

# SALES REPORT

All

USD

## Executive Summary

Sales and profits have grown steadily from 2014 to 2017, with a CAGR of 14.8%. In 2017, total sales reached \$733K, with 3,312 products sold and a \$93K profit.

Total Sales in 2017

733K

Products Sold in 2017

3312

Total Profit in 2017

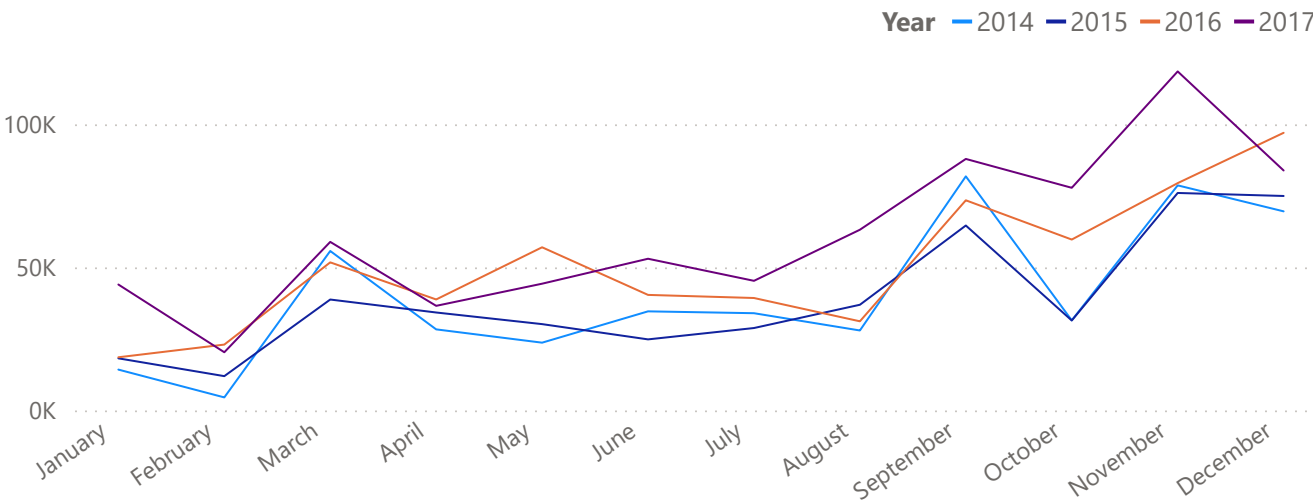
93K

CAGR

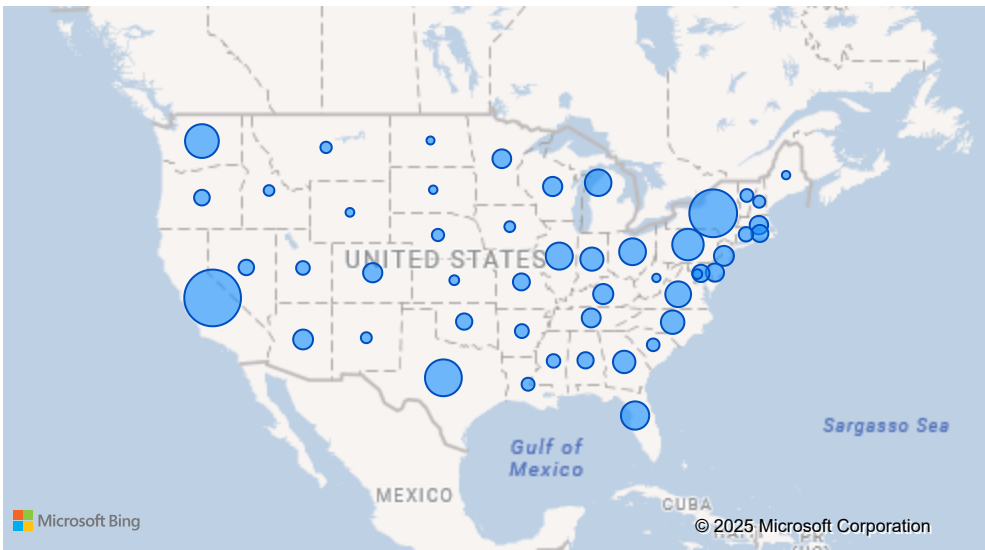
14.8%

Sales peaked in March, September, and December, indicating seasonal demand. The East Coast, Texas, and California contributed the most to revenue. Strong overall performance with sustained growth across regions.

