

# Retail Sales Performance - Executive Overview

6.18M

Total Sales

1.61M

Total Profit

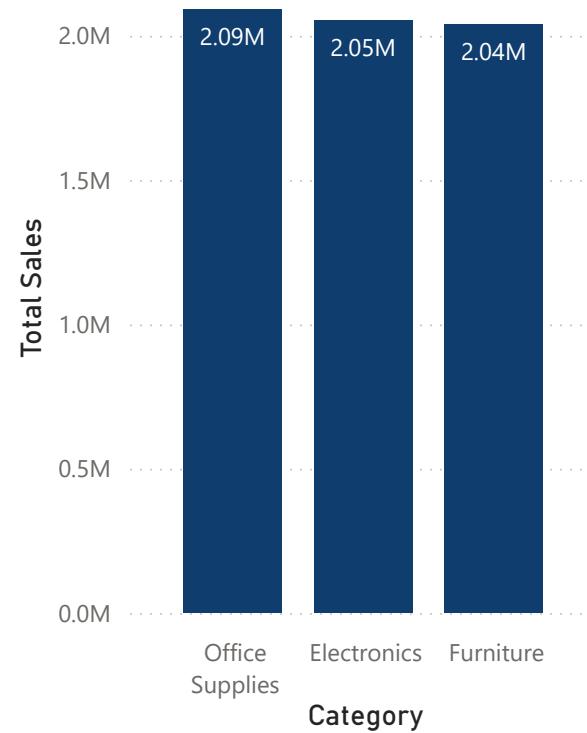
13K

Total Quantity

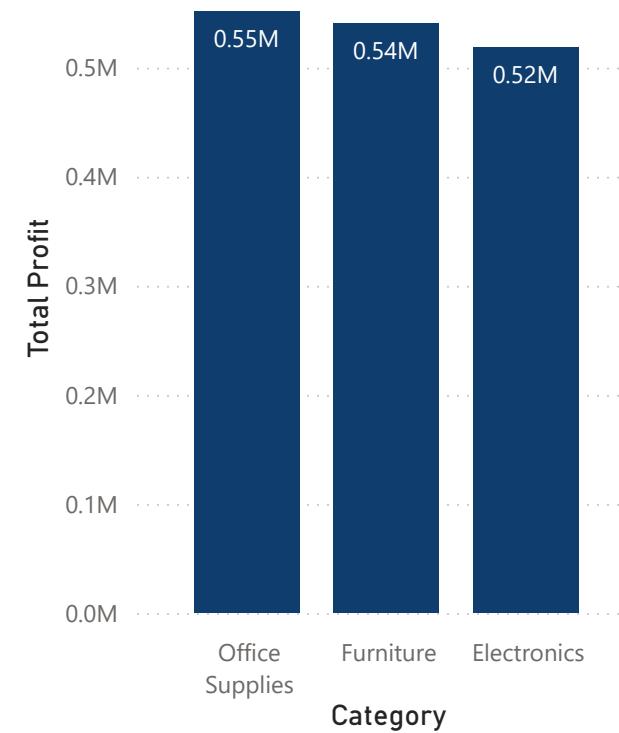
26.05

Profit Margin %

Sales by Category



Profit by Category



Year



# Sales & Profit Trends Over Time

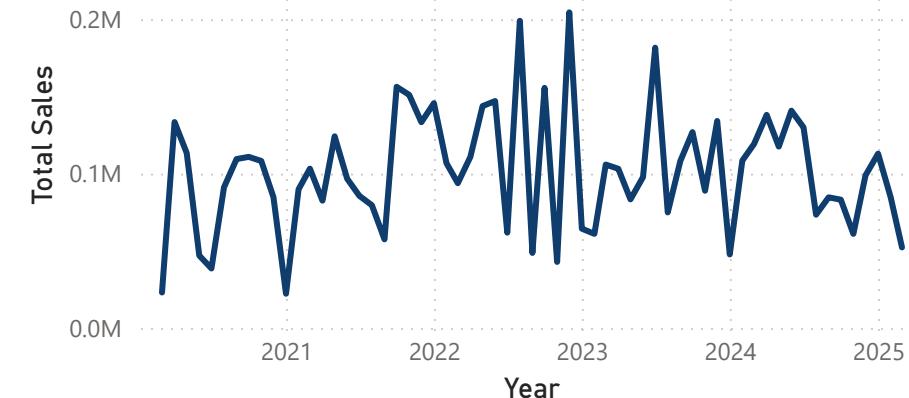
## Category

Electronics

