

Present by  
Rajasri

# Full Company Performance Analysis - Executive Summary

Total Cost Price

596.75K

Total Revenue

1.589M

Total Profit

372.45K

Total Quantity Sold

120

Category

All

Products

All

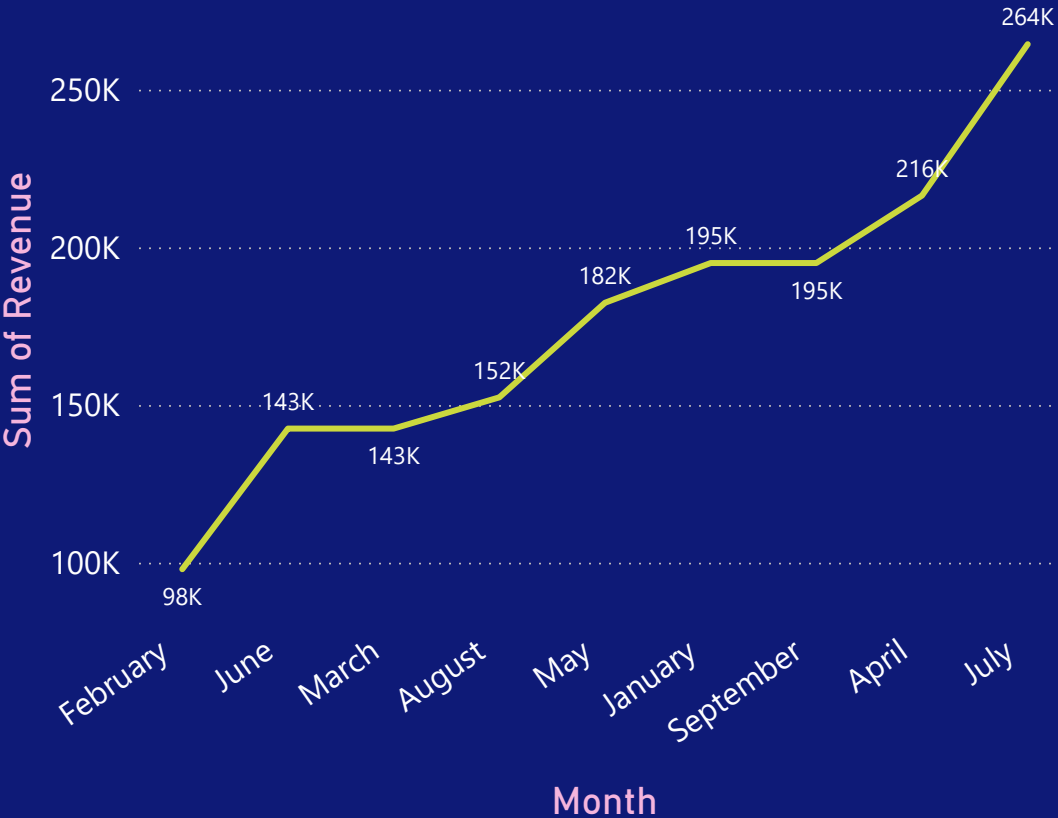
Segment

All

Sales Rep

All

Sum of Revenue by Month



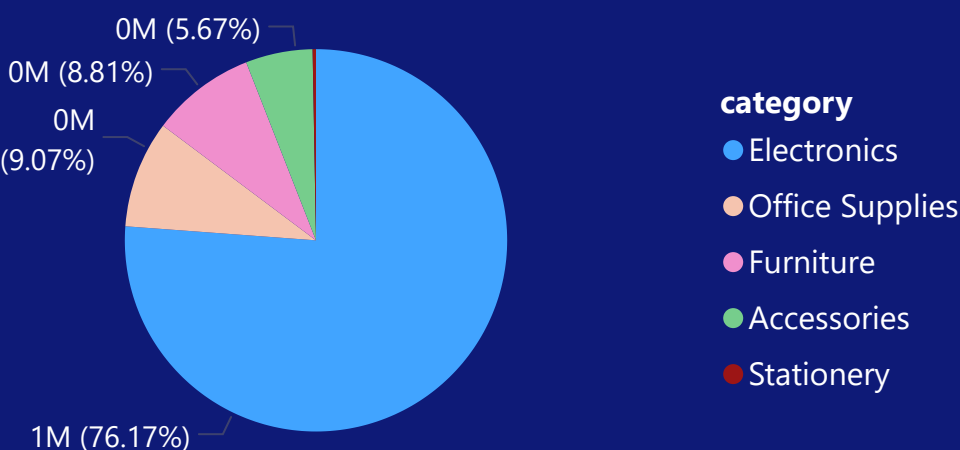
Sum of Revenue by city



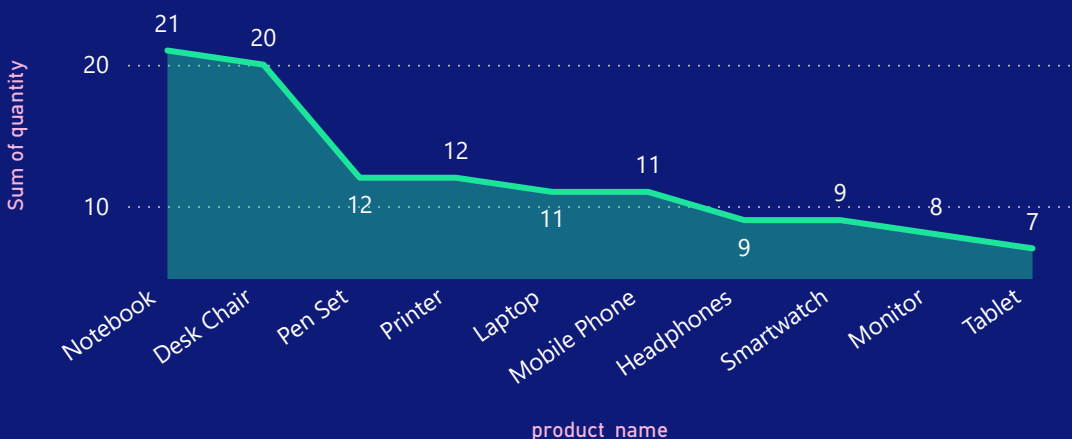
