Part-1: Sales and Profitability Analysis
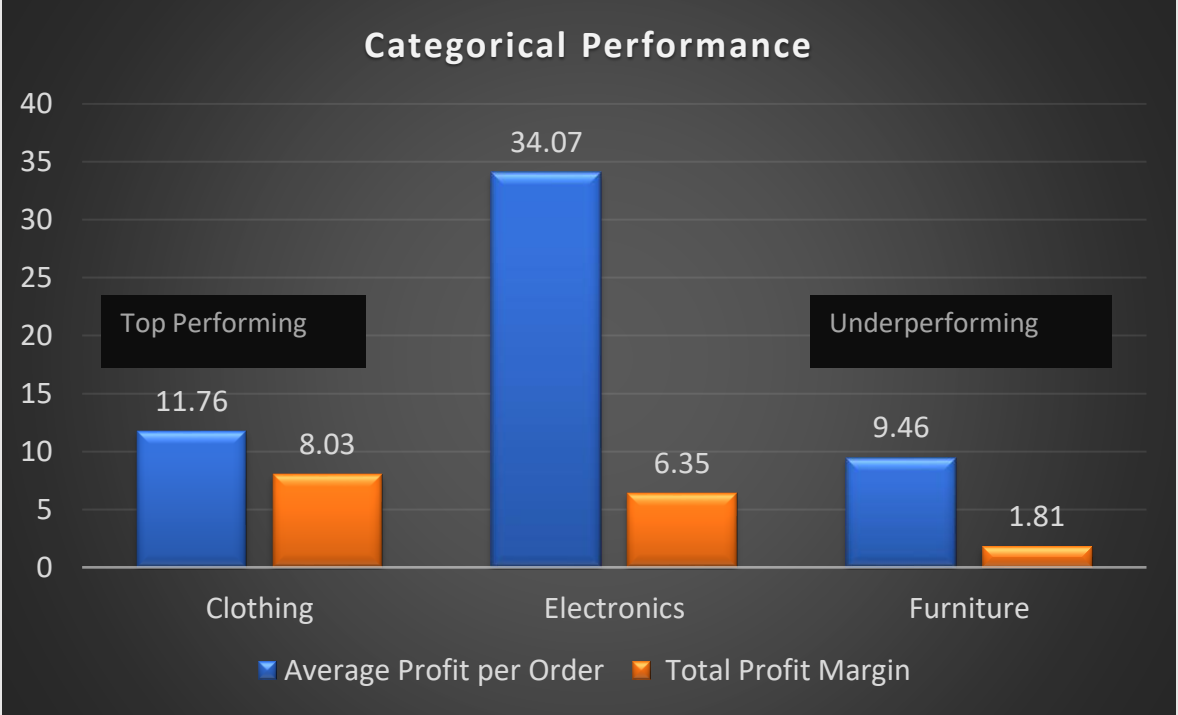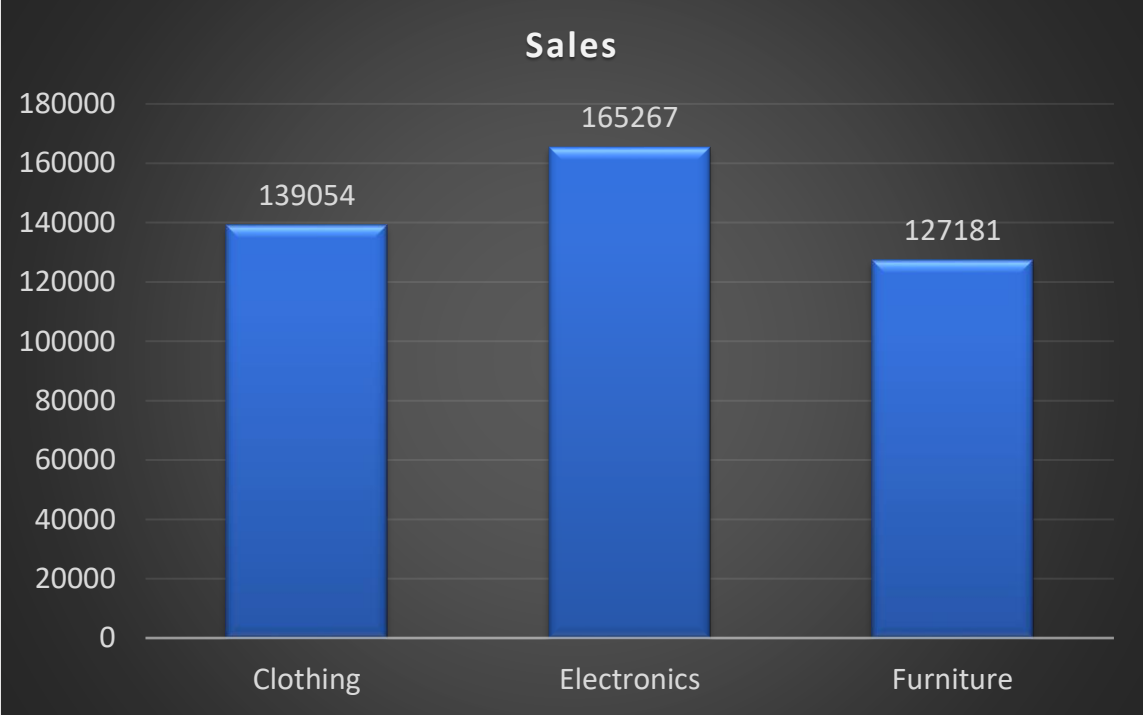
Category	Average Profit per Order	Total Profit Margin	Performance	Reason
Clothing	11.76	8.03	Best	Strong demand, decent profitability per transaction and high conversion of sales into profit
Electronics	34.07	6.35	Moderate	High profitability per transactions but low demand and low conversion of sales into profit maybe because of higher cost of operations
Furniture	9.46	1.81	Underperforming	Least profitability per transaction, lowest demand and lowest total profit margin which implies low pricing or high cost of operations

