

2.30M

Sum of Sales

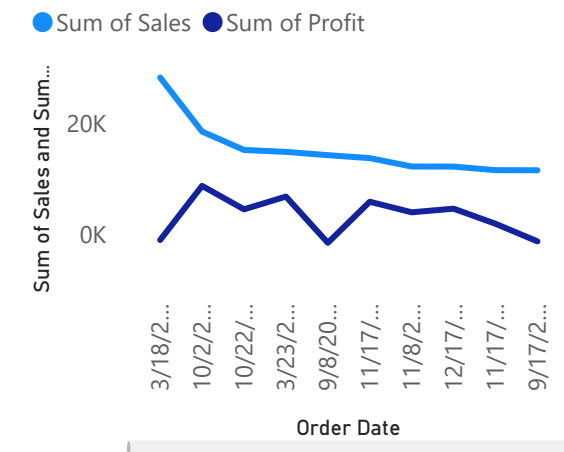
286.40K

Sum of Profit

0.12

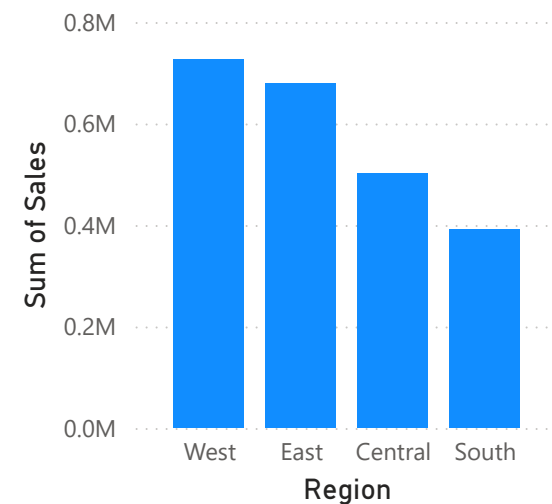
Profit Margin

Sum of Sales and Sum of Profit by Order Date



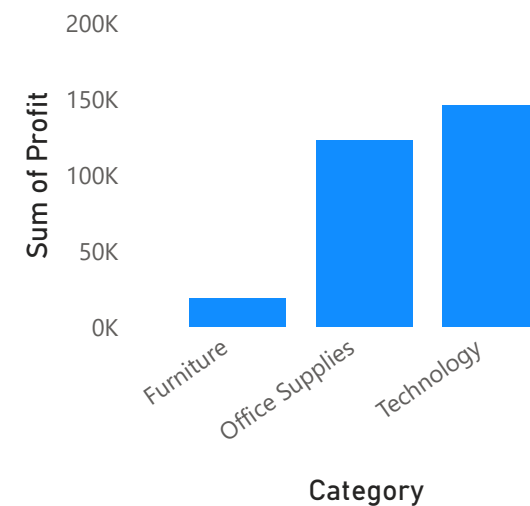
Sales show steady growth over time, but profit fluctuates significantly, suggesting inconsistent cost control or heavy discounting in certain periods.

Sum of Sales by Region



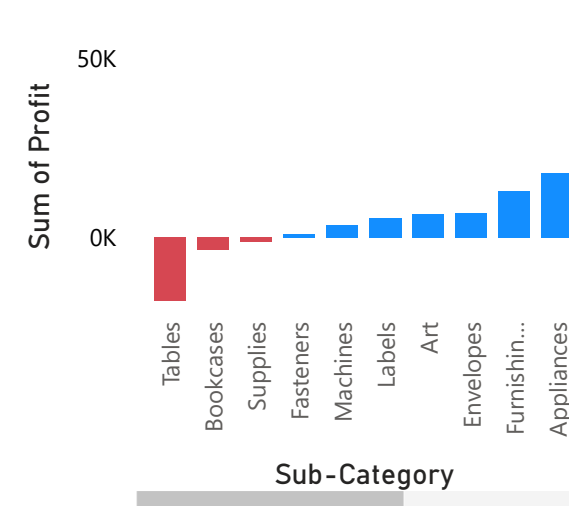
The West region generates the highest sales and profit, while other regions contribute less efficiently, indicating uneven regional performance.

Sum of Profit by Category



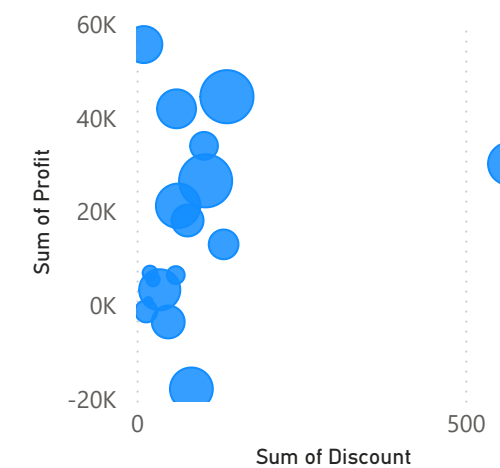
Technology is the most profitable category, while Furniture generates lower profit margins despite considerable sales volume.

Sum of Profit by Sub-Category



The Tables sub-category consistently generates losses, making it a key area requiring pricing review or cost optimization.

Sum of Discount, Sum of Profit and Sum of Sales by Sub-Category



Higher discount levels are strongly associated with lower profitability, indicating that aggressive discounting is negatively impacting margins.

Executive Summary

- Sales performance is strong overall, but profitability remains inconsistent.
 - Technology category contributes the highest profit margins.
 - Furniture category, particularly Tables, is operating at a loss.
 - High discount levels are negatively impacting overall margins.
- Recommendation: Reevaluate discount strategy and review Furniture pricing structure.