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# Full Company Performance - Product Analysis

Sum of Revenue by category



Sum of quantity by Products



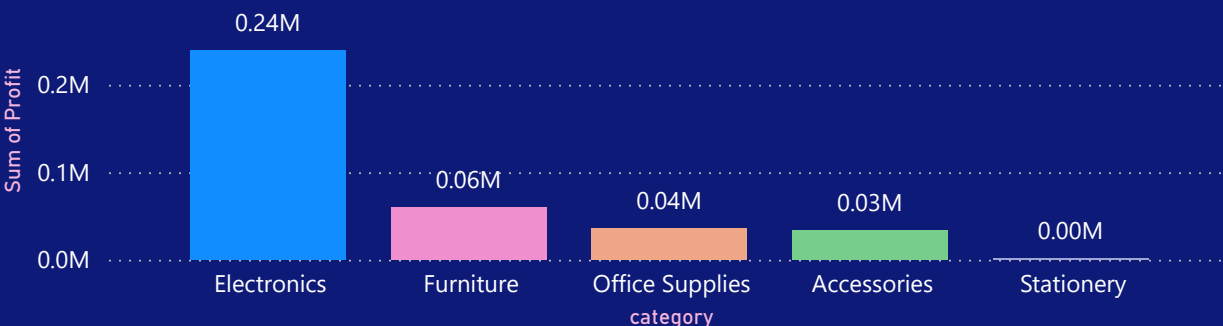
Product Revenue Leaderboard

Product_name	Total Revenue
Laptop	605000
Mobile Phone	275000
Tablet	210000
Printer	144000
Desk Chair	140000
Monitor	120000
Smartwatch	72000
Headphones	18000
Pen Set	2400
Notebook	2100
Total	1588500

