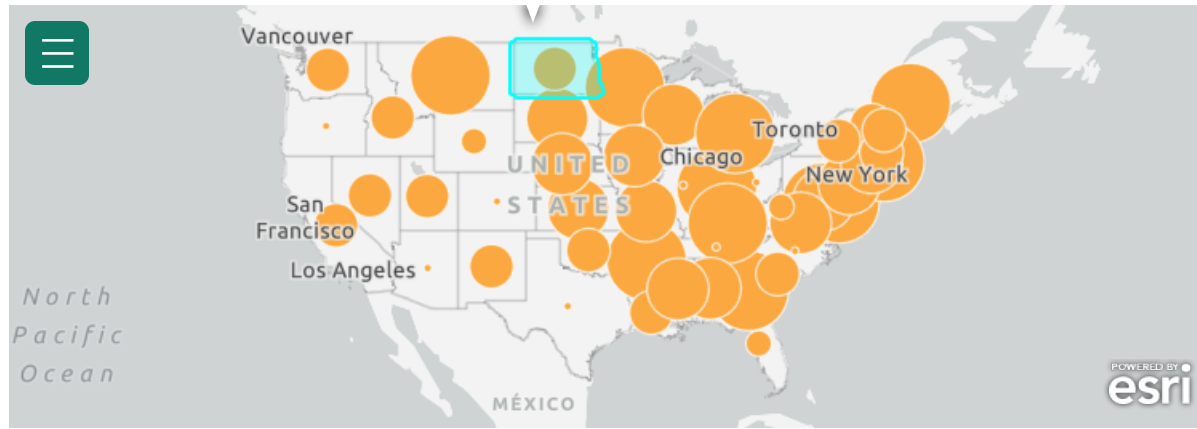


SALES REPORT - part 1

by Nazym Zhubayeva

Sum of Sales	Sum of Profit	Sum of Quantity	Profit Ratio	Average of Discount	Sales per Quantity	Profit per Quantity	Sales per Customer	Profit per Customer	Profit per Order
2 297 354,00	286 347,00	37873	12,46 %	15,62 %	60,66	7,56	2 897,04	361,09	57,17

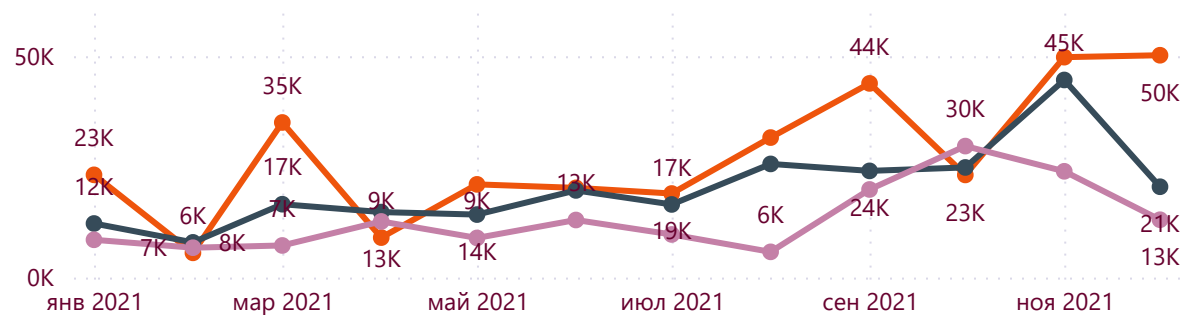
Profit Ratio by State



Category	Sum of Profit	Sum of Sales
⊕ Furniture	18 444,00	742 006,00
⊕ Office Supplies	122 474,00	719 127,00
⊕ Technology	145 429,00	836 221,00
Total	286 347,00	2 297 354,00

