

FLIPMART SALES DASHBOARD

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Shipping Mode

- ☐ First Class
- ☐ Same Day
- ☐ Second Class

Order Date

01-01-2019

31-12-2022

12.64M

Total Sales

1.47M

Total Profit

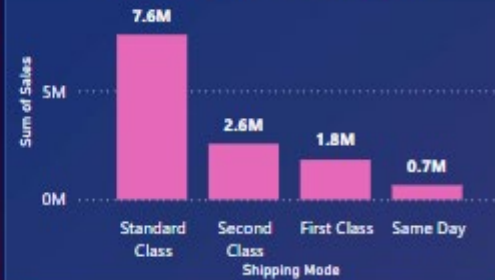
178K

Total Quantity

51.29K

Transaction

Total Sales by Shipping Mode



Sum of Sales by Month and Segment



Top 5 Sales by Sub-Category

Sub-Category	Sum of Sales
Bookcases	14,66,572.24
Chairs	15,01,681.76
Copiers	15,09,436.27
Phones	17,06,824.14
Storage	11,26,812.97
Total	73,11,327.39

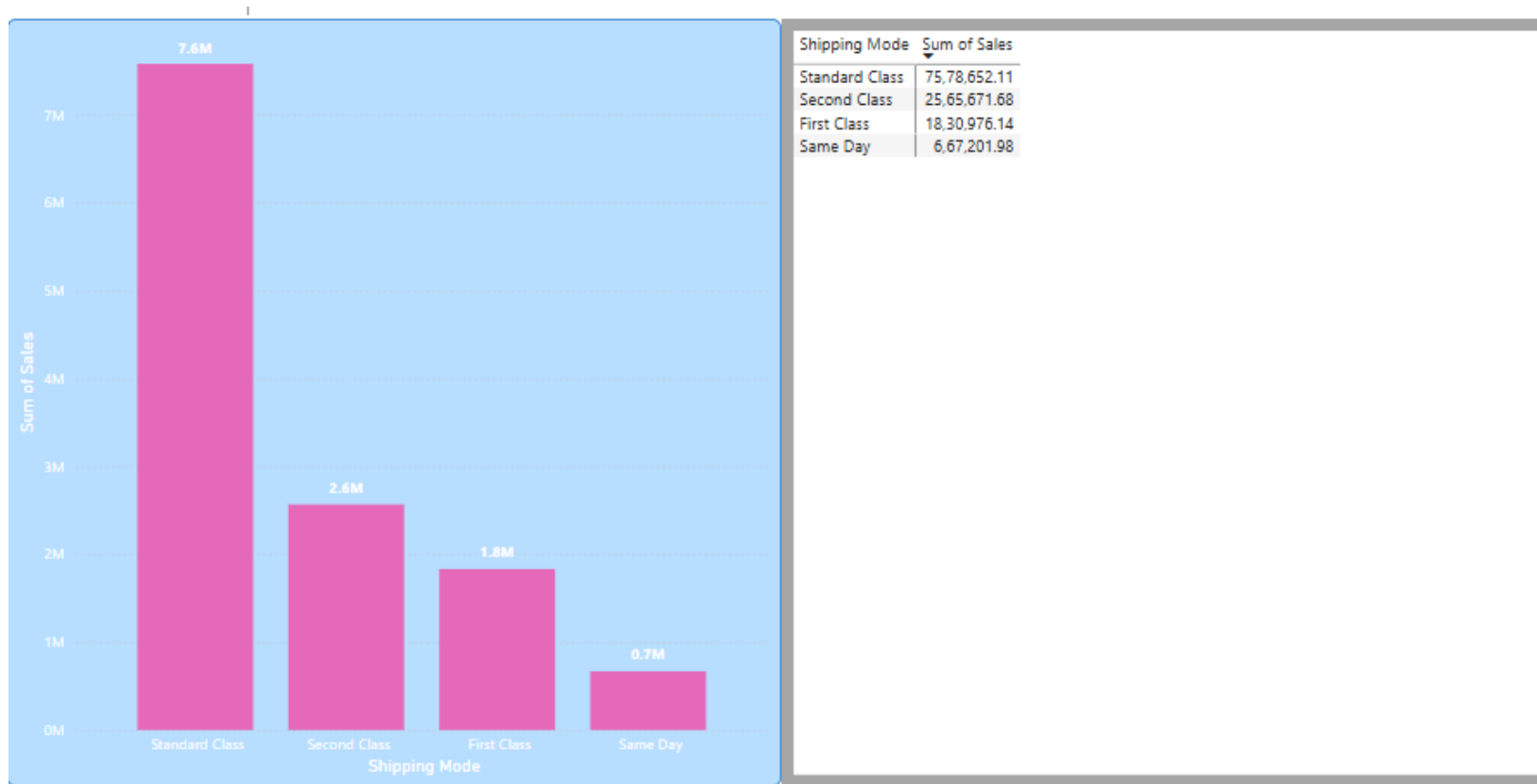
Sum of Sales by Country



Sum of Profit by Category

