



# 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

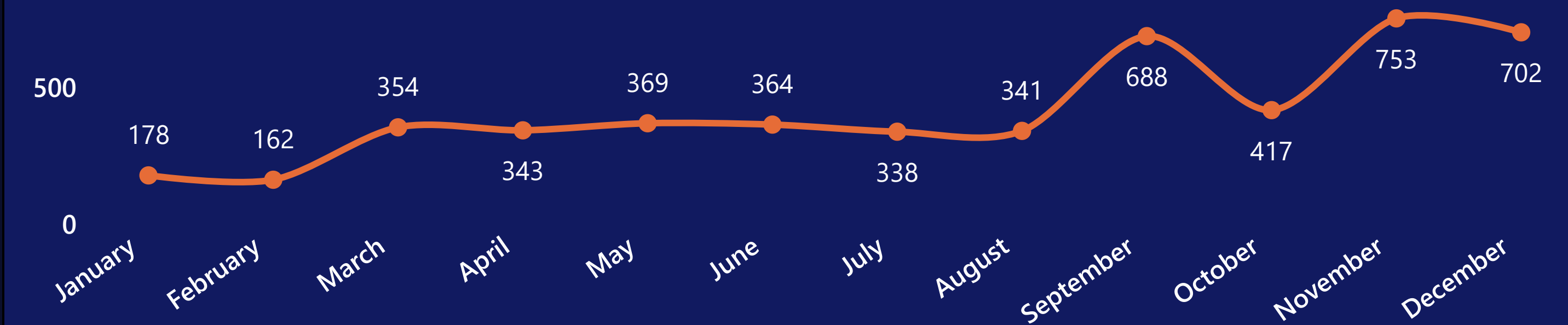
vs Last Month

▲ 3.8%

vs Last Year

▲ 46.9%

Monthly Order Trend



\$458.61

Average Sales per Order

