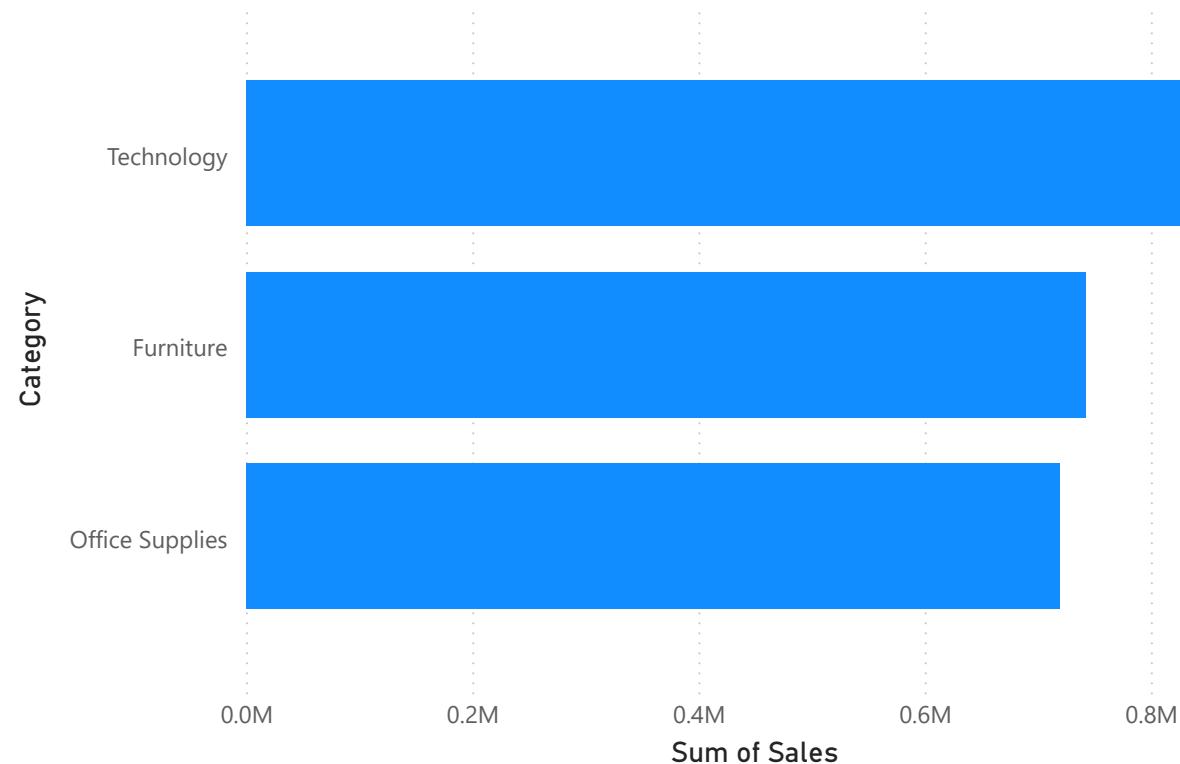


Sum of Sales by Category

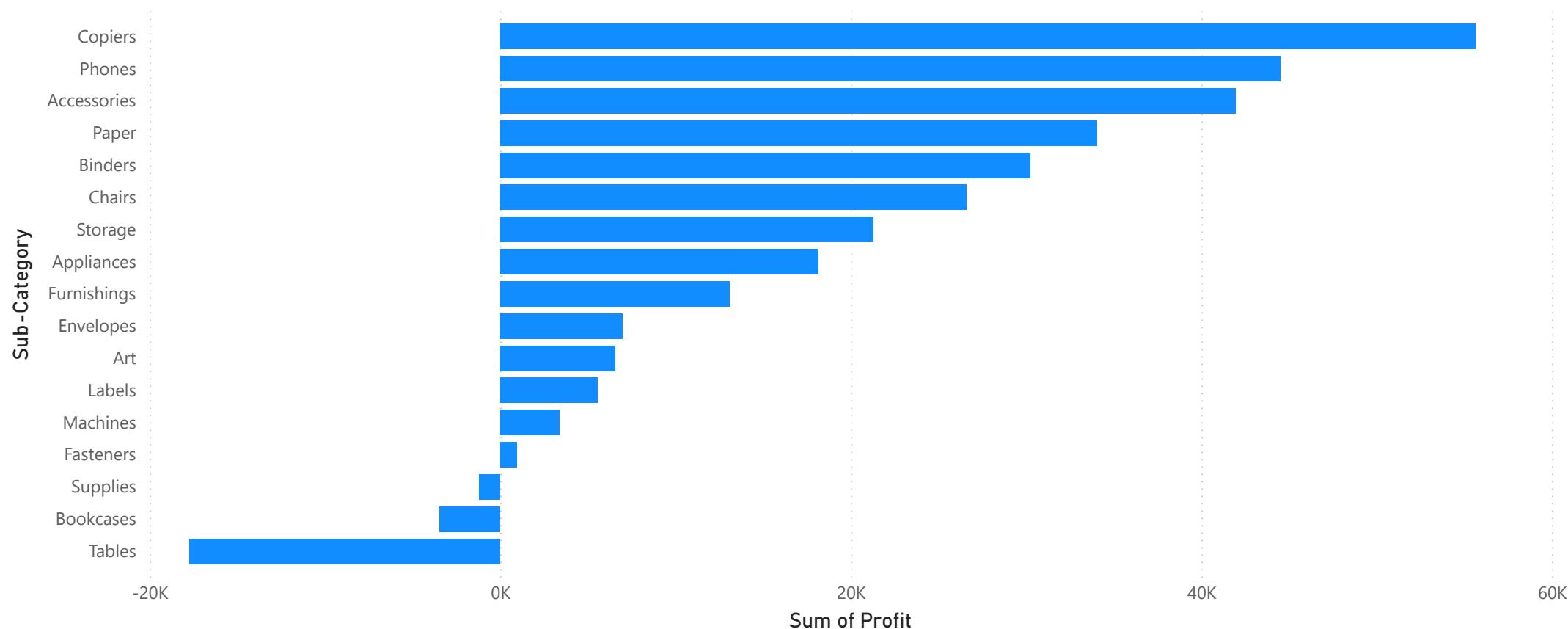


Story

Sum of Sales by category

- Technology contributes the highest revenue.
- Furniture contributes moderate sales.
- Office supplies is the lowest-performing category.