Part-2: Target Achievement Analysis

Furniture Targets

12423
10255
7633
6504
7342
7614
8456
9373
7732
5371
4285
5847

Target — Actual Sales — Percentage Change
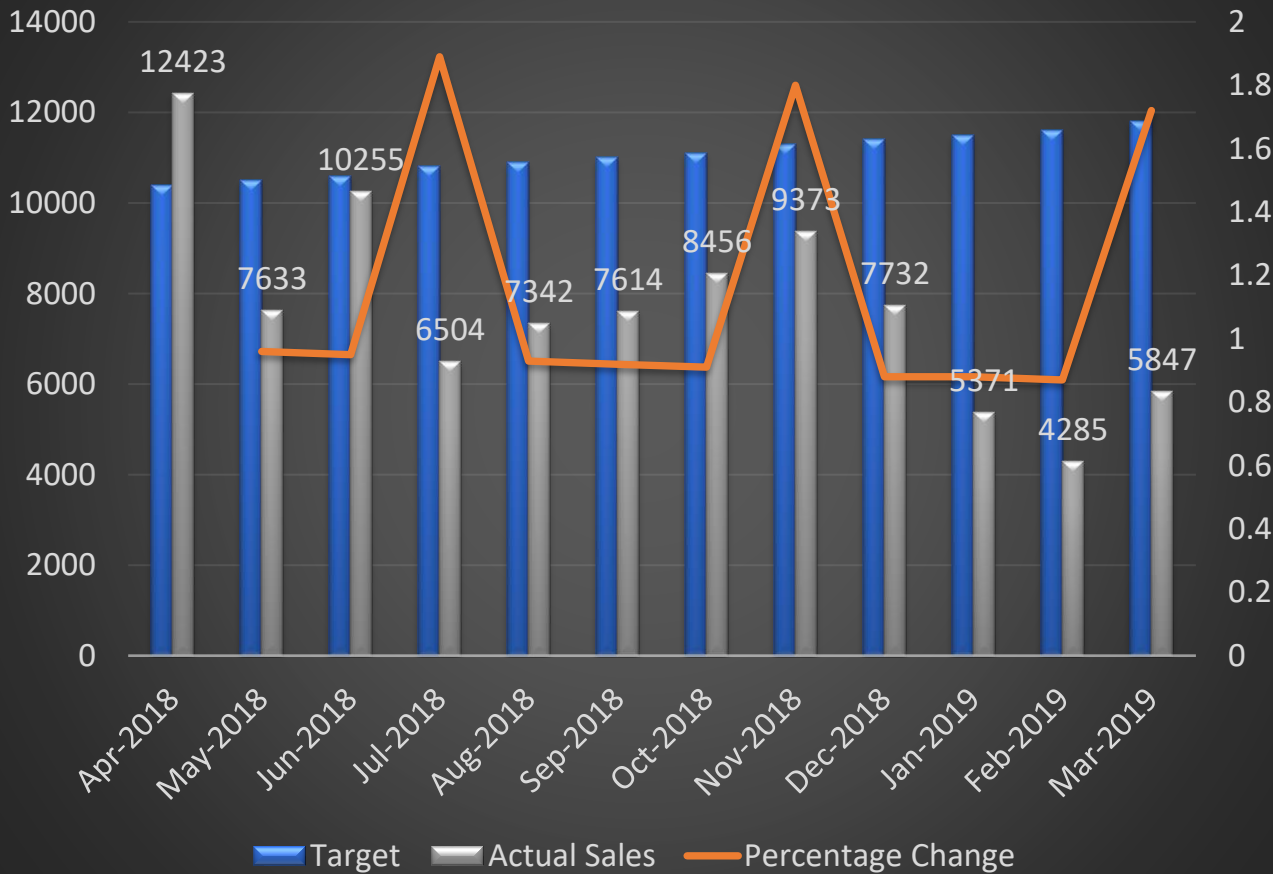
Trends and Target fluctuations:
Sharp spikes in the red line implying high target in the months of -
1. **July:** 1.89% increase, maybe due to any seasonal demand or promotions
2. **November:** 1.8% increase, maybe due to festive season
3. **March:** 1.72% increase, maybe due to pressure of completing the targets by the end of the first quater

**To align target expectations with actual performance trends:**
1. Set the future targets according to -
   a. **Seasonality:** low in off-season like Jan, Feb, March, and high in festive & peak seasons like Apr, Jun, Oct, Nov
   b. **Actual sales history**
2. Combo discounts and promotions in the poor performing months like Jan, Feb, March, Jul
3. Team encouragement

