



Sales & Performance Overview

Category

All

City

All

Year

All

Total Profit

\$286.40K

vs Last Month

▲ 3.1%

vs Last Year

▲ 48.4%

Total Sales

\$2.30M

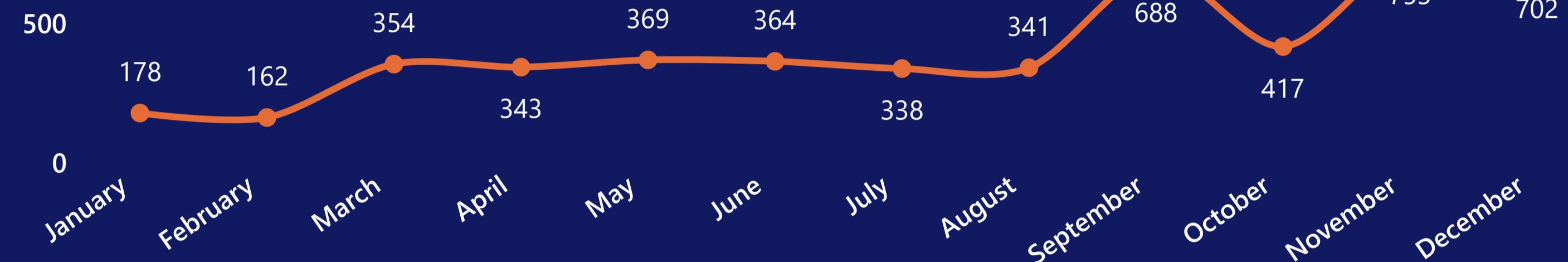
vs Last Month

▲ 3.8%

vs Last Year

▲ 46.9%

Monthly Order Trend



\$458.61

Average Sales per Order

5009

Total Order

12%

Profit Margin

16%

Average Discount

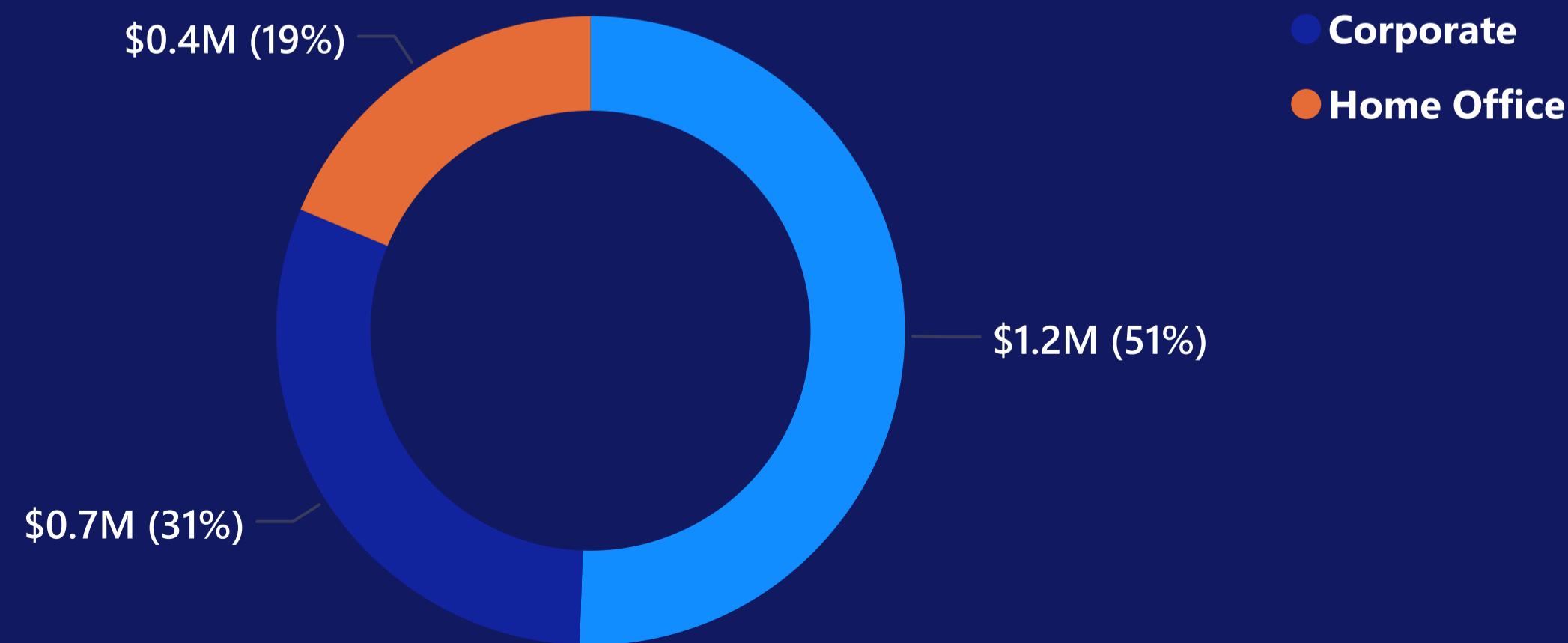
793

Customers

Sales and Profit Monthly Trend



Revenue by Customer's Segments





Customer Analysis Overview

Category

All

City

All

Year

All

793

Customers

781

Repeat Customers

12

One Time Customers

Customer's Regional Distribution

West

686

East

674

Central

629

South

512

Segment's Profit Distribution

\$100K

\$50K

\$0K

\$134K

\$92K

\$60K

Consumer

Corporate

Home Office

Customer's Segment Distribution

- Consumer
- Corporate
- Home Office

148 (19%)

409 (52%)

236 (30%)