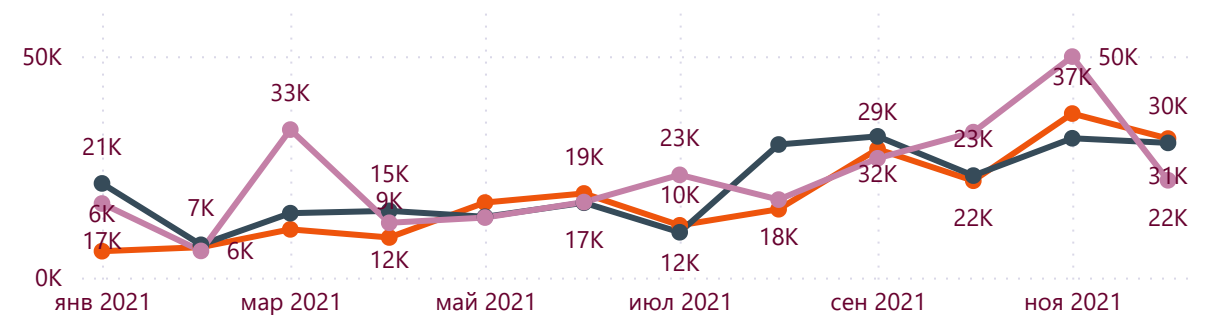
Sales by Segment

Segment ● Consumer ● Corporate ● Home Office



Sales by Category

Category ● Furniture ● Office Supplies ● Technology

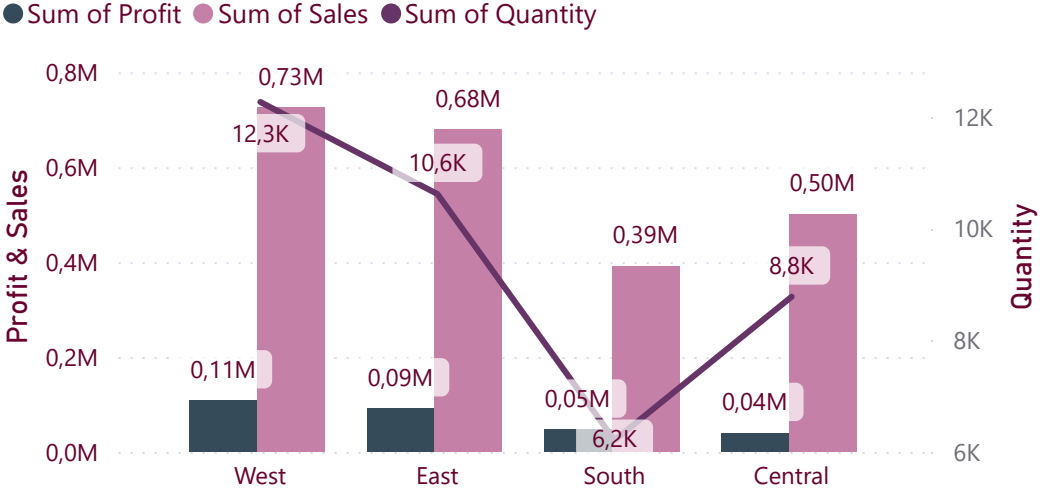


Sales by Consumer Segment and Technology Category are high, but they are too volatile, while others are constantly increasing since 2021

