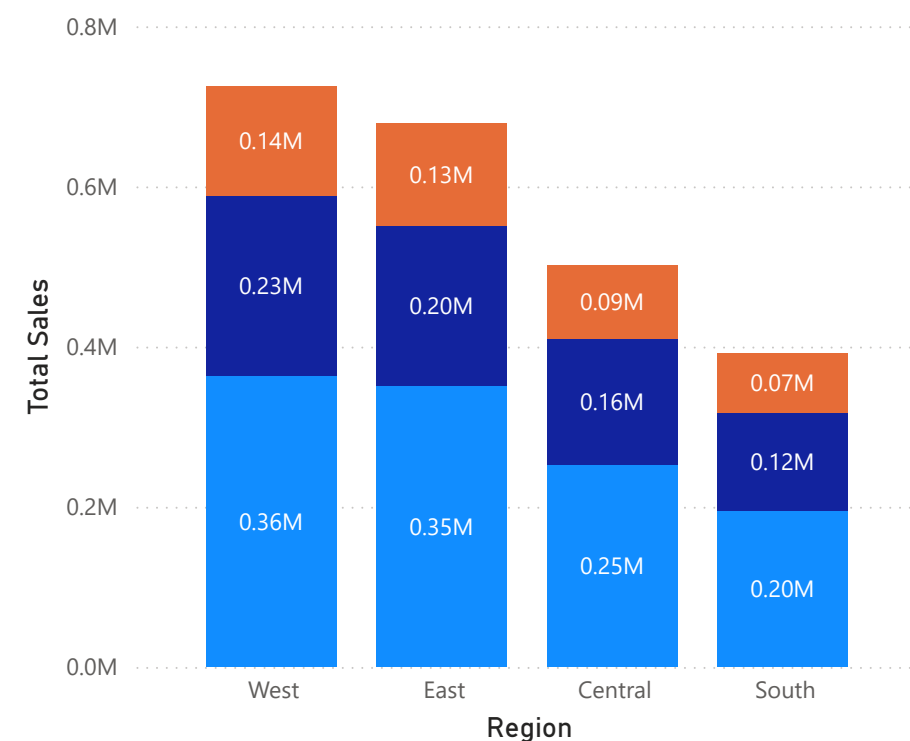## Total Sales Trend Over the Years

Profit by Product Sub-Category

Sales by Region and Segment

Segment ● Consumer ● Corporate ● Home Office

- **Sales** have shown strong year-over-year **growth from 2015 to 2017**, indicating positive business momentum.

- **High-profit** sub-categories include **Copiers and Phones**, while **Tables and Bookcases** result in consistent **losses** requiring pricing or sourcing review.

- The **West and East** regions are **top performers,** especially among Consumer and Corporate segments.

- **Standard Class** generates the **most sales** but also the **highest shipping delays**, potentially affecting customer satisfaction and retention.

Shipping Performance vs. Sales

● Total Sales ● Count of shipping delay