

"Executive Dashboard — Business Overview"

Year

2013

2015

2017

2014

2016

2018

Region

Central

East

South

West

Category

Furniture

Office Supplies

Technology

Segment

Consumer

Corporate

Home Office

2.30M
Total Sales

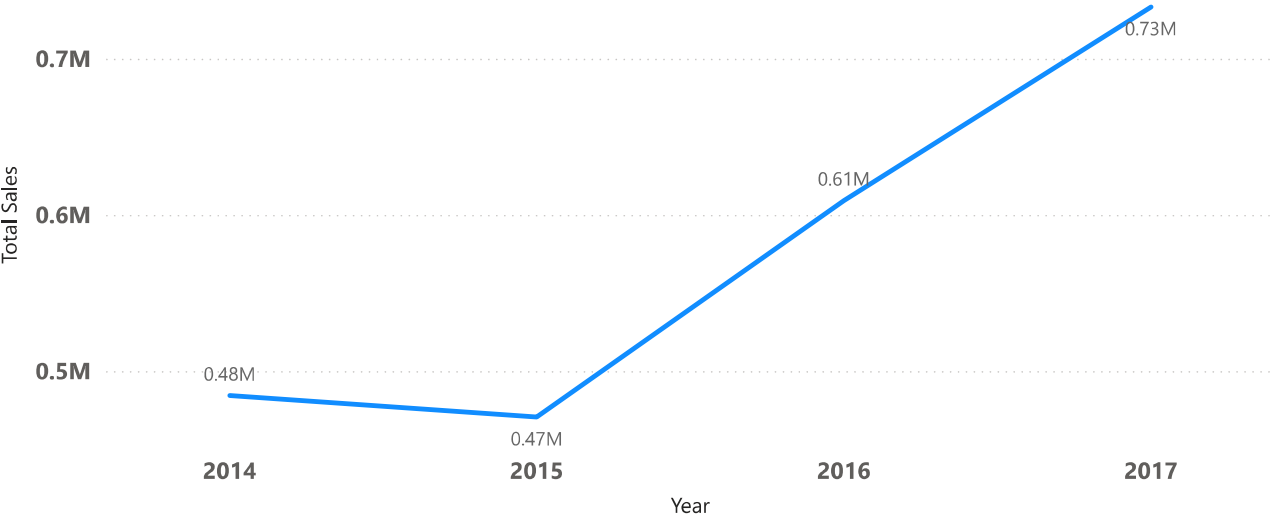
286.40K
Total Profit

5009
Total Orders

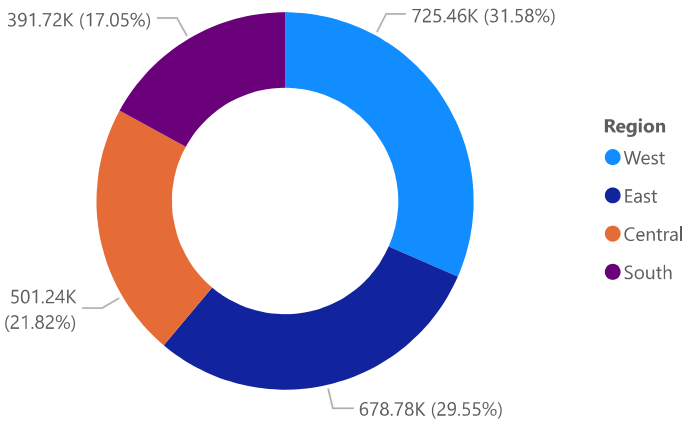
458.61
Average Order Value

