

■ Business Performance Report

This report gives a simple, visual overview of how the business is performing. You can understand everything at a glance — no technical or business knowledge required.

■ Key Business Numbers

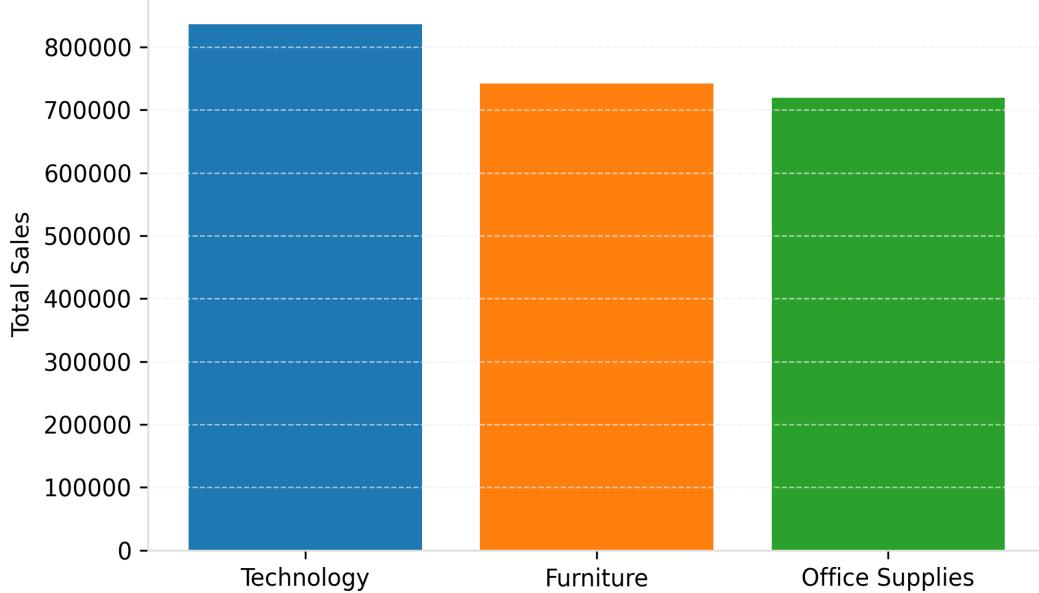
Metric	Value
Total Sales	2297073
Total Profit	286359
Avg Profit Ratio	12.04
Avg Discount	0.16
Avg Shipping Days	3.96

How to read this: These numbers show overall sales, profit, discounts, and delivery performance. Higher sales and profit are good. Lower shipping days are better.

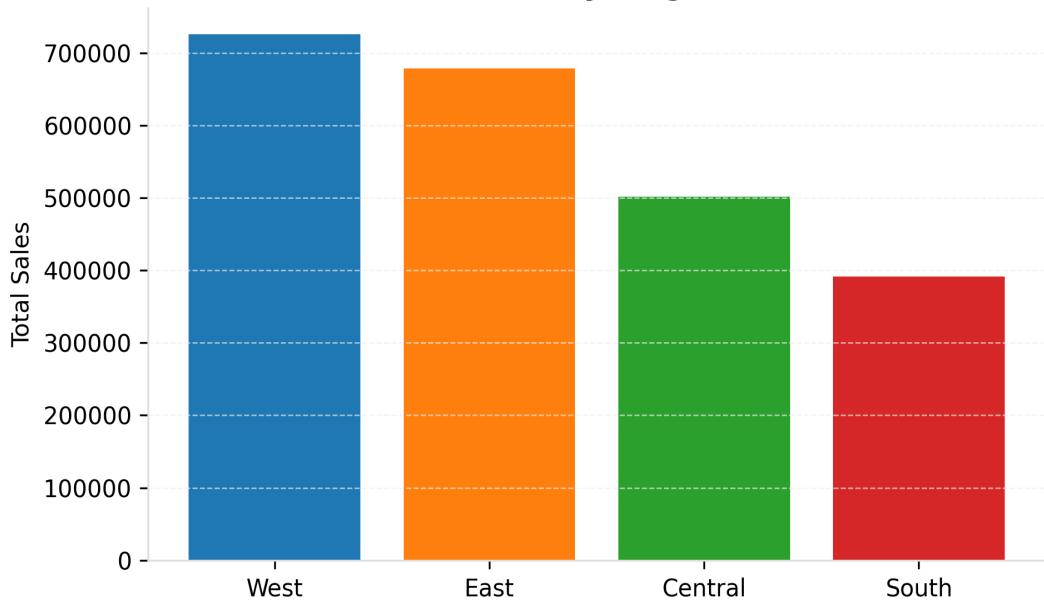
■ Sales Insights

This section explains where the money is coming from and which areas perform best.

