**Report Insights**

1. **Aggregating Metrics Over Time**: The store’s cumulative total sales amount to **$12.64 million**, with a quantity of **178.31K** units sold. On average, deliveries take **4 days**, and there have been **1079** return orders.
2. **Geographical Sales Representation**: Our geographical map visually depicts countries contributing significantly to the market. Bubbles highlight regions with substantial sales, particularly in the **Asia Pacific** area.
3. **Market Dominance by Country:** We observe product sales across various countries, including:
   * + Asia Pacific
     + Europe
     + USCA (United States and Canada)
     + LATM (Latin America)
     + Africa

Based on our analysis, the **Asia Pacific** region holds dominance, accounting for **31.98%** of total sales, followed by Europe at **26%**.

1. **Key Customers**: A graph showcases the top 10 customers, with purchases ranging from **$40,000** to **$23,000**.
2. **Profit and Loss Analysis for Products**: Our product offerings generate varying profits:
   * + Canon image contributes revenue of $25,000.
     + Cisco smartphone yields a profit of $17,000.

However, some products result in losses, such as

* + Bevis computer table
  + Motorola smartphone.

1. **Segment Contribution to Overall Sales**: The store operates within three segments:
   * + **Consumer**
     + **Corporate**
     + **Home office**

Their respective contributions to overall sales are **51.48%**, **30.25%**, and **18.27%**.