



Sales Performance Dashboard (2019-2023)

Totals 

Total Sales 

Total Sales

\$2.3M

Total Units Sold

38K

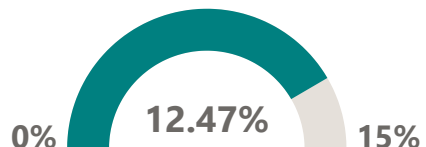
Total Profit

\$286.7K

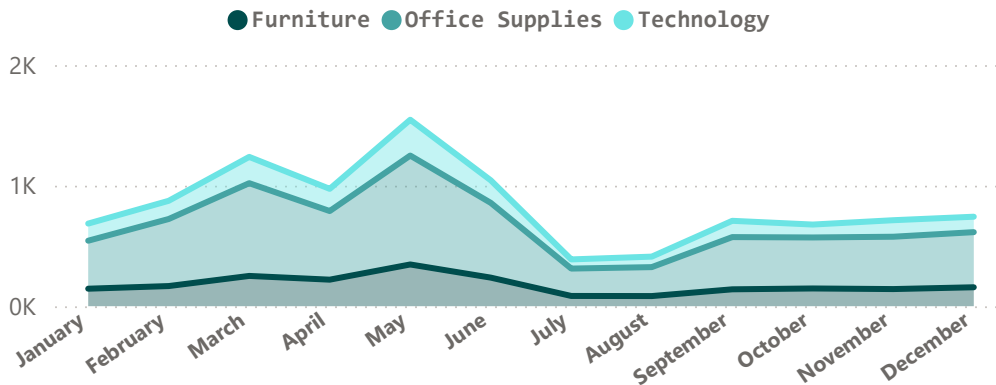
Total COGS

\$2.01M

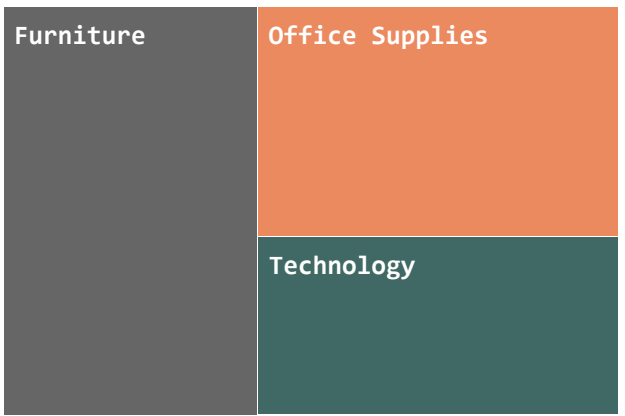
Profit Margin



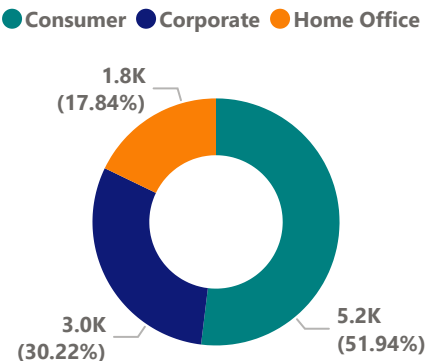
Monthly Orders by Category



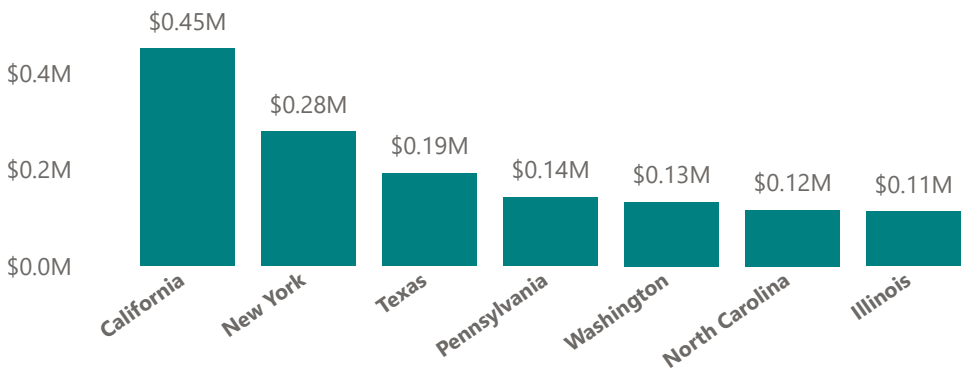
Categorical Sales



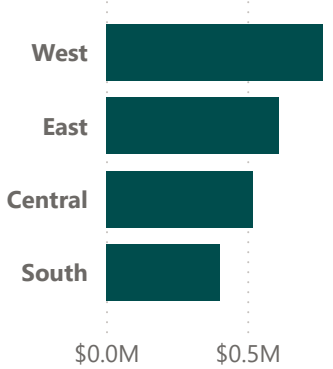
Orders by Segment



Sales by State



Total Sales



Year	Month	Total Sales	Sales (prev yr)	YoY sales change%
2019	January	\$1,65,666.9		
2020	January	\$4,85,743.9	\$1,65,667	193%
2021	January	\$5,46,151.1	\$4,85,744	12%
2022	January	\$6,38,093.8	\$5,46,151	17%
2023	January	\$4,62,921.6	\$6,38,094	-27%