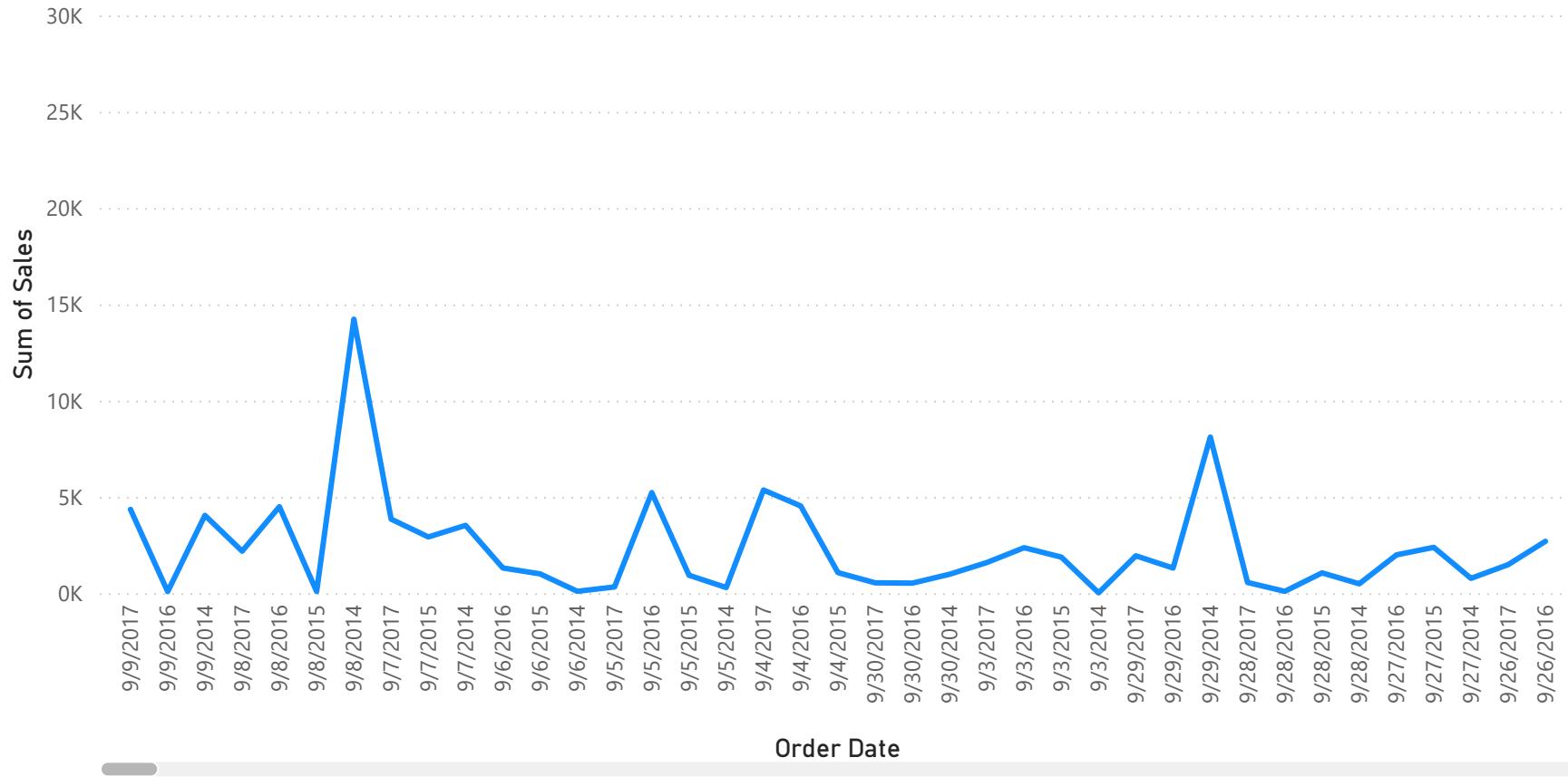
Sum of Profit by Sub-Category



Sum of profit by sub-category

- Copiers and Phones generate very high profit.
- Tables show **consistent losses** → needs cost or pricing review.