Total Sales by Month and Year



Total Sales by State



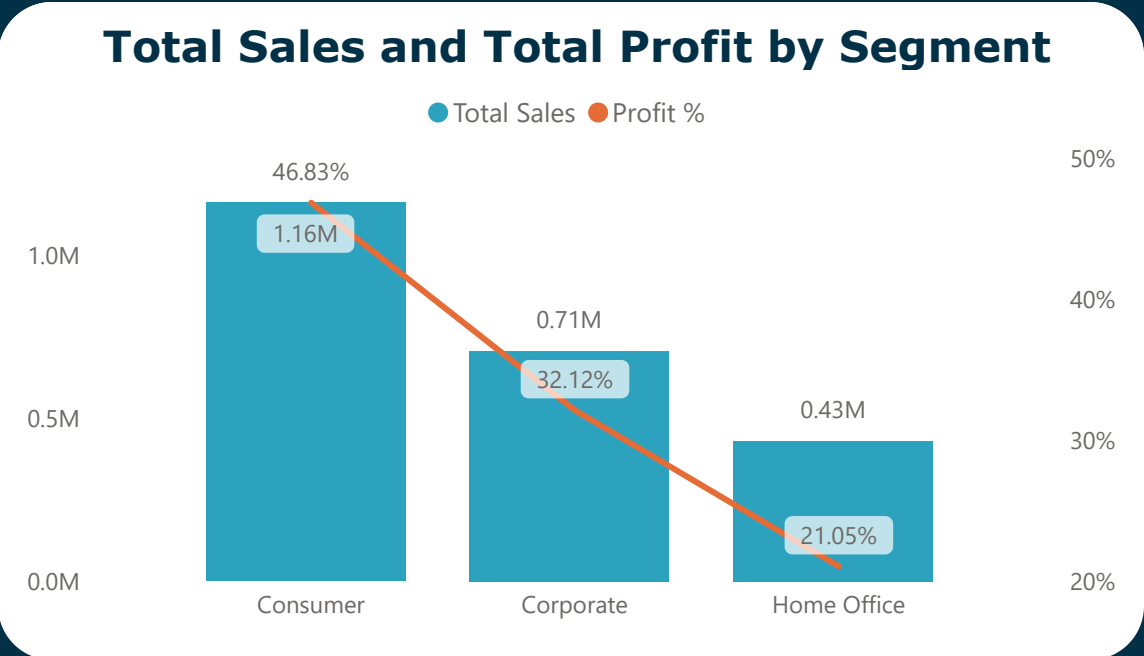
