

Total Sales

2.30M

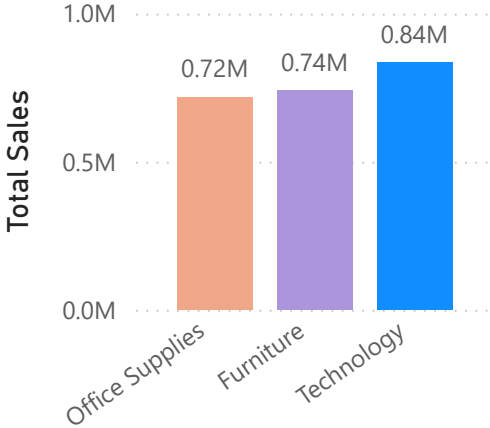
Profit Margin

0.12

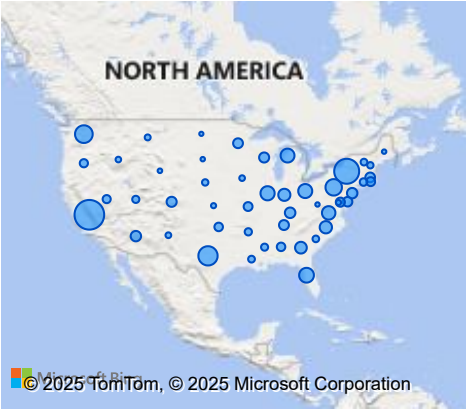
Total Sales and PrevYear Sales by Order Date



Total Sales by Category



Total Sales by State



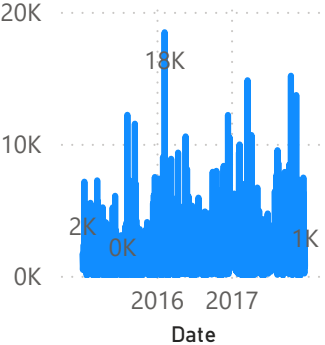
Total Profit

286.40...

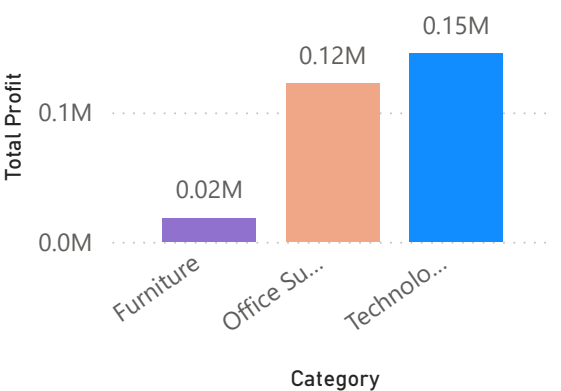
Average Order Value

458.61

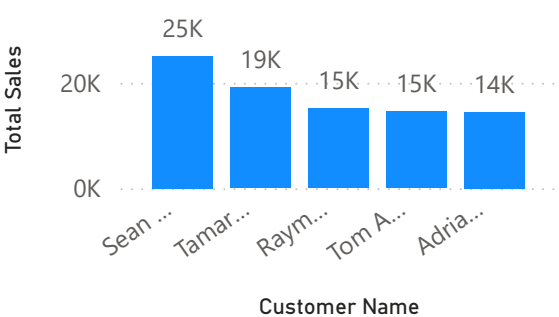
Total Sales by Date



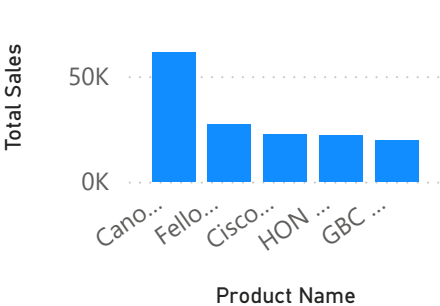
Total Profit by Category



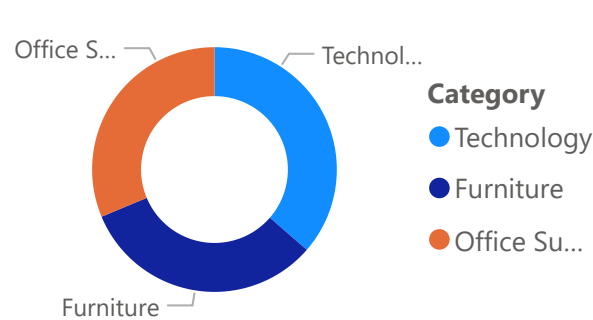
Total Sales by Customer Name



Total Sales by Product Name



Total Sales by Category



Category	Consumer	Corporate	Home Office	Total
Furniture	3,91,049.31	2,29,019.79	1,21,930.70	7,41,999.80
Office Supplies	3,63,952.14	2,30,676.46	1,24,418.43	7,19,047.03
Technology	4,06,399.90	2,46,450.12	1,83,304.02	8,36,154.04
Total	11,61,401.35	7,06,146.37	4,29,653.15	22,97,200.87

Total Sales trended down, resulting in a 56.53% decrease between Saturday, January 3, 2015 and Saturday, December 30, 2017.

Total Sales started trending up on Saturday, January 30, 2016, rising by 50.76% (1,577.30) in 13 days.

At 8,36,154.03, Technology had the highest Total Sales and was 16.29% higher than Office Supplies, which had the lowest Total Sales at 7,19,047.03.

Technology had the highest Total Sales at 8,36,154.03, followed by Furniture at 7,41,999.80 and Office Supplies at 7,19,047.03.

Technology accounted for 36.40% of Total Sales.

Across all 5 Product Name, Total Sales ranged from 19,823.48 to 61,599.82.

. Key Findings

A. Sales & Profit Overview

- **Total Sales: \$2.3M | Total Profit: \$286K | Profit Margin: ~12%**
- **Highest Sales Region: West (32% of total sales)**
- **Category Leader: Technology — highest sales & strong profitability.**

B. Growth & Trends

- **Sales growing YoY by ~8% with seasonal peaks in Nov–Dec.**
- **Furniture segment shows low margins despite high revenue.**

C. Customer Insights

- **Top 10% of customers contribute ~35% of revenue.**
- **Repeat purchase rate ~45% — opportunity to boost loyalty.**

2. Recommended Actions

1. **Increase Furniture margins — optimize discounting & sourcing.**
2. **Target high-value customers with loyalty rewards & personalized offers.**
3. **Focus on Technology & Office Supplies in growth regions (e.g., Central & East).**