

Business Performance Overview

Total Sales

2.30M

Total Profit

286.40K

Total Orders

5009

Total customers

793

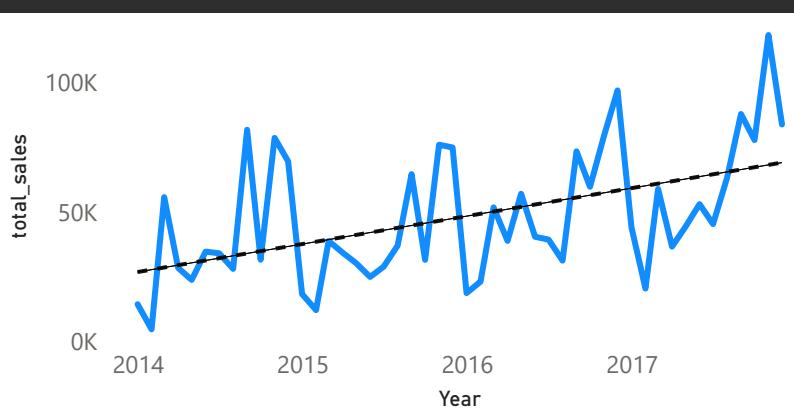
Profit Margin%

12.47%

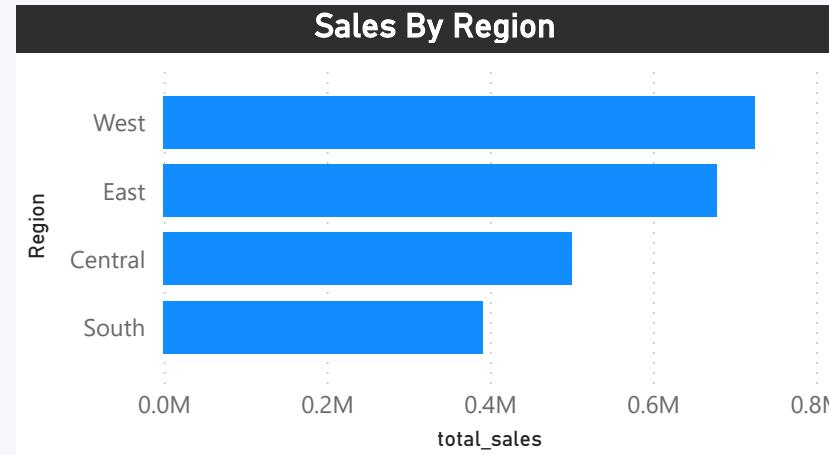
Sales YOY%

46.9%

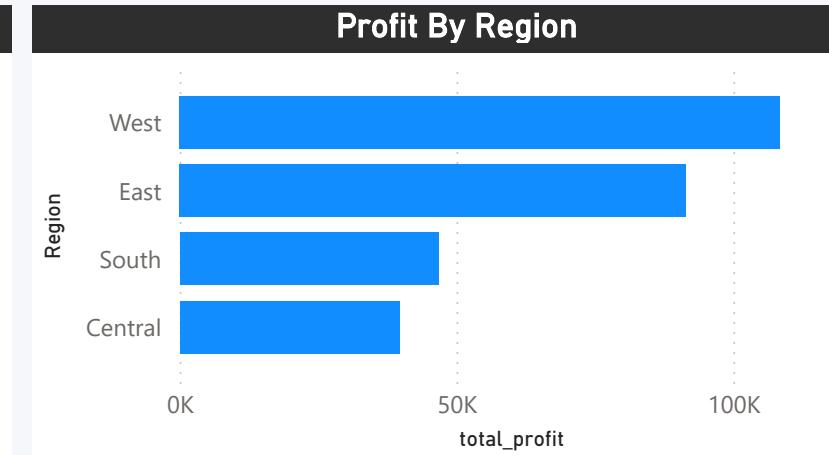
Sales Trend (Year-Month)