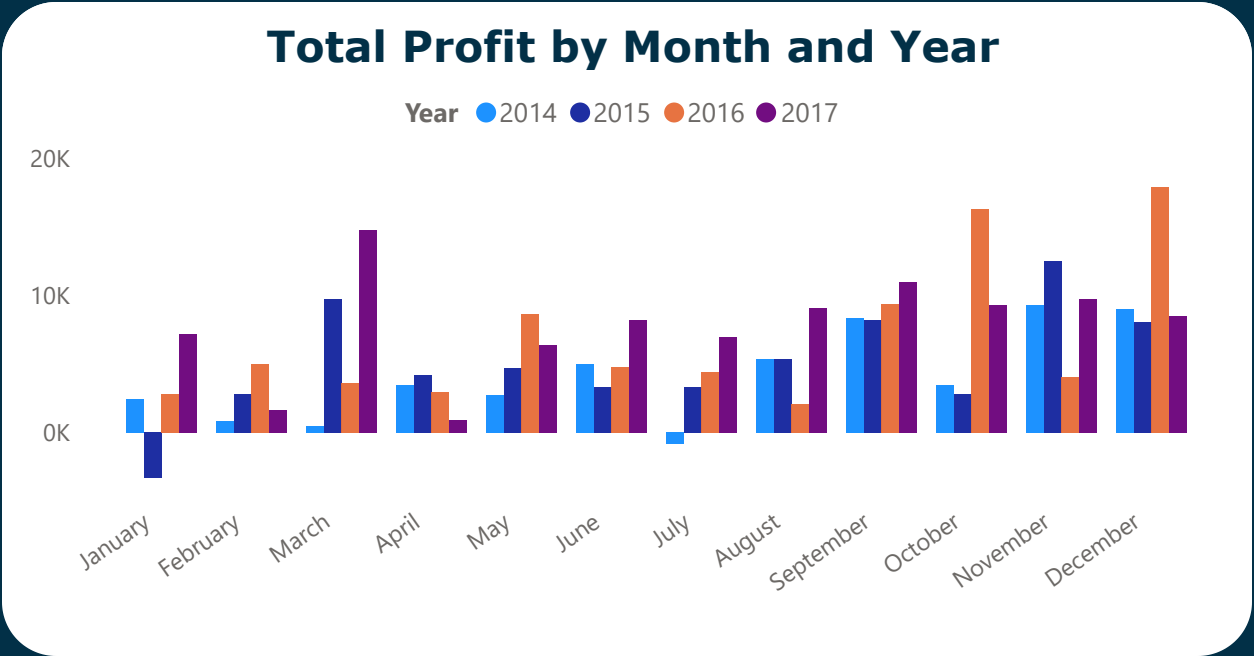
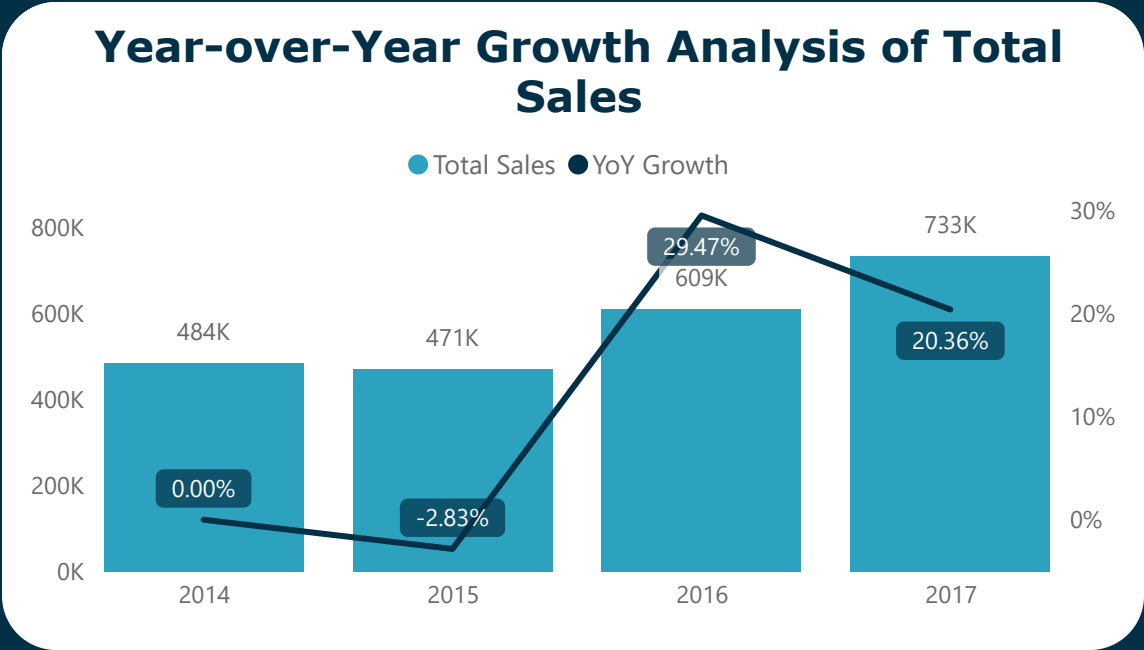
Furniture

