



Overview

Profitability

Sales and Geography



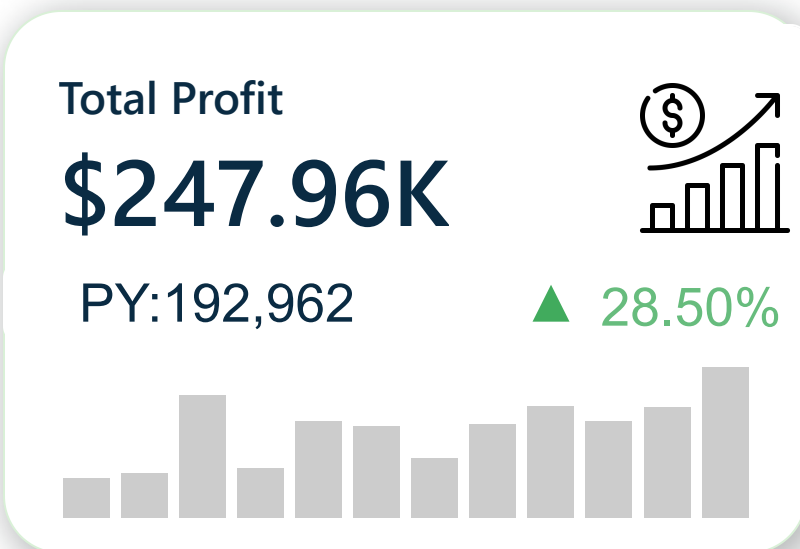
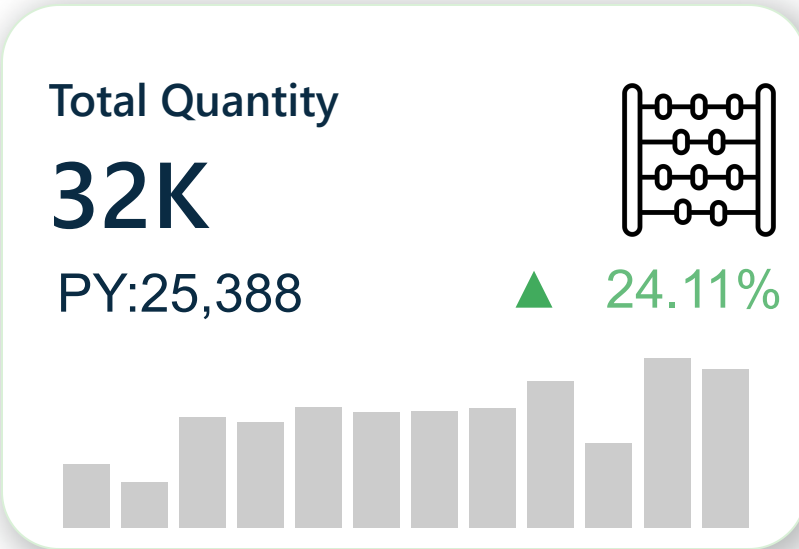
