

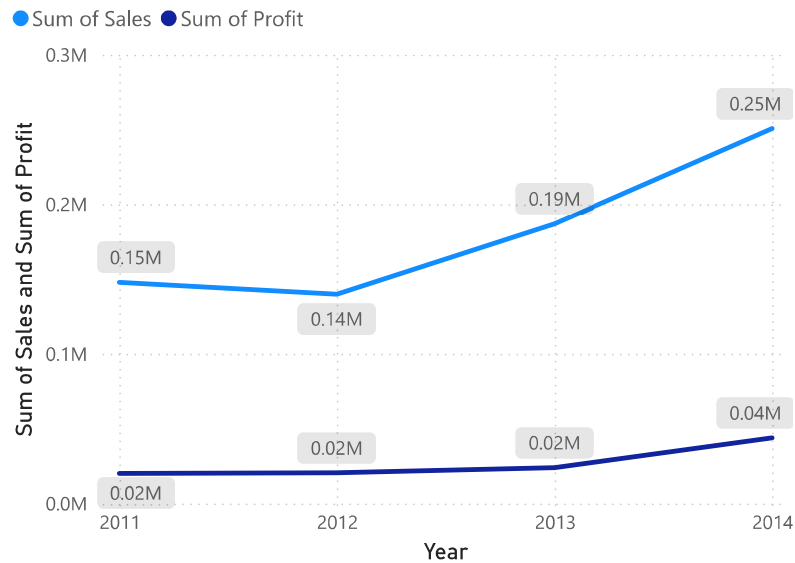


725.46K 108.42K 12K

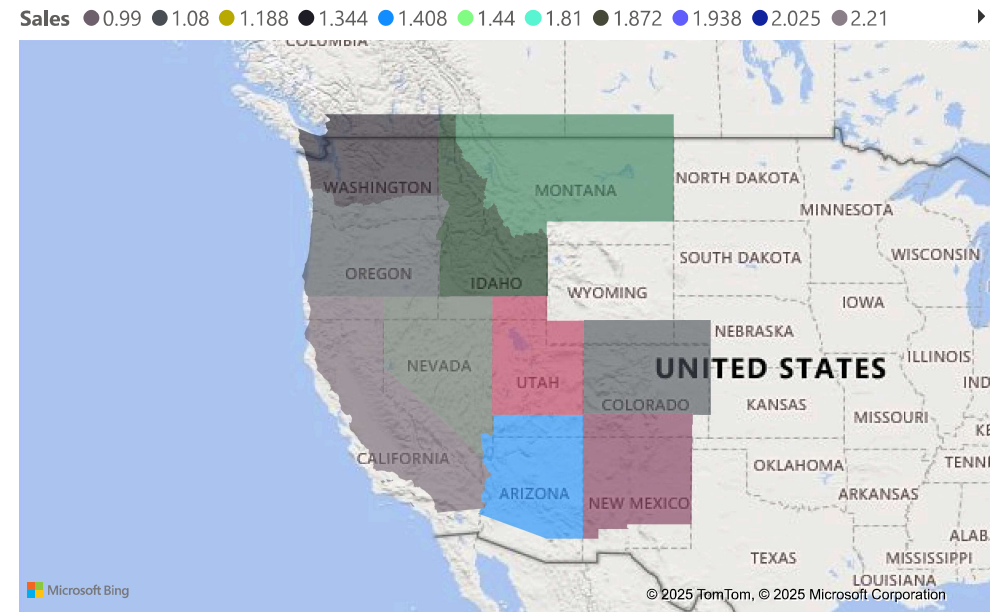
Sum of Sales Sum of Profit Sum of Quantity

Sales & Profit Overview

Sum of Sales and Sum of Profit by Year



Sum of Profit by State and Sales



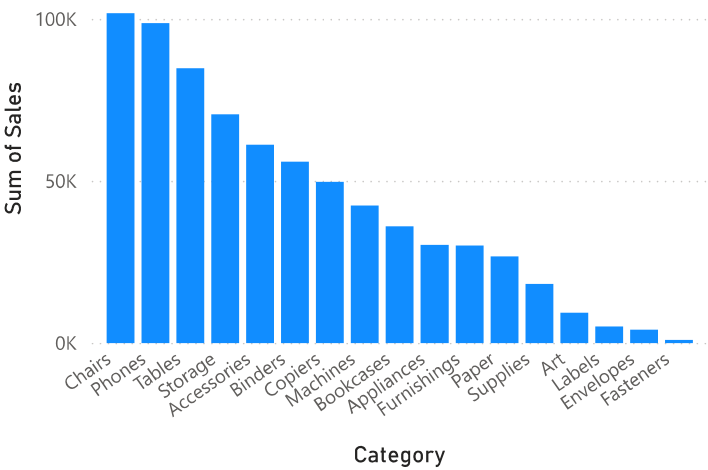
Total Sales amounted to **\$725.46K**, generating a **Profit** of **\$108.42K** over **12K units** sold. Sales and profit showed **steady growth from 2011 to 2014**, with the highest spike in 2014.