Part 3: Regional Performance Insights
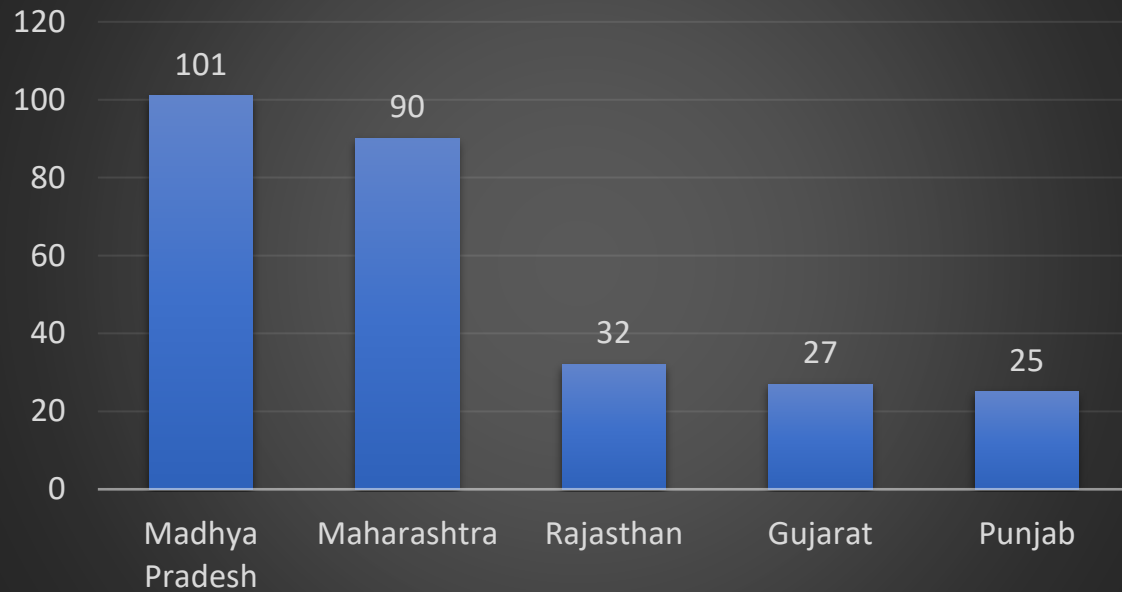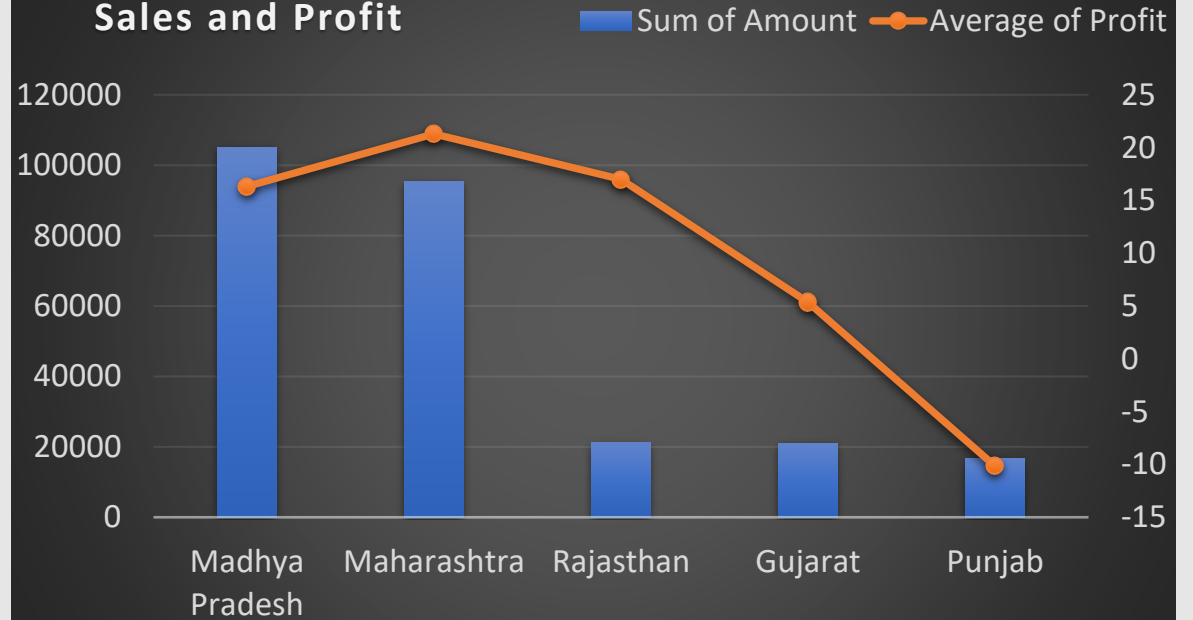
Disparities:

1. Relatively very good sales and orders in Madhya Pradesh and Maharashtra
2. Low sales and orders in Rajasthan and Gujarat
3. Profitability and reach problem in Punjab

Suggestions:

1. Prioritize and focus on Punjab by campaigns, coupons, discounts and combo offers.
2. Maintain and improve the performance in Madhya Pradesh and Maharashtra by providing combo offers and reducing operational costs.
3. Improve sales in Rajasthan and Gujarat by targeted marketing and promotion, providing coupons and combo offers.