2019

2020

2021

2022

2023

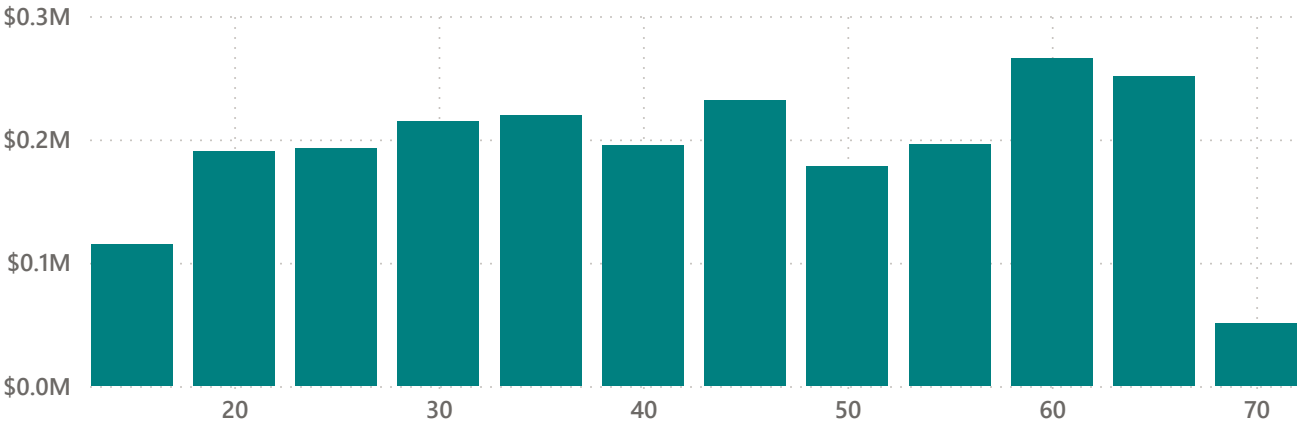
Totals

Total Sales

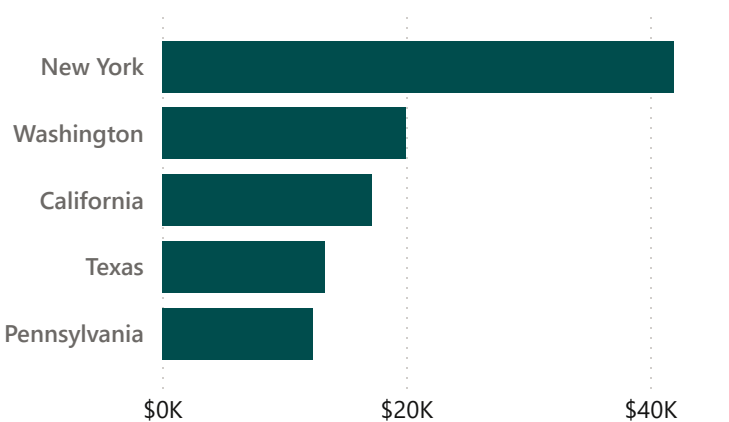
Sub Categories

- Accessories
- Appliances
- Binders
- Chairs
- Copiers
- Envelopes
- Furnishings
- Paper
- Phones
- Storage

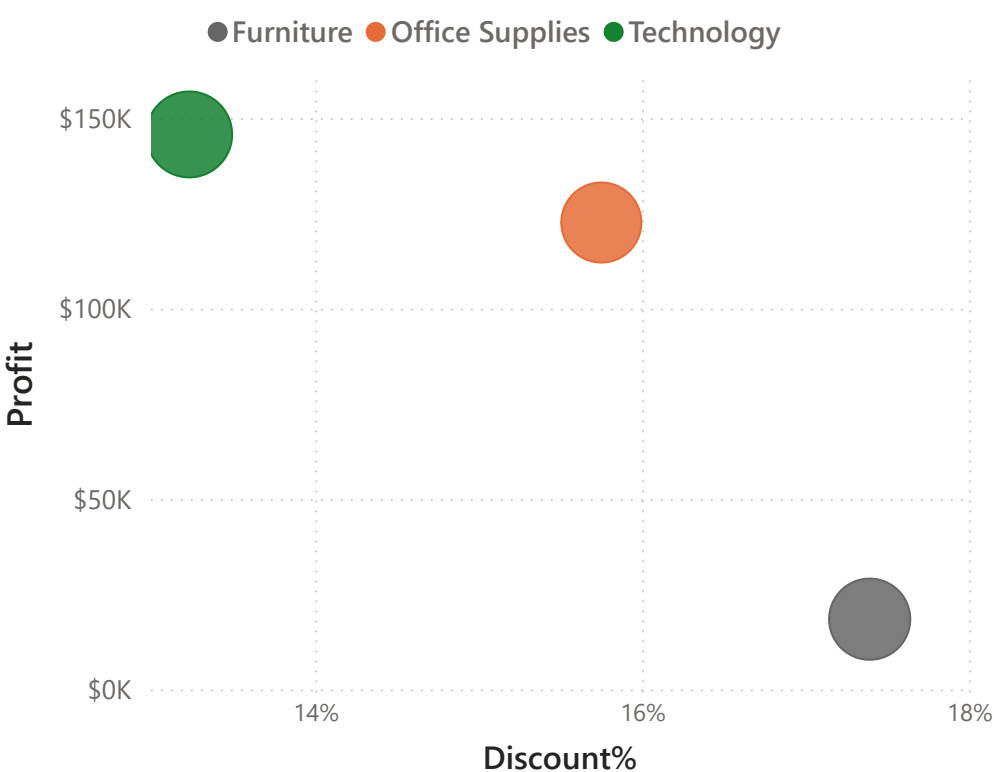
Metrics by Age category



Profitability by State/City



Discount Impact on Profit



Age Categories	Central	East	South	West
Middle aged	\$1,99,256.2	\$2,37,914.2	\$1,16,931.8	\$3,06,786.2
Senior	\$2,07,686.2	\$2,27,967.0	\$1,74,335.1	\$2,91,002.7
Young	\$1,12,194.5	\$1,45,853.1	\$1,11,787.0	\$1,66,863.3

Profit by Region