Sales by Category



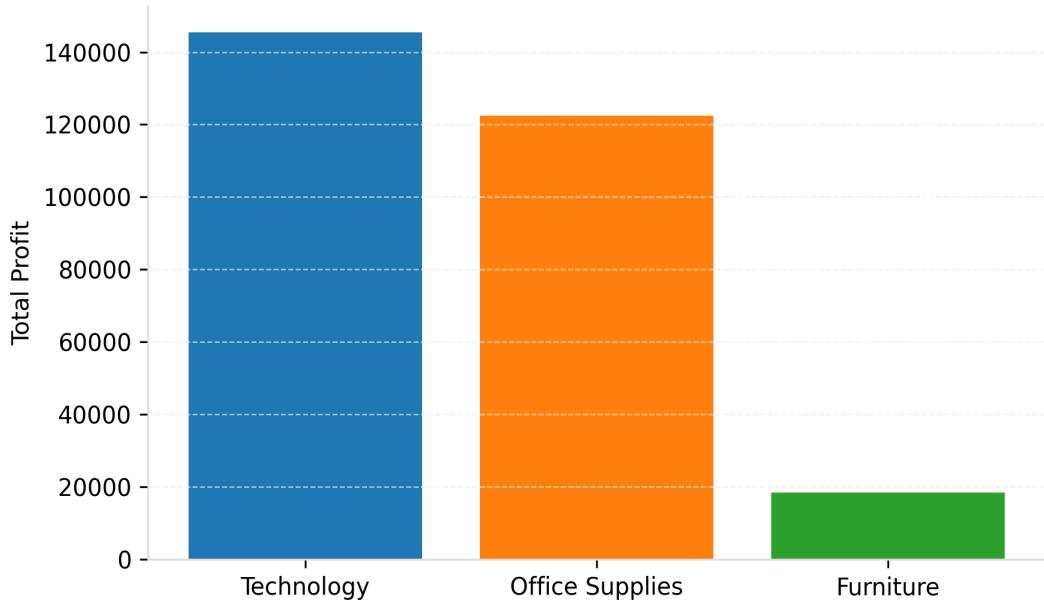
Sales by Region



■ Categories and regions with taller bars generate more revenue. These are the strongest parts of the business.

■ Profitability Insights

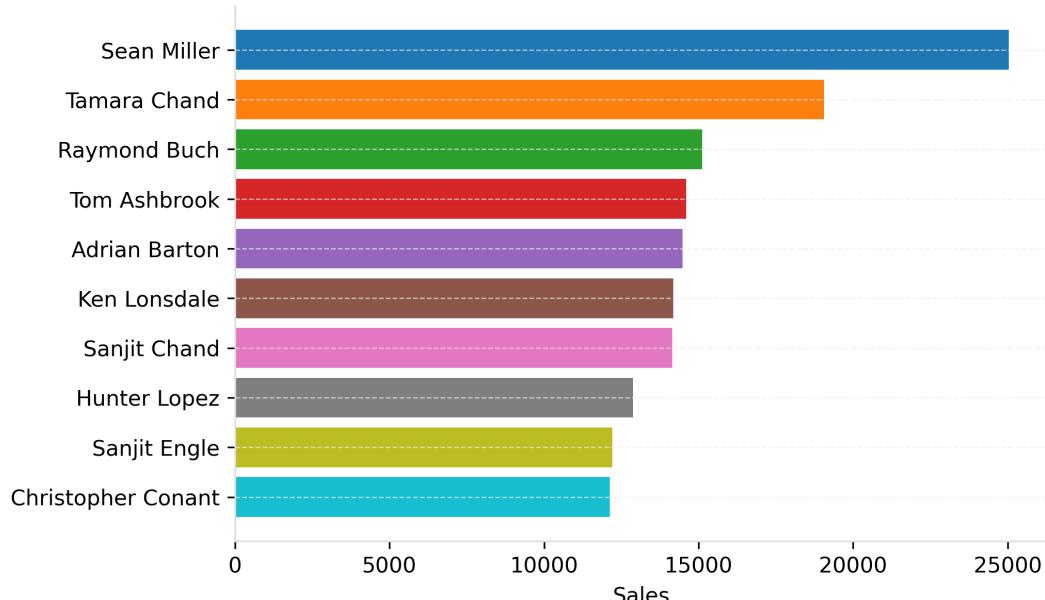
Profit by Category



Profit shows real earnings after costs. Some categories may sell well but earn less profit — those need attention.