Office Supplies

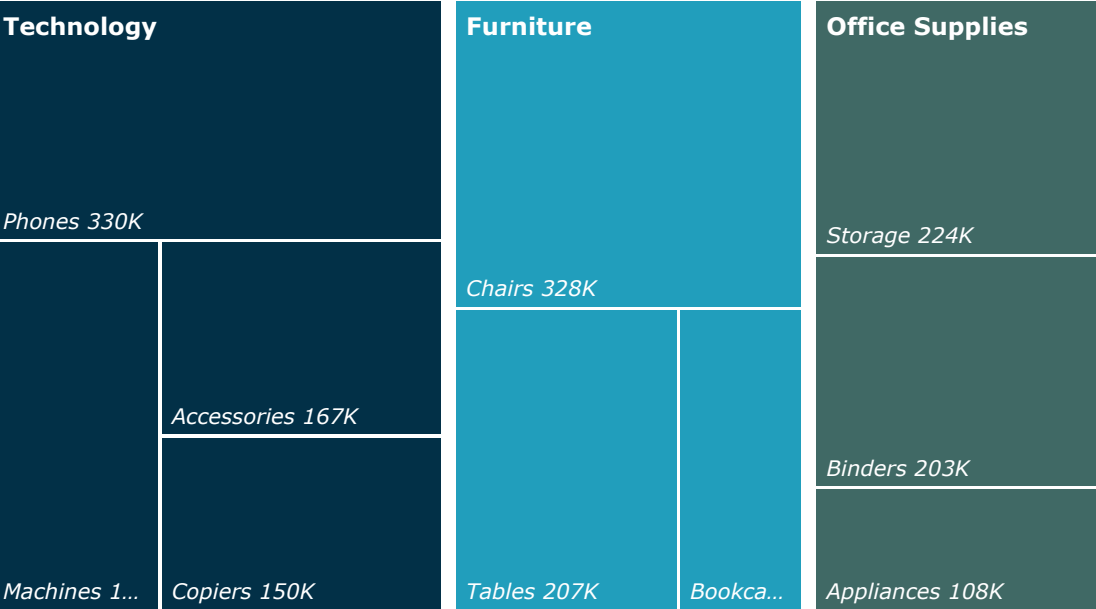
Technology

All

Total sales have shown consistent growth from 2014 to 2017, with the highest year-over-year increase of 29.47% in 2016. Despite a slight dip in 2015 (-2.83%), sales rebounded strongly in the following years. Among customer segments, the Consumer segment leads with the highest sales (1.16M) and profit share (46.83%), while the Home Office segment contributes the least (0.43M in sales, 21.05% in profit). Monthly profit trends indicate significant variations, with notable peaks in April and December, suggesting seasonal influences. Category and year filters can provide deeper insights into specific trends.

