Dashboard

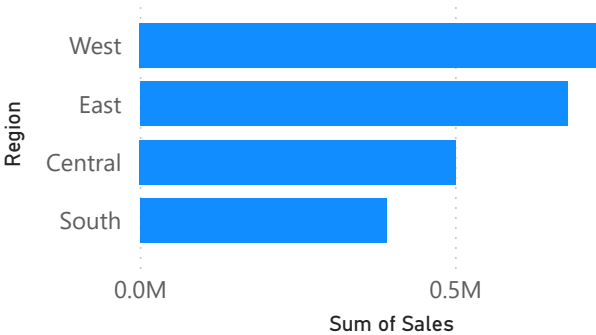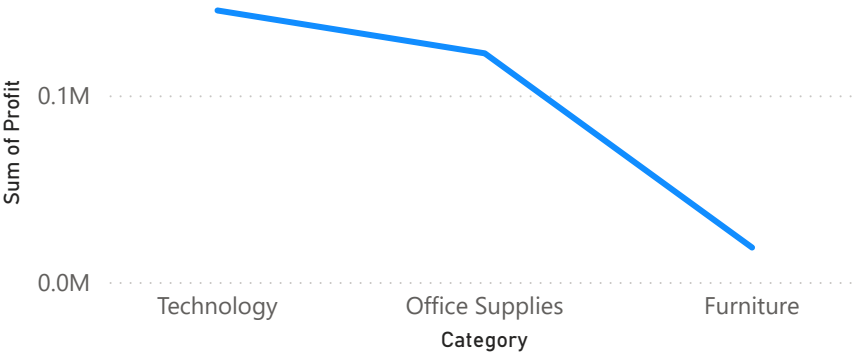## Sum of Sales by Region
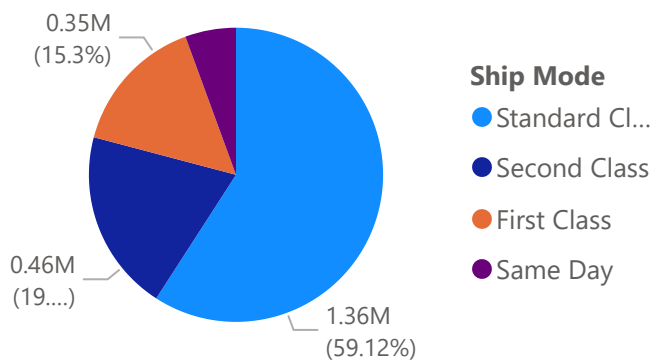

Sum of Profit by Category

38K

Sum of Quantity

Sum of Sales by Ship Mode

0.35M (15.3%)

0.46M (19....)

1.36M (59.12%)

Ship Mode
- Standard Cl...
- Second Class
- First Class
- Same Day

Sum of Profit by Segment

60.3K (21.05%)

134.12K (46.83%)

91.98K (32.12%)

Segment
- Consumer
- Corporate
- Home Office
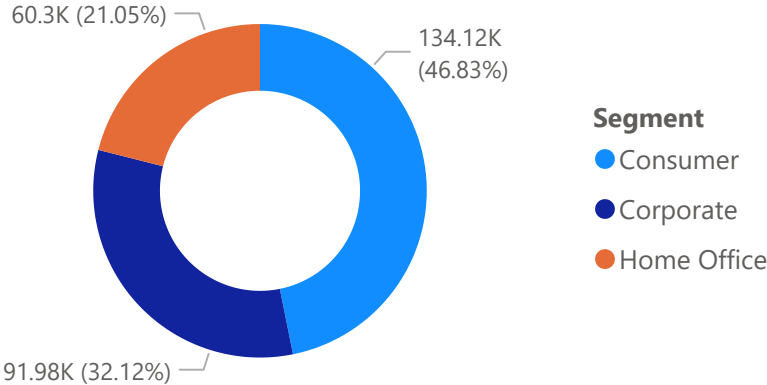
286.40K