■ Customer Insights

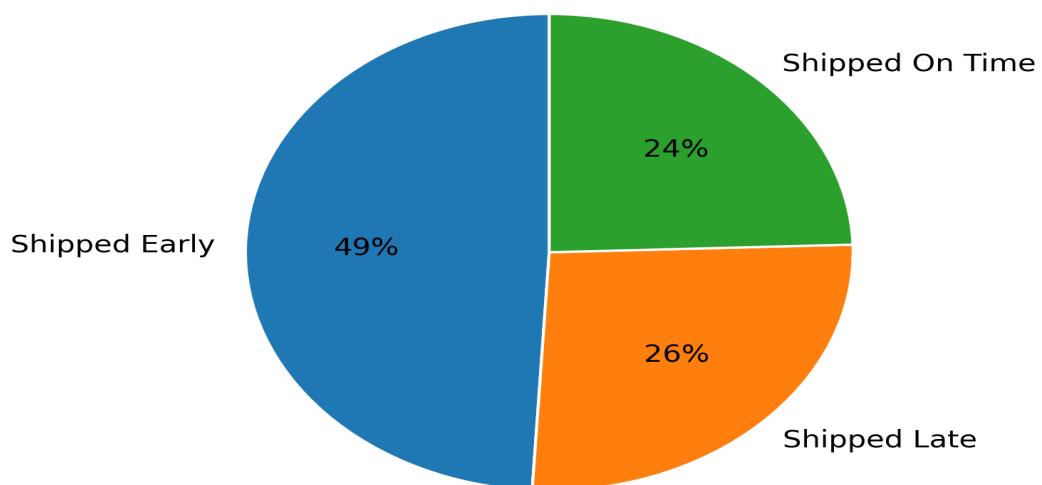
Top 10 Customers by Sales



Top customers contribute the most to revenue. Keeping these customers happy is very important.

Delivery & Shipping Insights

Shipping Status Distribution

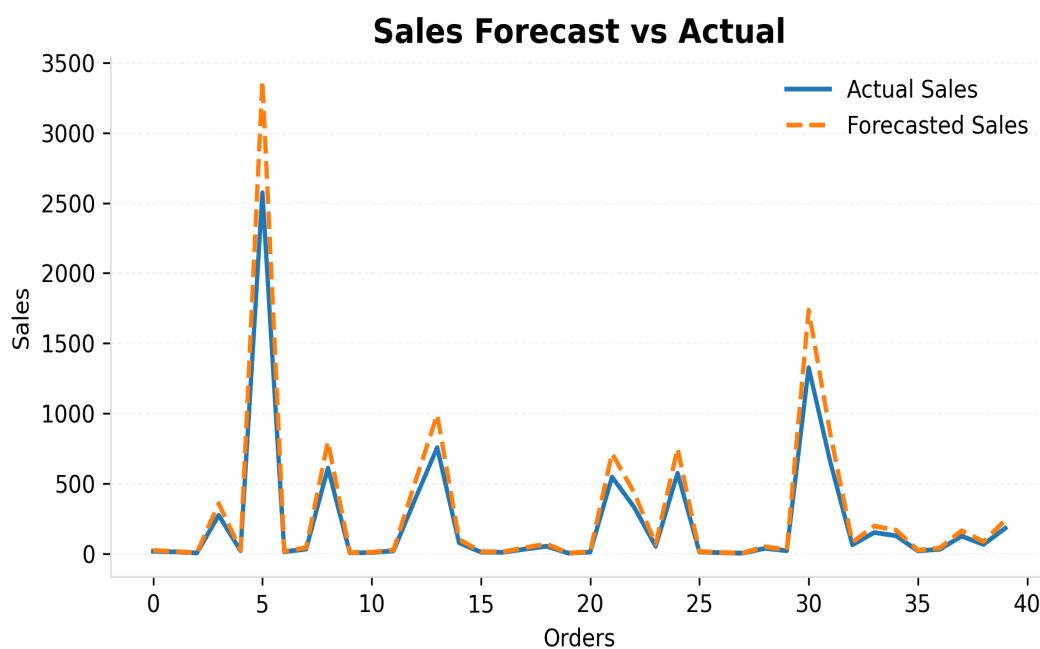


Average Shipping Duration



Fast and reliable delivery improves customer satisfaction. Delays can reduce repeat purchases.

Sales Forecast Accuracy



This compares predicted sales vs actual sales. Closer lines mean better planning and forecasting.

One-Look Business Summary

- ✓ The business performance can be understood quickly using this report.
- ✓ Sales, profit, customers, and delivery are visually explained.
- ✓ This report helps in making better decisions without technical knowledge.