Top Customer by Sales

Sean Miller

\$25.0K

Tamara Chand

\$19.1K

Raymond Buch

\$15.1K

Tom Ashbrook

\$14.6K

Adrian Barton

\$14.5K

Ken Lonsdale

\$14.2K

Sanjit Chand

\$14.1K

Hunter Lopez

\$12.9K

Sanjit Engle

\$12.2K

Christopher Conant

\$12.1K

\$0K

\$5K

\$10K

\$15K

\$20K

\$25K



Products & Category Performance

City

All

Year

All

1894
Products

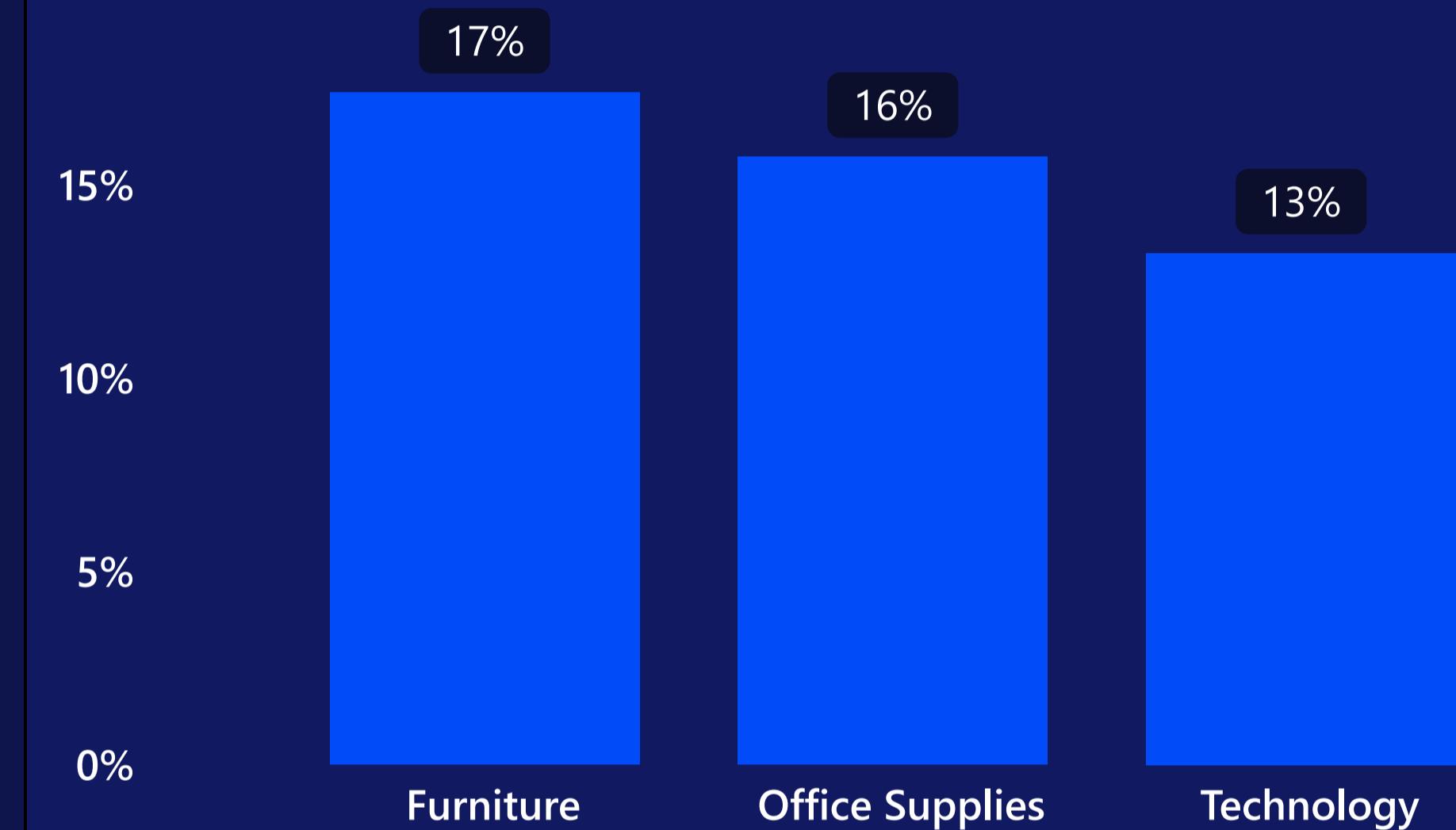
Products at Loss

Cubify Cubex 3D Printer Double Head Print (CUBI-CUBEX-PRO)