12.47%
Profit Margin %

Sales Over Time

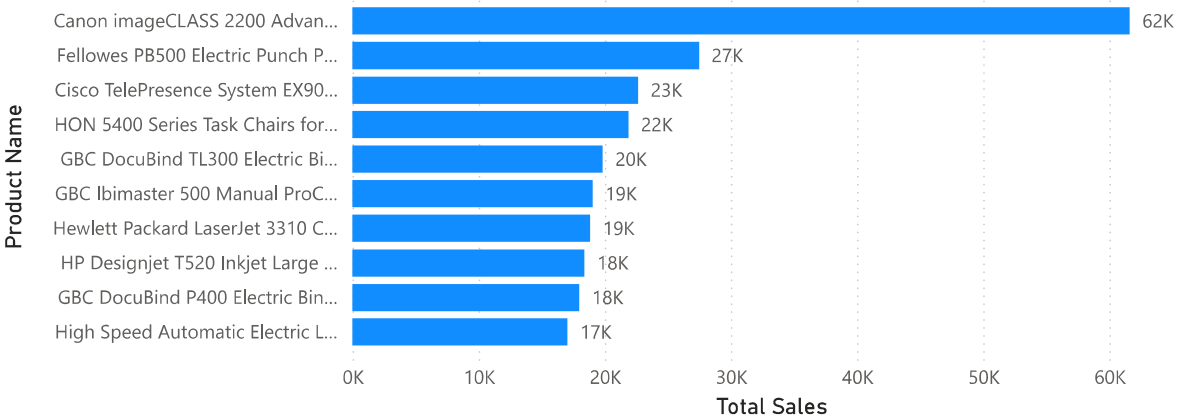


Total Sales by Region

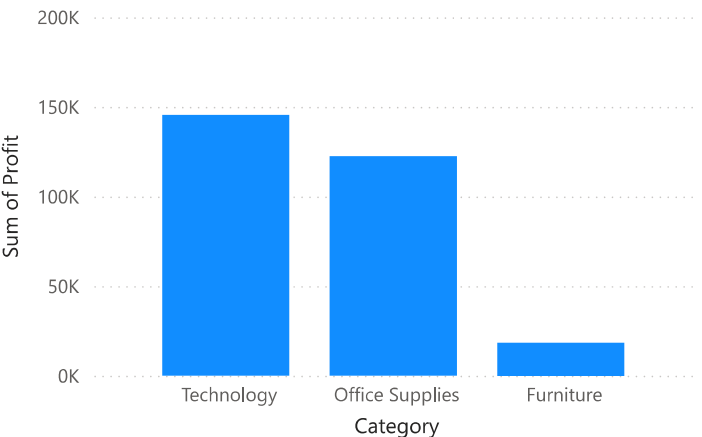


Product Performance Analysis

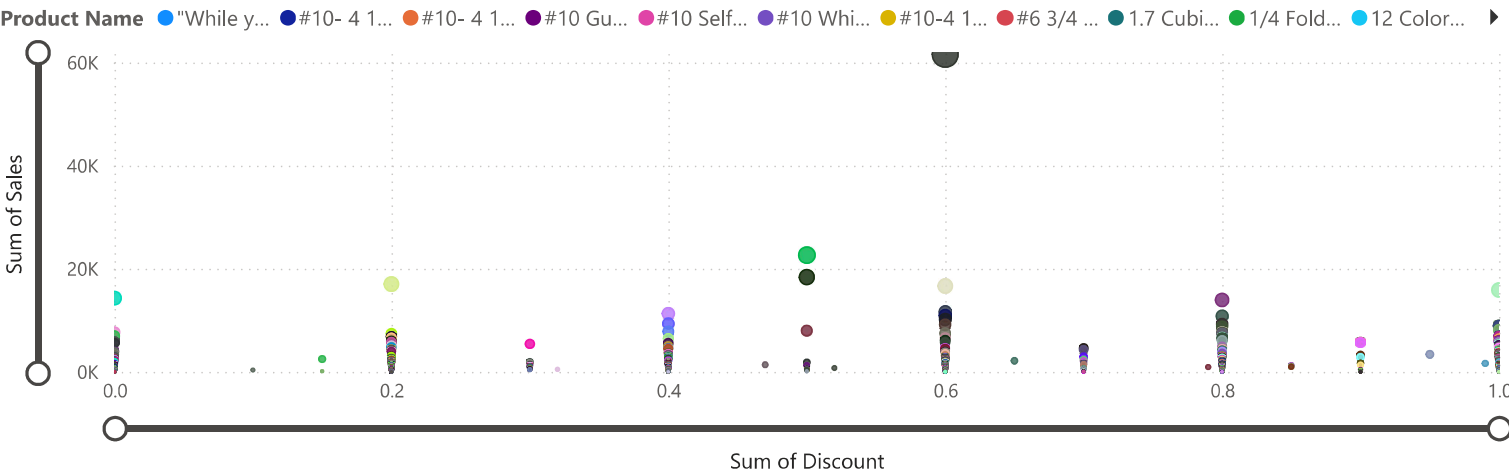
Top 10 Products By Sales



Category Profitability

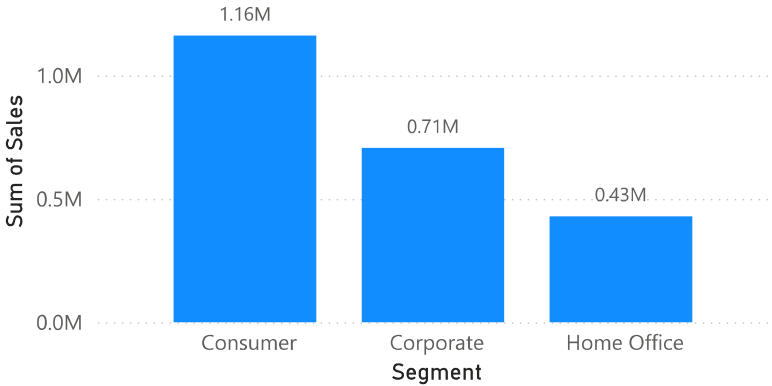


Sales vs. Discount by Product (Bubble Size = Sales)