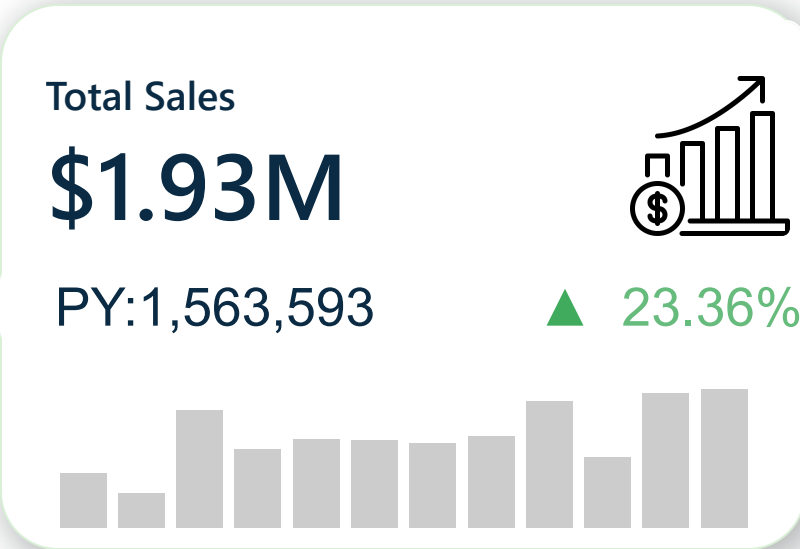
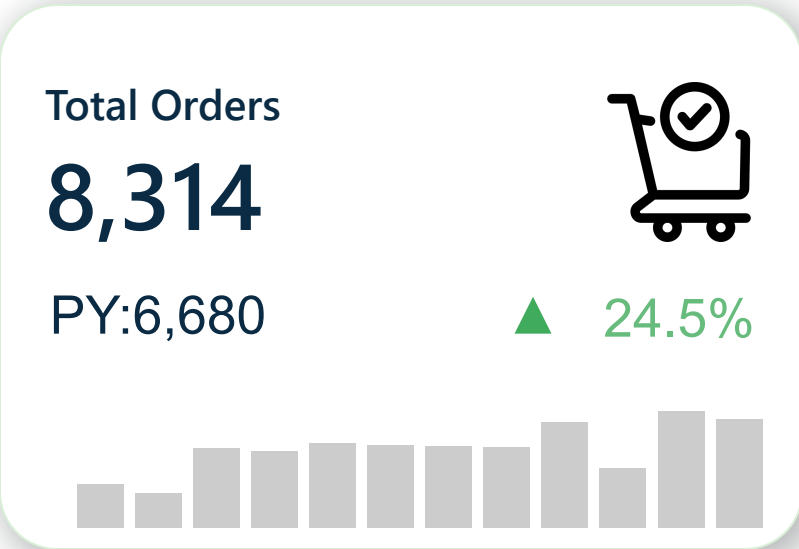
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Mide's Analytics