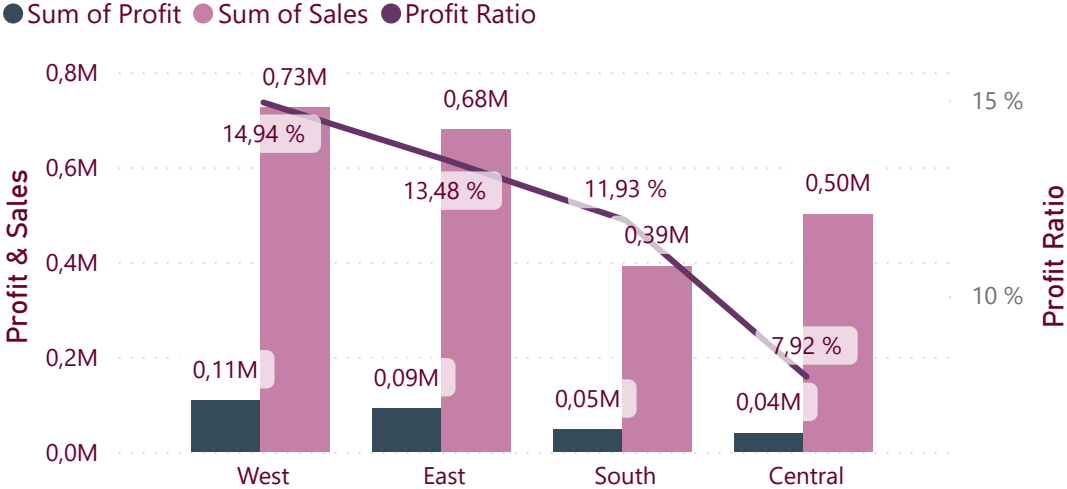
SALES REPORT - part 2

by Nazym Zhubayeva

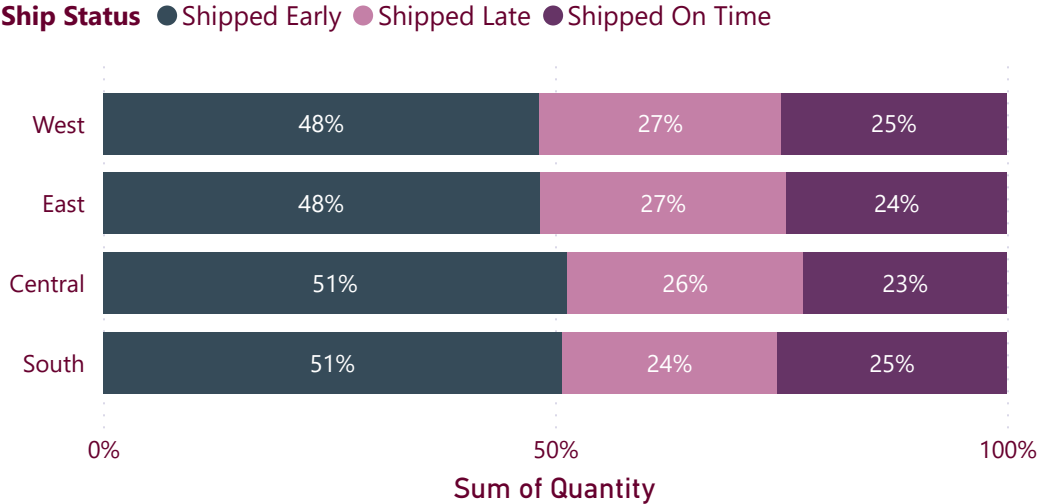
Sum of Profit & Sales & Quantity by Region



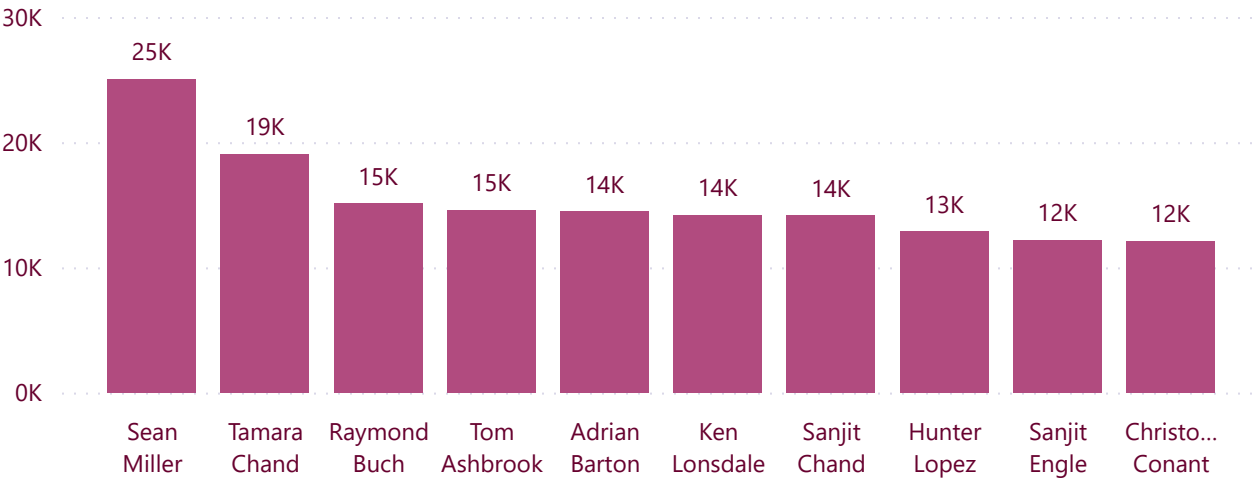
Sum of Profit & Sales, Profit Ratio by Region



