Commercial performance cy18

Total Sales

$2,297,200.86

Per year

2014 | 2015 | 2016 | 2017

Per client segment

Consumer | Corporate | Home Office

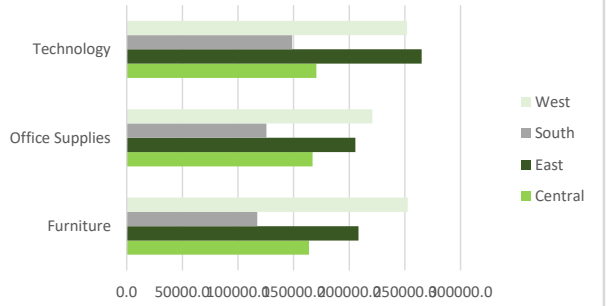
Per region

Central | East | South | West

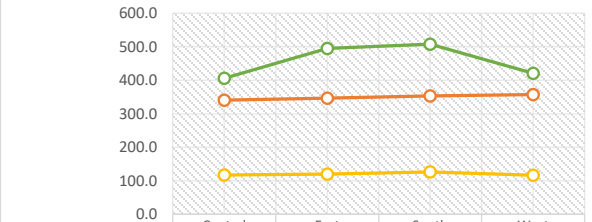
Per category

Furniture | Office Sup... | Technology

Sales per region & per catégorie

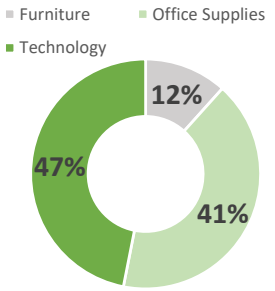


Average sales per region & per category

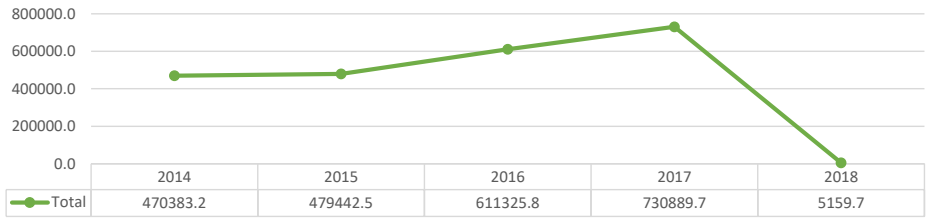


	Central	East	South	West
Furniture	340.5	346.6	353.3	357.3
Office Supplies	117.5	120.0	126.3	116.4
Technology	405.8	495.3	507.8	420.7

Average margins per category



Sales over time

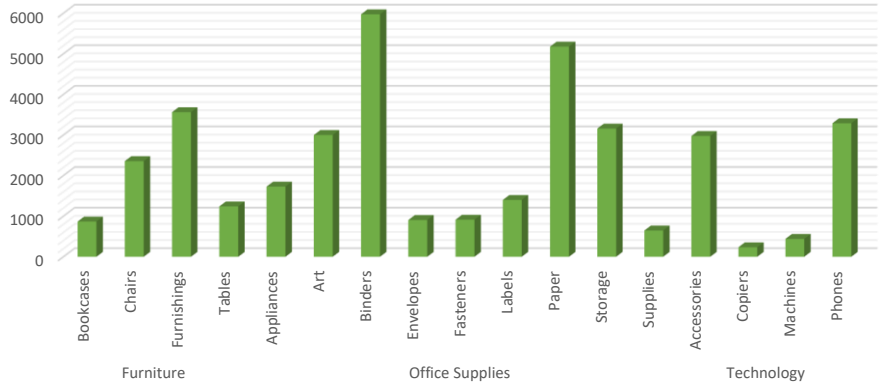


	2014	2015	2016	2017	2018
Total	470383.2	479442.5	611325.8	730889.7	5159.7

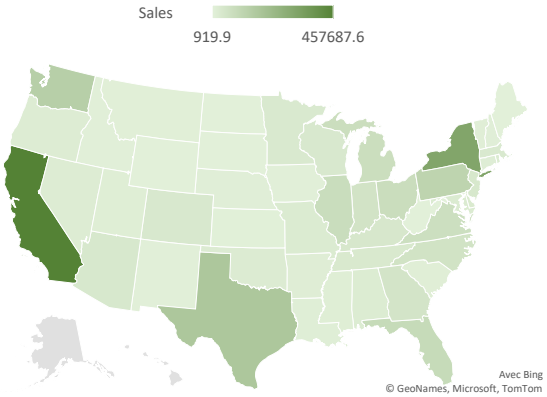
Total Profits

$286,397.02

Sold quatities per category & sub-category



Sales in the States



Resultats interpretation

This dashboard analyzes sales performance from 2014 to 2018 across four key dimensions: year, customer segment, region, and category. It helps identify the most profitable areas and highlights opportunities for commercial optimization

Key metrics (general analysis)

Indicator	Value	Quick analysis
Total profit	$286,397.02	Strong profit – indicates good business health
Best performing category	Technology (47% of profit)	Main driver of global performance
Top region (Av. sales)	South / East	Strong sales especially in Technology and Office
Strongest year	2017	Sales peaked before a drop in 2018
Best performing state	California (+457K)	Key strategic sales region

Analysis by region & category | temporal | and geographic distribution

The category Technology dominates sales in all regions, particularly in East and South.
Office Supplies perform less well with a lower margin (12%).
The category Furniture remains steady but less strong in volume, with a moderate margin of 41%.
Sales increased from 2014 to 2017, reaching a peak in 2017 (+730K).
There was a sharp decline in 2018, probably due to a misguided strategy or a market change.
All customer segments (Consumer, Corporate, Home Office) are included, but a strong performance is observed in the Consumer segment according to filtering only by customer segment.
California overwhelmingly dominates sales.
Some states like Nevada or Wyoming lag far behind.

Recommandations :

Consolidate the presence in the South and East regions and improve the margin on Office Supplies.
Analyze the causes of the decline in 2018: decrease in orders? inventory reduction? pricing policy change?
Launch regional marketing campaigns in low-performing states.