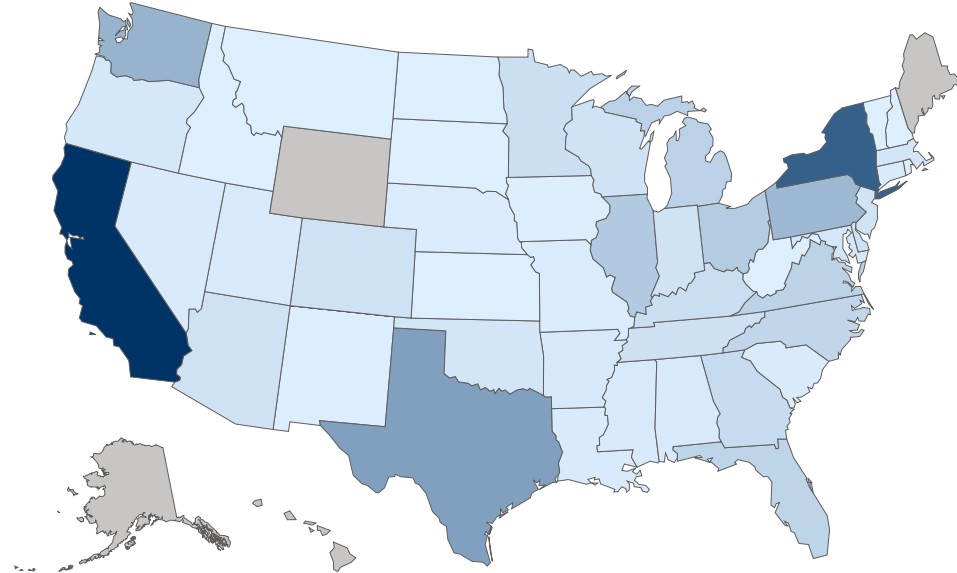
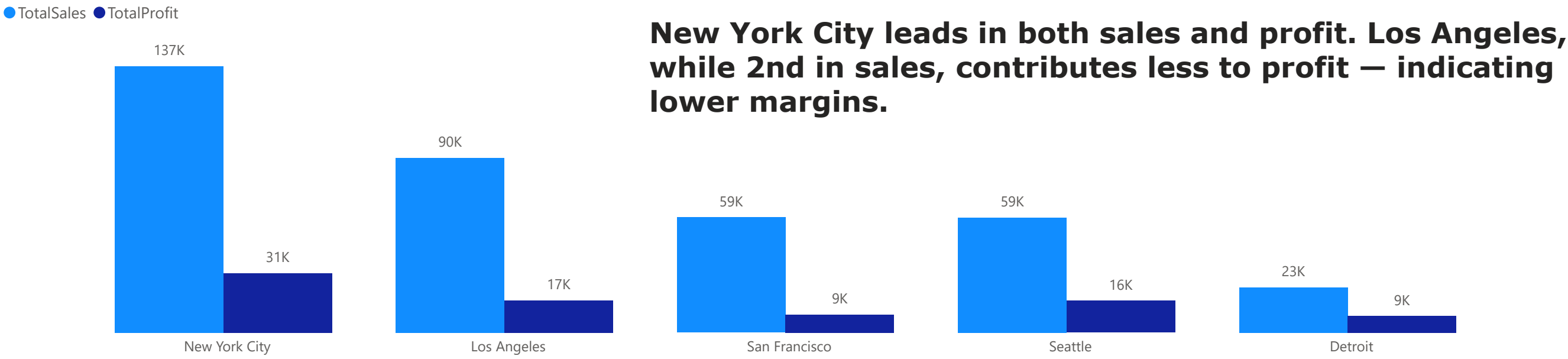