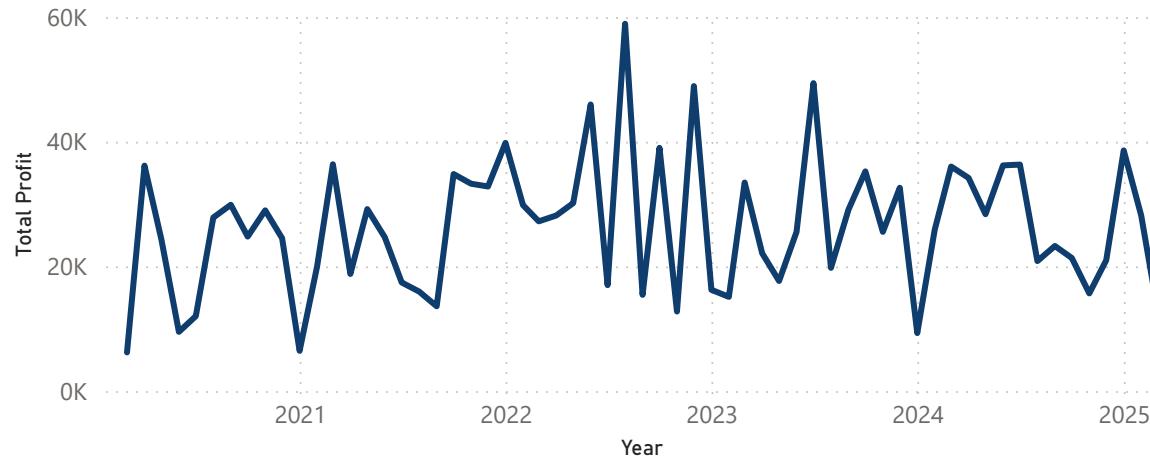
Furniture

Office Supplies

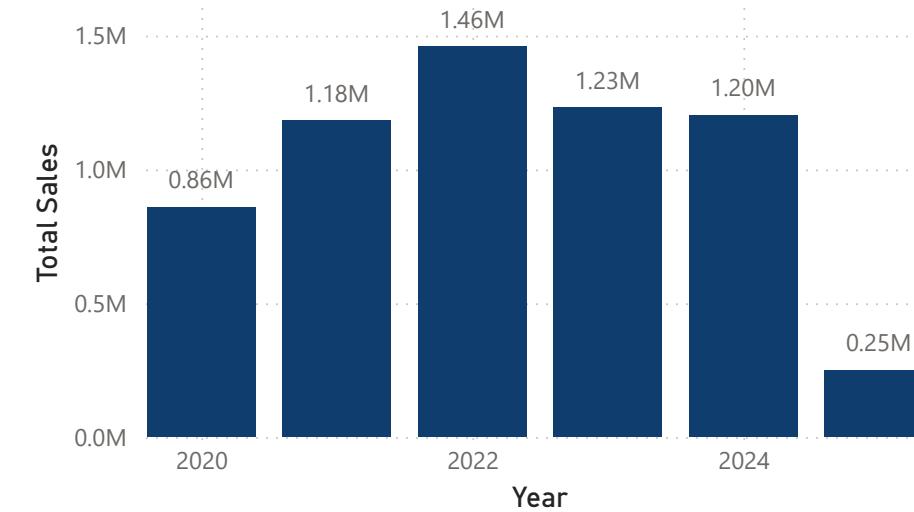
## Monthly Sales Trend



## Monthly Profit Trend



## Best & Worst Months by Sales

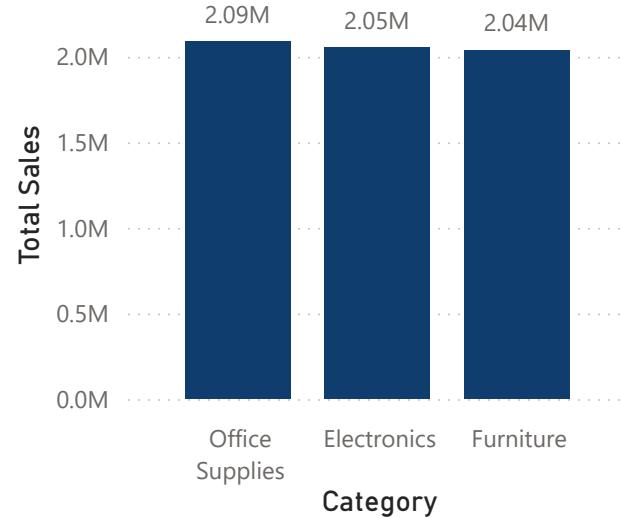


# Category & Sub-Category Performance Analysis

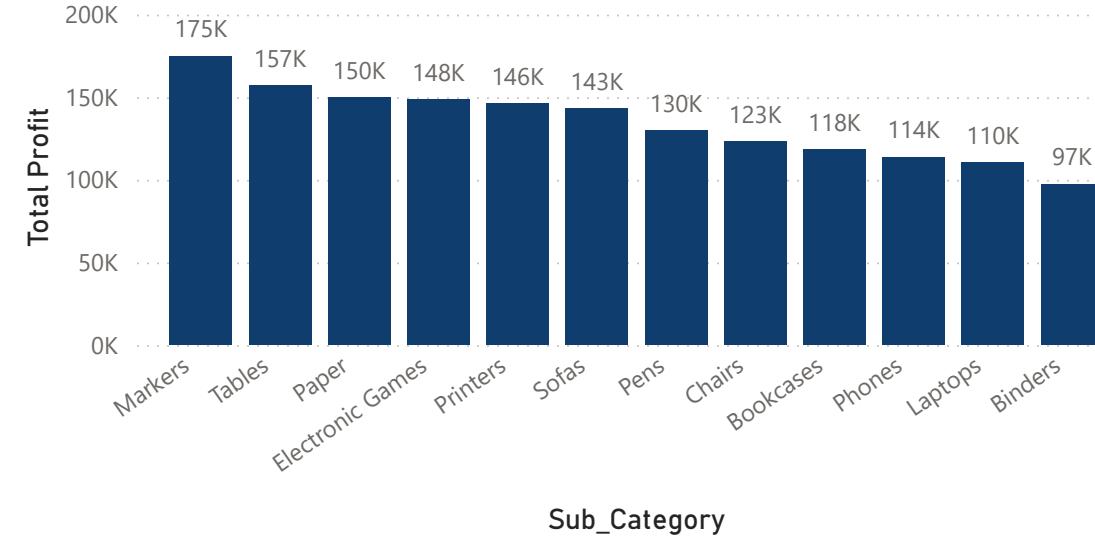
Year

2020	2022	2024
2021	2023	2025

Sales by Category



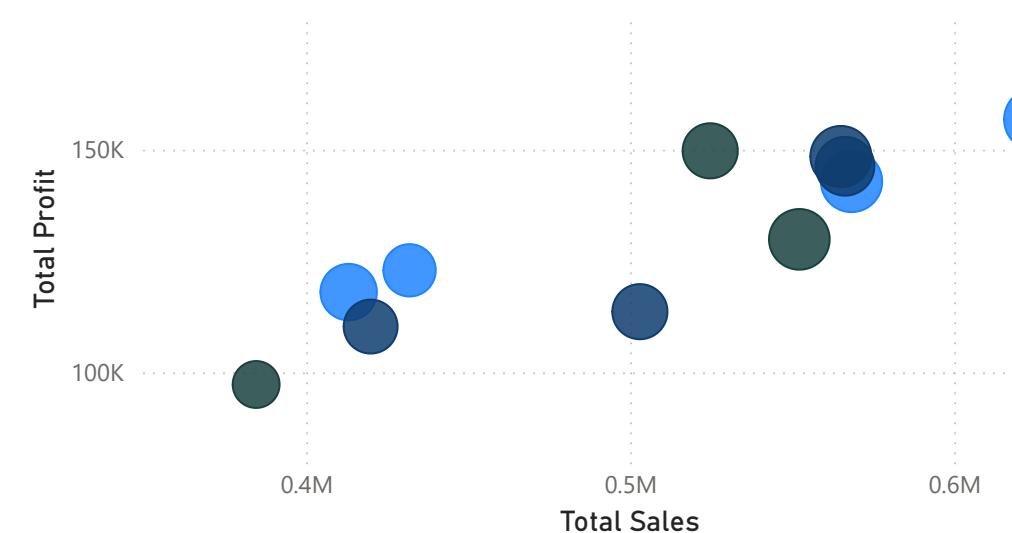
Profit by Sub-Category



Category	Sub_Category	Total Profit	Total Sales	Profit Margin %
Furniture	Bookcases	1,18,000.00	4,13,165.00	28.56
Office Supplies	Paper	1,49,723.00	5,24,755.00	28.53
Furniture	Chairs	1,22,892.00	4,31,964.00	28.45
Office Supplies	Markers	1,74,749.00	6,27,875.00	27.83
Electronics	Electronic Games	1,48,454.00	5,65,092.00	26.27
Electronics	Laptops	1,10,260.00	4,19,950.00	26.26
Electronics	Printers	1,46,259.00	5,66,359.00	25.82
Office Supplies	Binders	97,257.00	3,84,611.00	25.29
Furniture	Sofas	1,42,854.00	5,68,367.00	25.13
Furniture	Tables	1,56,796.00	6,25,177.00	25.08
Office Supplies	Pens	1,29,846.00	5,52,269.00	23.51
Electronics	Phones	1,13,607.00	5,03,055.00	22.58
<b>Total</b>		<b>16,10,697.00</b>	<b>61,82,639.00</b>	<b>26.05</b>

