

Retail Sales Performance - Executive Overview

6.18M

Total Sales

1.61M

Total Profit

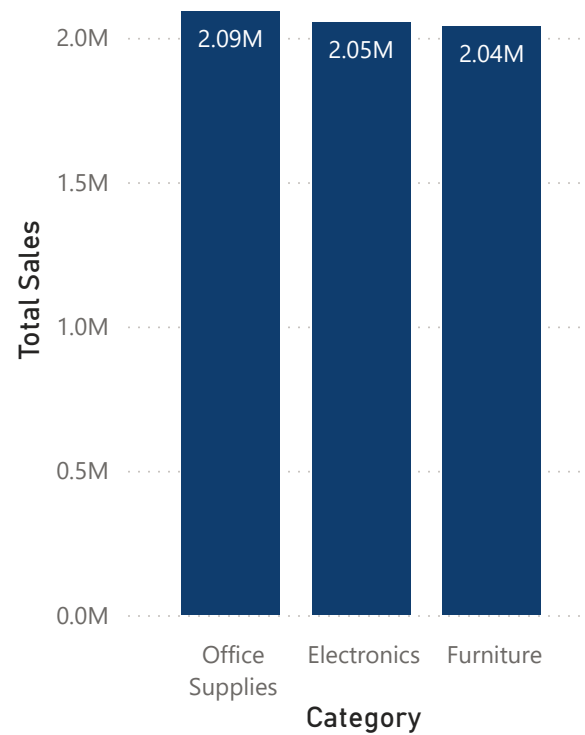
13K

Total Quantity

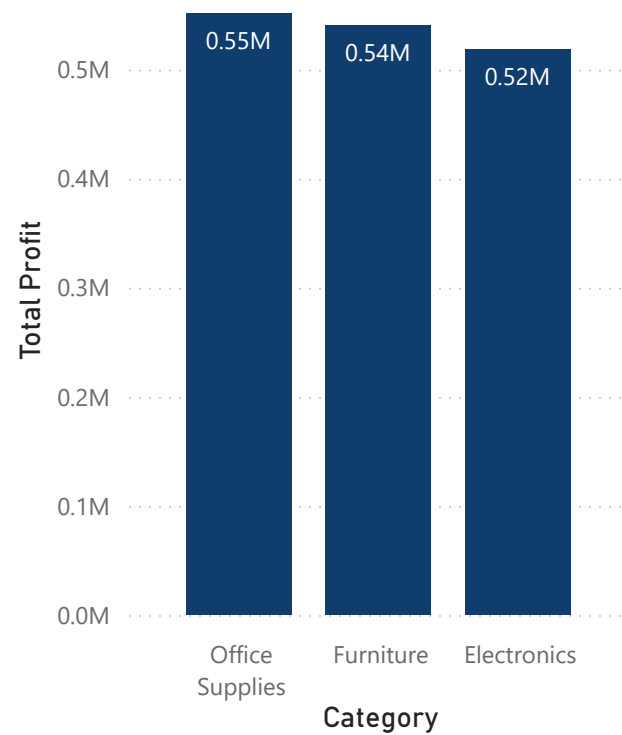
26.05

Profit Margin %

Sales by Category



Profit by Category



Year

