

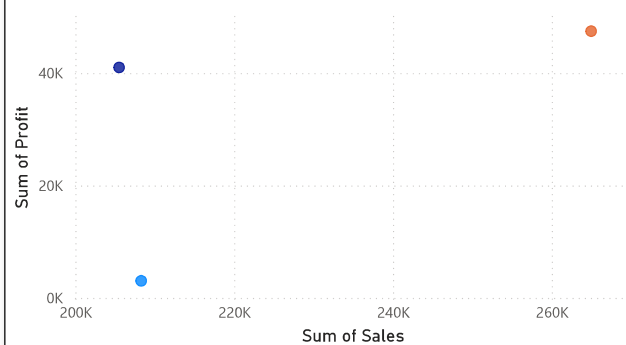
# Sales Dashboard

Region, Category

- ^ ☐ Central
- ☐ Furniture
  - ☐ Office Supplies
  - ☐ Technology
- ✓ ☒ East
- ✓ ☐ South
- ✓ ☐ West

Sum of Sales and Sum of Profit by Category

Category ● Furniture ● Office Supplies ● Technology



0.68M

Sum of Sales

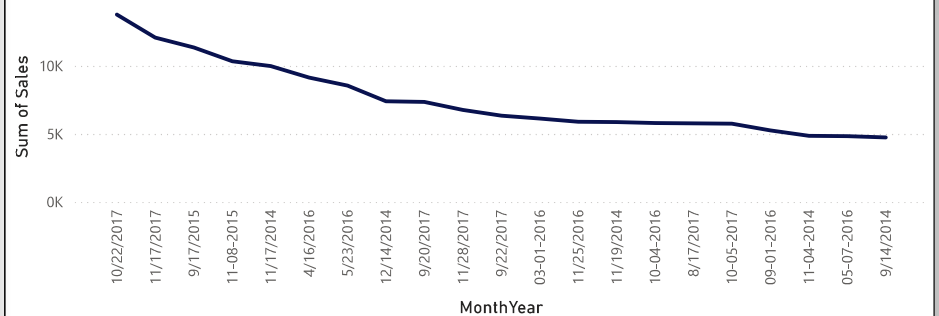
0.09M

Sum of Profit

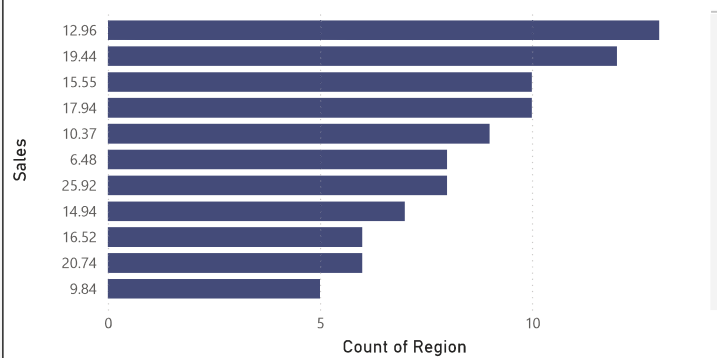
Sales First Product Name

0.85	Avery Round Ring Poly Binders
1.19	Avery Reinforcements for Hole-Punch Pages
1.24	OIC Binder Clips, Mini, 1/4" Capacity, Black
1.45	Assorted Color Push Pins
1.50	OIC #2 Pencils, Medium Soft
1.64	BIC Brite Liner Grip Highlighters
1.64	Angle-D Ring Binders
1.68	Prang Dustless Chalk Sticks
1.73	Peel & Stick Add-On Corner Pockets
1.82	Prestige Round Ring Binders
1.91	Insertable Tab Indexes For Data Binders
<b>Total</b>	<b>#10- 4 1/8" x 9 1/2" Recycled Envelopes</b>

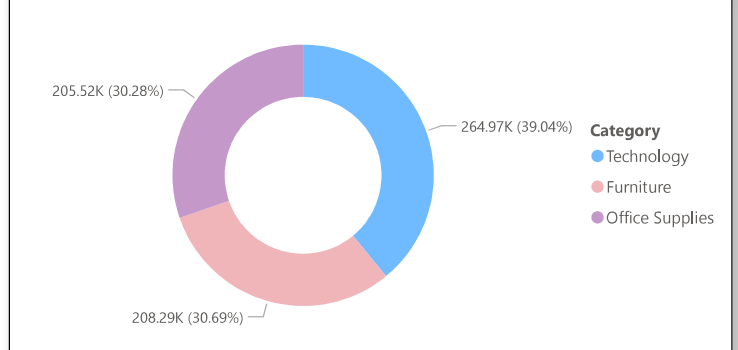
Monthly Sales Trend



Sales by Region



Sales by Category



## **Sales Dashboard Insights**

### **1. West Region Has the Highest Sales:**

The West leads all regions with **\$725K+** in total sales.