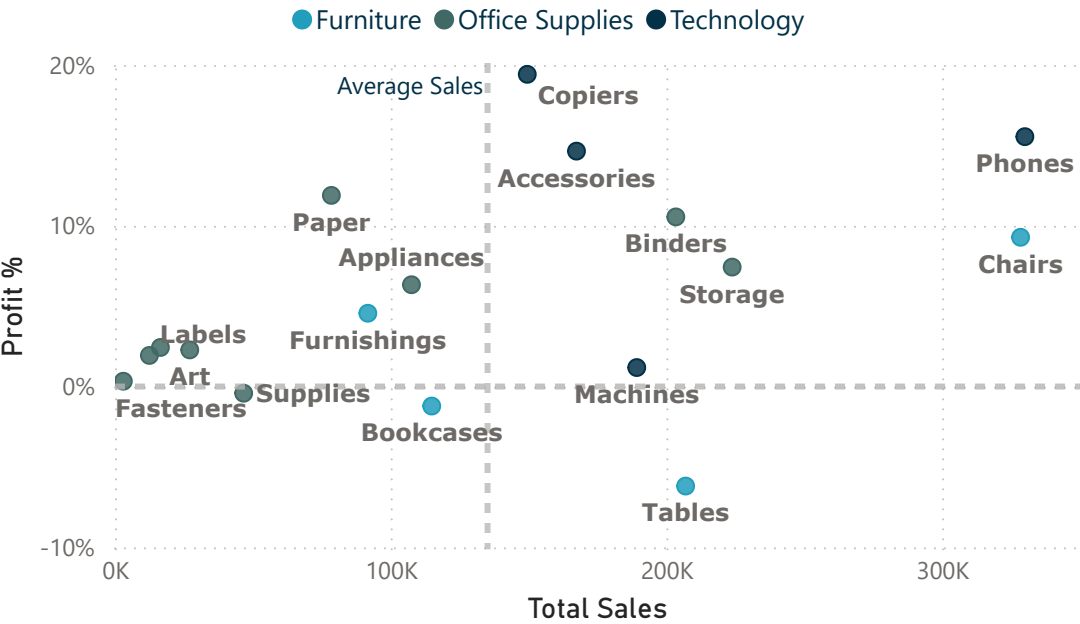


Top 10 Best-Selling Products by Category



Region	Furniture	Office Supplies	Technology
Central	-1.00%	3.10%	11.77%
East	1.06%	14.32%	16.57%
South	2.36%	6.98%	6.98%
West	4.02%	18.37%	15.47%
Total	6.44%	42.77%	50.79%

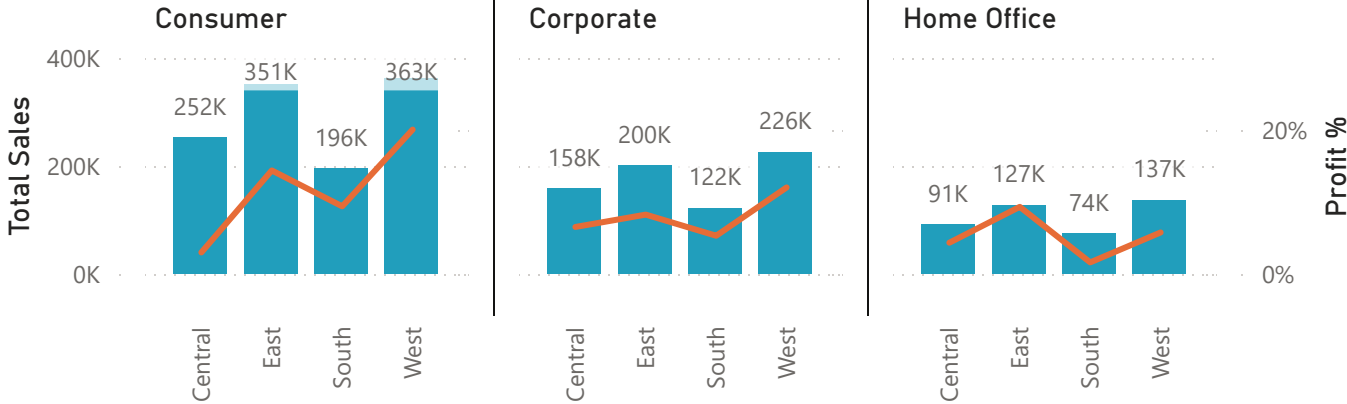
Total Sales and Profit % by Category, Sub-Category



Technology and Office Supplies drive overall profitability, contributing **50.79%** and **42.77%** respectively. However, **Furniture struggles in the Central region (-1.00% profit)**, signaling potential issues with pricing or discounts. **Tables and Machines have strong sales but low profitability**, indicating possible margin erosion due to discounts. **Phones and Chairs lead in both sales and profit**, making them key revenue drivers. To improve profitability, consider **adjusting discount strategies for low-margin, high-sales items** and optimizing pricing in underperforming regions.

