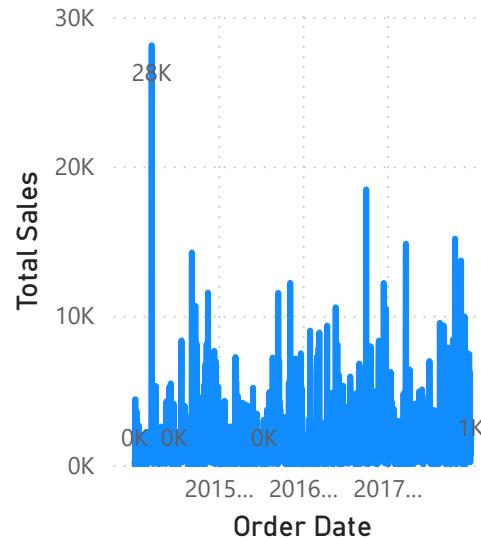
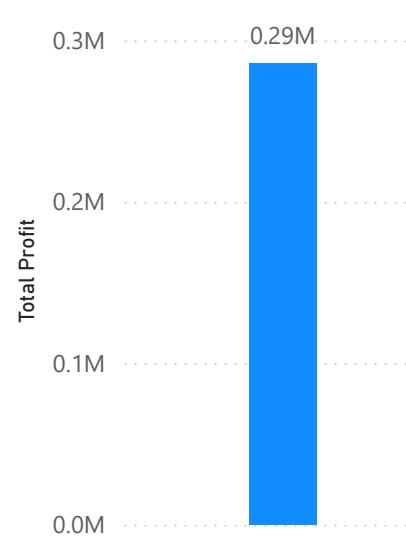


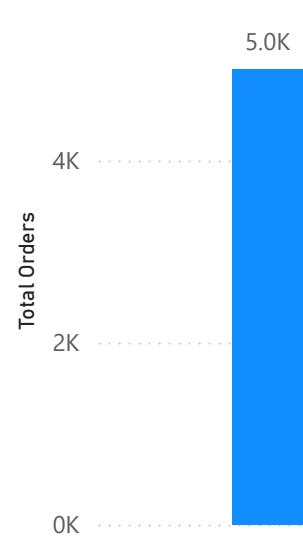
Total Sales by Order Date



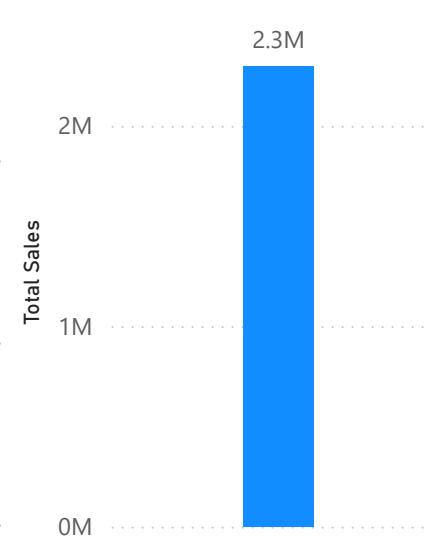
Total Profit



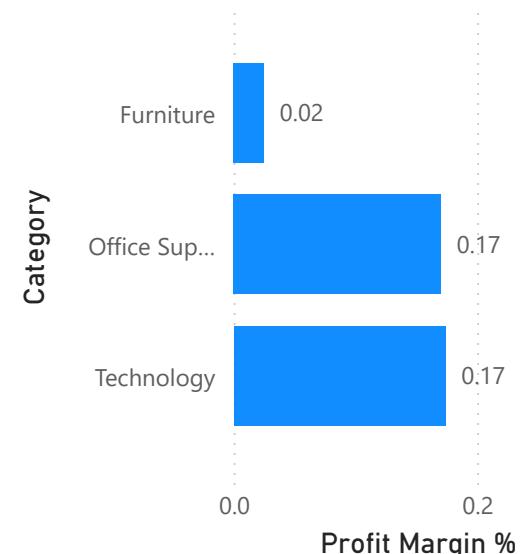
Total Orders



Total Sales



Profit Margin % by Category



Total Profit by Region and Category

Category ● Furniture ● Office Supplies ● Technology



Section Content

Overall KPI Review

While **Total Sales** show a healthy growth trend over the years, the **Total Profit Margin** stands at a suboptimal level of [Your Calculated Margin %]. This indicates a structural efficiency problem rather than a lack of market demand.

Issue Diagnosis (The Flaw)

- Geographic Loss Center:** The **Central Region** is identified as the primary contributor to overall profit erosion. When filtered, this region shows a net loss of [Filter and find the specific loss amount], primarily due to aggressive discounting.
- Product Line Inefficiency:** The **Furniture** product category consistently exhibits the **lowest Profit Margin** and is the main driver of losses within the problem regions. This suggests that current pricing or supply chain costs for Furniture are unsustainable.

Actionable Business Proposals

- Immediate Policy Change (Risk Mitigation):** Implement an **immediate cap on the Discount Rate** for the **Furniture** category in the **Central Region**. This is critical for stopping the bleeding from the highest loss center.
- Strategic Investment (Growth Acceleration):** Redirect marketing and logistics investment toward the **Technology** category, which demonstrates the highest profit efficiency. Focus this investment on high-demand, low-profit areas like the Central Region to boost the overall margin.
- Process Review (Long-Term Fix):** Launch a full review of the **logistics and inventory management costs** associated with the **Furniture** category company-wide.