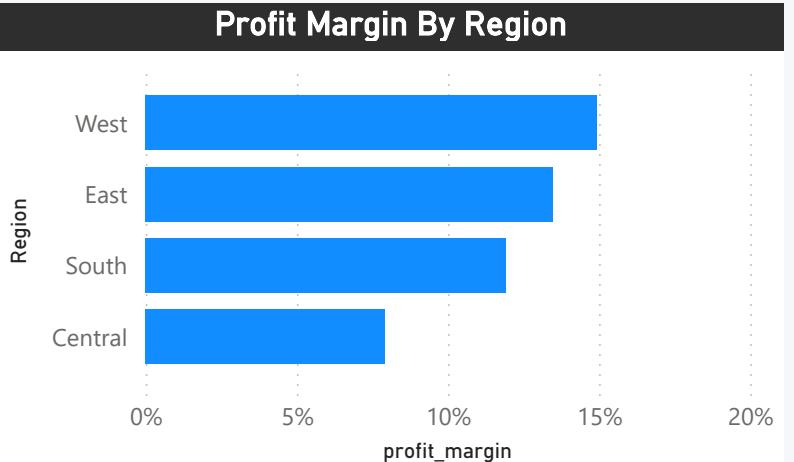
Sales By Region



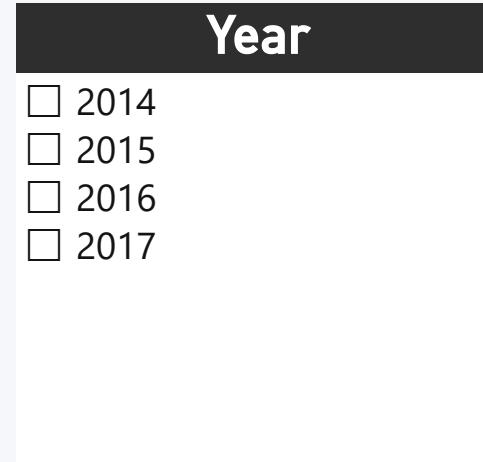
Profit By Region



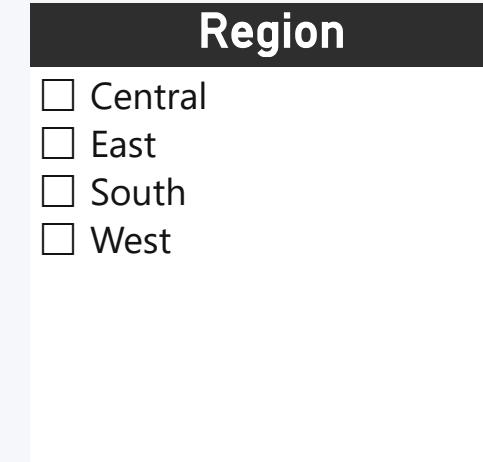
Profit Margin By Region



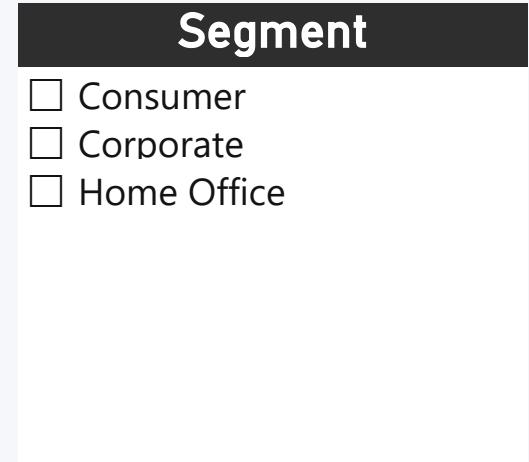
Year



Region



Segment



PRODUCT & CUSTOMER PERFORMANCE ANALYSIS

Most profitable category

Technology

Most profitable SubCategory

Copiers

Lowest Margin Segment

Consumer

Revenue by Product Category

Category

Technology

Furniture

Office Supplies

0.0M 0.5M 1.0M
total_sales

Technology category contributes the highest share of total revenue, indicating strong demand in tech-related products.

Revenue by Customer Segment

Segment
Consumer
Corporate
Home Office

0M 1M
total_sales

Consumer segment contributes highest revenue share.

Profit by Product Sub-Category

Sub-Category
Copiers
Phones
Accessories
Paper
Binders
Chairs
Storage

0K 50K
total_profit

Copiers and Phones are top profit drivers, while lower sub-categories show reduced margins.

Segment-wise Profitability

Segment
Consumer
Corporate
Home Office

0.0M 0.1M
total_profit

Consumer segment generates highest profit contribution.

Discount vs Profit Analysis

Sum of Profit

-10K -5K 0K 5K 10K

0 1 2 3 4
Sum of Discount

Higher discount levels correlate with declining profitability.