This indicates strong customer activity or effective marketing strategies in that region.

### **2. Technology is the Top-Selling and Most Profitable Category:**

### **3. Furniture Generates High Sales But Low Profit**

**Sales:** ~\$742K (comparable to others)

**Profit:** Only ~\$18K

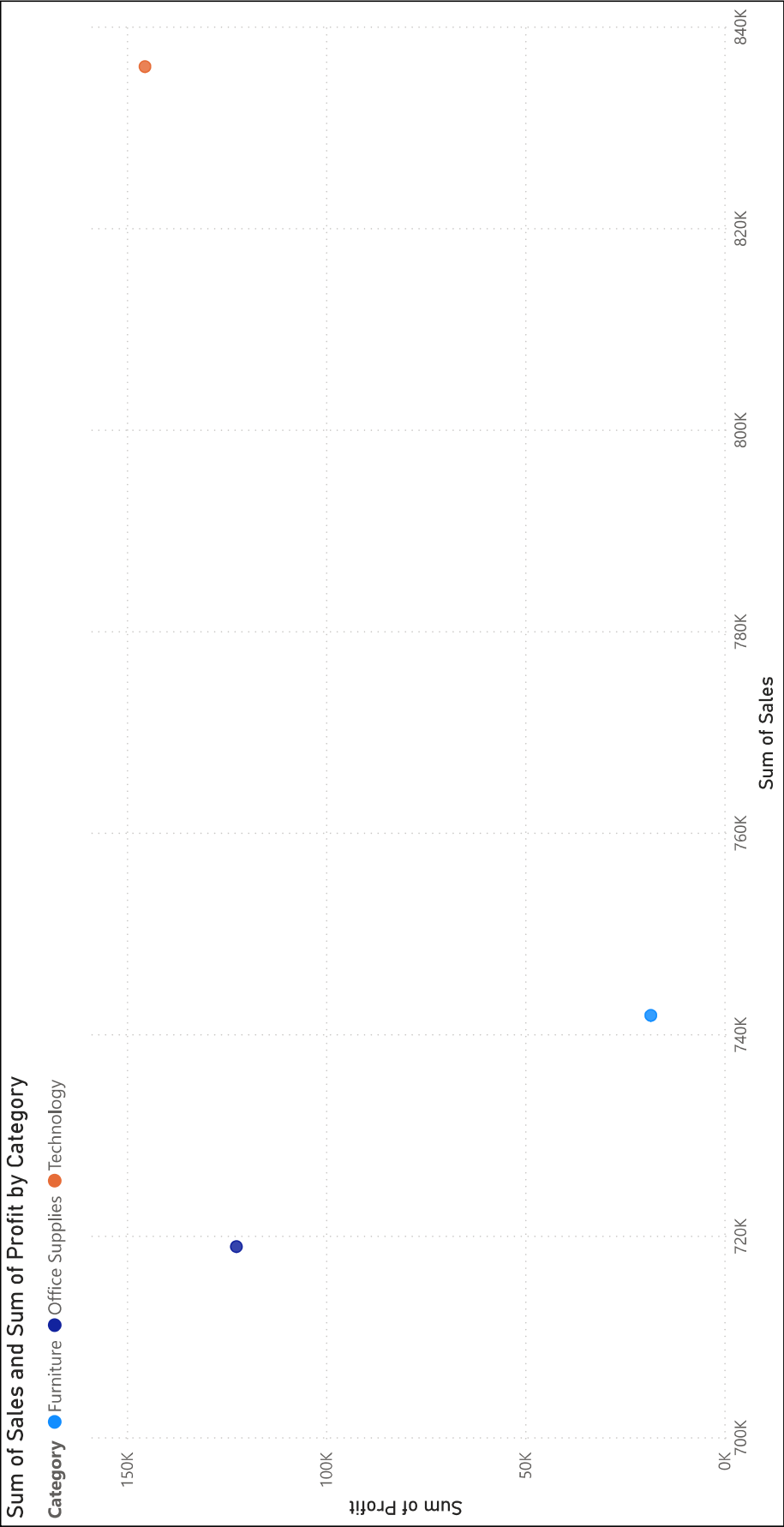
This suggests **lower profit margins** or high discounts, indicating a potential need to revisit pricing or supplier deals.