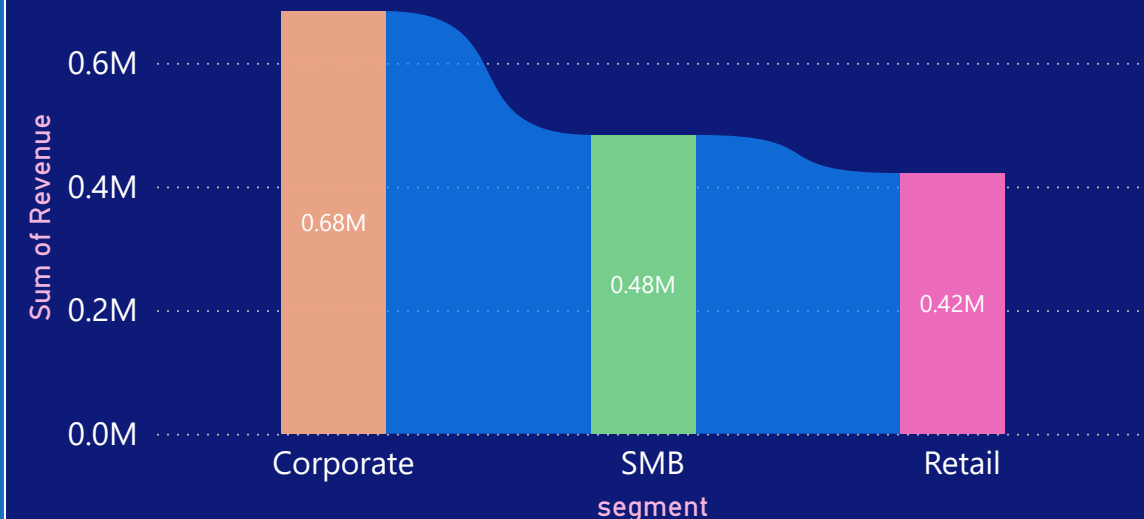
Product Profit Leaderboard

Product_name	Total Profit
Laptop	110000
Desk Chair	60000
Mobile Phone	55000
Monitor	40000
Printer	36000
Tablet	35000
Smartwatch	27000
Headphones	7200
Pen Set	1200
Notebook	1050
Total	372450

