

SALES PERFORMANCE

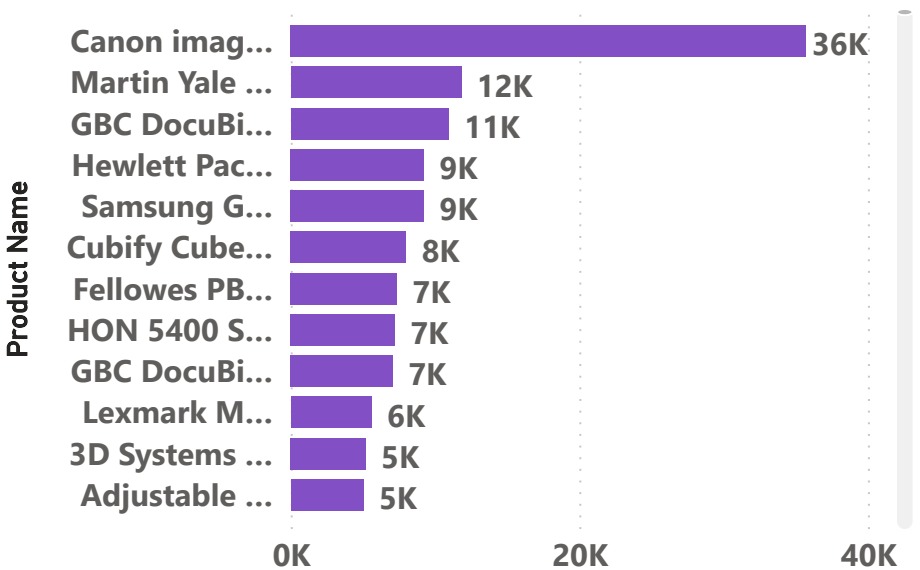
2013

2014

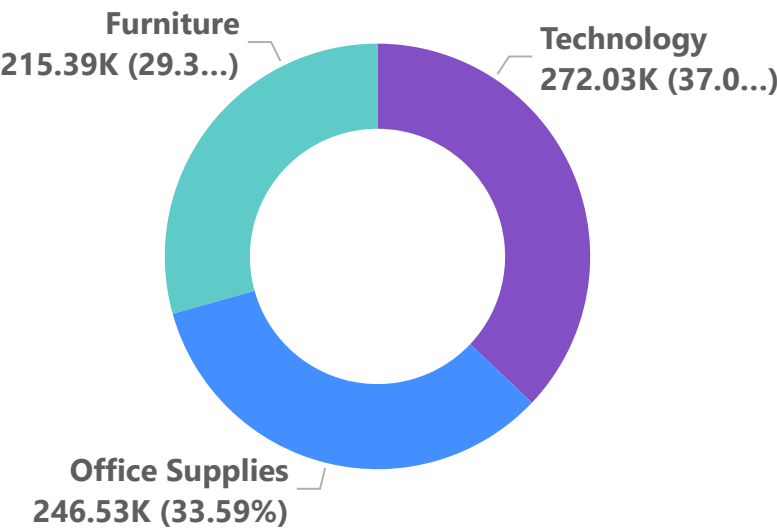
2015

2016

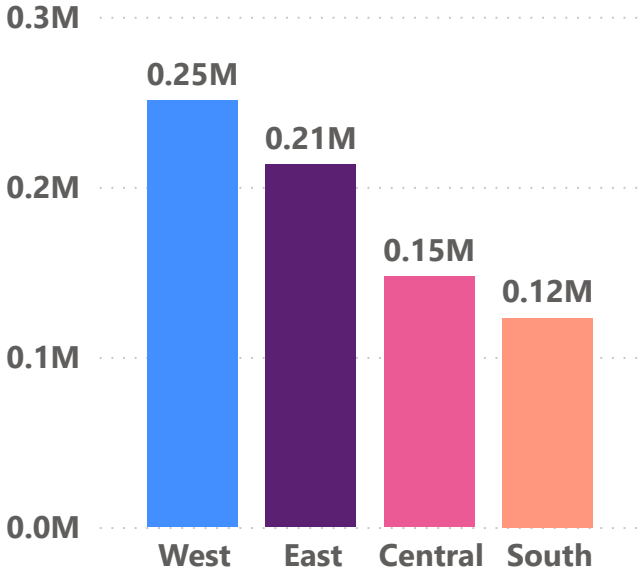
Sales by Products



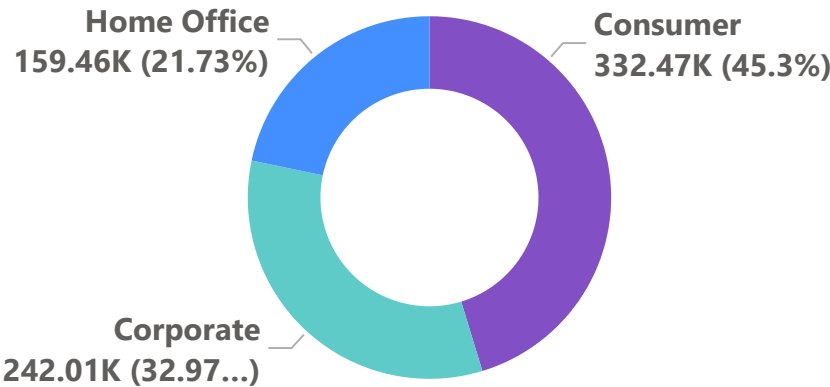
Sum of Sales by Category



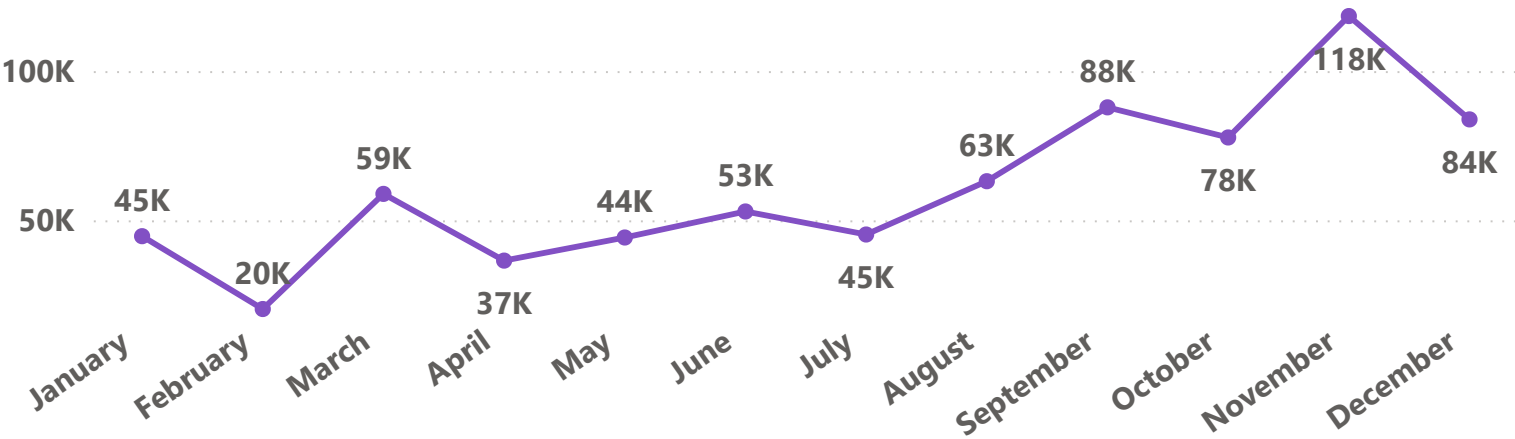
Sales by Region



Sum of Sales by Segment



Sum of Sales by Month



Business Key Insights

- The **West** leads all regions with over **\$725K in sales** and **\$108K in profit**, making it the strongest performing region overall.
- **Technology (Consumer Segment)** is Most Profitable-It generates the **highest revenue (\$406K)** and **profit (\$70K)**, highlighting it as the most lucrative category-segment pair.
- Canon Copier is Top Product (**Canon image CLASS 2200 Advanced Copier**) leads in product sales (**\$61K**) and profit (**\$25K**), making it a key driver of profitability.
- **Technology** is most profitable in category field across all years.
- **The South region**, despite having the **lowest sales (\$392K)**, has a relatively strong profit margin, indicating efficient operations or favorable cost structures.