Total Sales and Profit % by Region, Segment

Total Sales Profit %



Furniture

Office  
Supplies

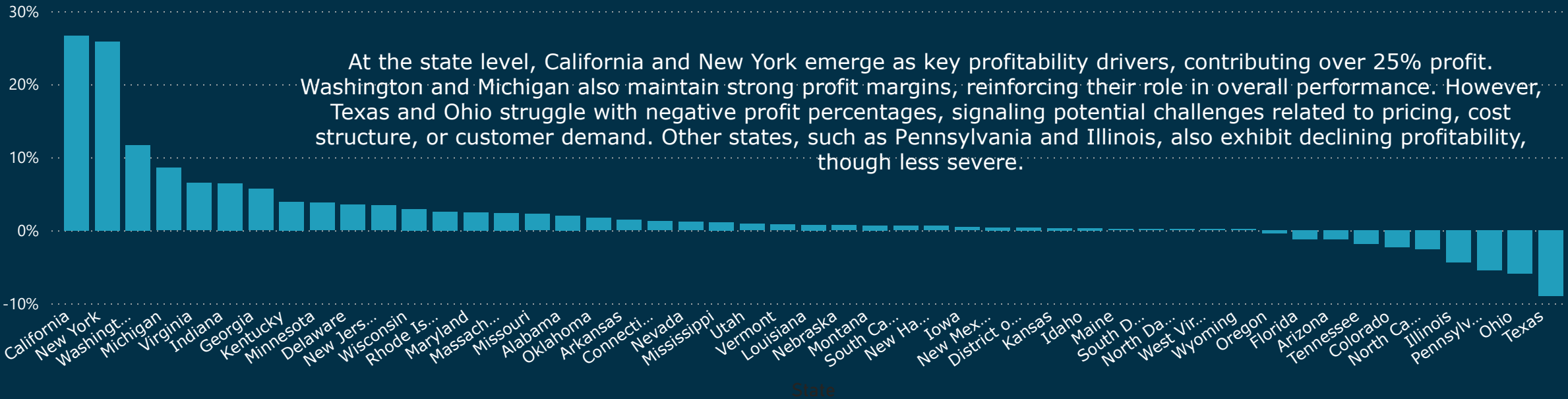
Technology

All



The Consumer segment drives overall sales, contributing significantly across all regions, with the West leading at \$363K. Corporate follows, with the East region generating the highest sales at \$200K. However, Home Office lags behind, with sales peaking at just \$137K in the West. Profitability trends vary, with the Consumer segment in the West showing a notable profit spike, while Corporate and Home Office segments exhibit relatively stable but lower

Profit % by State



At the state level, California and New York emerge as key profitability drivers, contributing over 25% profit. Washington and Michigan also maintain strong profit margins, reinforcing their role in overall performance. However, Texas and Ohio struggle with negative profit percentages, signaling potential challenges related to pricing, cost structure, or customer demand. Other states, such as Pennsylvania and Illinois, also exhibit declining profitability, though less severe.