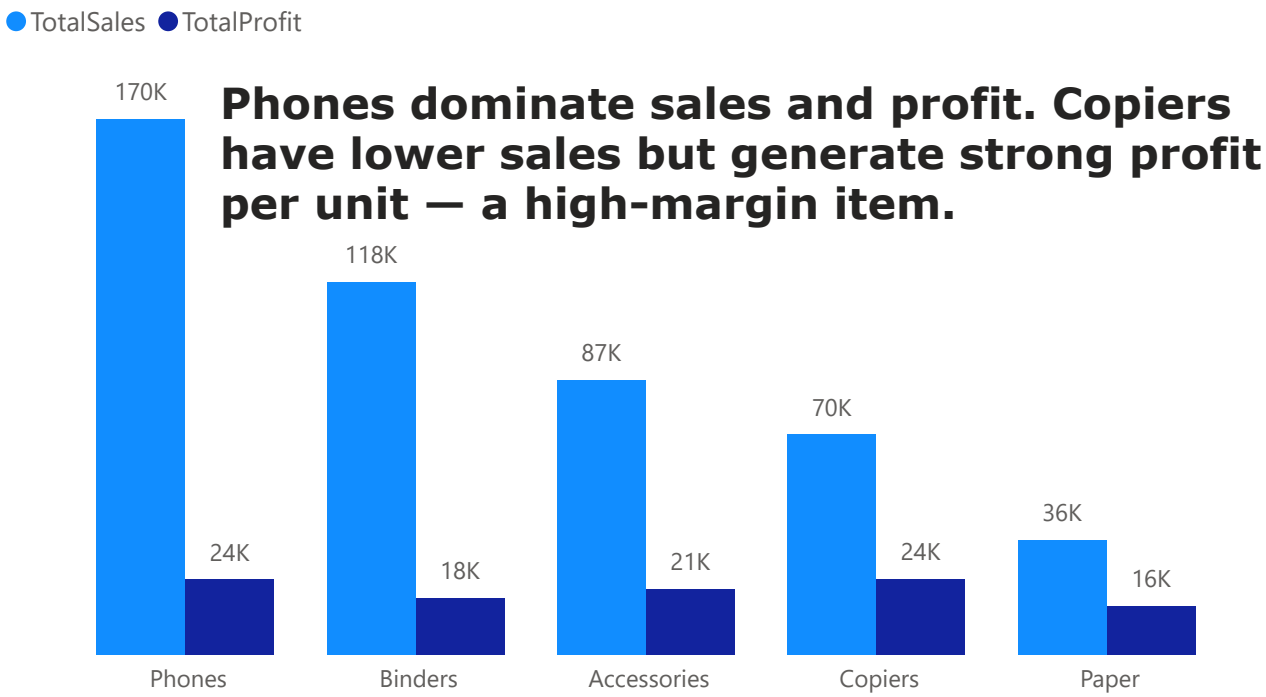
Sales by State



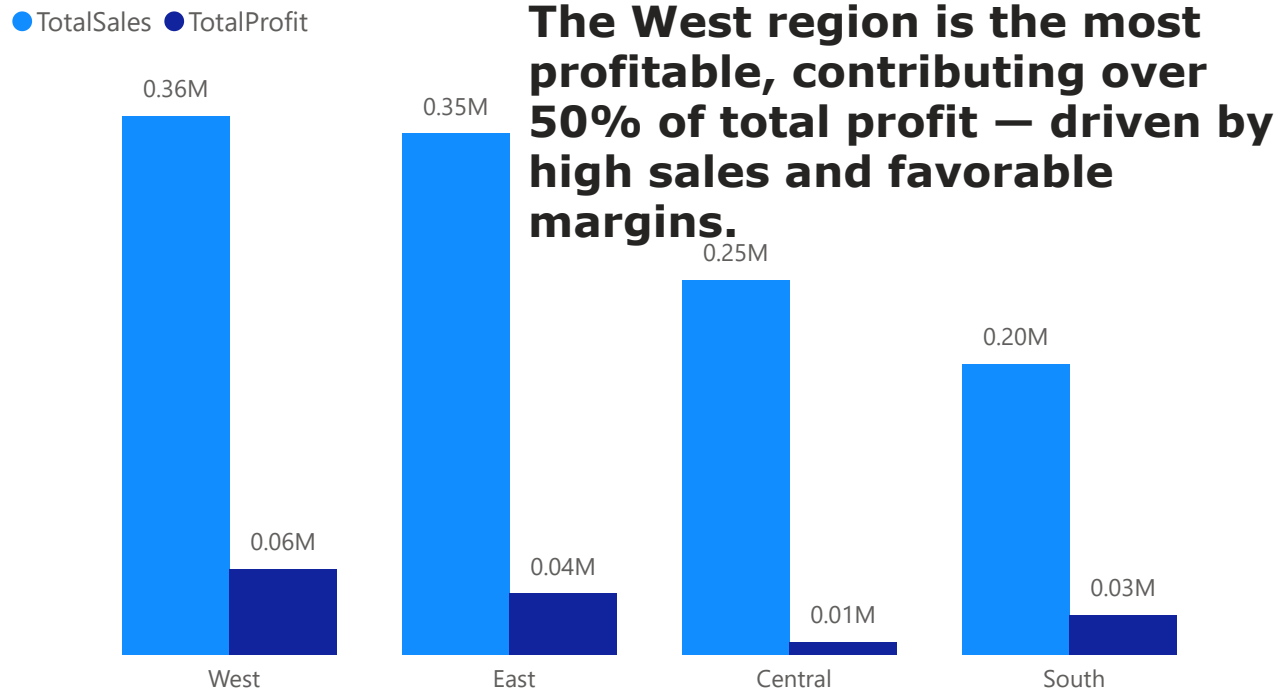
Top 5 Profits & Sales by City



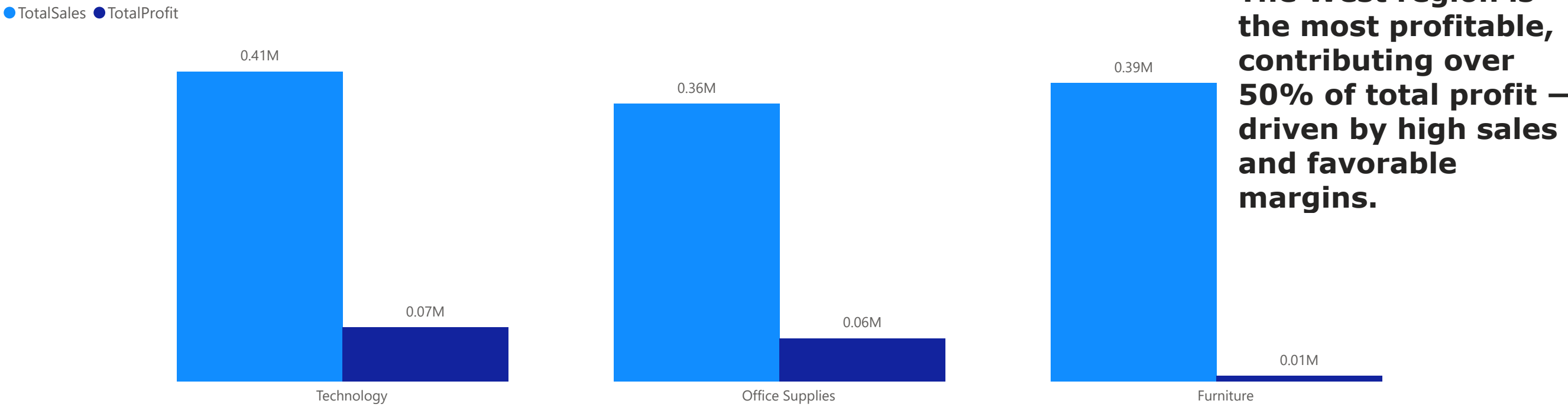
Top 5 Profit & Sales by Sub-Category