SALES AND PROFIT OVERVIEW

RESET

2021202220232024

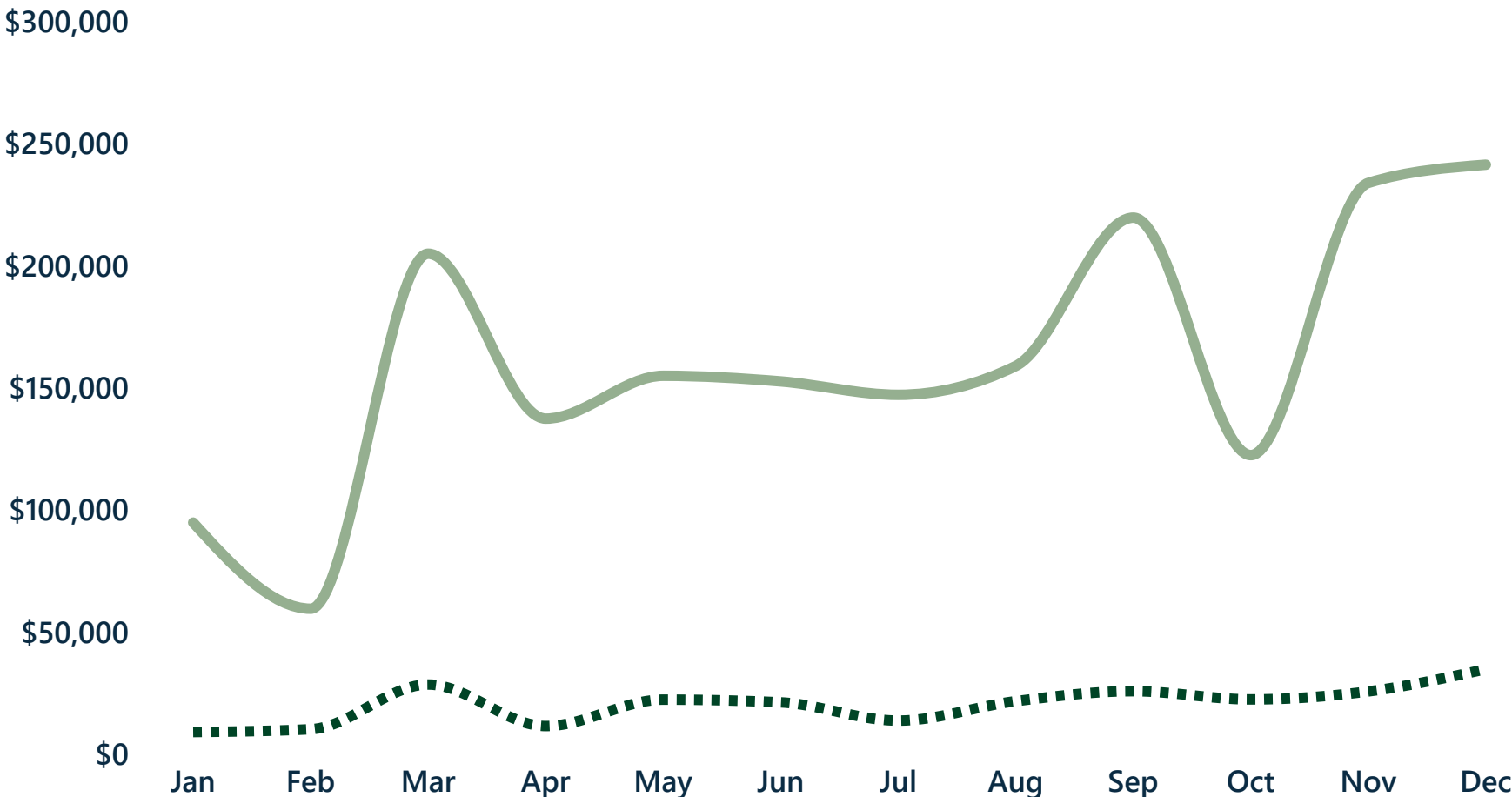
1/1/202112/31/2024



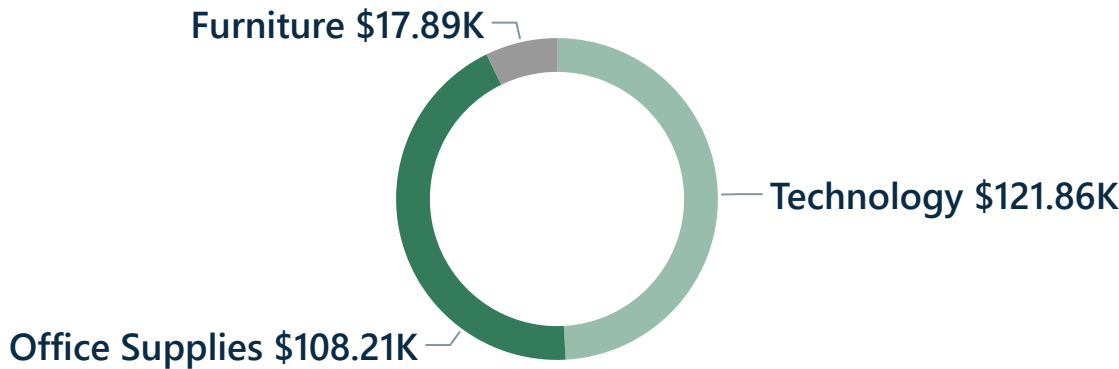
Total SalesTotal ProfitTotal OrdersProfit Margin %Total Quantity

Sales grew steadily through the year, with profit fluctuations and a noticeable dip in October before recovering strongly in Q4.