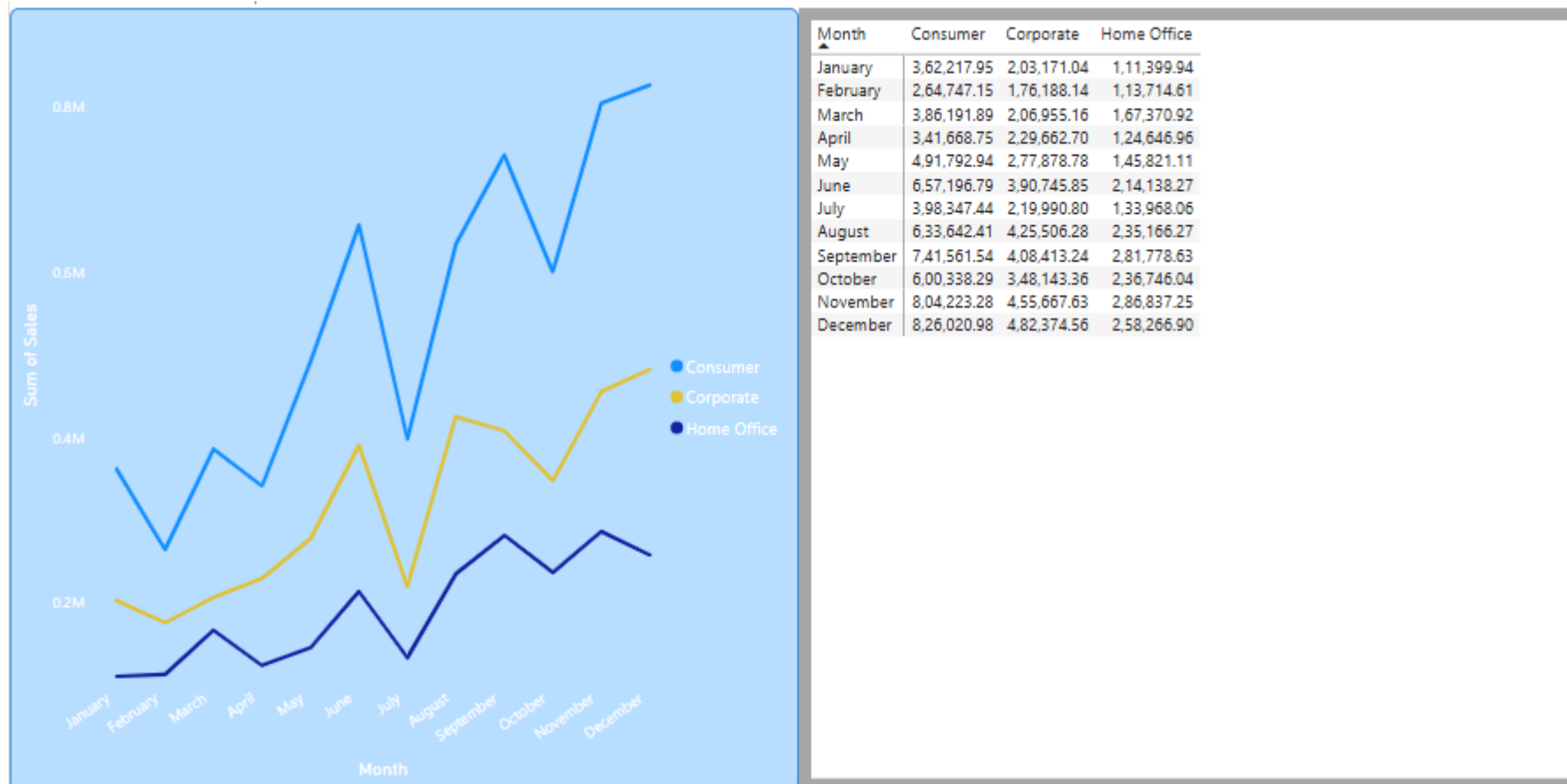


Sales By Shipping Mode



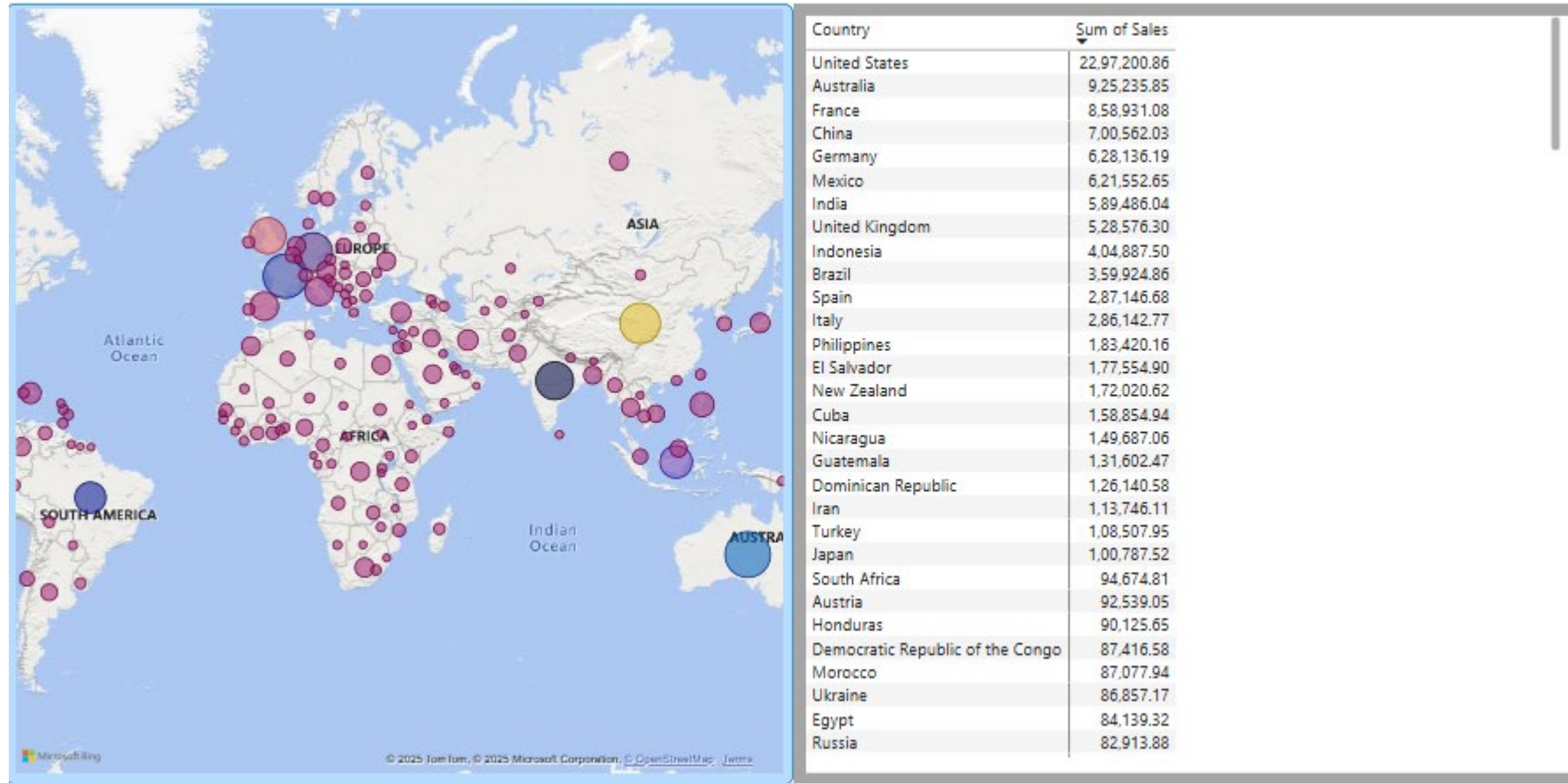
- **Standard Class** contributed the highest sales (**\$7.6M**), dominating all other modes.
- **Same Day** and **First Class** have lower volumes, potentially due to higher costs or limited usage.

