

Sales Overview



Year

2014

2016

2015

2017

Category

Furniture

Technology

Office Supplies

Region

Central

South

East

West

Segment

Consumer

Home Office

Corporate

Ship Mode

First Class

Second Class

Same Day

Standard Class

Total Sales

2.30M

Total Profit

286.41K

Avg Discount

15.62%

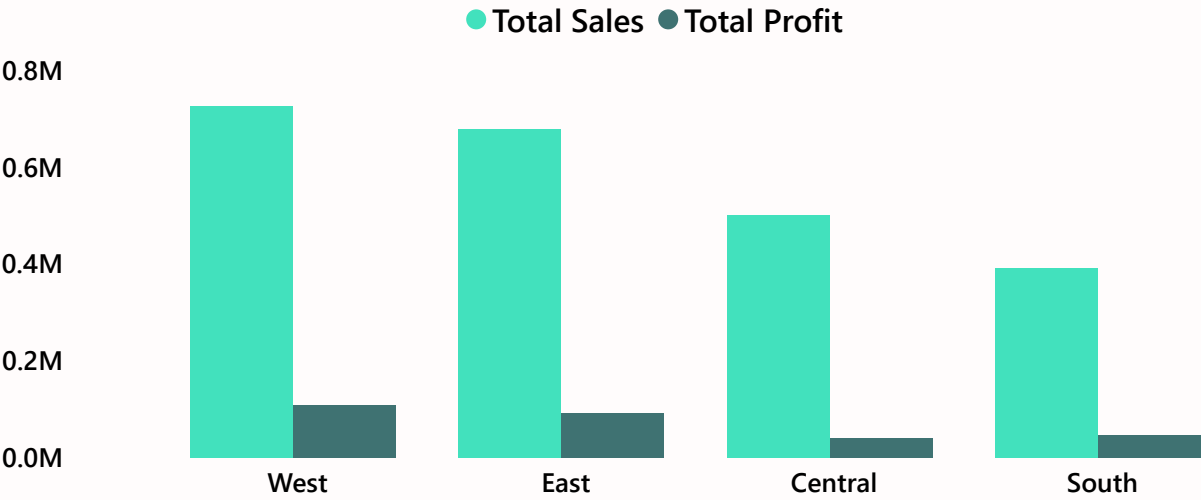
Total Orders

5009

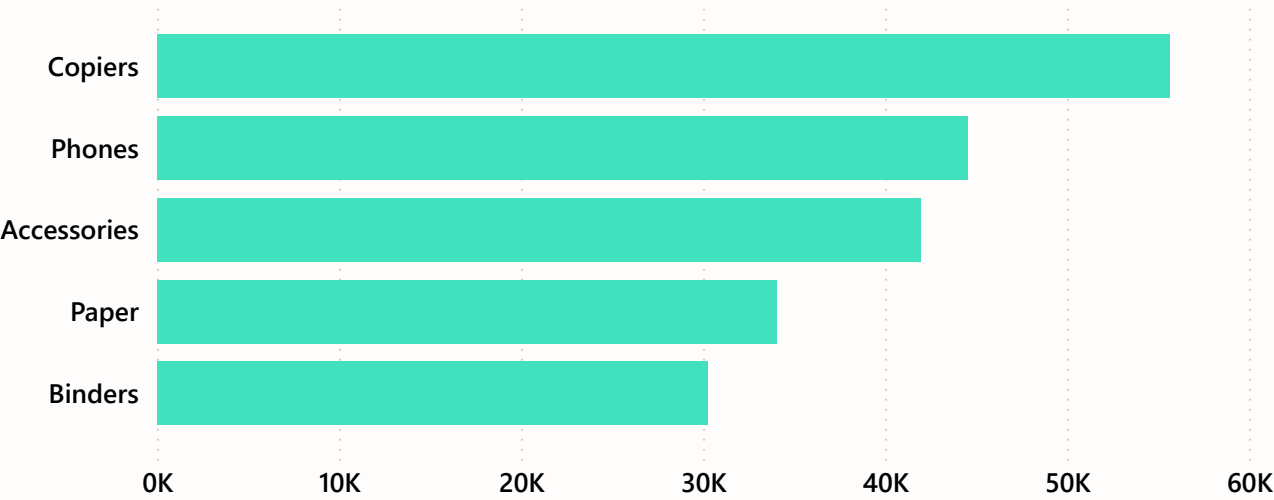
Best Selling Sub-Category

Phones

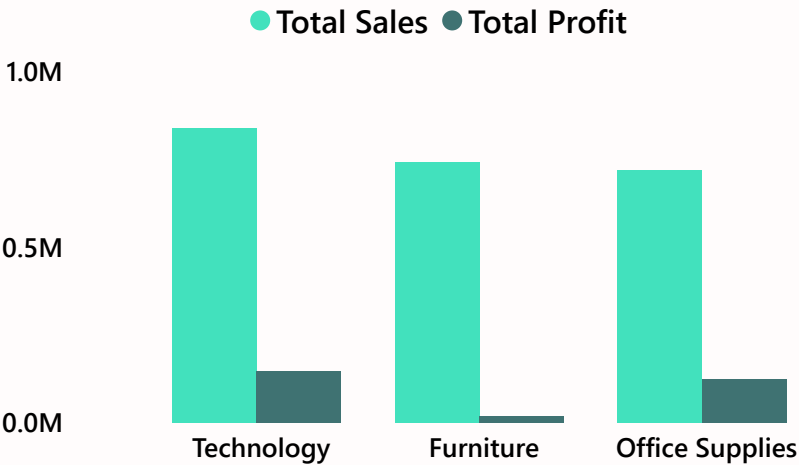
Total Sales & Profit by Region



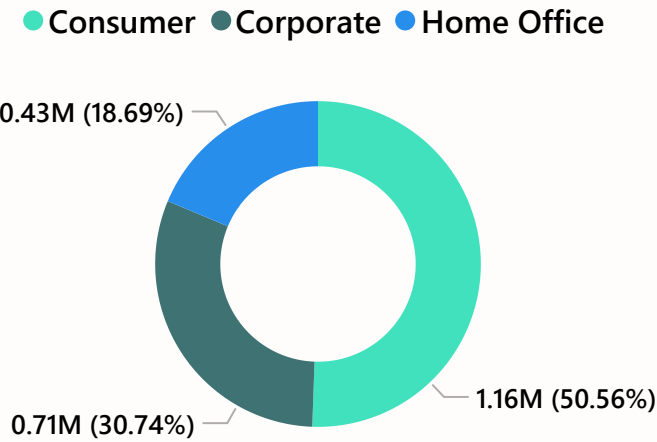
Top 5 Sub-Category by Profit



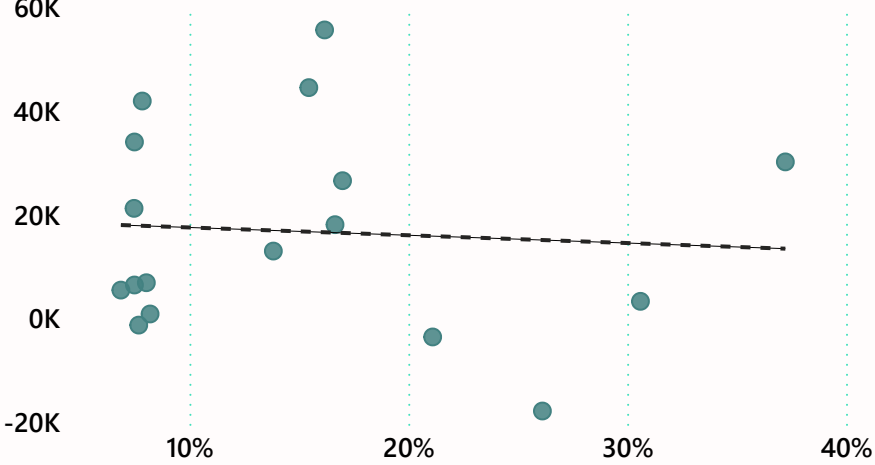
Total Sales & Profit by Category



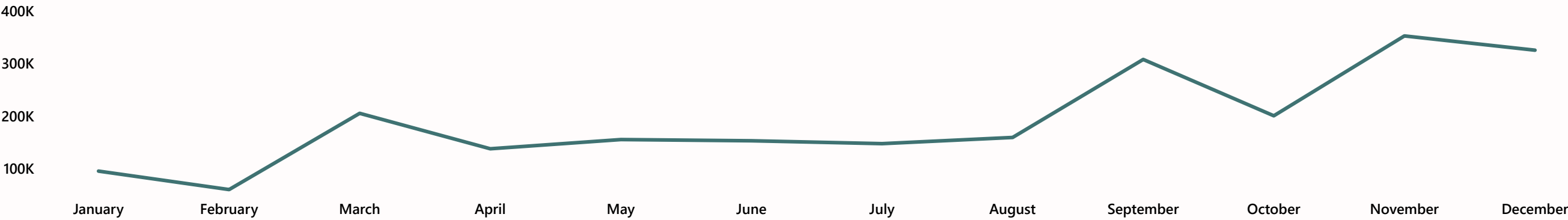
Total Sales by Segment



Profit vs Discount by Sub-Category



Total Sales by Month





Sub-Category	Total Orders	Total Quantity	Total Cost	Total Sales	Total Profit
Accessories	718	2976	125,443.68	167,380.32	41,936.64
Appliances	451	1729	89,394.16	107,532.16	18,138.01
Art	731	3000	20,591.01	27,118.79	6,527.79
Binders	1316	5974	173,190.97	203,412.73	30,221.76
Bookcases	224	868	118,352.55	114,880.00	-3,472.56
Chairs	576	2354	301,565.51	328,167.73	26,602.23
Copiers	68	234	93,910.21	149,528.03	55,617.82
Envelopes	249	906	9,512.23	16,476.40	6,964.18