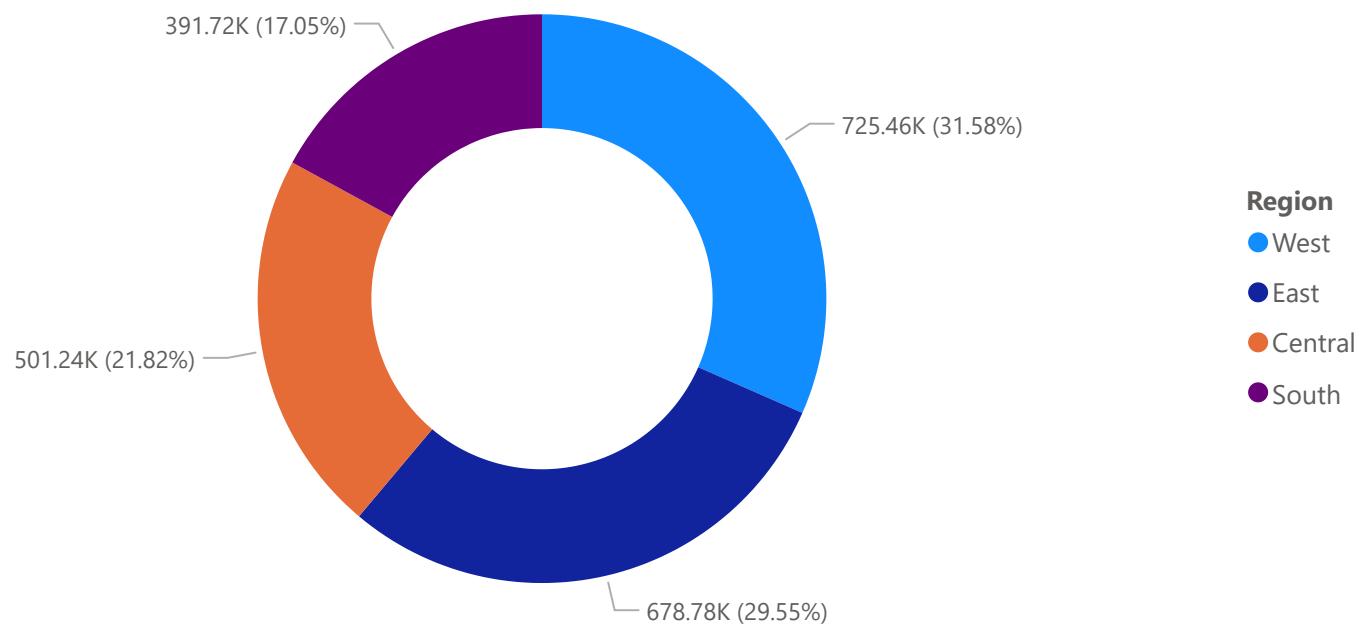
Sales Trend Over Time



Sales Trend Over Time

- Sales steadily increase year-over-year.
- Peak sales every August → strong seasonal trend.