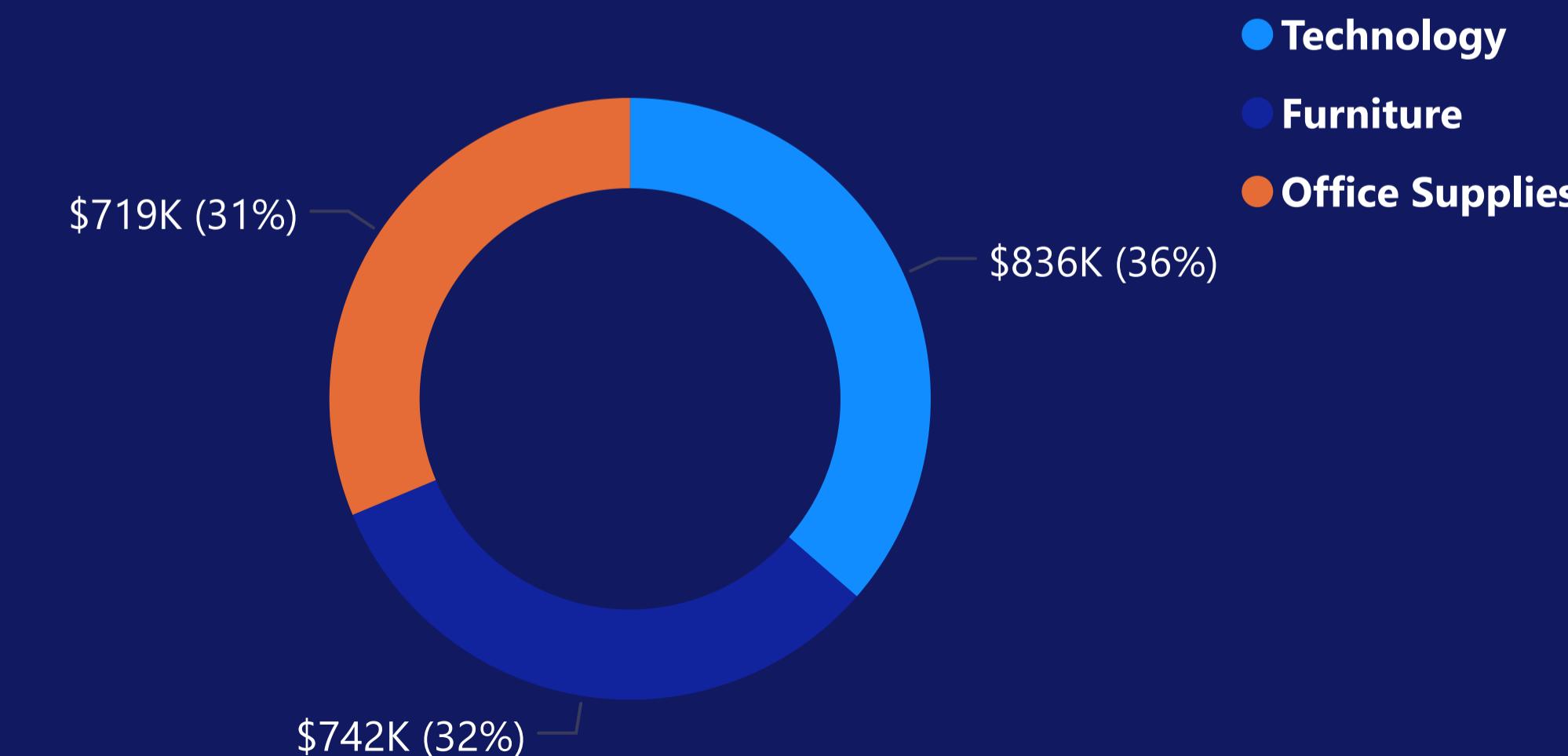
Best Selling Products



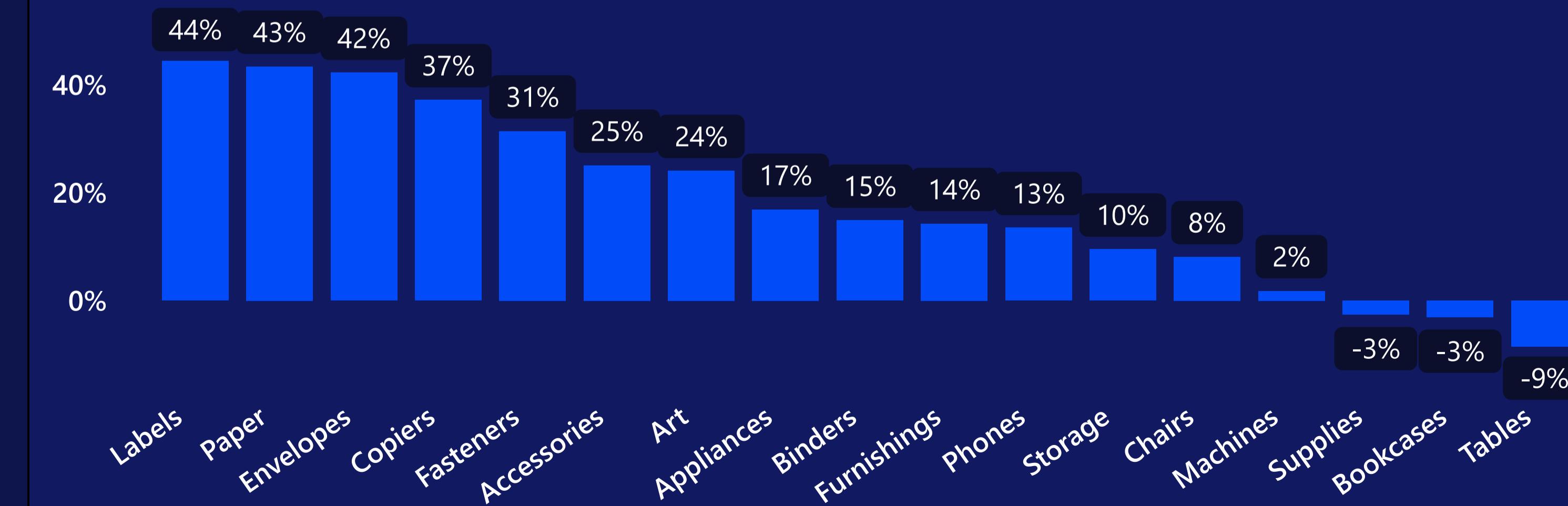
Average Discount by Category



Revenue Per Product Category



Profit Margin by Sub-Category





Regional & State Insights

Category

All

City

All

Year

All

49

States

West

Top Region

California