Strategic Expansion Recommendation

Break-Even Period (Months)

13.37 Months

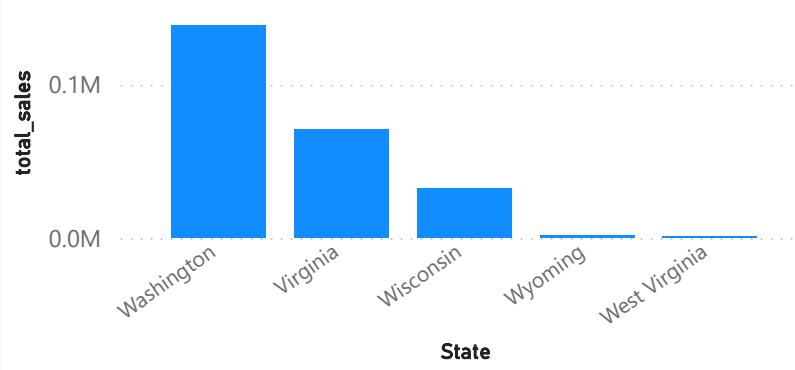
Return on Investment (ROI)

89.8%

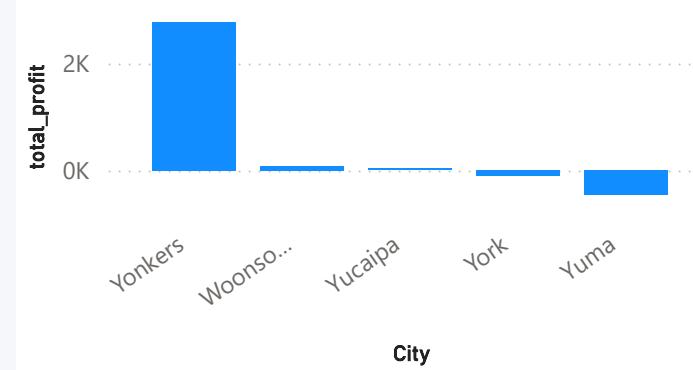
Estimated Annual Profit

₹ 449K

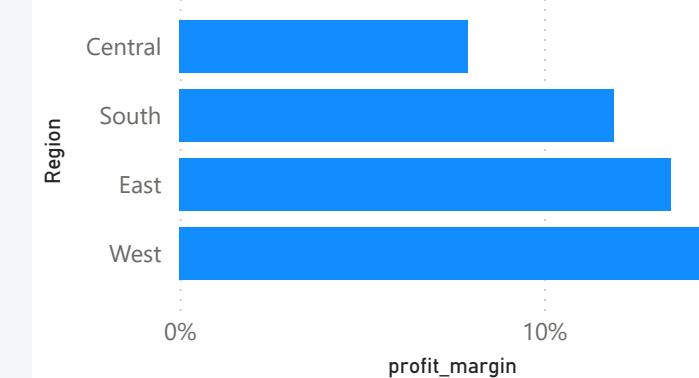
Top 5 High-Revenue States



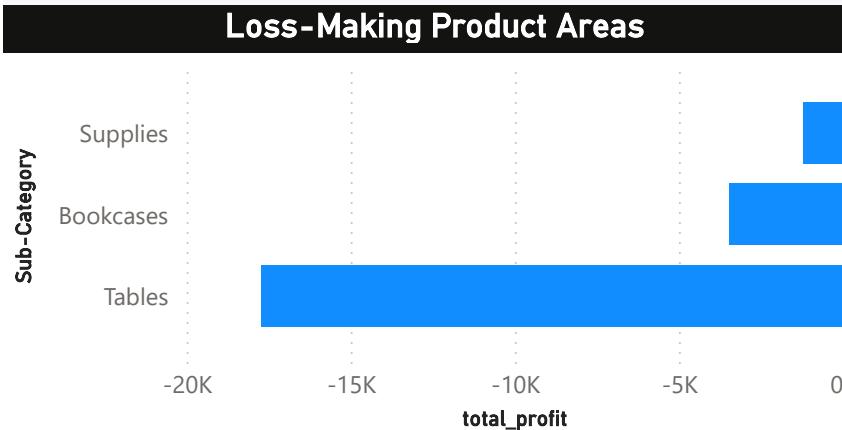
Top 5 Most Profitable Cities



Regions Requiring Pricing Optimization



Loss-Making Product Areas



Strategic Insights

- Financial outlook supports expansion strategy.
- Revenue concentration in Technology indicates strong growth potential.
- Discount sensitivity is directly impacting margin performance.
- Margin improvement opportunities exist in underperforming regions.
- Portfolio rationalization required for loss-making product lines.

Strategic Recommendation

- Expansion is financially viable (Break-even ~13 months, ROI ~89%).
- Focus expansion in high-profit cities.
- Prioritize Technology category growth.
- Optimize discount levels to protect margins.
- Improve performance in low-margin regions.