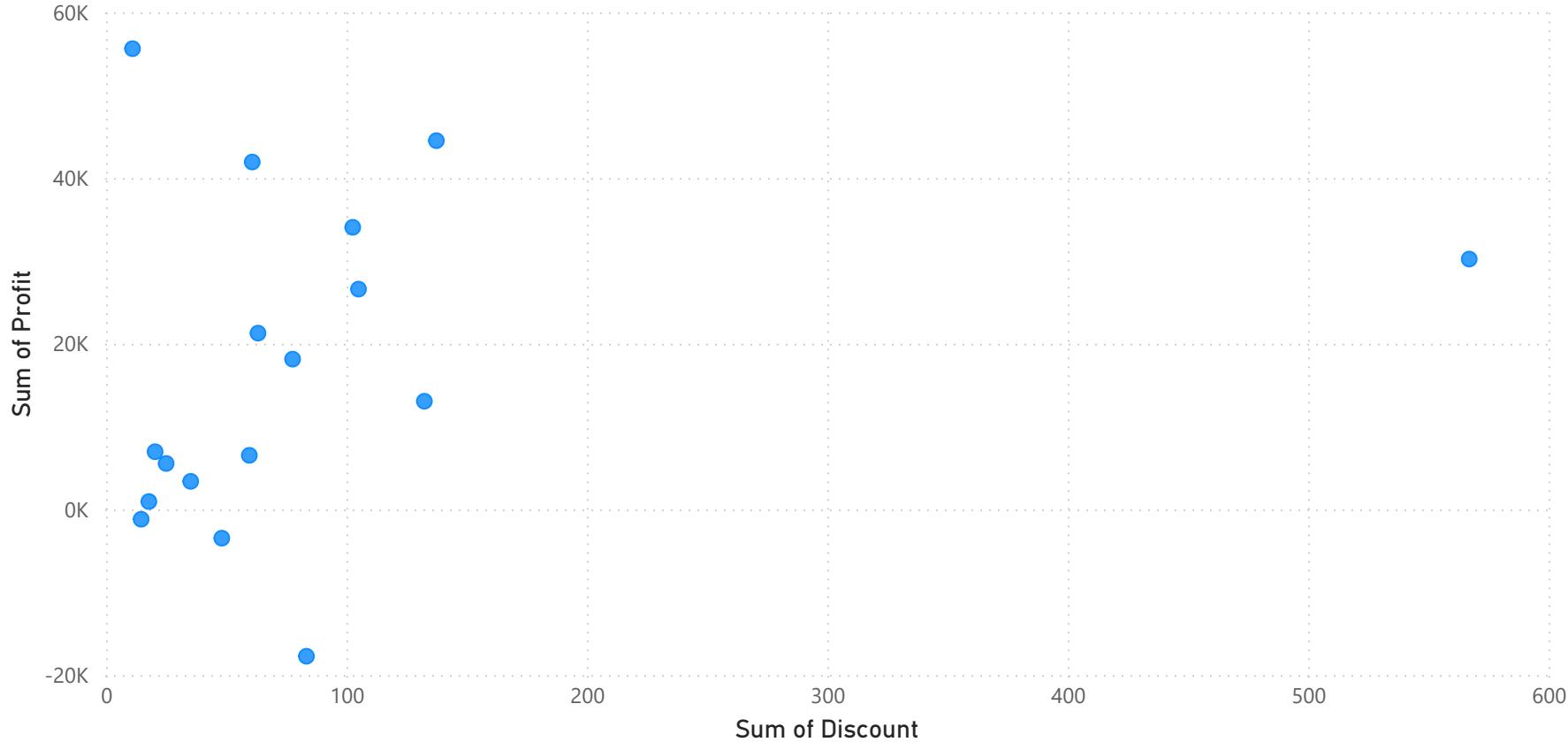
Sales by Region



Sales by Region

- West region performs best.
- South region has the lowest performance.