Top State



States Top Revenue Contributors



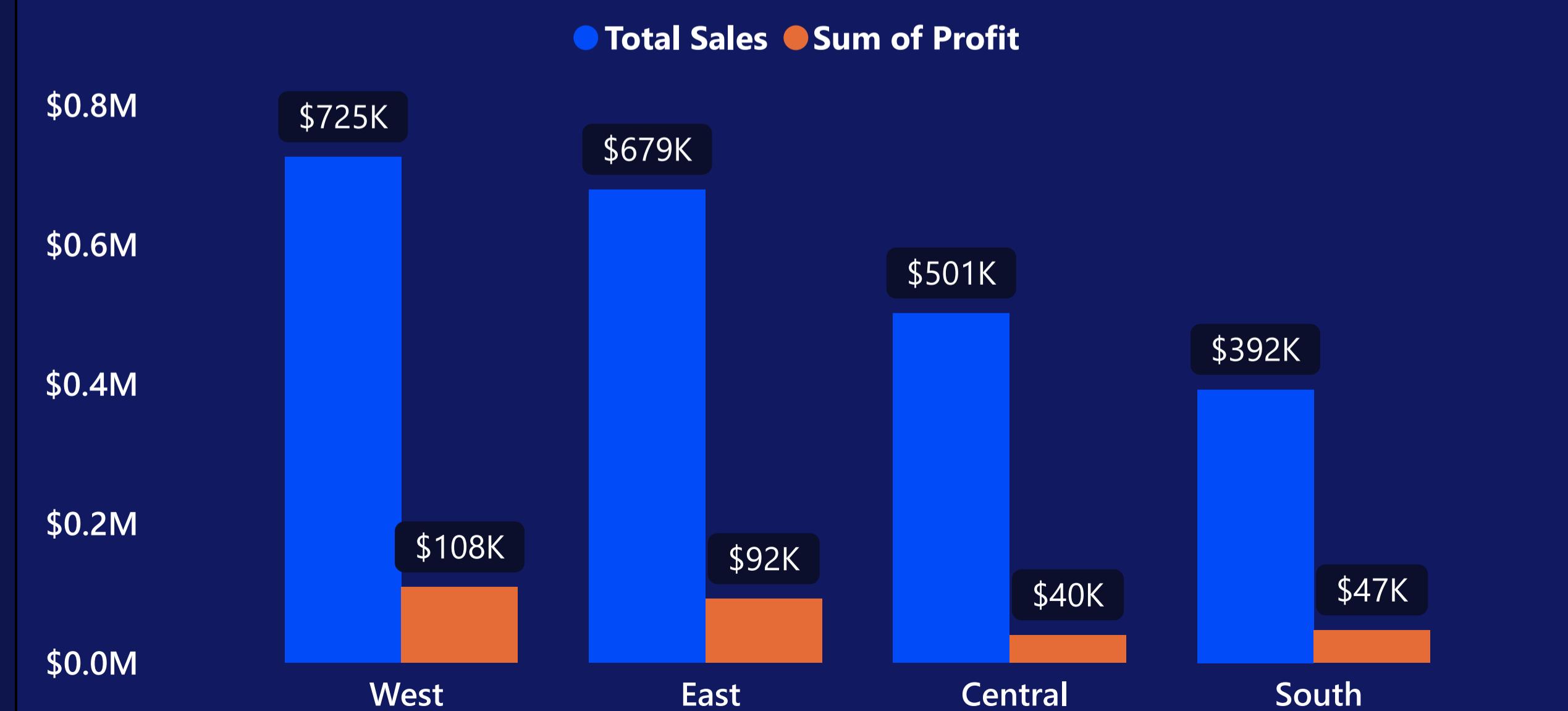
States with Peak Profits



Regional & State-Level Sales Distribution



Revenue & Profit Across Regions





Profitability Analysis

Category

All

City

All

Year

All

Monthly Profit Trend



Total Profit

\$286.40K