Profit & Sales by Region

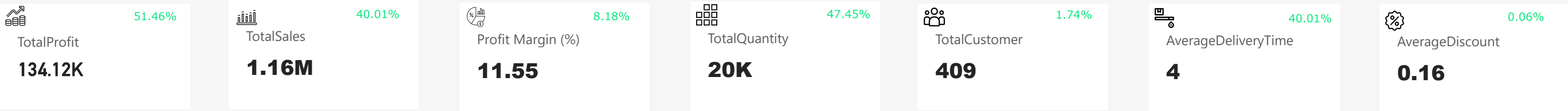


Profit & Sales by Category

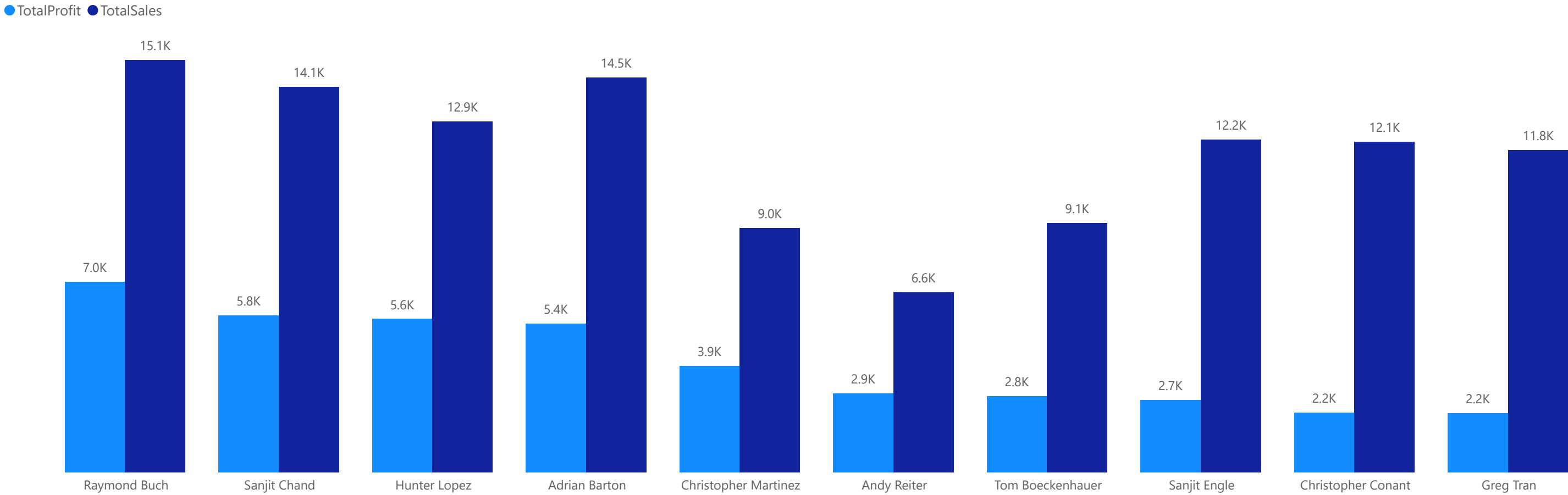


Key Takeaways

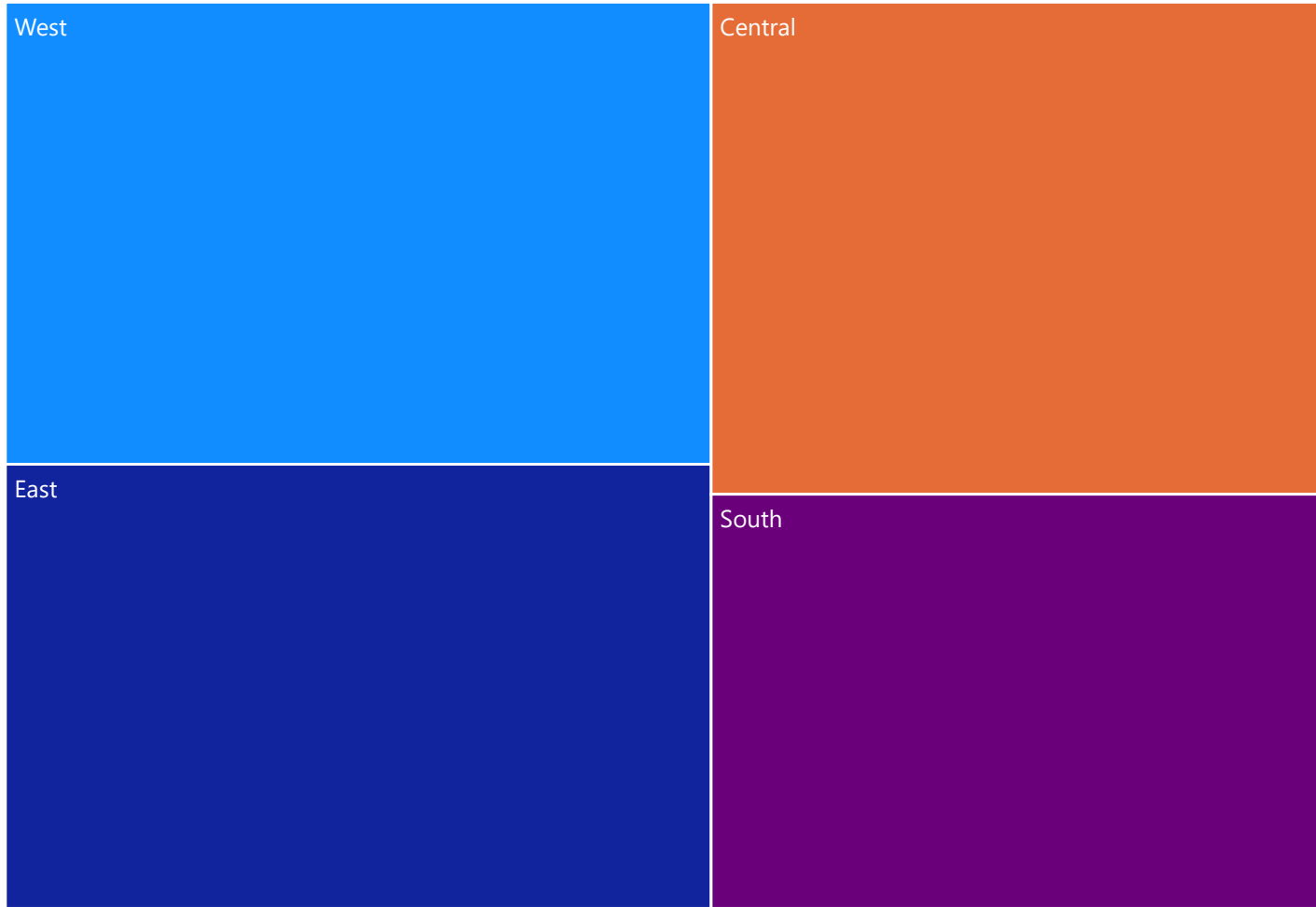
- ◆ Phones and Technology drive most of the business profit.
- ◆ The West region significantly outperforms all others.
- ◆ High discounts do not always lead to profit loss — pricing strategy is strong.
- ◆ Copiers offer a profitable niche despite moderate sales.



