

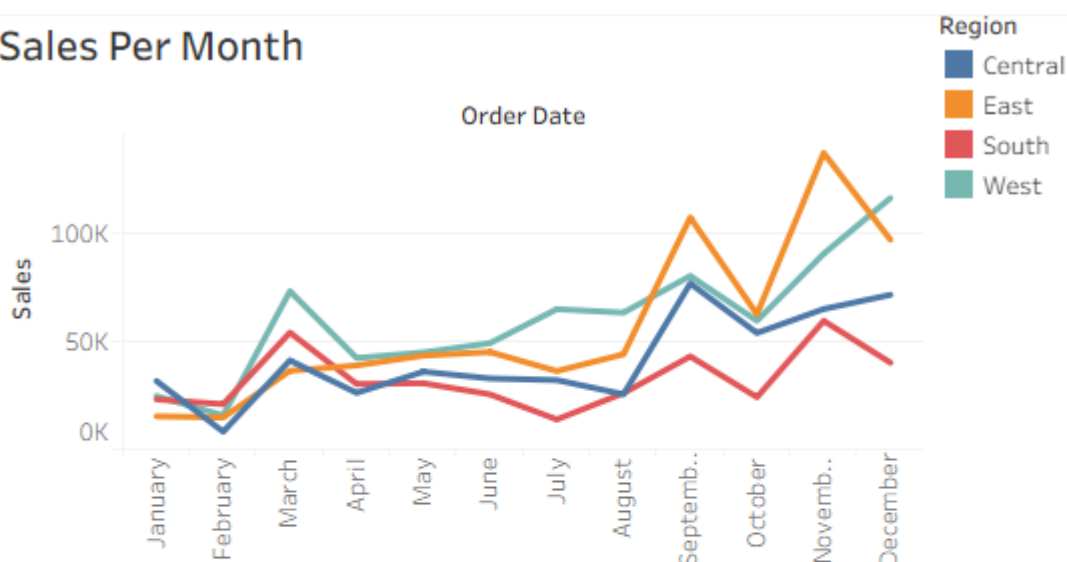
Insight:

The **West** region generates the **highest sales and profit**, followed closely by the **East**.

The **South** region has the **lowest performance** in both sales and profit.

There's a strong positive correlation between regional sales and profitability.

Sales Per Month



Insight:

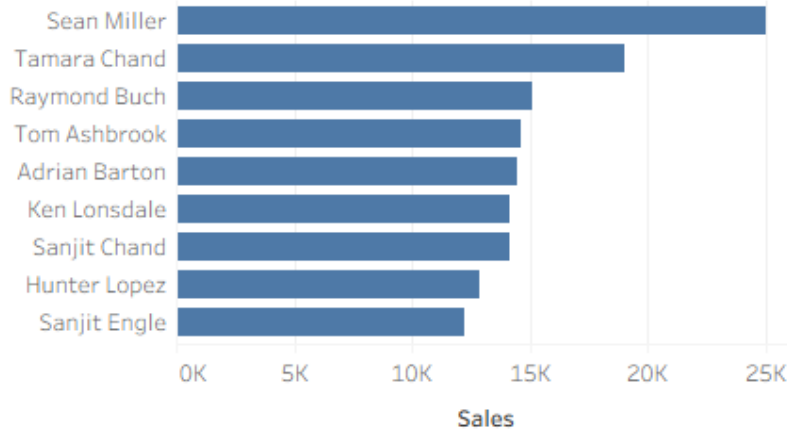
November and December show **peak sales** across all regions — likely due to **holiday promotions or year-end demand**.

The **West** region consistently leads in monthly sales, while the **South** lags behind most months.

Sales show **seasonal trends**, with dips in February and July, suggesting opportuniti..

Top 10 Customer-wise Sales

Customer Name



Customer Name

- ☒ (All)
- ☒ Aaron Bergman
- ☒ Aaron Hawkins
- ☒ Aaron Smayling
- ☒ Adam Bellavance
- ☒ Adam Hart
- ☒ Adam Shillingsb...
- ☒ Adrian Barton
- ☒ Adrian Hane
- ☒ Adrian Shami

Limit

Top 10 by SUM([Sales])

Insight:

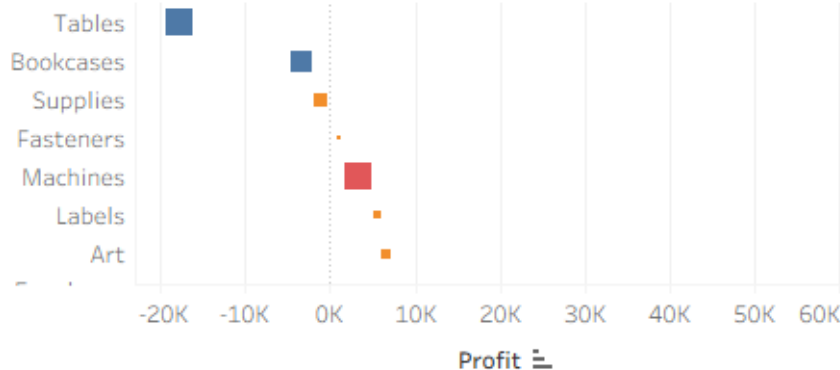
Sean Miller is the top customer by a large margin, followed by **Tamara Chand**

Focusing retention strategies on these top 10 customers can maximize revenue.

There's a noticeable drop-off in sales after the top 3 customers, suggesting a **high sales concentration among a few buyers**.

Profit & Sales by Category

Sub-C.



Sales

- 3,024
- 100,000
- 200,000
- 330,007

Category

- Furniture
- Office Supplies
- Technology

Insight:

Sub-categories like **Tables, Bookcases, and Supplies** show **negative profit**, indicating possible **over-discounting or low margins**.

Copiers and Phones are highly profitable with significant sales, suggesting **top-performing product lines**.

The distribution of profit across sub-categories is **highly varied**, revealing areas for improvement in inventory strategy.

Category-wise Profit & Discount



Insight:

Technology offers the highest profit **despite higher discounts**, indicating a **strong margin buffer**.

Furniture yields lower profits even at moderate discount levels — possibly due to high cost or price sensitivity.

There's **no direct positive relationship** between discount and profit — **more discount doesn't always mean more profit**.