### **4. Sales Peaked in March 2014**

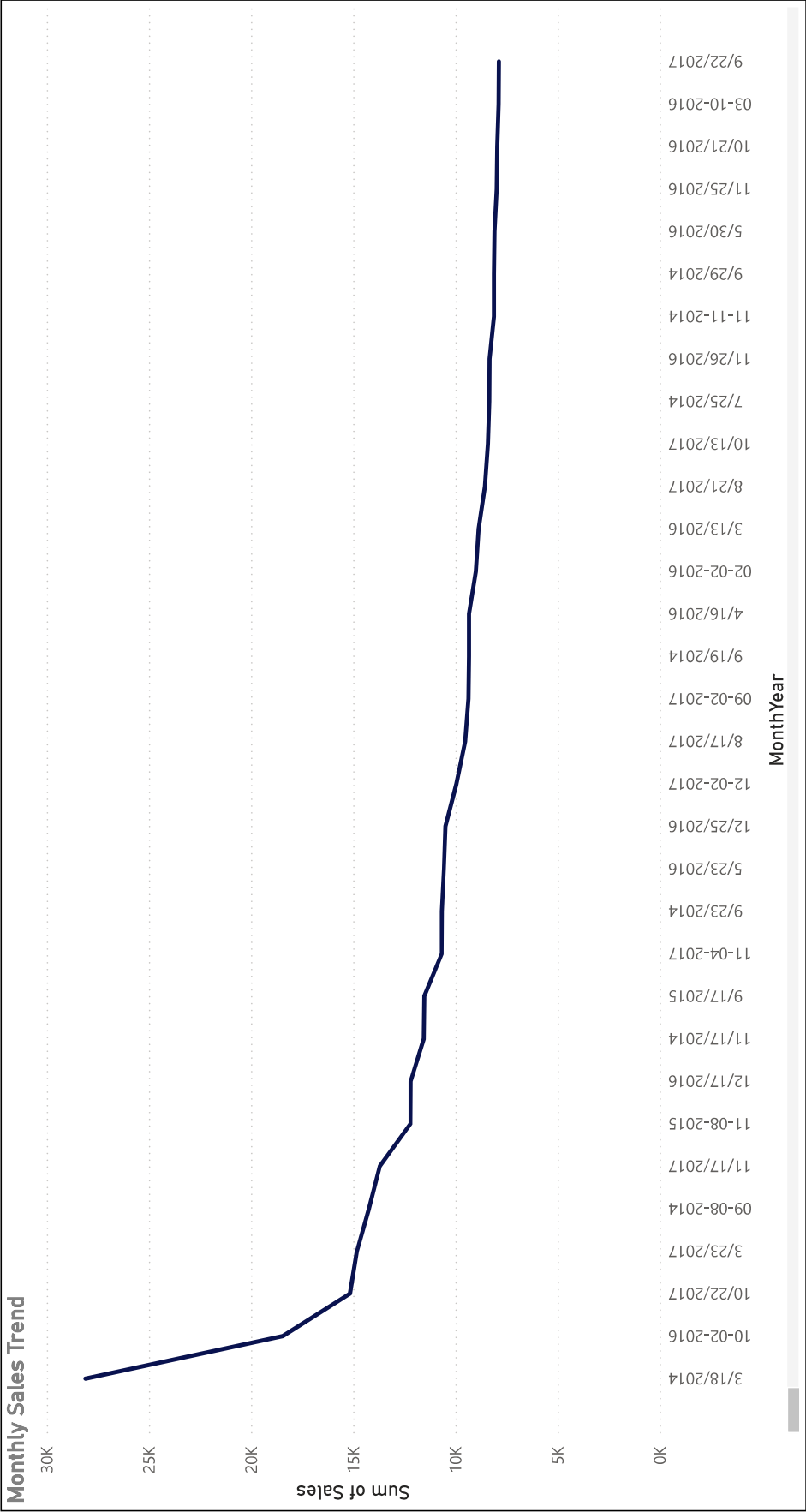
The highest monthly sales were recorded in **March 2014** at **\$54.8K**.