Sales by Month And Segment



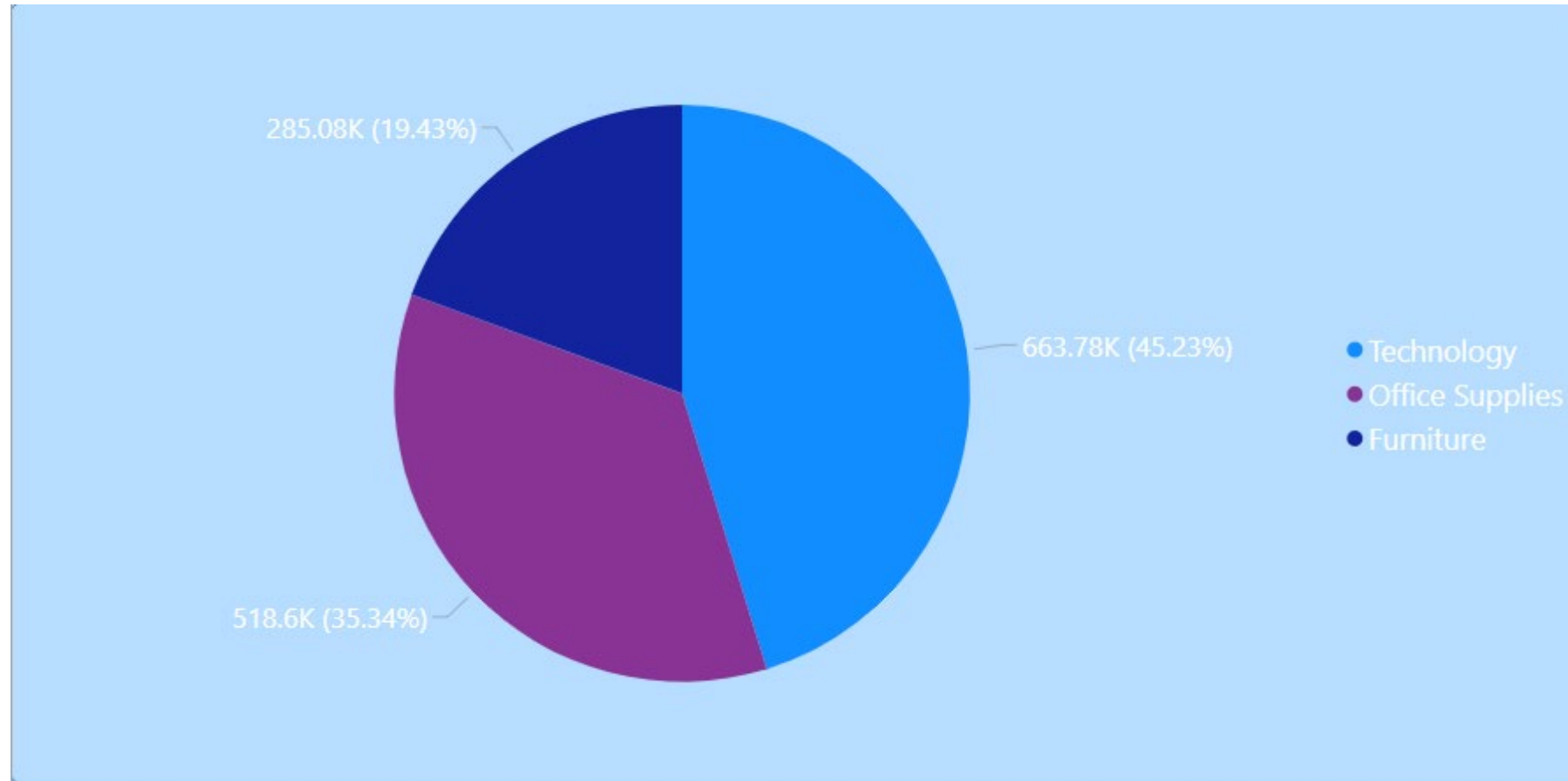
- **Consumer segment** shows consistent dominance across all months.
- Peak sales observed in **November and December**, indicating strong seasonality (likely due to holiday sales and end-of-year promotions).

Sales By Country



- High sales concentration in **North America**, with moderate activity in **Europe** and **Asia**.
- Potential for growth in underrepresented markets (e.g., South America, Africa).

Profit By Categories



- **Technology** is the most profitable category, contributing **45%+** of total profit.
- **Office Supplies** and **Furniture** follow with 35% and 19%, respectively.

Key Takeaways

- \$12.64M in total sales and \$1.47M in profit over 4 years.
- Tech products generate the highest profit margins — especially phones.
- Phones, Storage, and Copiers are driving the majority of sales volume.
- North America leads, but there's untapped potential in other regions.