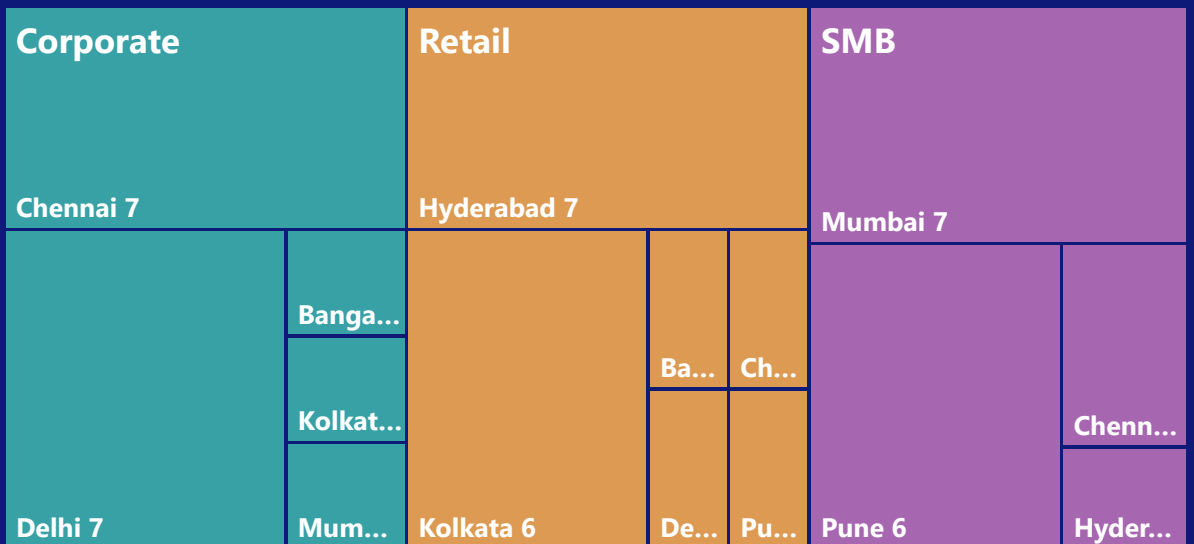
Sum of Profit by category



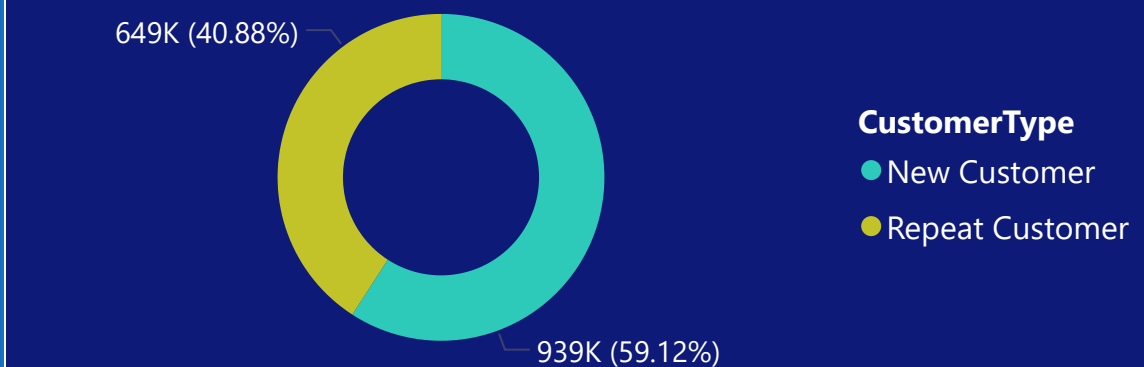
## Sum of Revenue by segment



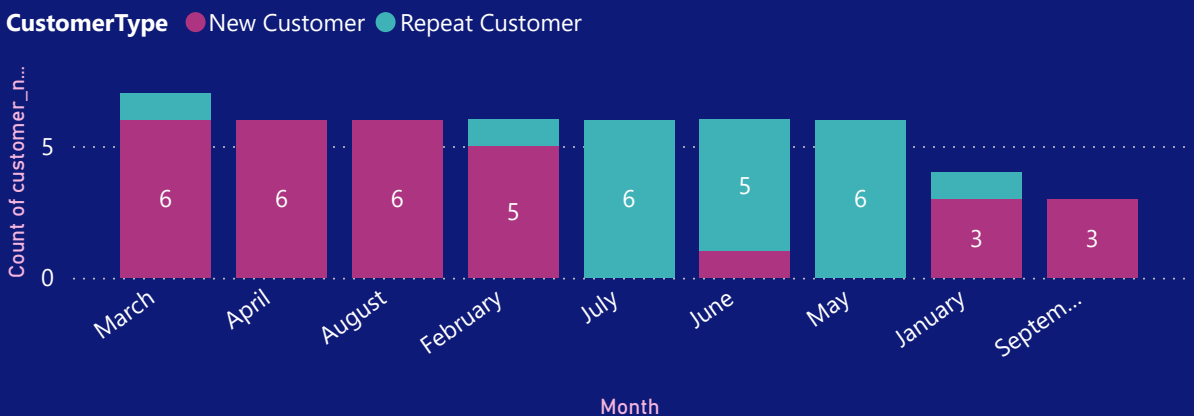
## Count of city by segment and city



## Sum of Revenue by CustomerType



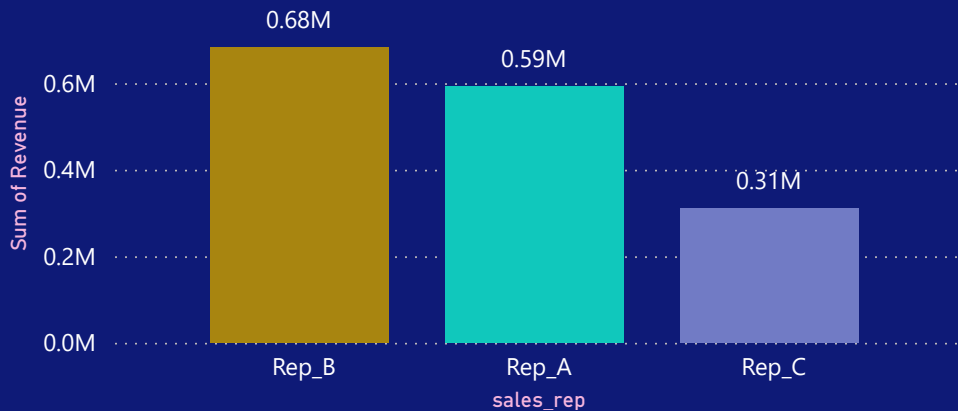
## Count of Customer by Month and Customer Type