Fasteners	215	914	2,074.76	3,024.28	949.52
Furnishings	877	3563	78,646.02	91,705.16	13,059.14
Labels	346	1400	6,940.06	12,486.31	5,546.25
Machines	112	440	185,853.87	189,238.63	3,384.76
Paper	1191	5178	44,425.64	78,479.21	34,053.57
Phones	814	3289	285,491.32	330,007.05	44,515.73
Storage	777	3158	202,564.78	223,843.61	21,278.83
Supplies	187	647	47,862.64	46,673.54	-1,189.10
Tables	307	1241	224,691.01	206,965.53	-17,725.48
Total	5009	37871	2,010,510.41	2,296,919.49	286,409.08

Key Findings & Recommendations

. **Key Findings:**

- .1. Phones and Copiers are the most profit sub-categories.
- .2. The West region has the highest sales and profit.
- .3. The Consumer segment makes over 50% of total sales.
- .4. November is the best month for sales, February is the lowest.
- .5. Higher discounts often lead to lower profit.

. **Business Recommendations:**

- .1. Focus on top products like Phones and Copiers.
- .2. Avoid high discounts for low-profit items like Tables and Bookcases.
- .3. Increase marketing in the West and East regions.
- .4. Target the Consumer segment in future campaigns.
- .5. Use December for big promotions to boost sales.
- .6. Review shipping modes to reduce profit loss.
- .7.The company should focus on attracting more customers.