Sum of Profit

2.30M

Sum of Sales

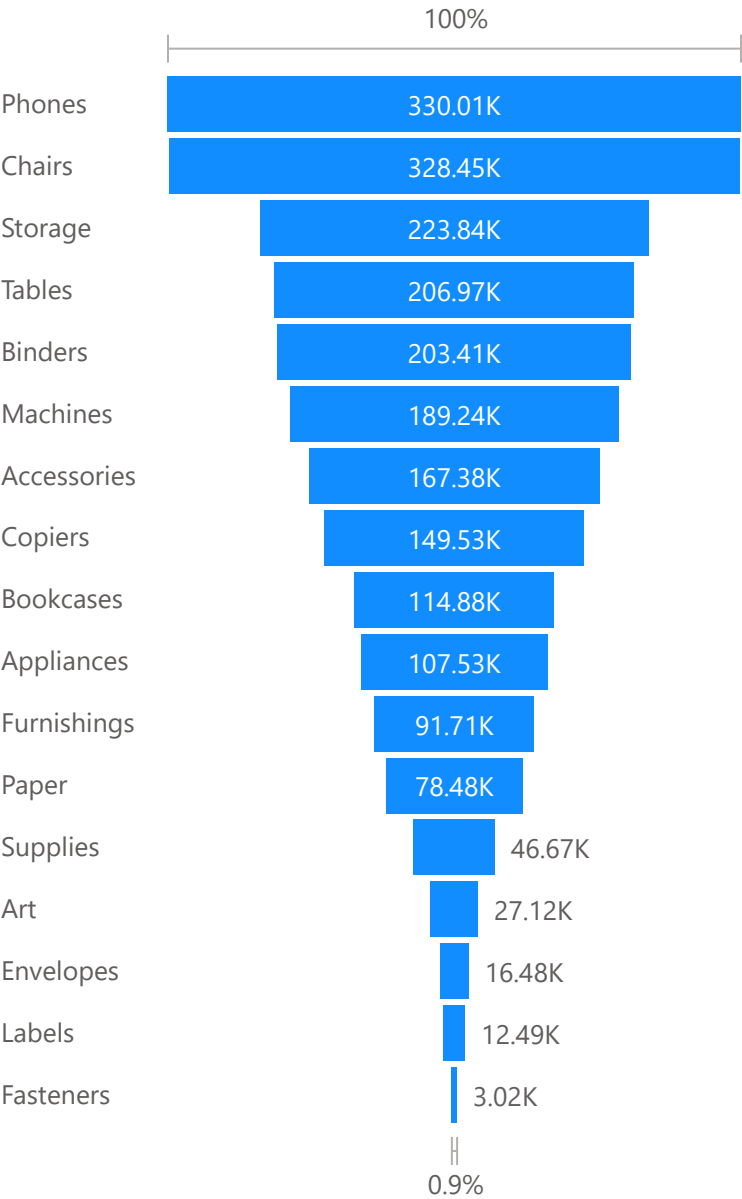## Sum of Sales by Sub-Category

Sub-Category	Sales
	100%
Phones	330.01K
Chairs	328.45K
Storage	223.84K
Tables	206.97K
Binders	203.41K
Machines	189.24K
Accessories	167.38K
Copiers	149.53K
Bookcases	114.88K
Appliances	107.53K
Furnishings	91.71K
Paper	78.48K
Supplies	46.67K
Art	27.12K
Envelopes	16.48K
Labels	12.49K
Fasteners	3.02K
	0.9%