2020

2021

2022

2023

2024

2025

Sales & Profit Trends Over Time

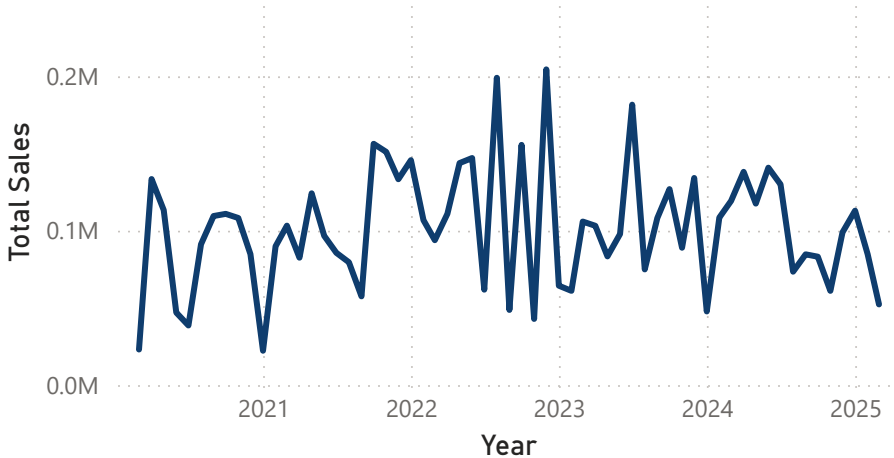
Category

Electronics

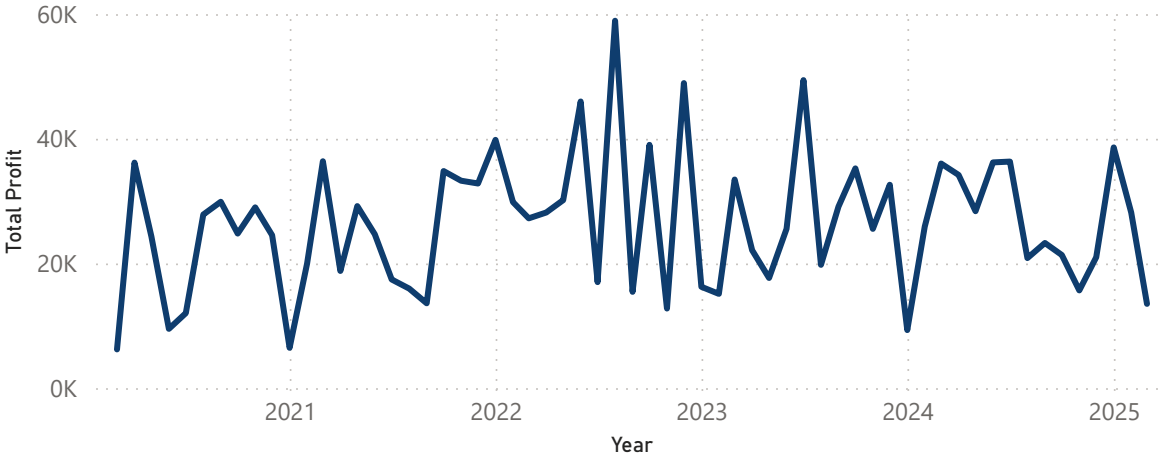
Furniture

Office Supplies

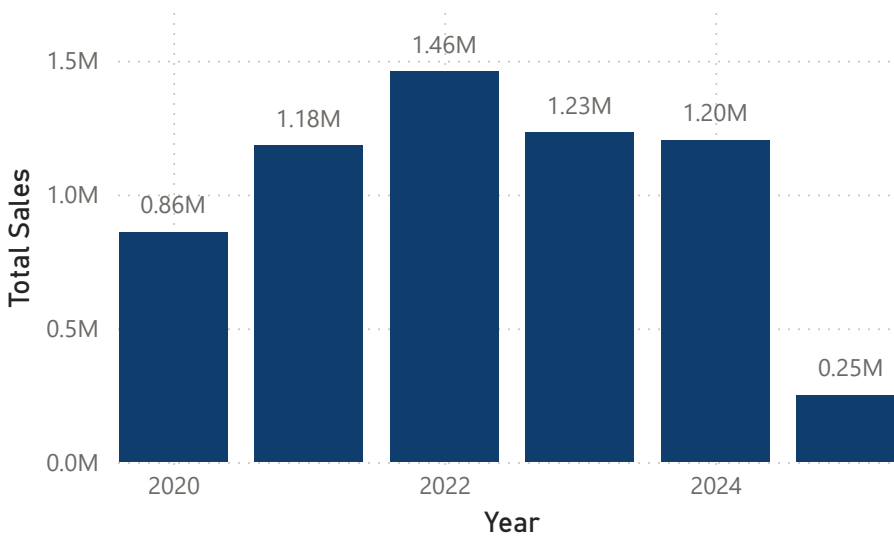
Monthly Sales Trend