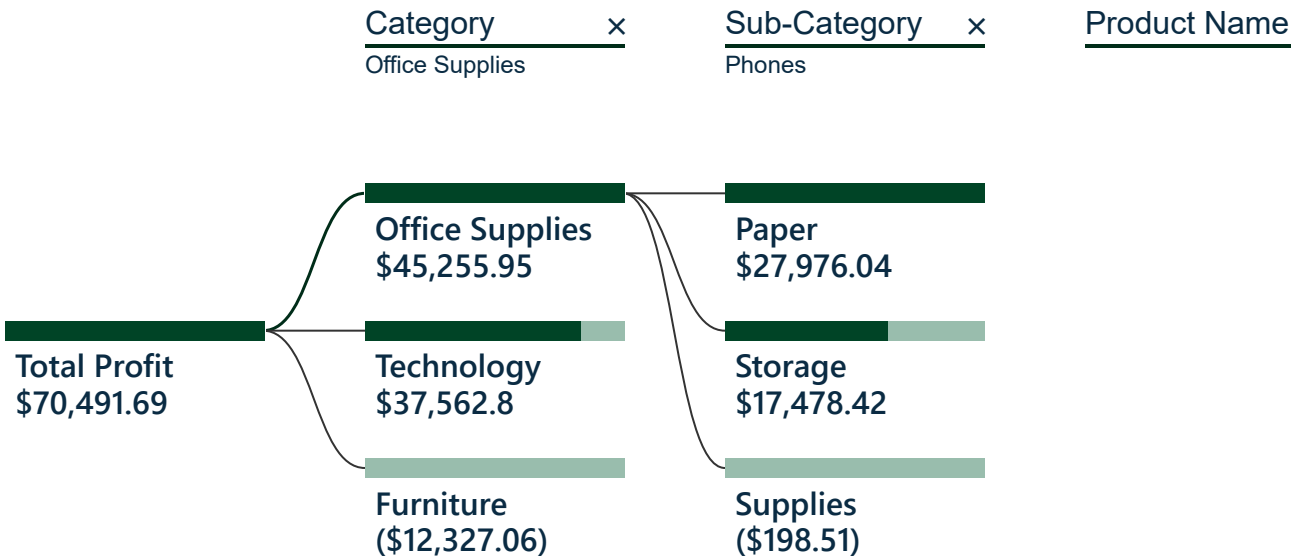
Total Sales and Total Profit by Month



Total Quantity by Category



Product Breakdown: Category - subcategory - Product





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PROFITABILITY(Make or lose Money)



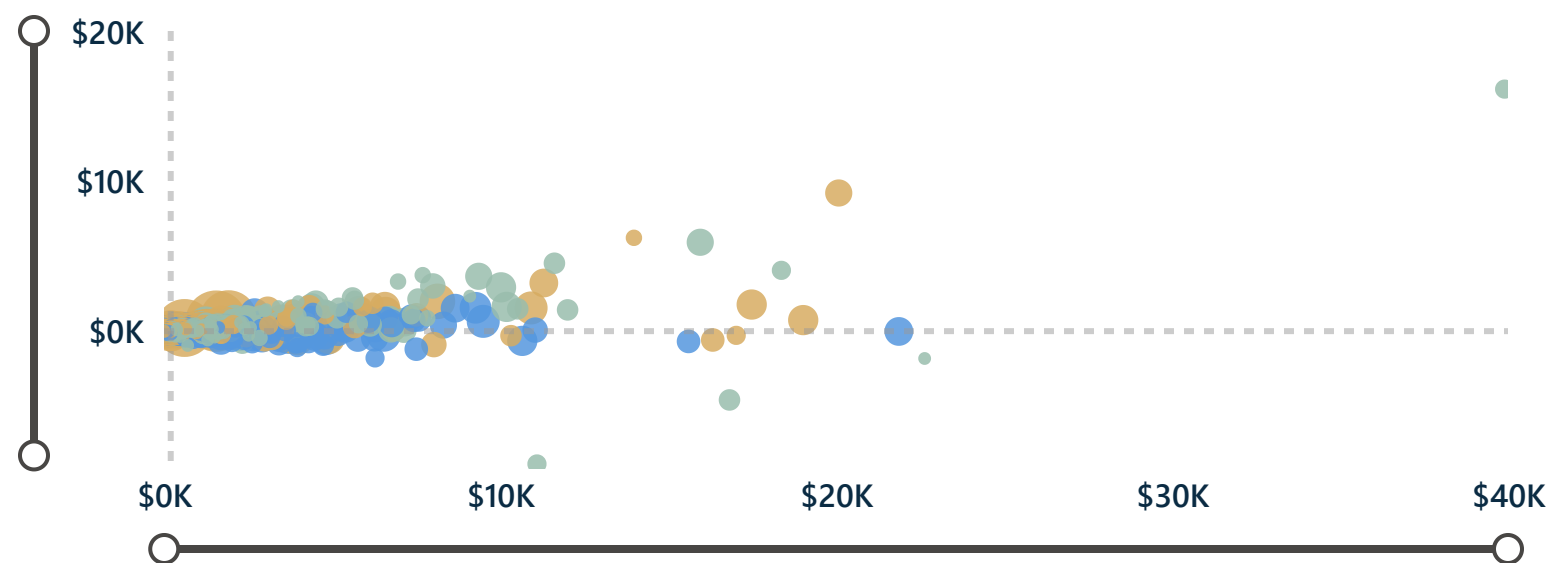
Unprofitable Orders

18.6%

Total Loss

(\$123,375.2)