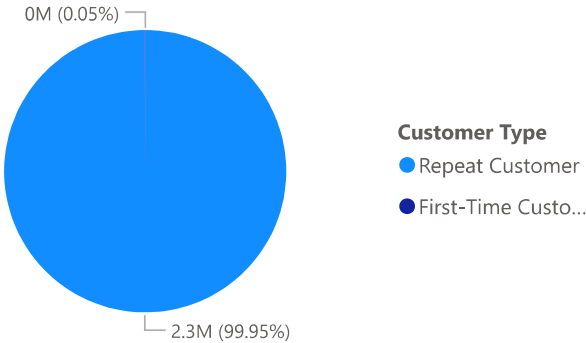


Customer Insights and Analysis

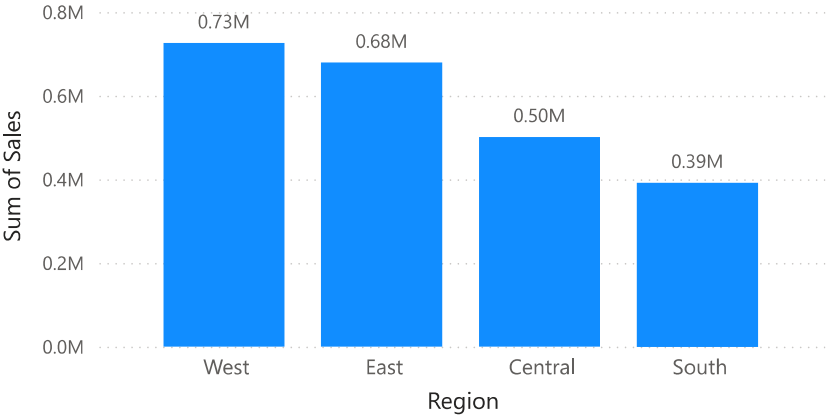
Sales by Customer Segment



Sales Distribution - Repeat vs First-Time

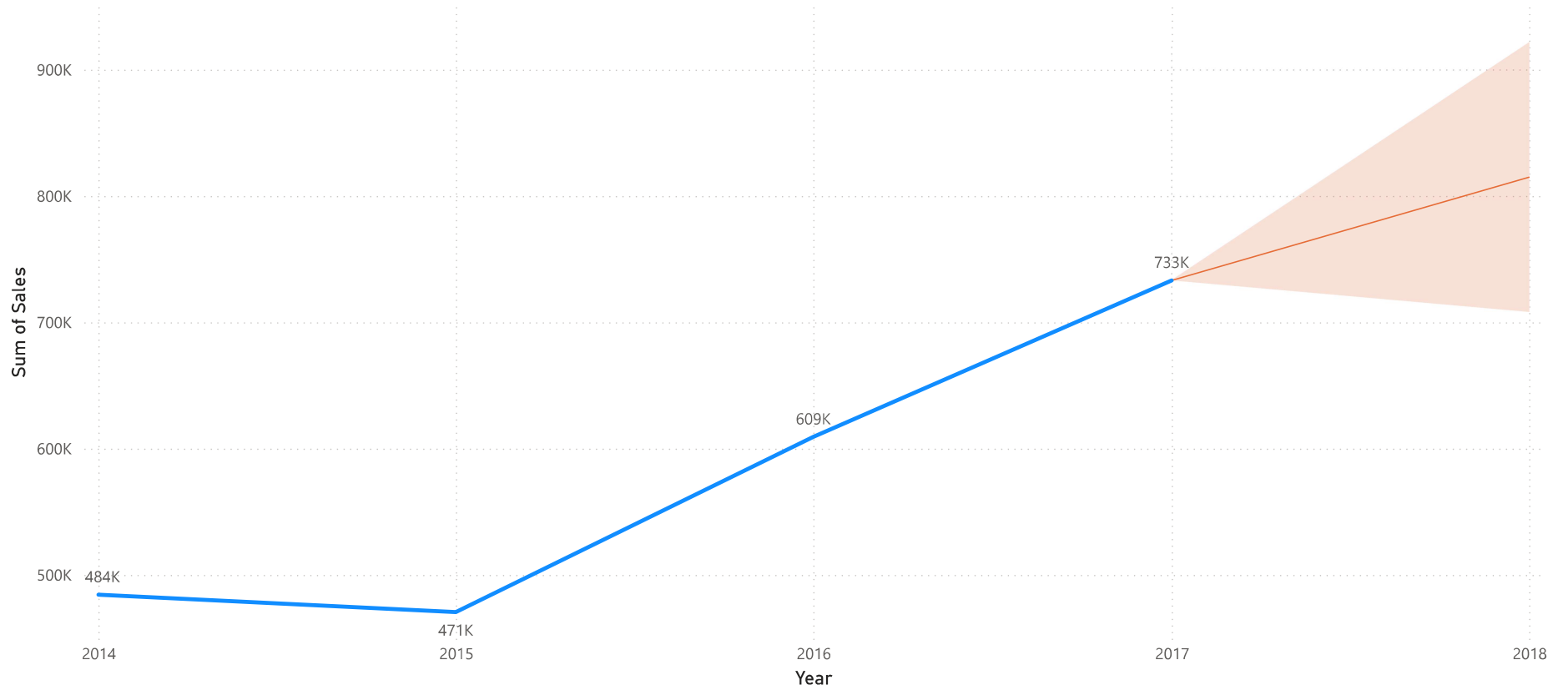


Sales by Region



Sales Forecast Analysis

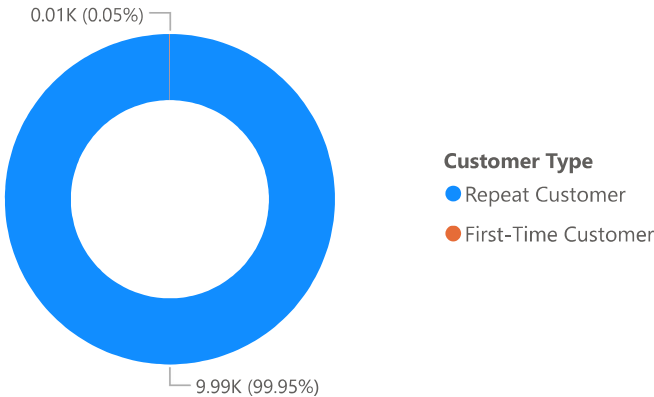
Sales by Year



Customer Loyalty Analysis

99.4%
Repeat Customer Rate

Customer Distribution: Repeat vs First-Time



Sum of Sales by Customer Type