5009

Total Order

12%

Profit Margin

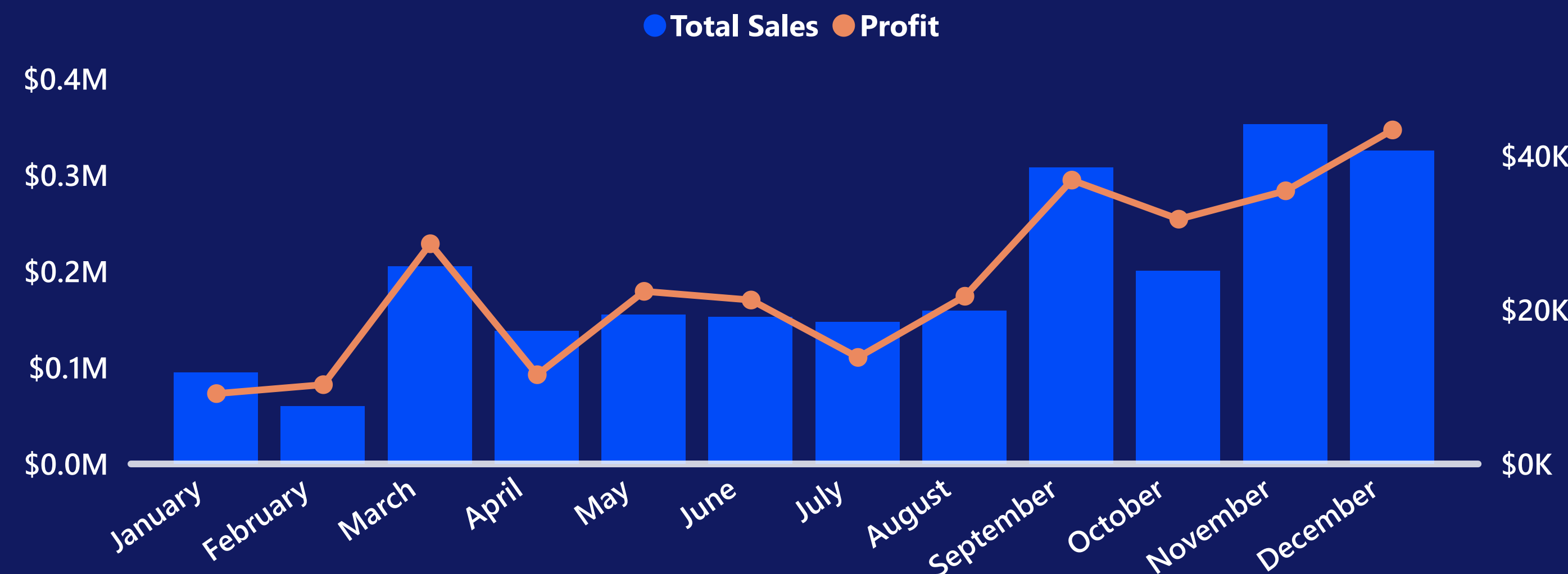
16%

Average Discount

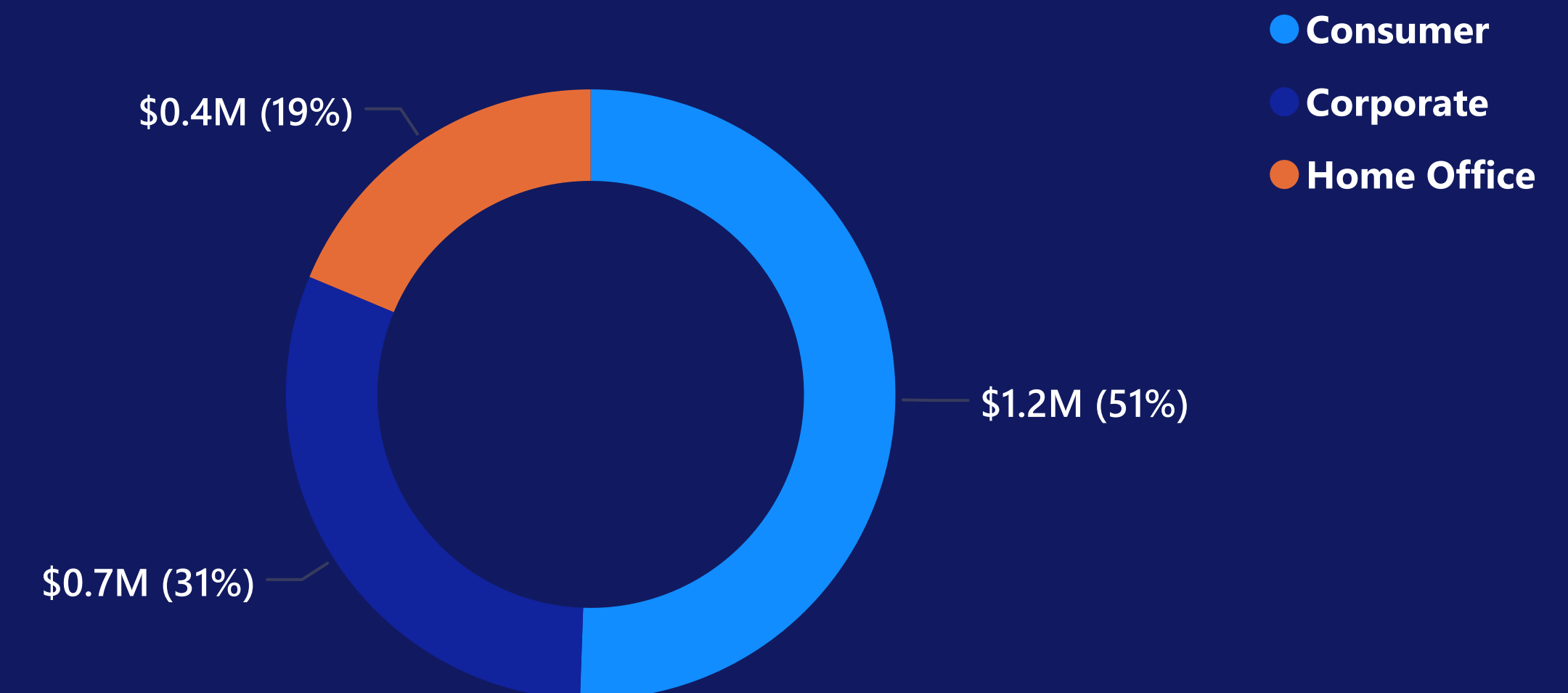
793

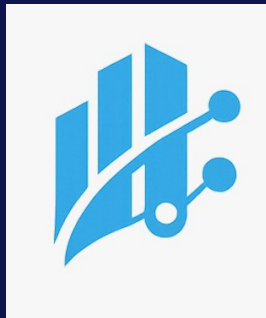
Customers