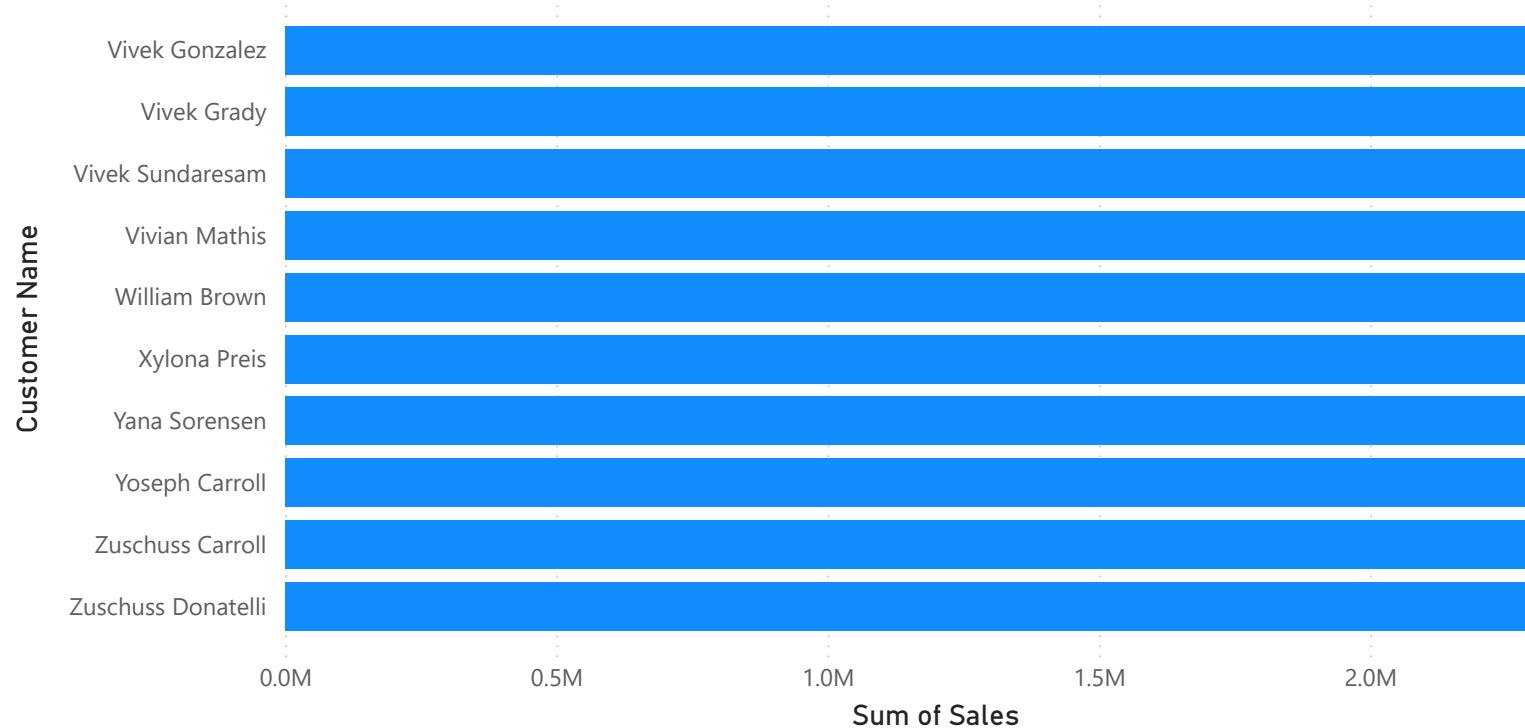
Discount vs Profit by Sub-Category



Profit vs Discount By Sub-Category

- Higher discounts lead to lower profit — negative correlation."

Top 10 Customer Name by Sales

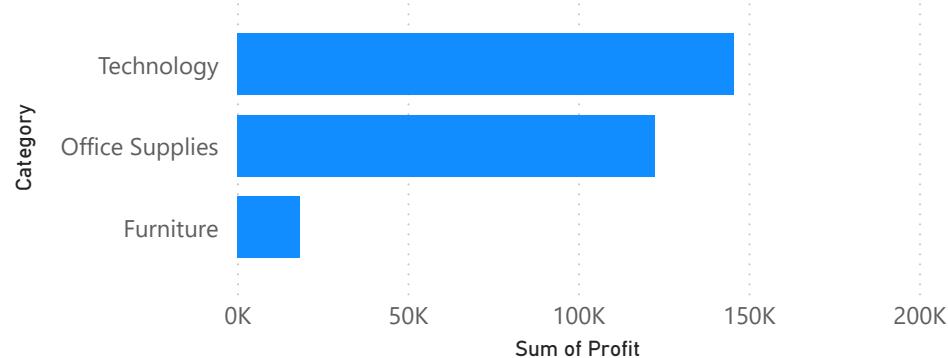


Top 10 Customer Name by Sales

- A small number of customers contribute a major share of sales.
- Opportunity for loyalty programs.

Total Sales Total Profit Total Quantity Total Category

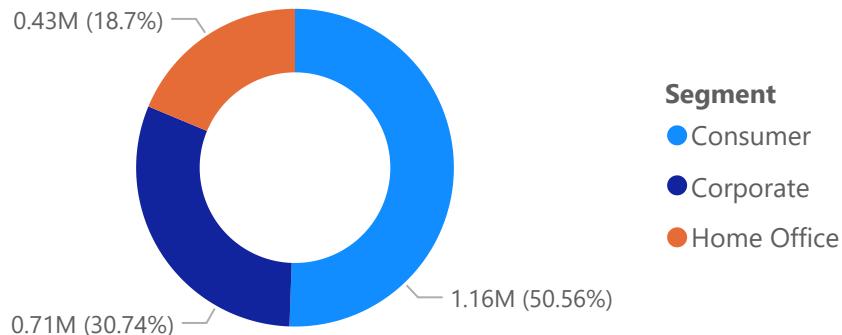
Sum of Profit by Category



Sum of Profit by Sub-Category



Sum of Sales by Segment



Sum of Sales by Region