Sales vs Profit Analysis - Find Problem Products

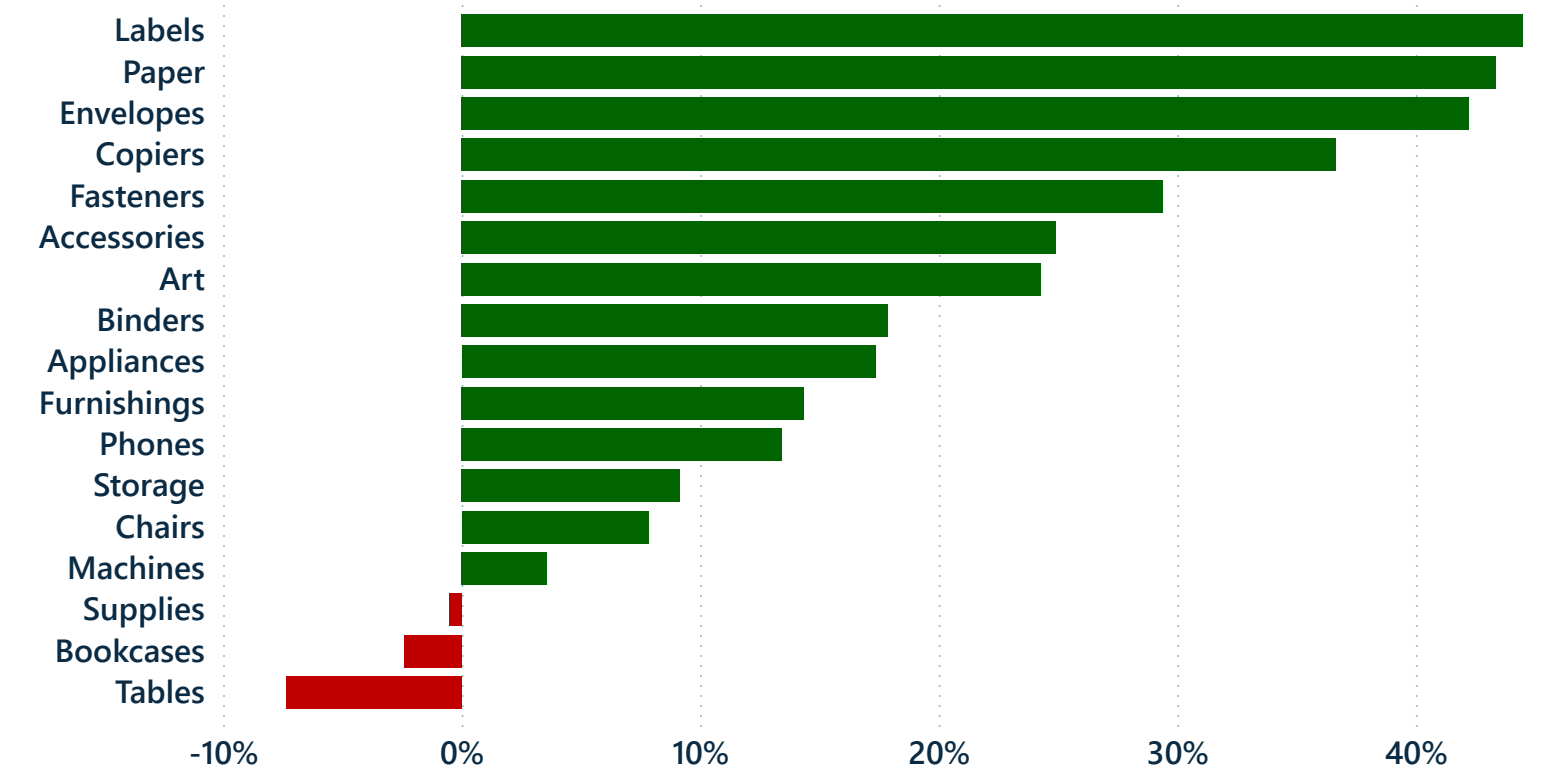


Top 10 Profitable Product - Best Product to Focus on

Product Name	Total Profit	Total Sales	Total Orders	Profit Margin %
Ativa V4110MDD Micro-Cut Shredder	\$3,772.95	\$7,699.89	2	49.00%
Zebra ZM400 Thermal Label Printer	\$3,343.53	\$6,965.7	2	48.00%
Fellowes PB500 Electric Punch Plastic ...	\$9,278.24	\$20,081.64	7	46.20%
Ibico EPK-21 Electric Binding System	\$6,274.77	\$13,985.93	2	44.86%
Canon imageCLASS 2200 Advanced C...	\$16,239.96	\$39,899.89	3	40.70%
Plantronics Savi W720 Multi-Device W...	\$3,696.28	\$9,367.29	7	39.46%
Canon PC1060 Personal Laser Copier	\$4,570.94	\$11,619.83	4	39.34%