The **Map visualization** highlights state-wise performance:

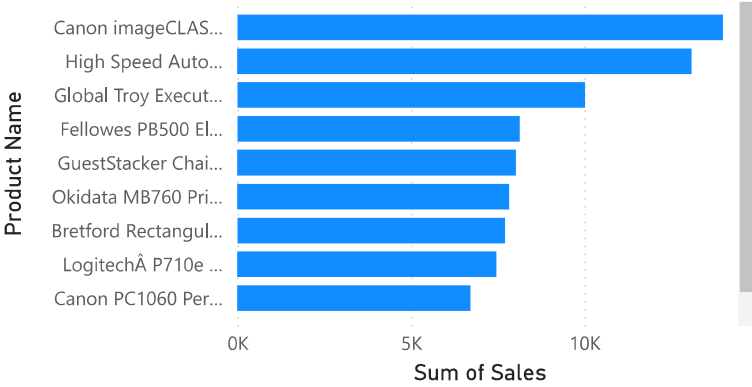
- **Montana** shows the **highest sales and profit**.
- States like **California** appear to have lower sales — may need investigation.

The regional trend suggests certain states are underperforming, indicating a potential opportunity for market penetration or reassessment.

Sum of Sales by Category

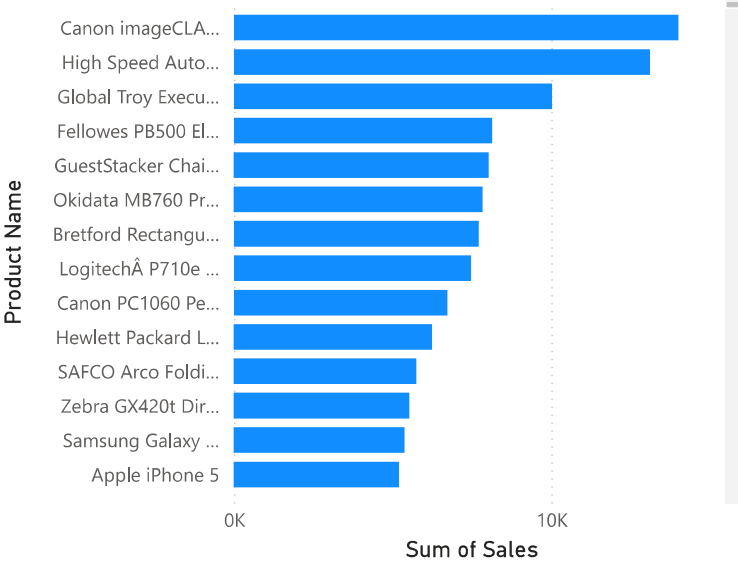


Sum of Sales by Product Name



Category & Product Analysis

Sum of Sales by Product Name



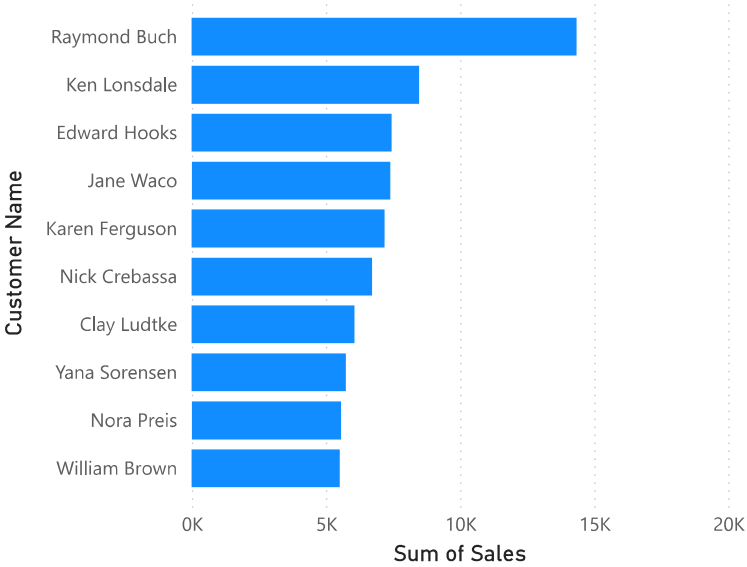
Phones, Tables, and Chairs lead in sales, each exceeding 80K, while categories like Envelopes, Fasteners, and Labels underperform, staying below 10K.

The Canon image CLASS 2200 Advanced Copier is the top-selling product, followed by high-demand items like the High-Speed Letter Opener and Executive Leather Armchair.

A long tail of low-selling products highlights a broad but shallow range. Overall, tech and utility office products, especially Canon models, dominate revenue generation across categories and individual product sales.

Customer Insights

Sum of Sales by Customer Name



Raymond Buch leads as the top customer, followed by Ken Lonsdale and Edward Hooks. The top 10 customers drive a major share of revenue, showing high customer concentration.

Regionally, California dominates with 63% of total sales, far ahead of Washington and Arizona. Other states contribute marginally.

The business relies heavily on a few high-value customers and one key state, indicating opportunities to diversify both the customer base and regional presence to ensure long-term growth and reduced risk.

State

Sum of Sales by State