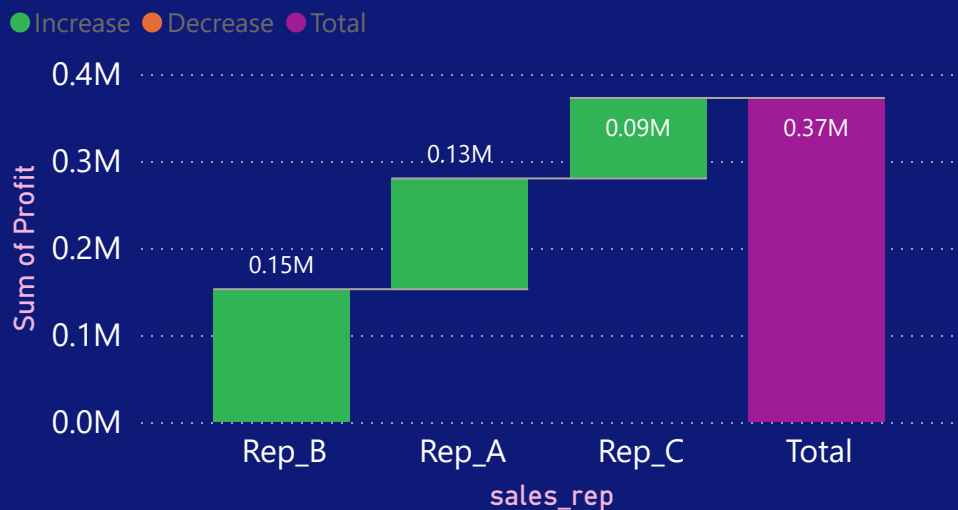
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# Full Company Performance - Sales Analysis

Sum of Revenue by sales\_rep



Sum of Profit by sales\_rep



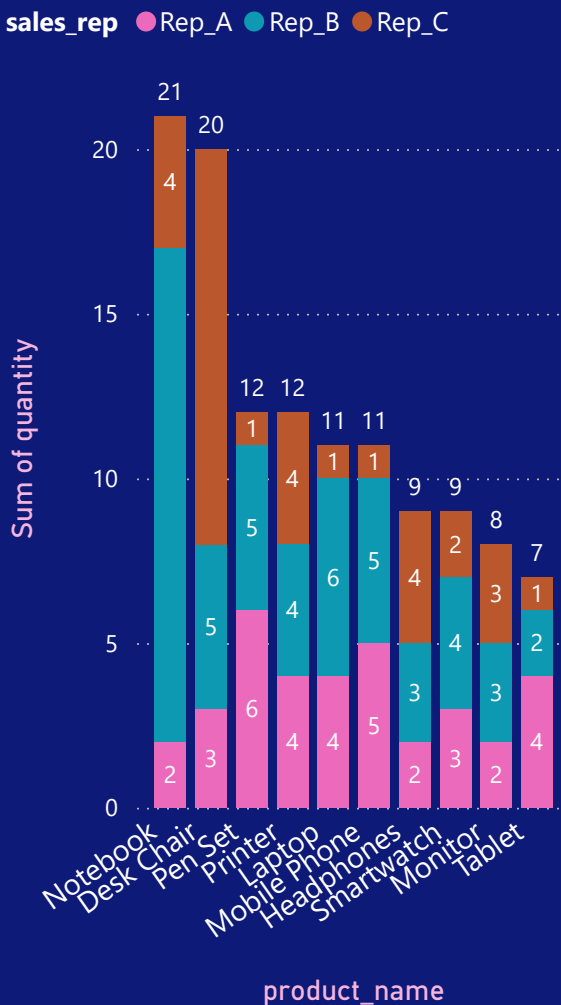
Sales Rep Leaderboard

Sales_rep	Total Revenue	Total Profit	Total quantity
Rep_B	683500	152650	52
Rep_A	593400	127300	35
Rep_C	311600	92500	33
Total	1588500	372450	120

Top 5 Customer Leaderboard

Top 5 Customer	Total Revenue	Total Profit	Total quantity
AJAY	316000	66000	11
MANO	198800	38000	14
ARVIND	165000	30000	3
KUMAR	164500	45050	18
MEENA	141500	29250	11
Total	985800	208300	57

Product wise Total orders by Sales\_rep



## **Key Business Insights**

- **Electronics (esp. Laptops) are the backbone of revenue and profit.**
- **Corporate customers are the most valuable segment.**
- **Repeat customers drive majority of revenue → retention strategy is working.**
- **Rep\_B is the star performer → could be benchmarked for best practices.**
- **Top 5 customers are highly concentrated → dependency risk if any churn.**
- **Seasonality → Q1/Q2 strong, Q3 weak → marketing push needed in low months.**
- **Furniture (Desk Chair) shows high profit margin → opportunity to expand.**