Which sub-categories are stars vs dogs?
Copiers, Tables, Bookcases often low margin

Profit Margin % by Sub-Category



Bottom 10 Unprofitable Product - Loss Making Product

Product Name	Total Profit	Total Sales	Total Orders	Profit Margin %
Bretford Â"Just In TimeÂ" Height-Adj...	(\$1,081.07)	\$3,965.3	3	-27.26%
Bush Advantage Collection Racetrack...	(\$1,187.79)	\$7,508.51	5	-15.82%
Chromcraft Bull-Nose Wood Oval Co...	(\$1,774.15)	\$6,281.17	3	-28.25%
Cisco TelePresence System EX90 Vide...	(\$1,811.08)	\$22,638.48	1	-8.00%
Cubify CubeX 3D Printer Double Hea...	(\$8,879.97)	\$11,099.96	3	-80.00%
Hon 94000 Series Round Tables	(\$921.13)	\$4,738.87	4	-19.44%
Lexmark MX611dhe Monochrome Las...	(\$4,589.97)	\$16,829.9	4	-27.27%



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SALES AND GEOGRAPHY(Who & Where)



2021

2022

2023

2024

1/1/2021



12/31/2024



Number of Customers

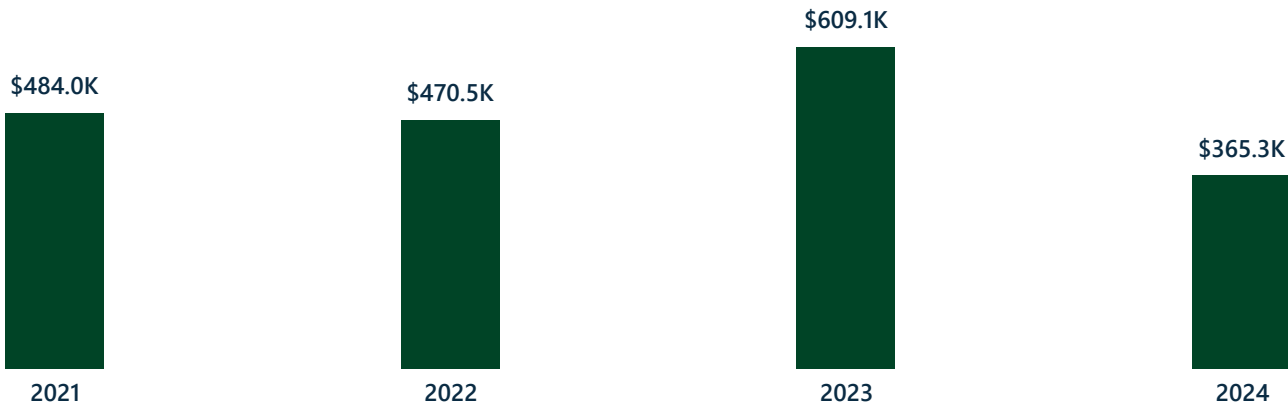
789.0

State Served

49.0

Growth trajectory: 2021→2022→2023→2024