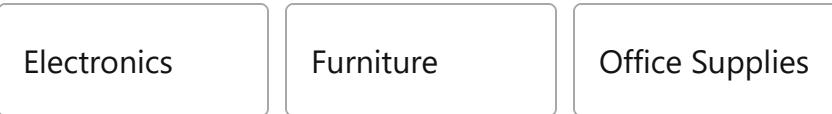
Sales vs Profit by Sub-Category

Category ● Electronics ● Furniture ● Office Supplies



# Customer Behavior & Revenue Contribution

Category



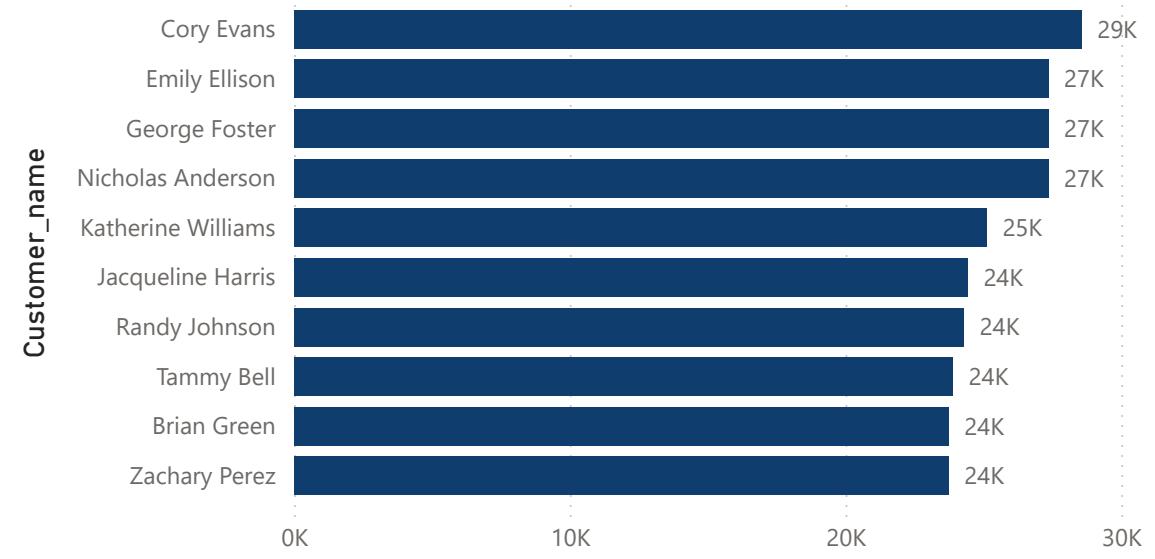
Year



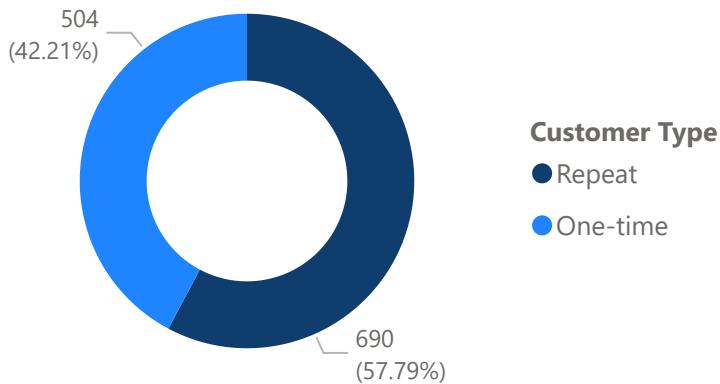
Customer Sales Ranking

Customer_name	Total Sales	Order Count
Aaron Dunn	7,644.00	1
Aaron Johnson	19,018.00	1
Aaron Jones	9,431.00	1
Aaron Kim	15,458.00	1
Abigail Brown	3,522.00	1
Adam Clark	7,320.00	1
Adam James	8,769.00	1
Adam Stevens	5,899.00	1
Alan Livingston	3,423.00	1
Albert Alexander Jr.	9,909.00	1
<b>Total</b>	<b>61,82,639.00</b>	<b>547</b>