Sum of Discount by Category

● Increase ● Decrease ● Total
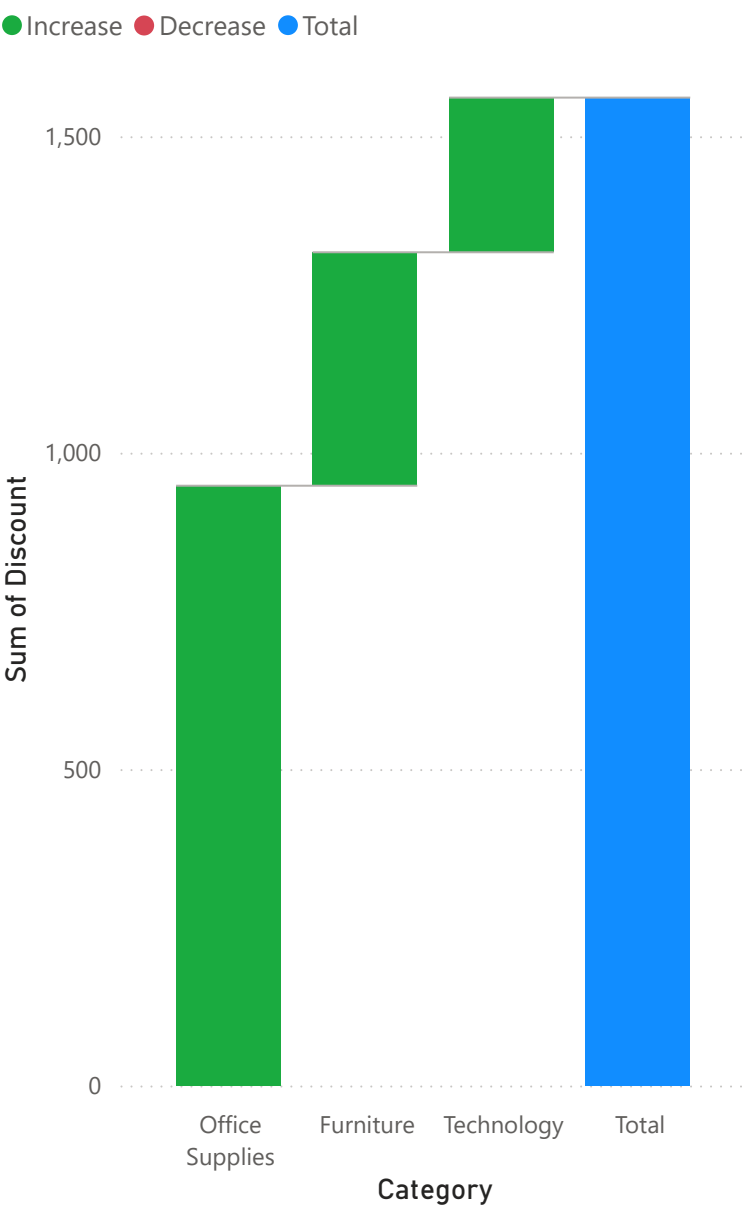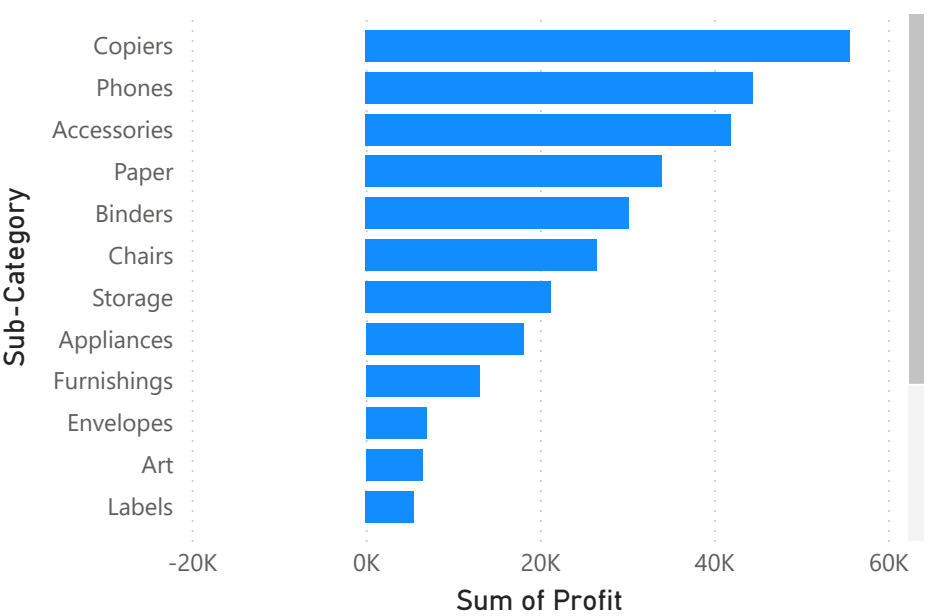

Sum of Quantity by Category
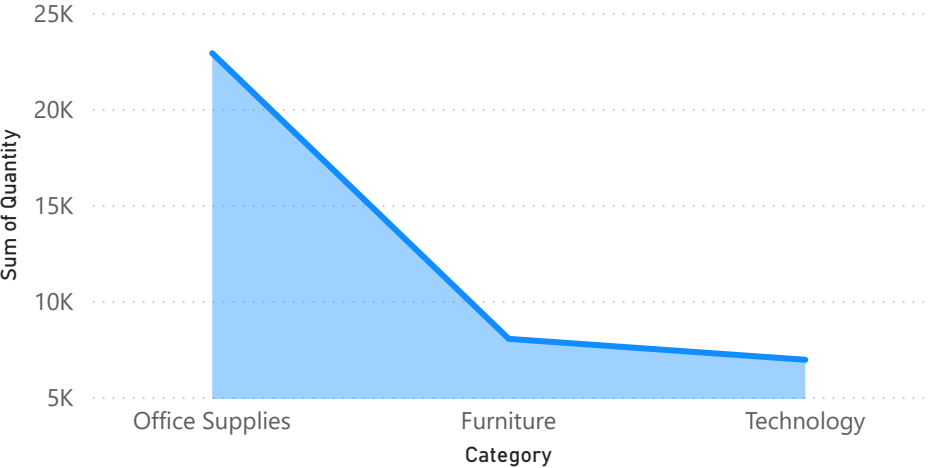
Sum of Profit by Sub-Category

Summary

Overall Sales and Profit trends show consistent growth, with **Technology** being the top-performing category.

Regional analysis reveals that the **West and East regions** generate the highest profits, while the **Central region** underperforms.

Sub-Category breakdown identifies **Chairs and Phones** as top sellers, but some categories like **Tables** and **Bookcases** are generating losses.

Customer Segment insights show **Corporate and Consumer segments** driving most revenue.

Discount impact analysis highlights that excessive discounts are correlated with negative profit, especially in Office Supplies.

Shipping analysis indicates that **Standard Class** is the most used ship mode but also associated with longer delivery times. Faster shipping may improve customer experience.

The calculated **Days to Ship** metric helps evaluate logistics efficiency across regions and segments.