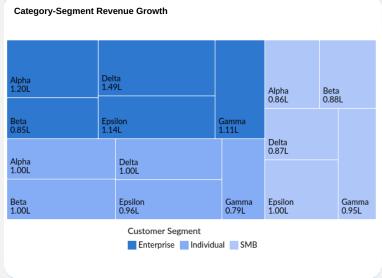
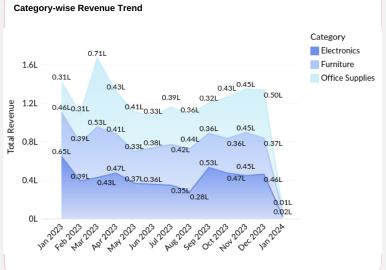
### **Sales Performance Dashboard Total Revenue** YTD Profit MTD Profit Profit Margin % **Total Profit** Avg Profit 3.61L 15.13L 0.18L 376.99 24.92% **Total Units Sold** YTD Unit Sold 25261 24151 Profit Per Unit Sold MTD Unit Sold LMTD Unit Sold Revenue Per Unit Sold 1299 14.92 59.88 1147 **Top 5 Revenue Generating Products Revenue Distribution by Region** 3.56L 4.11L 3L Total Revenue **Total** 2L 15.13L 3.11L 3.061 2.86L 2.74L 3.62L 25.3% 1L 3.83L OL Region Delta Epsilon Alpha Gamma Beta North 4.11L East 3.83L South 3.62L West 3.56L Product State-based Profit Performance Monthly Revenue-Profit Growth 1.8L North Dakota Montana 'ashington 1.66L Minnesota South Dakota 0.35L 1.4L regon Wyoming 0.43L Nebraska Revenue, Profit UNITED STATES diana 0.33L 1L 0.44L Utah OF AMERICA 0.39L nia 0.6L Tennessee 0.39L Oklahoma Arkansas New Mexico Alabam 0.41L 0.26L 0.28L 0.28L 0.28L 0.32L 0.31L 0.33L 0.32L 0.21 Louisiana 0.02L -0.2L © OpenMapTiles © OSM © Mapbox Jan 2023 Mar 2023 May 2023 Jul 2023 Sep 2023 Nov 2023





### Product and State-wise Revenue & Profit Overview

	Alpha		Beta		Delta		Epsilon		Gamma		Summary	
State	Total Revenue	Total Profit										
Illinois	0.22L	0.06L	0.32L	0.08L	0.35L	0.10L	0.32L	0.08L	0.49L	0.12L	1.71L	0.44L
New York	0.23L	0.05L	0.34L	0.09L	0.43L	0.11L	0.37L	0.10L	0.38L	0.09L	1.75L	0.43L
Pennsylvania	0.36L	0.09L	0.30L	0.08L	0.39L	0.09L	0.36L	0.10L	0.23L	0.06L	1.64L	0.41L
Georgia	0.24L	0.06L	0.29L	0.07L	0.47L	0.12L	0.39L	0.11L	0.18L	0.05L	1.56L	0.41L
California	0.26L	0.07L	0.36L	0.08L	0.36L	0.09L	0.31L	0.08L	0.27L	0.07L	1.55L	0.39L
North Carolina	0.46L	0.13L	0.16L	0.04L	0.31L	0.07L	0.25L	0.07L	0.29L	0.08L	1.47L	0.39L
Michigan	0.33L	0.06L	0.32L	0.07L	0.30L	0.06L	0.31L	0.08L	0.27L	0.07L	1.53L	0.35L
Ohio	0.34L	0.08L	0.26L	0.06L	0.26L	0.06L	0.24L	0.06L	0.33L	0.07L	1.43L	0.33L
Texas	0.29L	0.07L	0.16L	0.04L	0.30L	0.08L	0.25L	0.07L	0.26L	0.06L	1.27L	0.32L
Florida	0.33L	0.09L	0.23L	0.07L	0.21L	0.05L	0.30L	0.06L	0.16L	0.03L	1.22L	0.30L
Grand Summa ry:	3.06L	0.75L	2.74L	0.69L	3.36L	0.82L	3.11L	0.80L	2.86L	0.70L	15.13L	3.77L

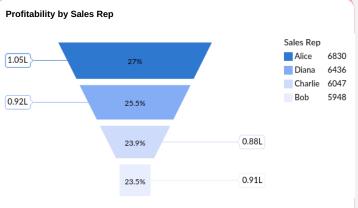
# Category Electronics Furniture 4.94L Office Supplies 4.96L

### Profit Margin by State (Color-Coded)

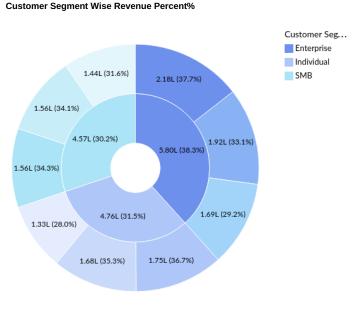
State	Profit Margin %
California	25.3%
Florida	24.8%
Georgia	26.2%
Illinois	25.7%
Michigan	22.8%
New York	24.4%
North Carolina	26.6%

More









c	Channel	Preference by Custom	er Se	gment					
Total Reven		5.80L		4.76L		4.57L			
Re	5L	2.96L		2.26L		4.37L 2.27L			
Ota	01	2.84L		2.50L		2.29L			
	OL -	Enterprise		Individual		SMB			
	Customer Segment								
Ch	Channel								
	Online Retail								

## **Region-wise Performance Metrics**

Region	State	Channel	Total Units Sold	Total Revenue	Total Profit	Profit Margin %
East			6392	3.83L	0.98L	25.5%
North			6902	4.11L	1.00L	24.4%
South			6134	3.62L	0.90L	25.0%
West			5833	3.56L	0.89L	24.9%
Grand Summary:			25261	15.13L	3.77L	24.9%

# **Expanded Views**

# Profit Margin by State (Color-Coded)

State	Profit Margin %
California	25.3%
Florida	24.8%
Georgia	26.2%
Illinois	25.7%
Michigan	22.8%
New York	24.4%
North Carolina	26.6%
Ohio	23.1%
Pennsylvania	25.4%
Texas	24.8%
Grand Summary:	24.9%