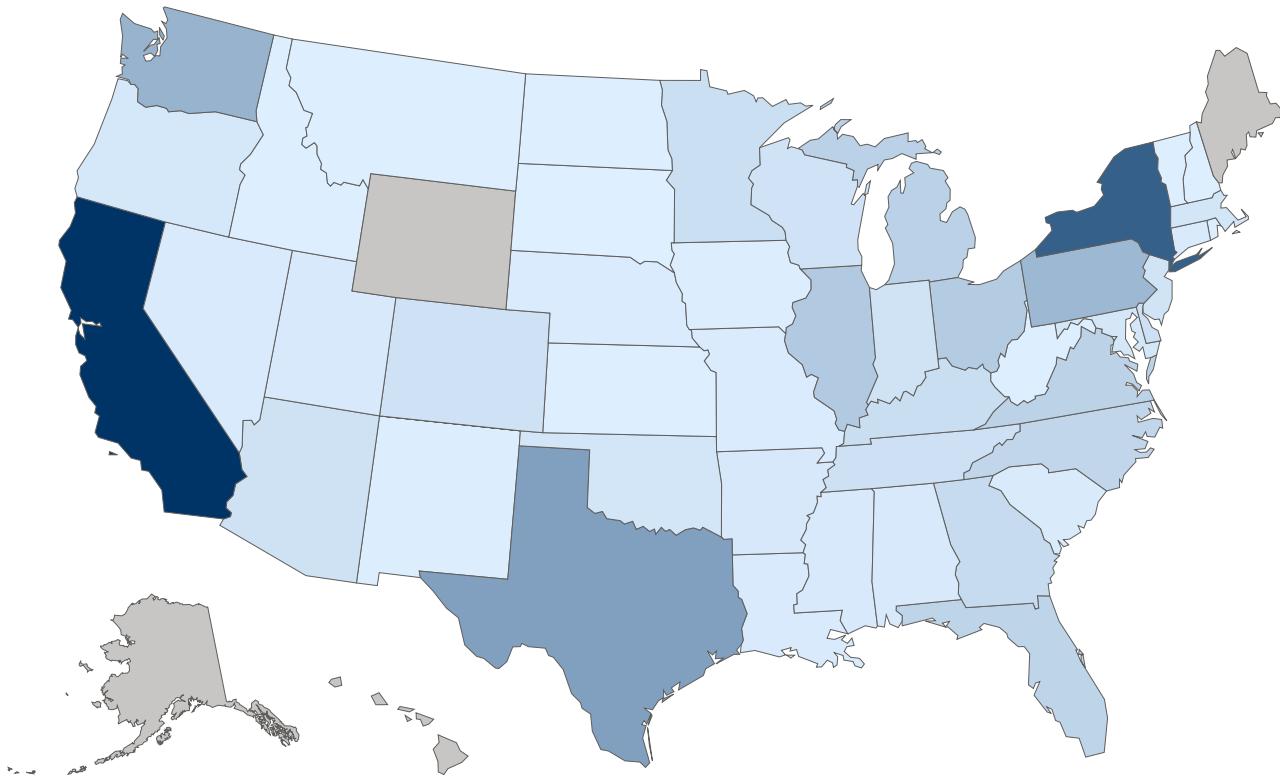
Top 10 Customers by Profit



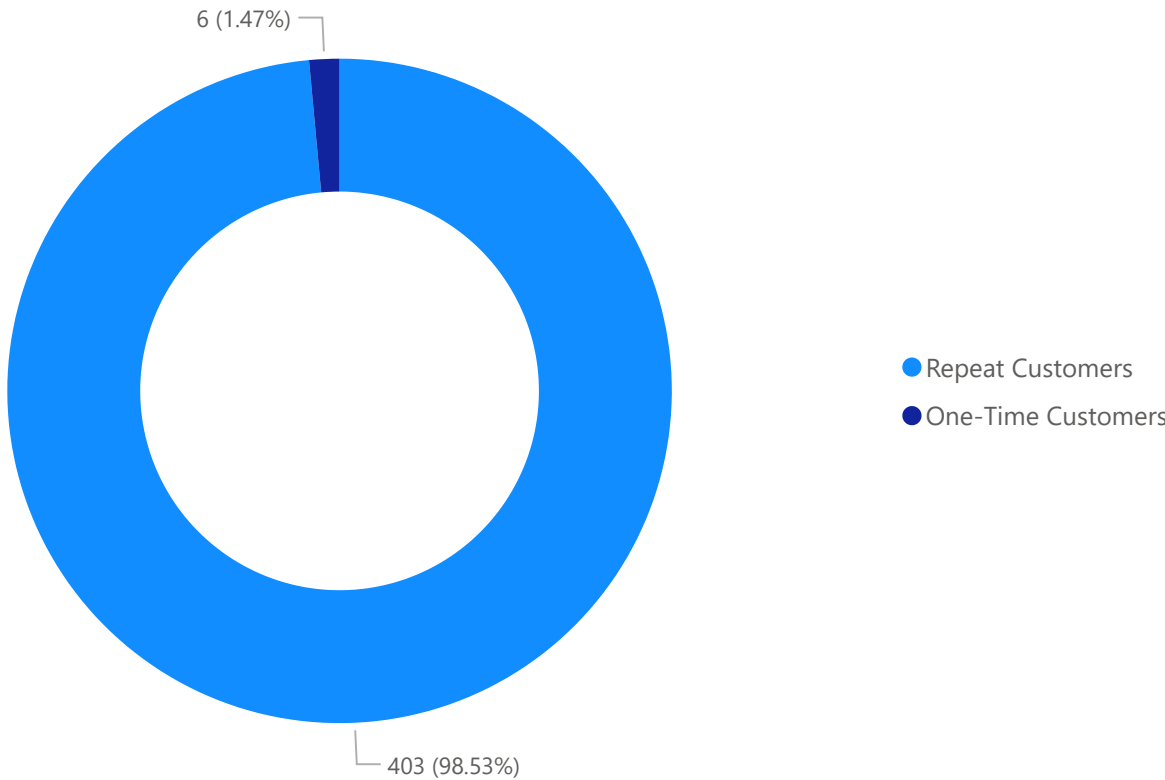
Customer Segmentation by Region



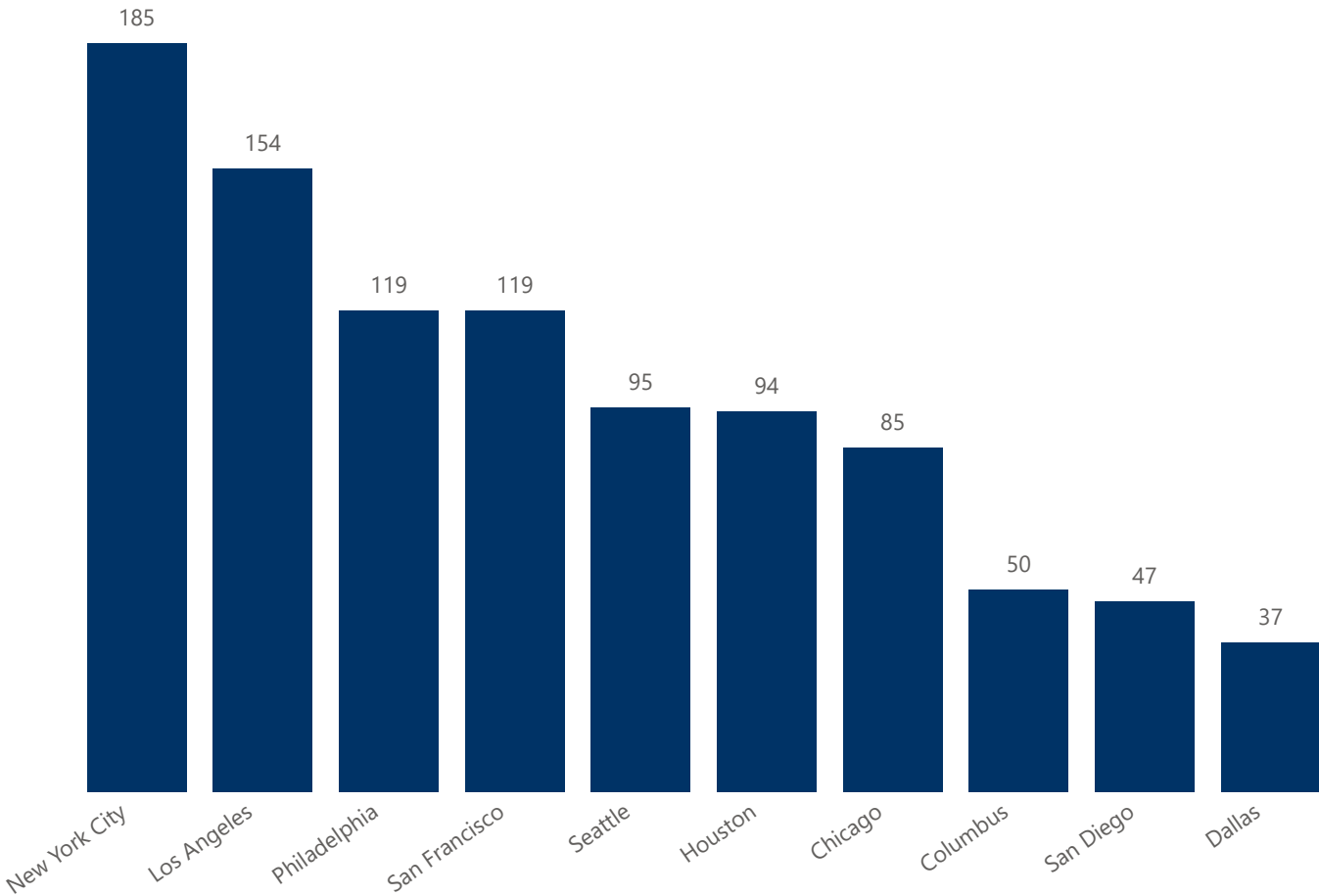
Sales by State