Sum of Quantity by Region and Ship Status



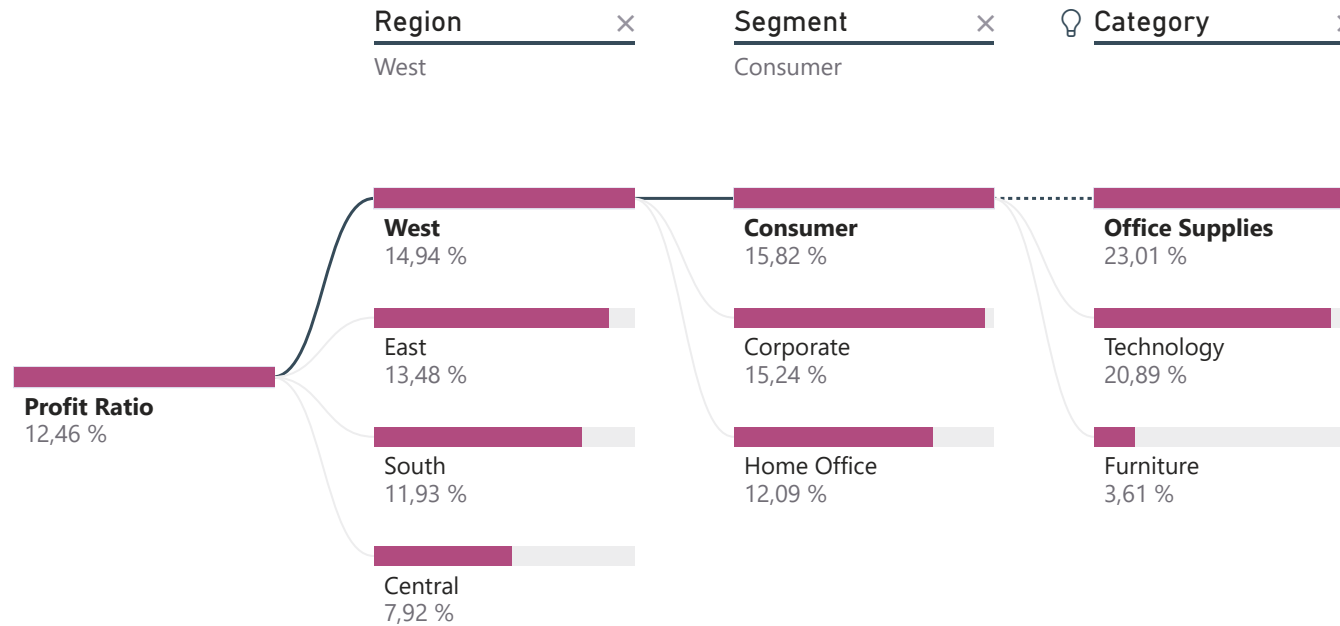
Top 10 Sales by Customer Name



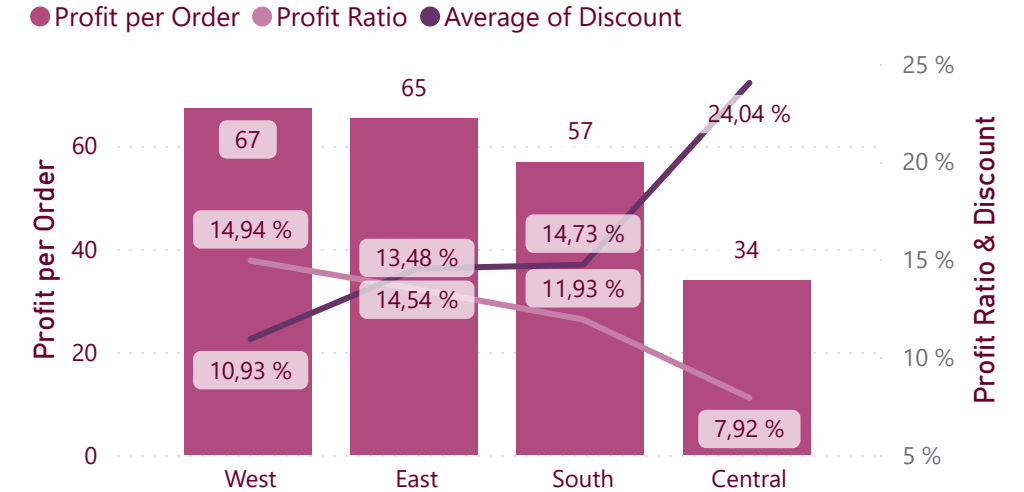
South region has the least amount of quantity sold (6.2K), nevertheless has quite good profit ratio (11.93%)