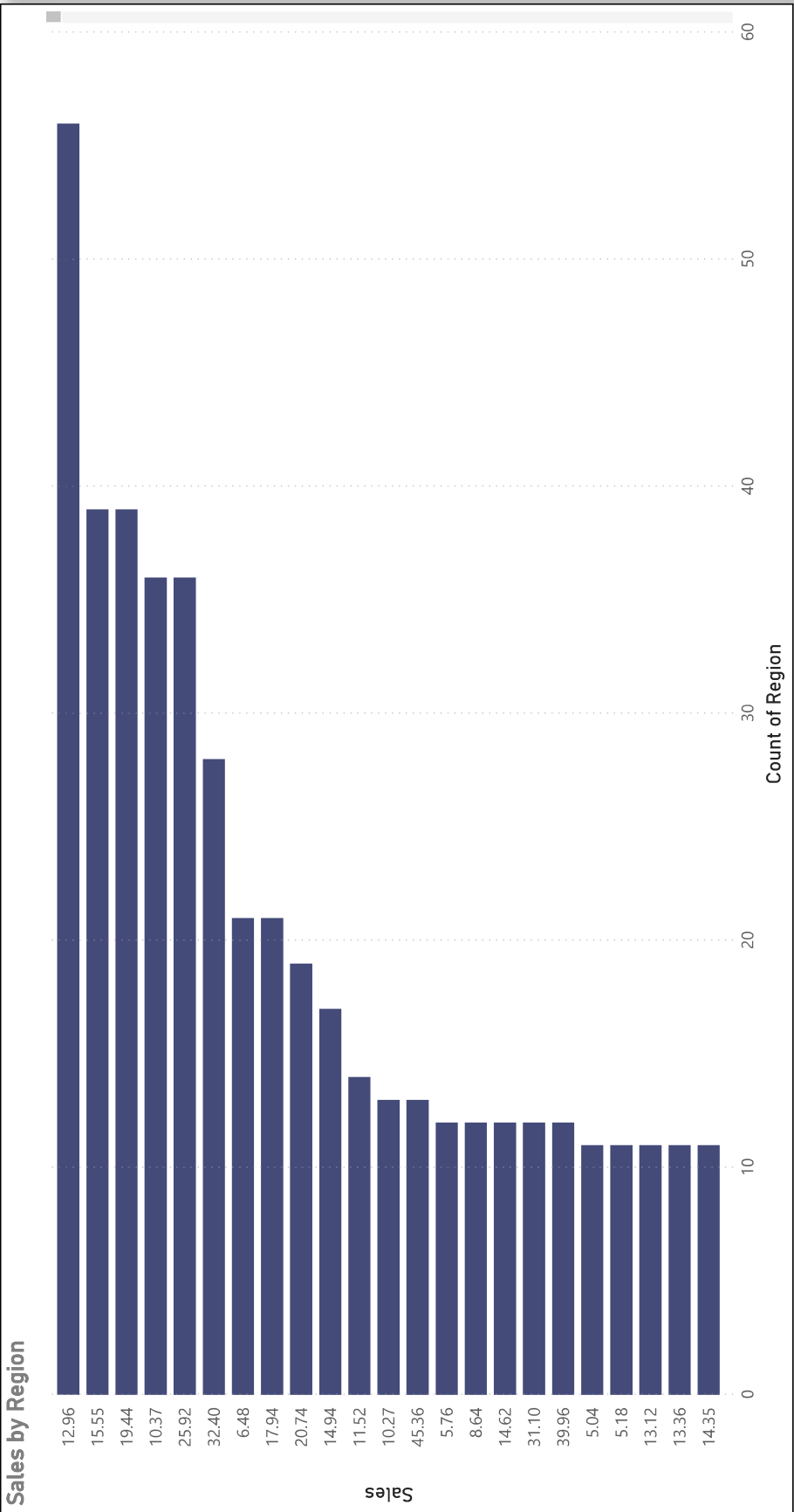
There's a noticeable **drop in April and May**, showing potential seasonal or campaign-driven variations





Sales	First Product Name
0.44	Hoover Replacement Belt for Commercial Guardsman Heavy-Duty Upright
0.56	Acco Suede Grain Vinyl Round Ring Binder
0.84	Avery Durable Slant Ring Binders With Label Holder
0.85	Avery Round Ring Poly Binders
0.88	Acco 3-Hole Punch
0.90	Avery Non-Stick Binders
0.98	Avery Triangle Shaped Sheet Lifters, Black, 2/Pack
0.99	Maxell 4.7GB DVD-R 5/Pack
1.04	Acco Economy Flexible Poly Round Ring Binder
1.08	Wilson Jones Easy Flow II Sheet Lifters
1.11	Acco Suede Grain Vinyl Round Ring Binder
1.17	Avery Binder Labels
1.19	Avery Reinforcements for Hole-Punch Pages
1.19	Avery Hidden Tab Dividers for Binding Systems
1.23	Universal Recycled Hanging Pressboard Report Binders, Letter Size
1.24	OIC Binder Clips, Mini, 1/4" Capacity, Black
1.25	Economy Binders
1.27	Insertable Tab Indexes For Data Binders
1.34	Computer Printout Index Tabs
1.36	Avery Self-Adhesive Photo Pockets for Polaroid Photos
1.37	Presstex Flexible Ring Binders
1.39	Hoover Commercial Lightweight Upright Vacuum
1.41	Newell 310
1.44	Wilson Jones Easy Flow II Sheet Lifters
1.45	Assorted Color Push Pins
1.48	Avery Triangle Shaped Sheet Lifters, Black, 2/Pack
1.50	OIC #2 Pencils, Medium Soft
<b>Total</b>	<b>"While you Were Out" Message Book, One Form per Page</b>







Sales by Category