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

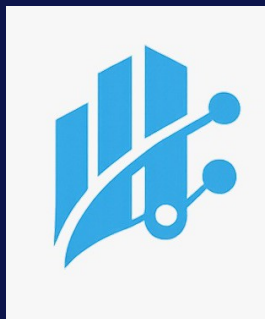
\$5K

\$10K

\$15K

\$20K

\$25K



# Products & Category Performance

City

All

Year

All

1894

Products

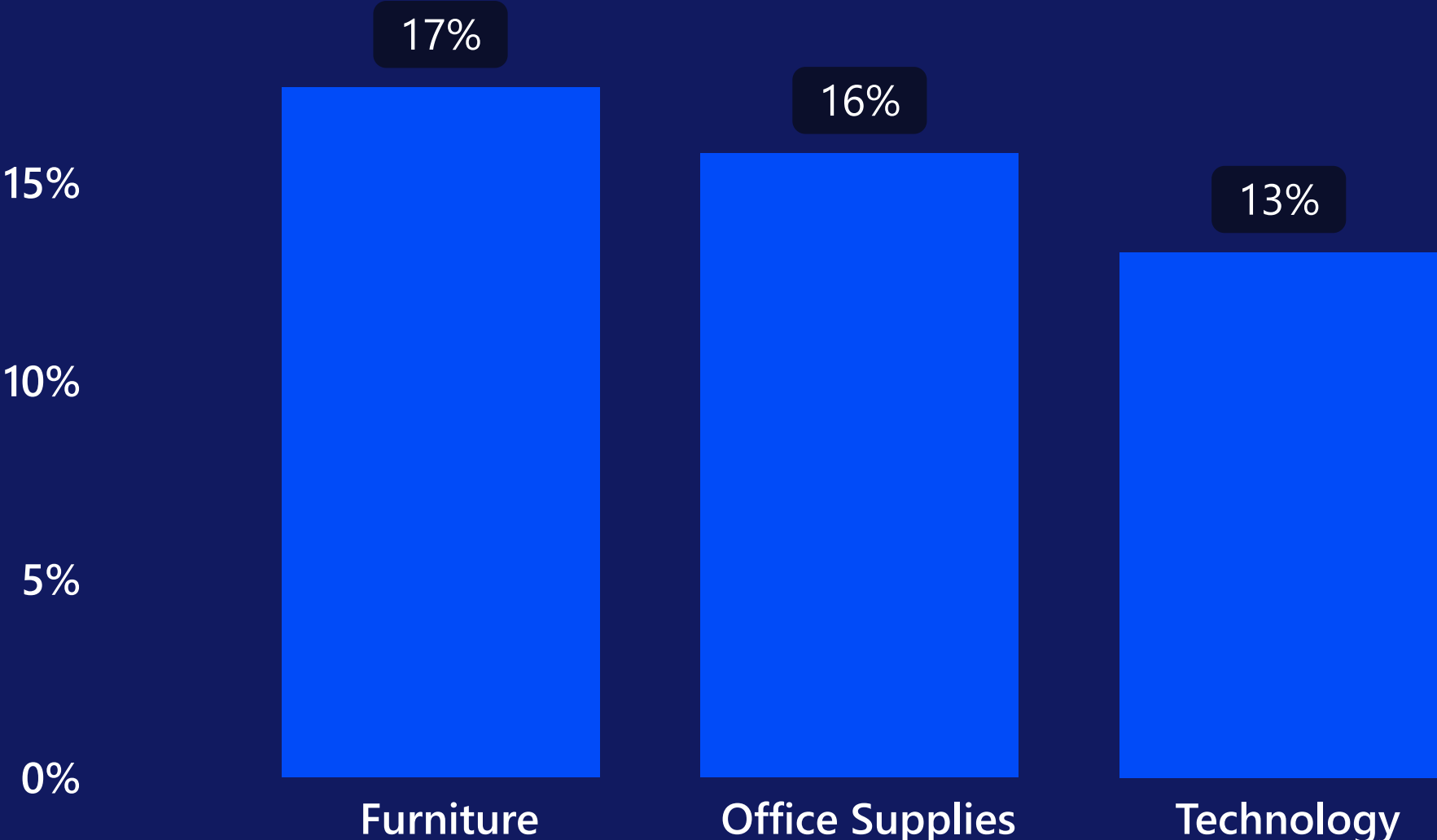
## Products at Loss

cubify cubex 3D Printer Double Head Print (S

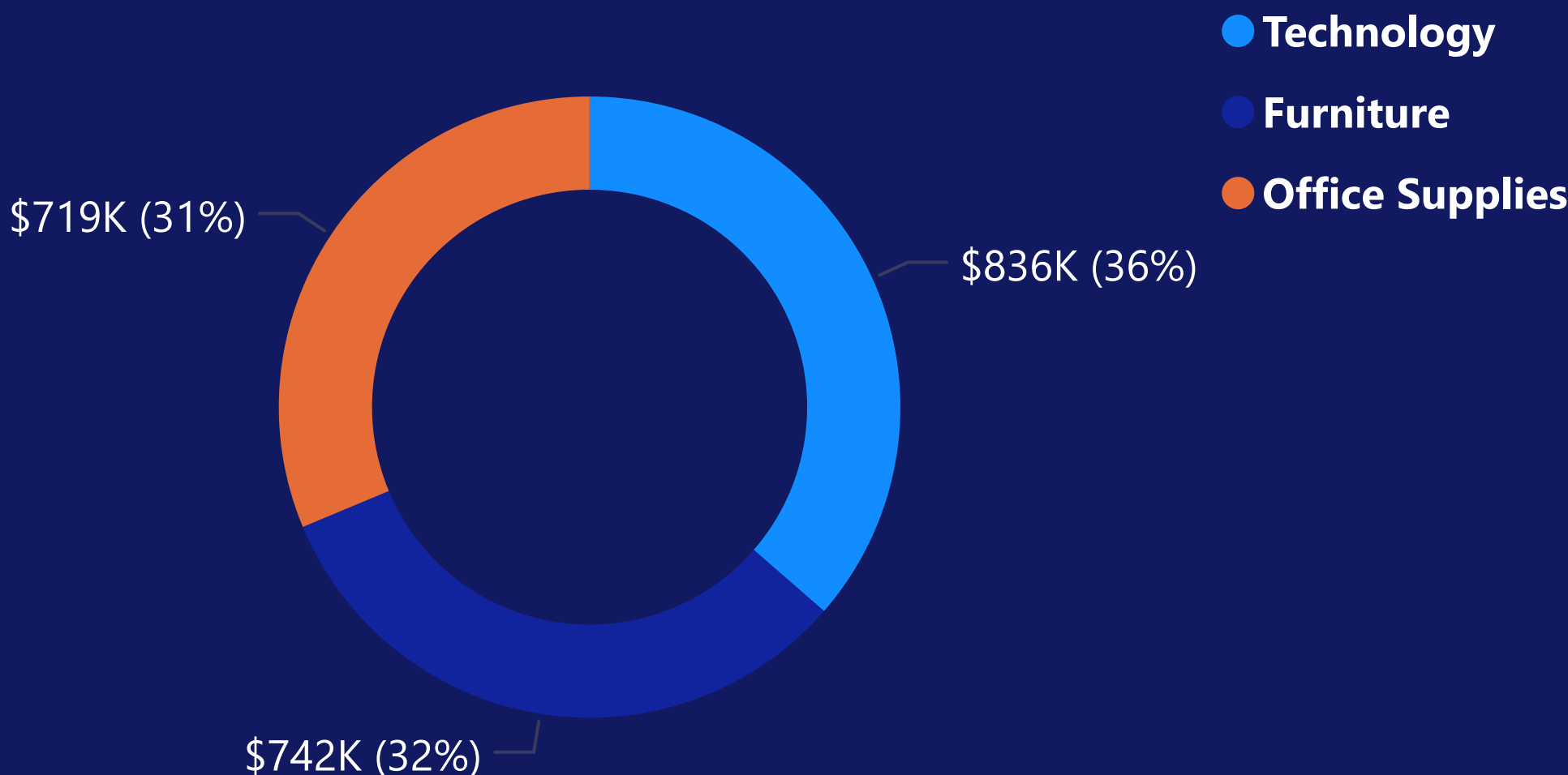
### Best Selling Products



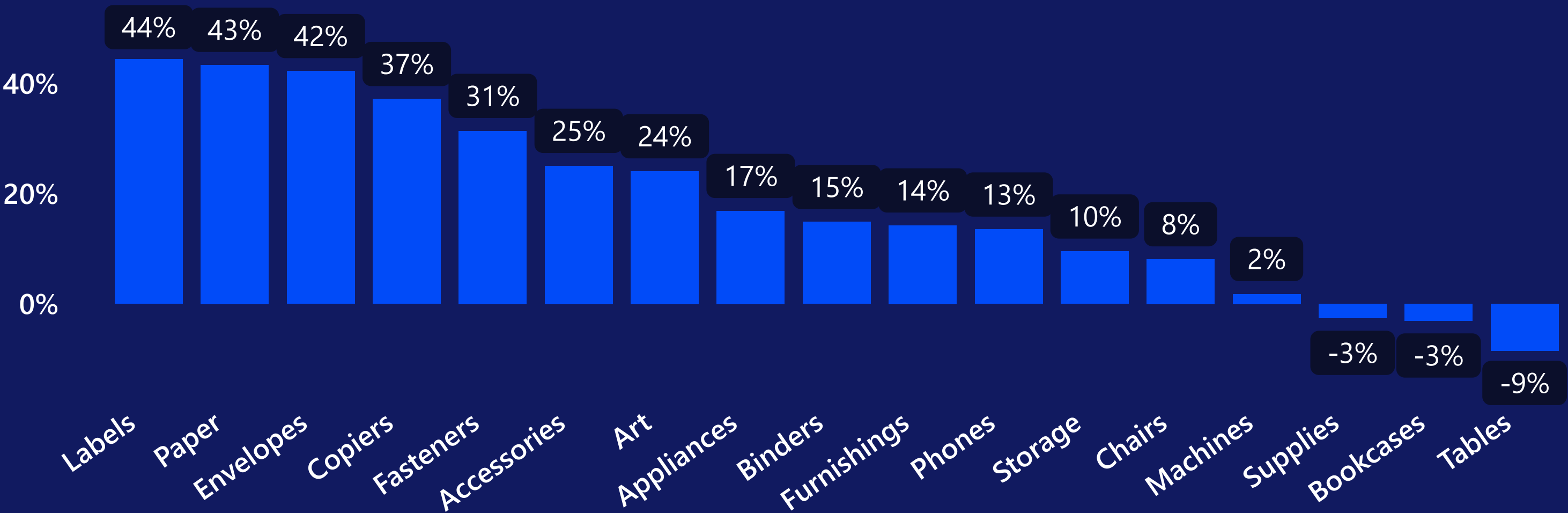
