



€ 733.2K

Total Sales

€ 93.44K

Total Profit

12.7%

Profit Margin

€ 58.77

Average Order Value

1687

Total Orders

693

Total Costumers

### Year Filter

- ☒ Select all
- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☒ 2017

### KEY INSIGHTS

- Sales Growth:**  
+51% from 2014 to 2017
- Top Category:**  
Technology  
(836K revenue, 17,4% margin)
- Low Performer:**  
Furniture  
(2,5% margin - improvement needed)
- Seasonality:**  
Strong Q4 peaks (Nov-Dec surge)
- Recommendation:**  
Focus on Furniture profitability

Sum of Sales by Region