SALES REPORT - part 3

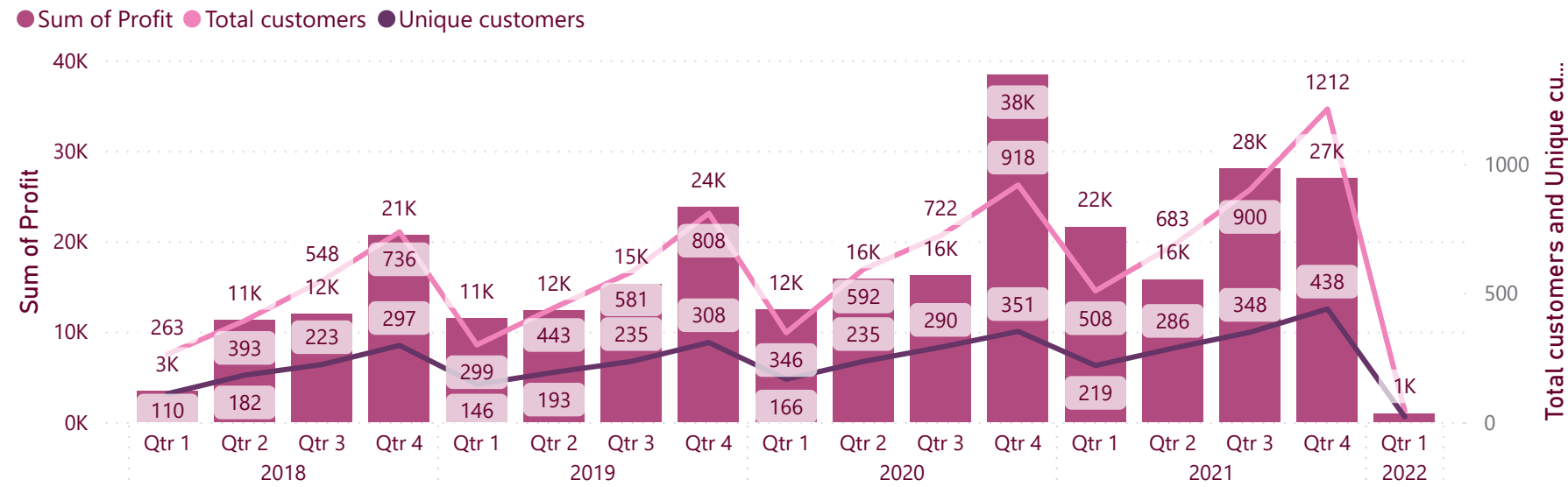
by Nazym Zhubayeva



Profit per Order, Profit Ratio and Average of Discount by Region



Sum of Profit, Total customers and Unique customers by Year and Quarter



Graph above shows opposite dependance b/n discount and profit ratio: the more is discount the less is profit, therefore optimal discount level should be found for Company not to lose profit.

Graph on the leftside shows that profit highly depends on cyclical period of time: most of the profits are made on Qtr4, and the least on Qtr1. Probably Company should invest more on advertisement in the beginning of Qtr1. Furthermore, it is seen that unique customers number did not change much since 2018, while total number of customers who bought products increased sharply, meaning that each unique client made several transactions, demonstrating high trust from existing clients. Though Company should think about increasing of customer diversification by increasing unique client numbers.