Top 10 Customers by Sales

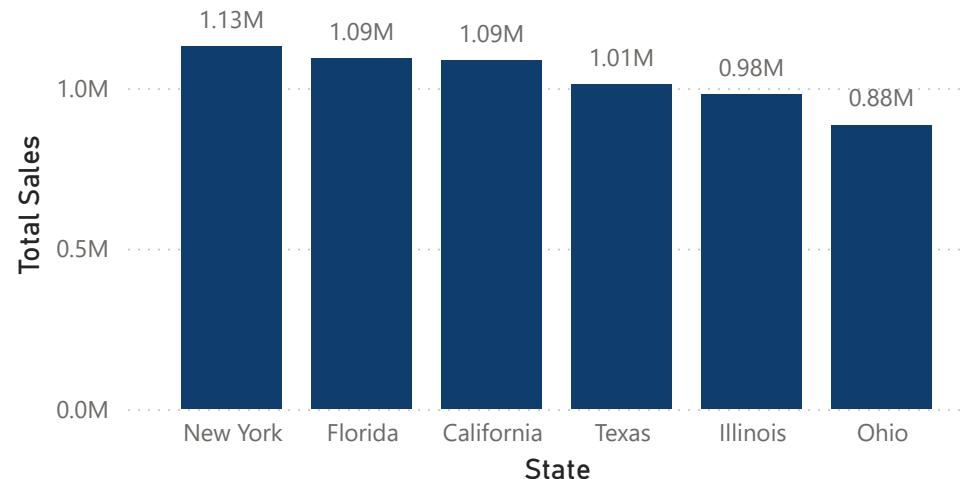


Customer Purchase Behavior

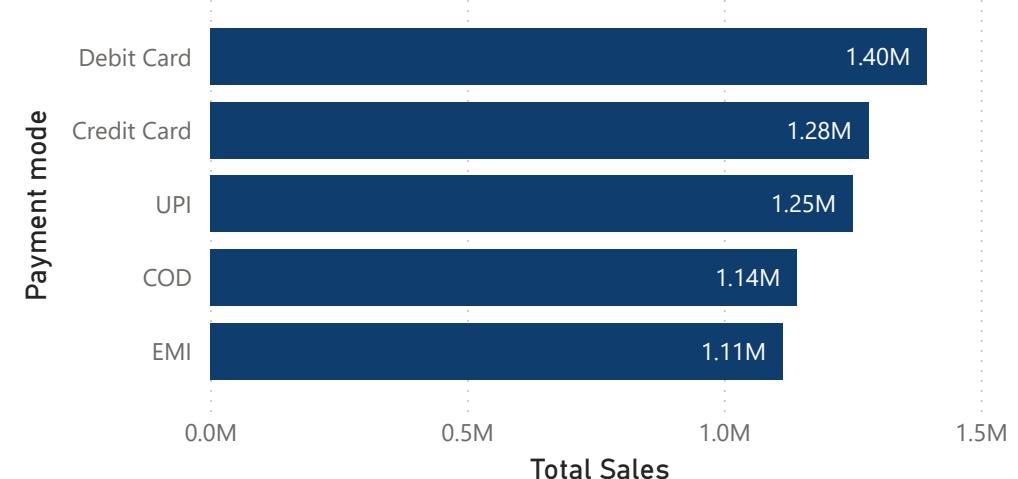


# Geographic & Payment Mode Insights

Sales by State



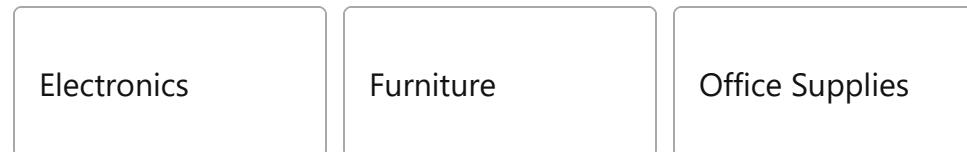
Sales by Payment Mode



Year



Category



High Sales but Low Profit Cities

city	Total Sales	Total Profit	Profit Margin %
Springfield	3,70,131.00	84,205.00	22.75
Columbus	2,46,692.00	56,277.00	22.81
Chicago	3,44,675.00	80,061.00	23.23
Cleveland	3,34,220.00	81,454.00	24.37
Austin	3,35,199.00	82,638.00	24.65
Houston	2,86,132.00	72,659.00	25.39
Cincinnati	3,03,856.00	78,788.00	25.93
Tampa	2,68,135.00	70,842.00	26.42
Los Angeles	2,57,332.00	69,264.00	26.92
New York City	3,04,243.00	86,954.00	28.58
Peoria	2,63,932.00	76,106.00	28.84
<b>Total</b>	<b>33,14,547.00</b>	<b>8,39,248.00</b>	<b>25.32</b>