Monthly Profit Trend



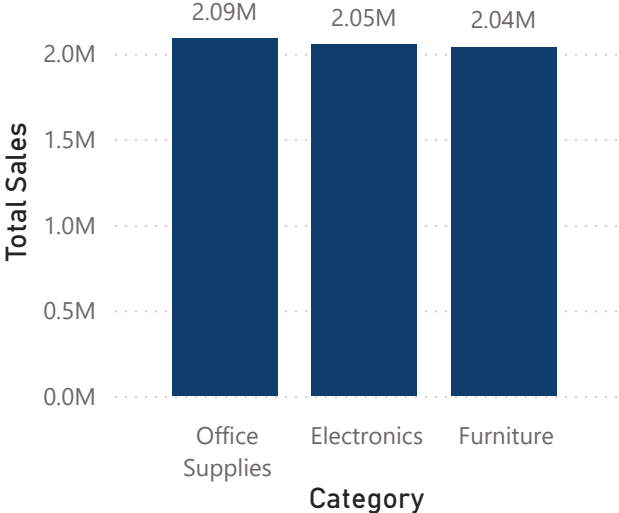
Best & Worst Months by Sales



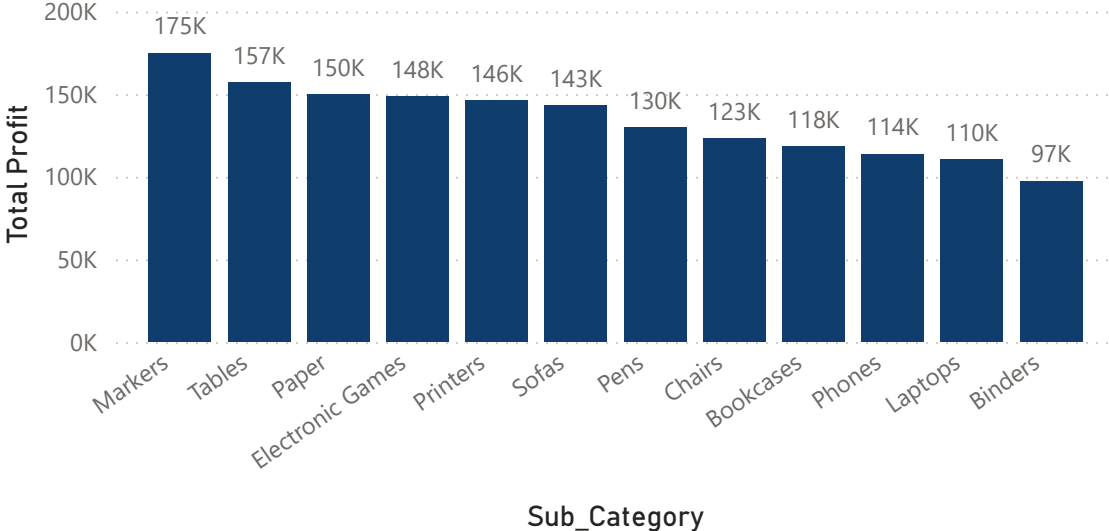
Category & Sub-Category Performance Analysis

| Year | | |
|------|------|------|
| 2020 | 2022 | 2024 |
| 2021 | 2023 | 2025 |