Repeat vs. One-time Customers



Top 10 Cities by Customer





TotalProfit
134.12K

51.46%



TotalSales
1.16M

40.01%



Profit Margin (%)
11.55

8.18%



TotalQuantity
20K

47.45%



TotalCustomer
409

1.74%



AverageDeliveryTime
4

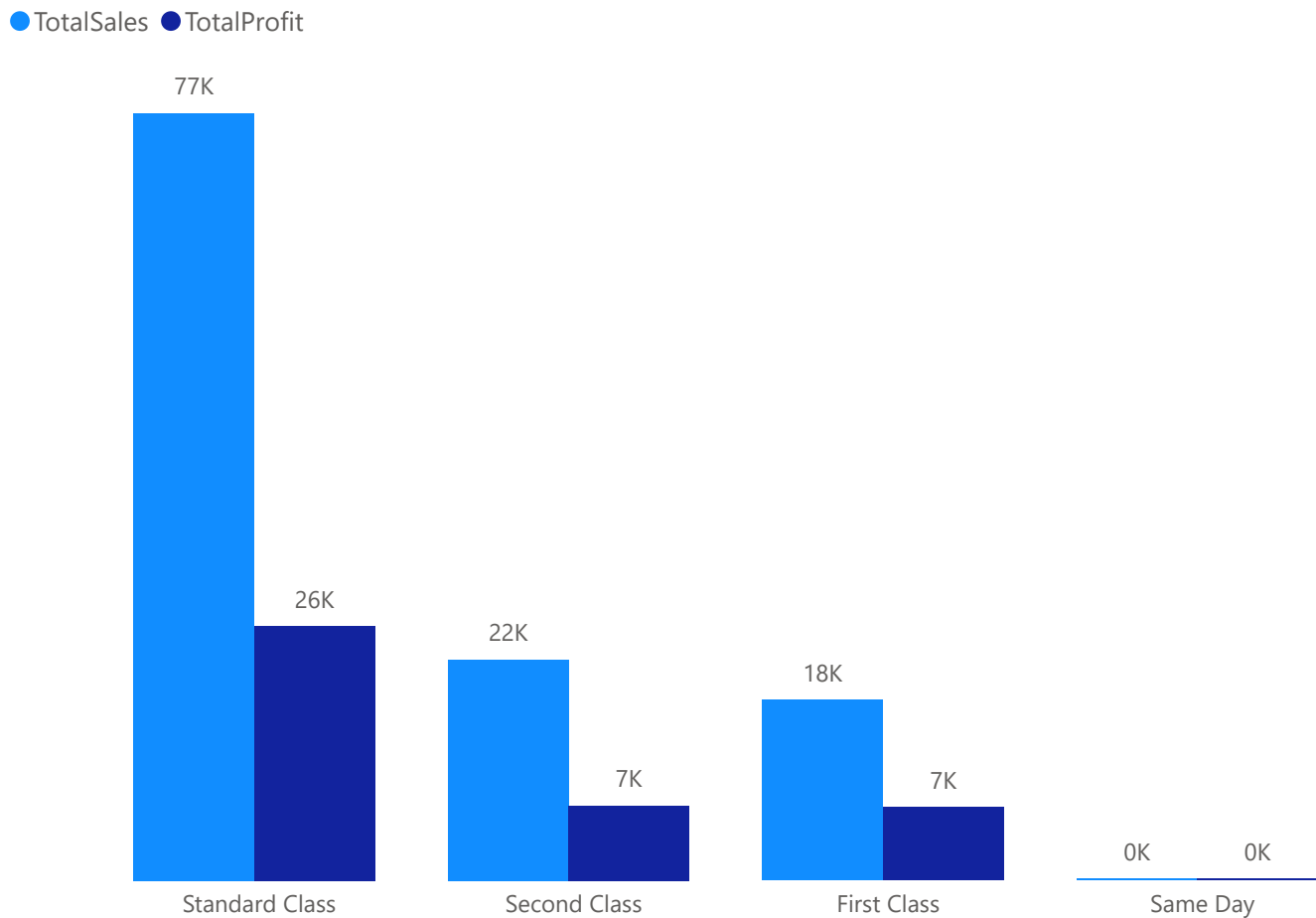
40.01%



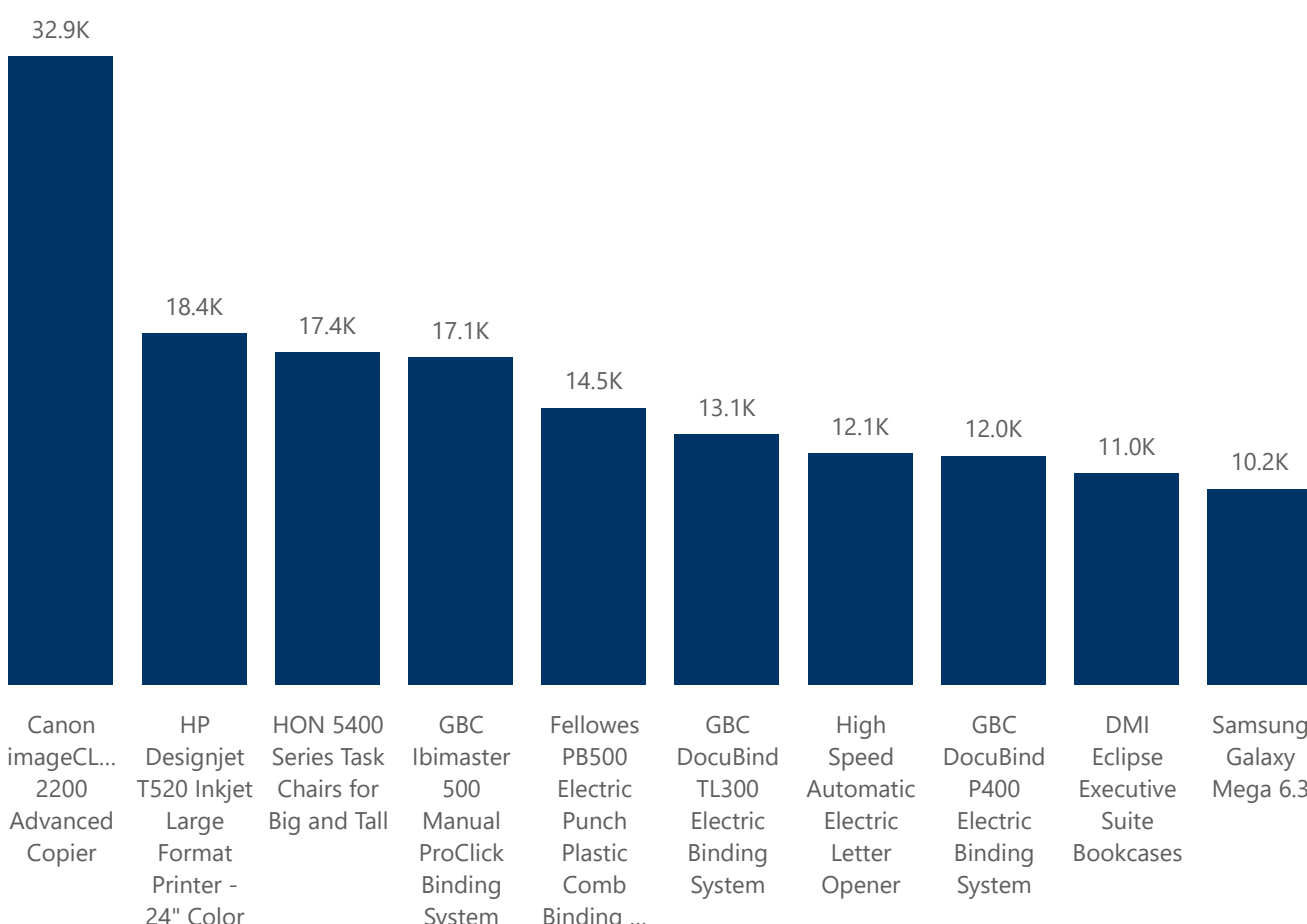
AverageDiscount
0.16

0.06%

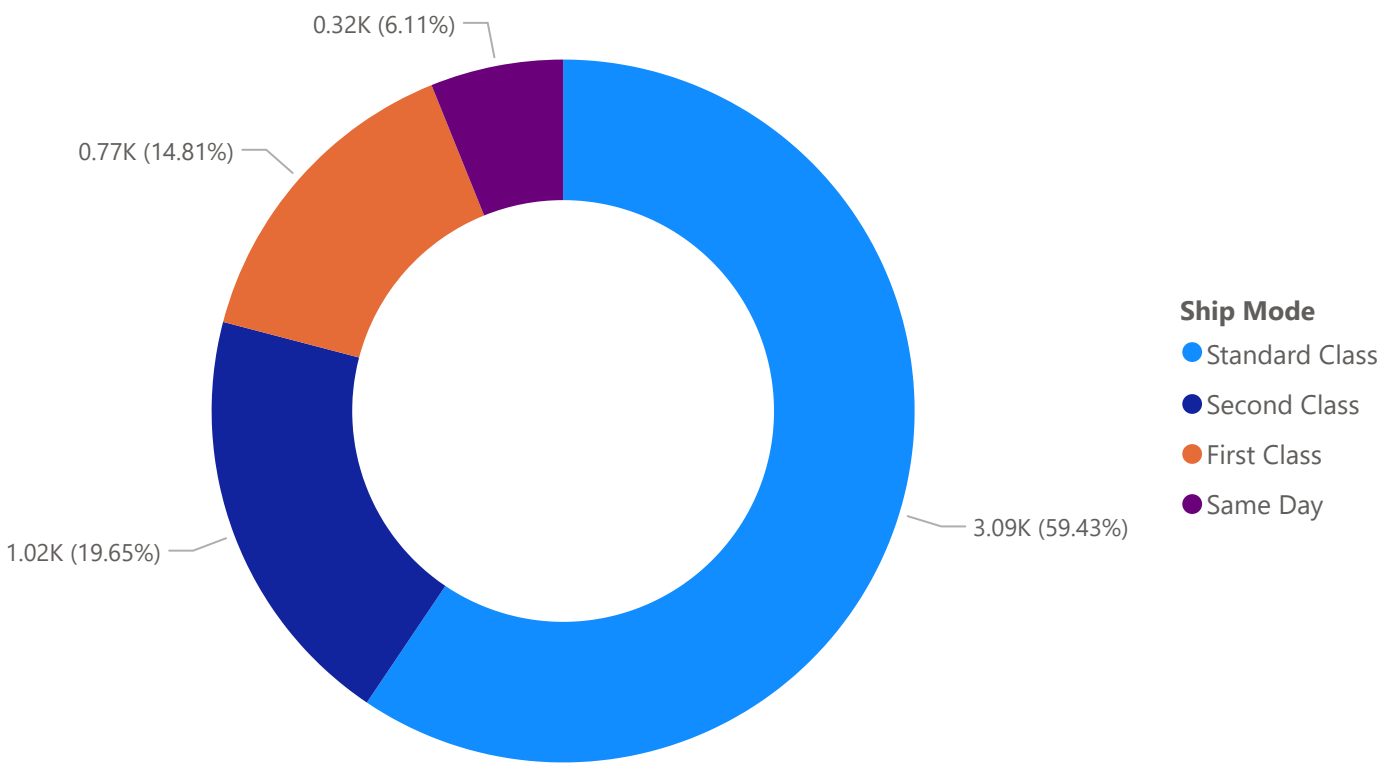
Sales & Profit by Shipping Mode