Consumer

Corporate

Home Office

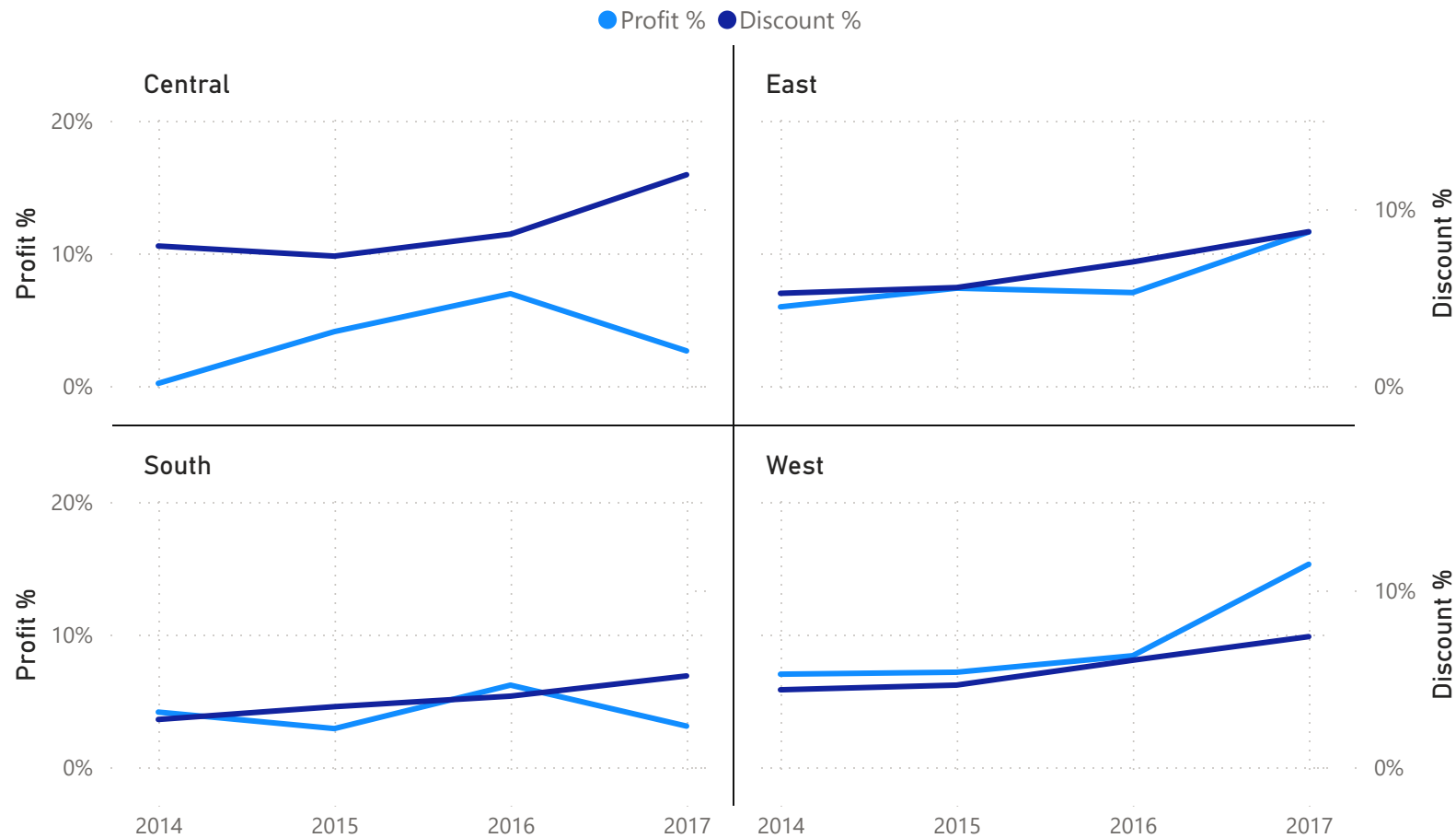
Furniture

Office Supplies

Technology

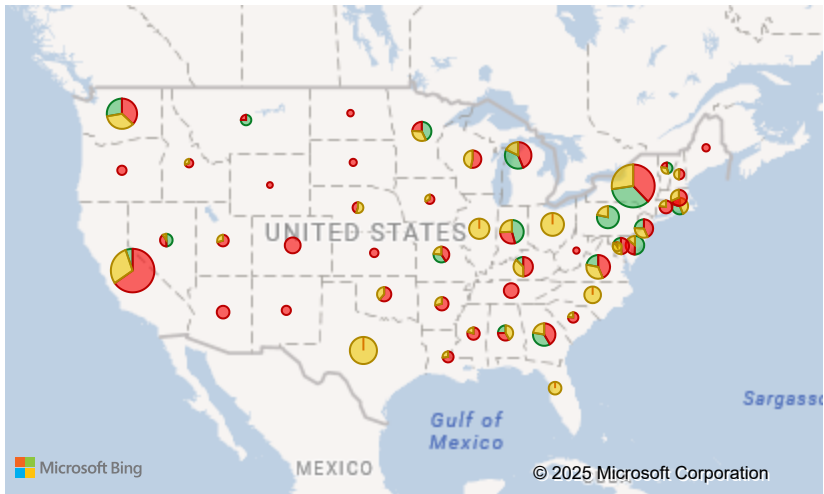
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## Does Higher Discounting Improve or Hurt Profitability? A Regional Breakdown

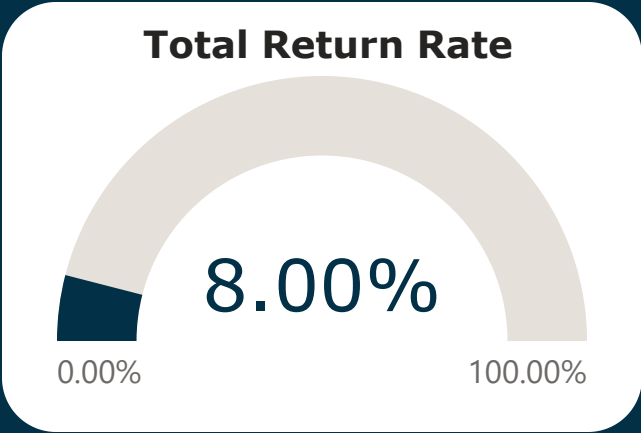


## Total Profit by State and Profit Zone

Profit Zone ● High Profit ● Low Profit ● Medium Profit



From 2014 to 2017, discounts increased across all regions, but their impact on profit varied. The Central and South regions show unstable profit trends, suggesting potential over-discounting. In contrast, the East and West regions exhibit more balanced growth in both profit and discounts. Overall, the rising discount trend does not always lead to higher profits, indicating the need for a refined discount strategy.



List of all Returned Products with more than 1 Order Quantity			
Region	Product Name	Return Rate	Order Quantity
Central	Newell 34	100.00%	2
East	Faber Castell Col-Erase Pencils	100.00%	2
East	Stanley Bostitch Contemporary Electric Pencil Sharpeners	100.00%	2
East	Vtech CS6719	100.00%	2
East	Wilson Jones Easy Flow II Sheet Lifters	100.00%	2
West	Advantus Push Pins	100.00%	2
West	Advantus SlideClip Paper Clips	100.00%	2
West	Avery 481	100.00%	2
West	Avery 500	100.00%	2
West	Bravo II Megaboss 12-Amp Hard Body Upright, Replacement Belts, 2 Belts per Pack	100.00%	2
West	DAX Two-Tone Rosewood/Black Document Frame, Desktop, 5 x 7	100.00%	2

The total return rate is 8.00%, indicating a notable proportion of returned products. A closer look at product-specific return rates reveals that certain items, particularly office supplies, are consistently returned at a 100% rate. The Central region has products with a 100% return rate, requiring further investigation. The West region also shows multiple products, including Advantus Push Pins and Avery 481, with a 100% return rate, indicating potential issues in product quality or customer satisfaction. Office supplies, such as pencils, paper clips, and binders, dominate the list, suggesting issues like mismatched customer expectations or potential defects.

To mitigate these high return rates, businesses should conduct quality checks on frequently returned products, analyze customer feedback to identify dissatisfaction causes, and ensure accurate product descriptions and images to align with customer expectations. Addressing these factors can improve customer satisfaction and reduce return-related losses.