vs Last Month
vs Last Year▲ 3.1%
▲ 48.4%

Total Sales

\$2.30M

vs Last Month
vs Last Year▲ 3.8%
▲ 46.9%

Furniture

Lowest Profit Category

12%

Profit Margin

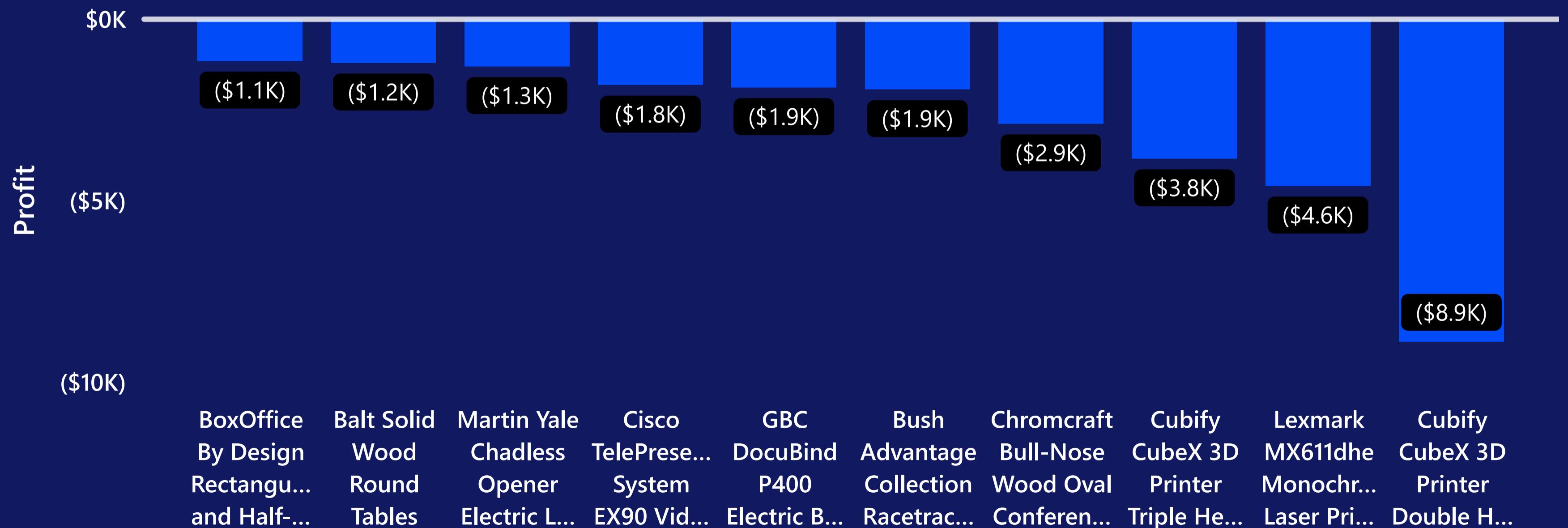
16%

Average Discount

Technology

Highest Profit Category

Consistently Underperforming Products



Sub-Category

Total Profit/Loss

Sub-Category	Total Profit/Loss
Copiers	\$55,617.82
Phones	\$44,515.73
Accessories	\$41,936.64
Paper	\$34,053.57
Binders	\$30,221.76
Chairs	\$26,590.17
Storage	\$21,278.83
Appliances	\$18,138.01
Furnishings	\$13,059.14
Envelopes	\$6,964.18
Art	\$6,527.79
Labels	\$5,546.25
Machines	\$3,384.76