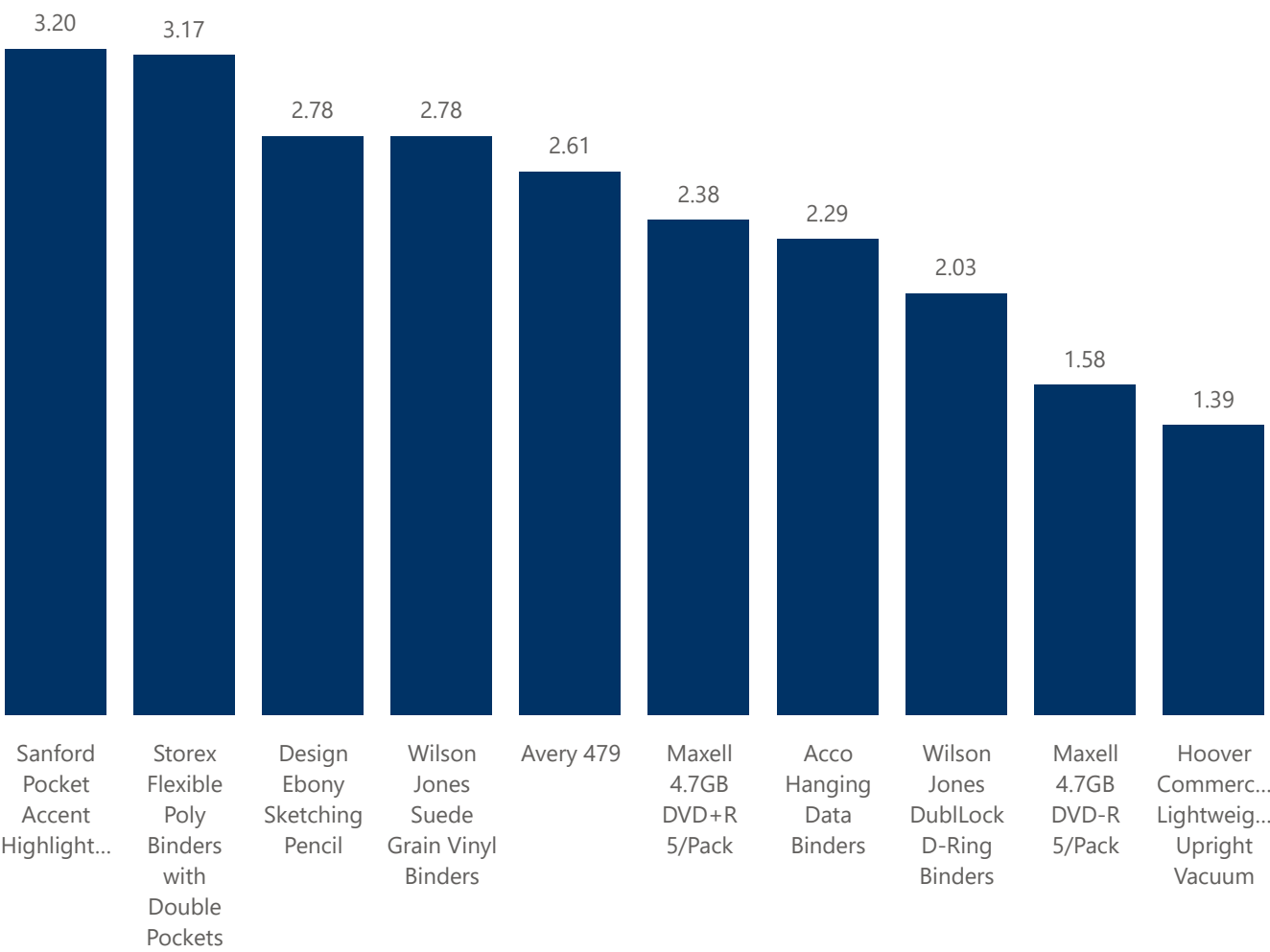
Top 10 Products by Sales



Shipping Mode



Bottom 10 Products by Sales



High Discount, Low Profit Products



Top 10 Profitable Products by Product Category