### Average Discount by Category

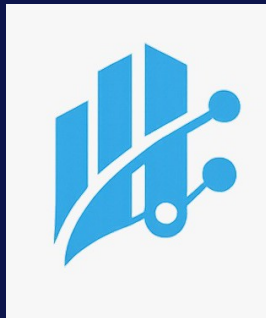


### Revenue Per Product Category



### Profit Margin by Sub-Category





# Regional & State Insights

Category

All

City

All

Year

All

49

States

West

Top Region

California

Top State

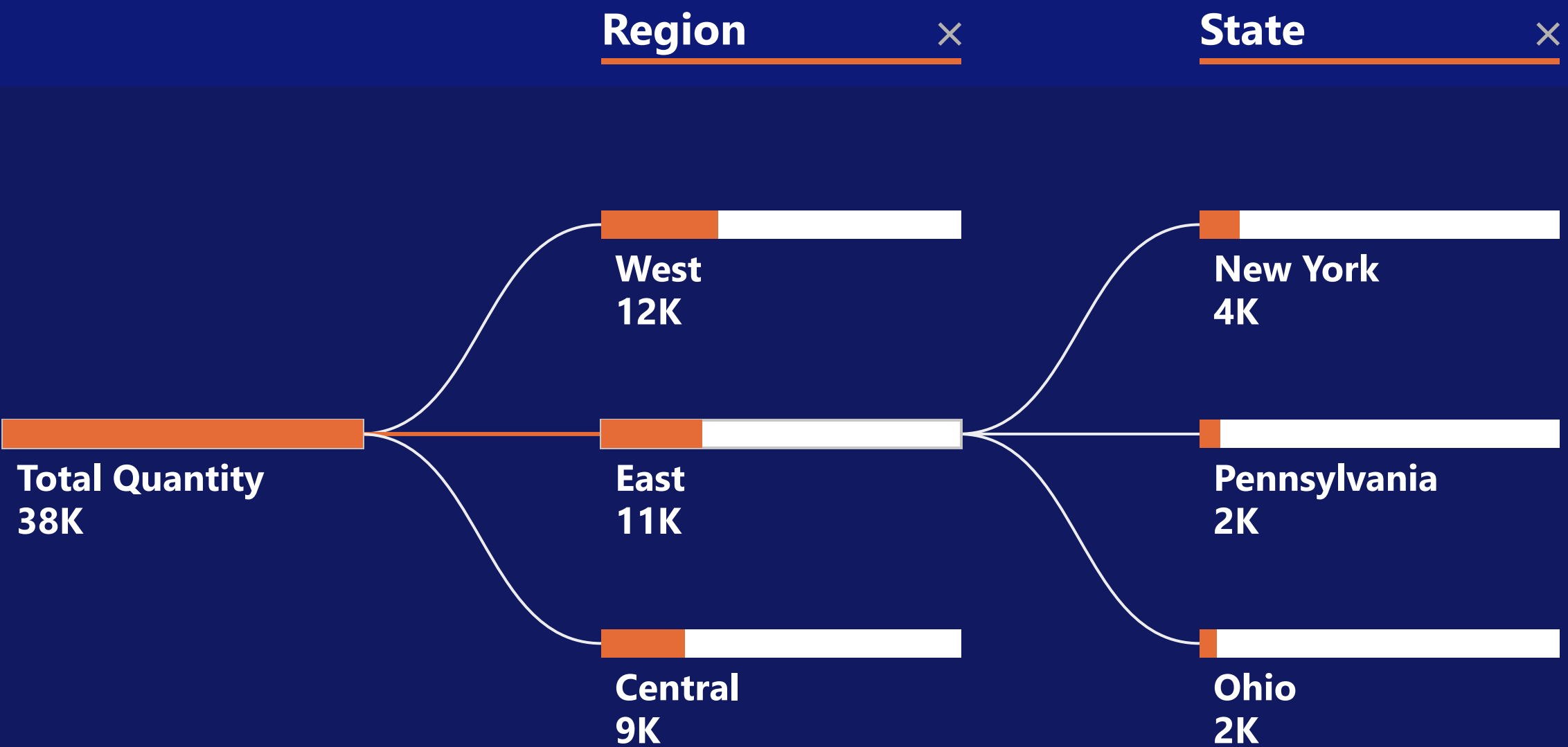
## States Top Revenue Contributors



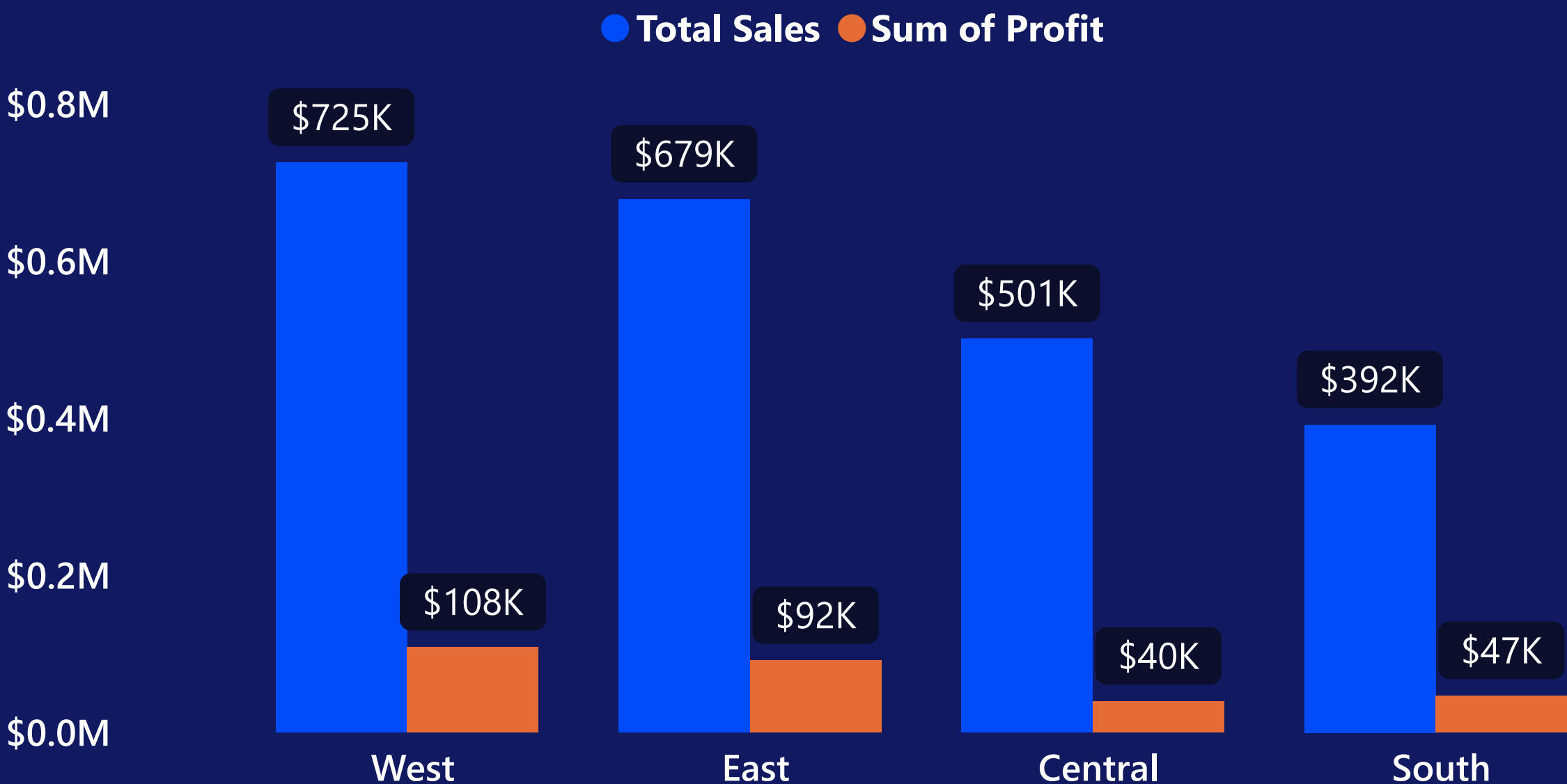