Total Sales by Year

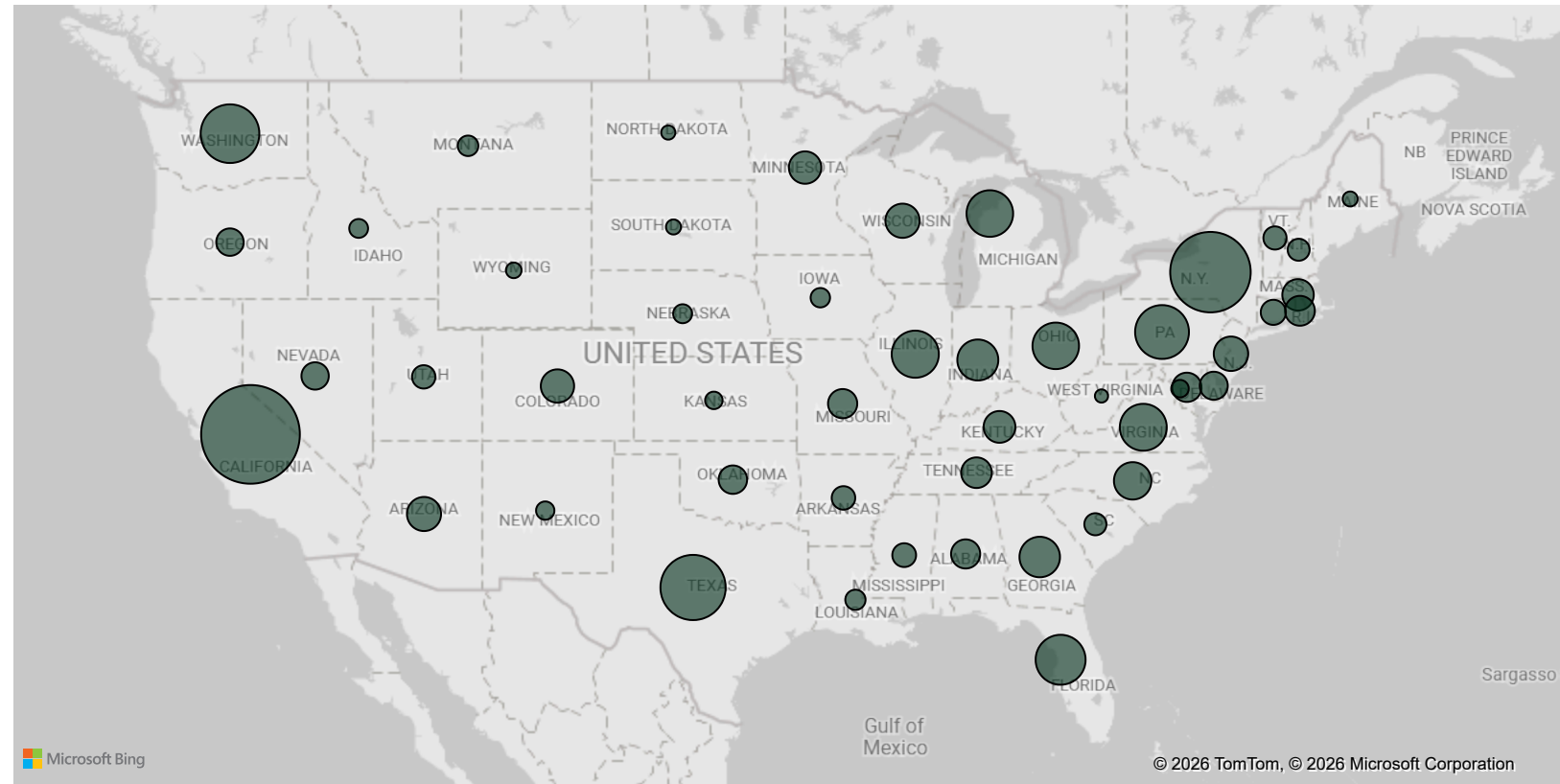


Top 10 States - Best states by sales & profit

State	Total Profit	Total Sales	Total Orders	Profit Margin %
California	\$63,144.57	\$390,145.54	1,674	16.18%
New York	\$57,223.84	\$246,517.74	921	23.21%
Texas	(\$21,067.08)	\$151,436.6	832	-13.91%
Washington	\$30,236.17	\$117,661.47	409	25.70%
Pennsylvania	(\$11,853.2)	\$95,494.86	479	-12.41%
Florida	(\$3,870.14)	\$79,303.61	321	-4.88%

Which sub-categories are stars vs dogs?
Copiers, Tables, Bookcases often low margin

Total Sales by State



Top 10 Profitable Product - Best Product to Focus on

Customer Name	Total Sales	Total Profit	Total Orders	Profit Margin %
Adrian Barton	\$13,037.43	\$5,202.84	14	39.91%
Becky Martin	\$11,789.64	(\$1,659.97)	16	-14.08%
Christopher Conant	\$11,901.19	\$2,083.34	8	17.51%
Greg Tran	\$11,809.3	\$2,160.85	28	18.30%
Ken Lonsdale	\$14,153.23	\$805.46	28	5.69%
Raymond Buch	\$14,986.78	\$6,939.17	16	46.30%
Saniit Chand	\$14,142.34	\$5,757.42	22	40.71%