## States with Peak Profits



## 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

▲ 3.1%

vs Last Year

▲ 48.4%

### Total Sales

\$2.30M

vs Last Month

▲ 3.8%

vs Last Year

▲ 46.9%

Furniture

Lowest Profit Category

12%

Profit Margin

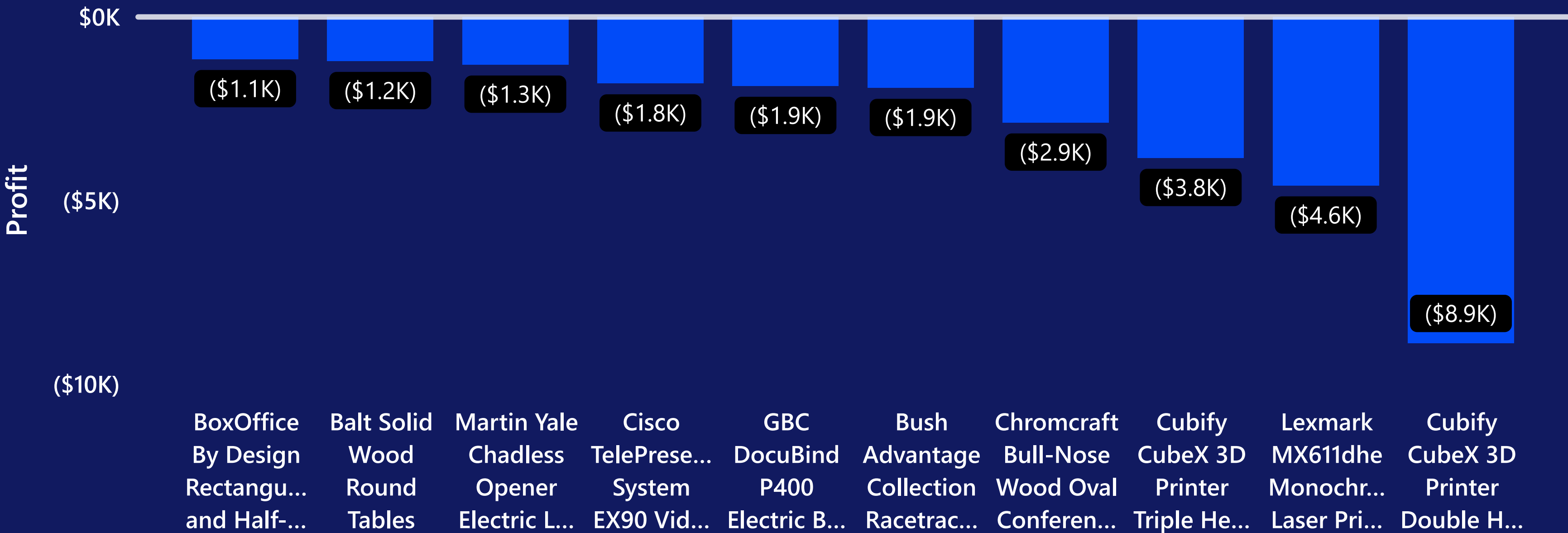
16%

Average Discount

Technology

Highest Profit Category

## Consistently Underperforming Products



## 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