Sales by Category

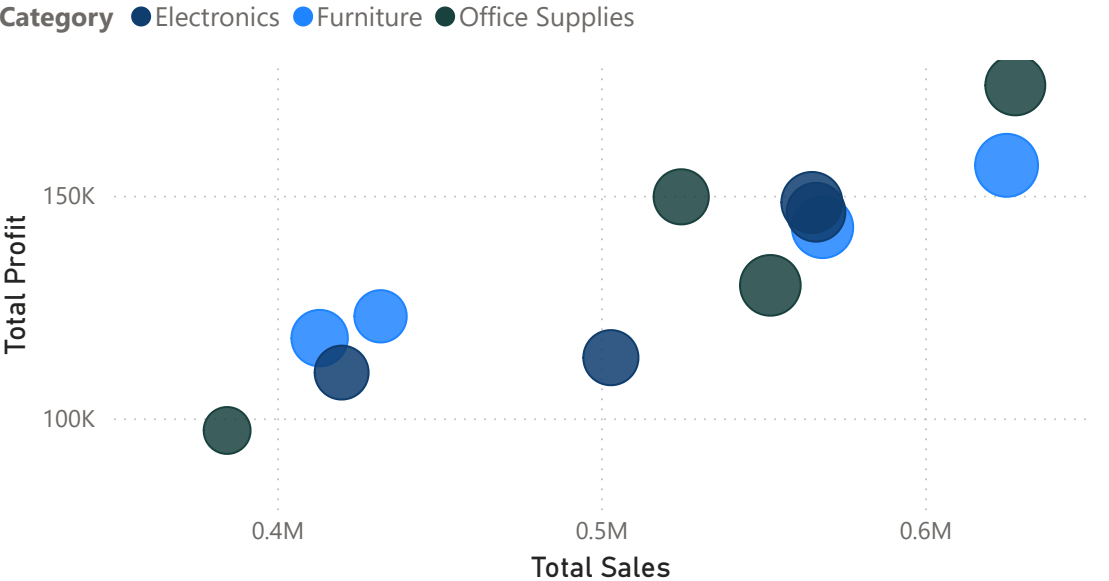


Profit by Sub-Category



| 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 |
| Total | | 16,10,697.00 | 61,82,639.00 | 26.05 |

Sales vs Profit by Sub-Category



Customer Behavior & Revenue Contribution

Category

Electronics

Furniture

Office Supplies

Year

2020

2021

2022

2023

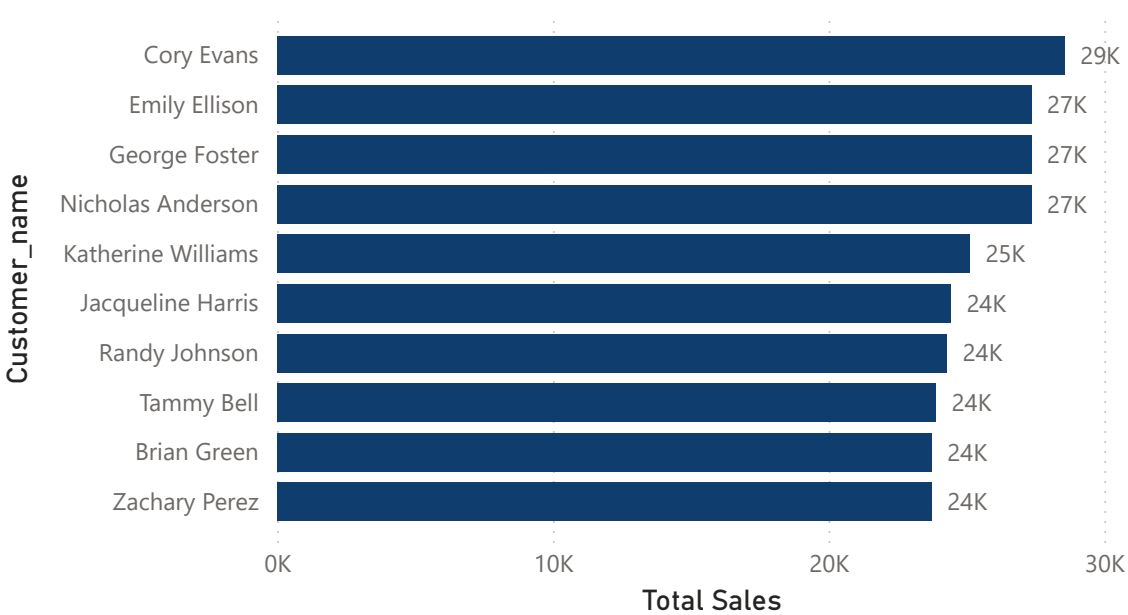
2024

2025

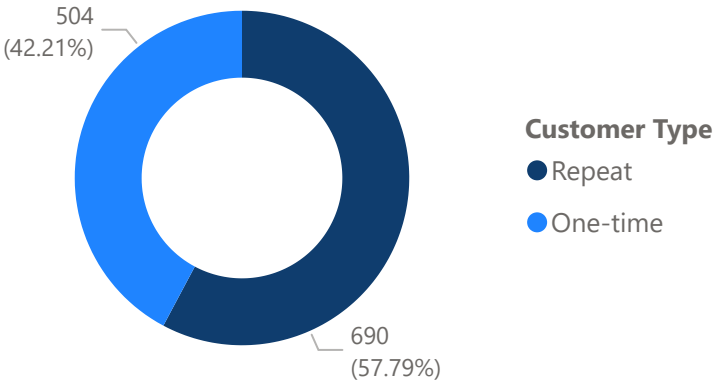
Customer Sales Ranking

| 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 |
| Total | 61,82,639.00 | 547 |

Top 10 Customers by Sales

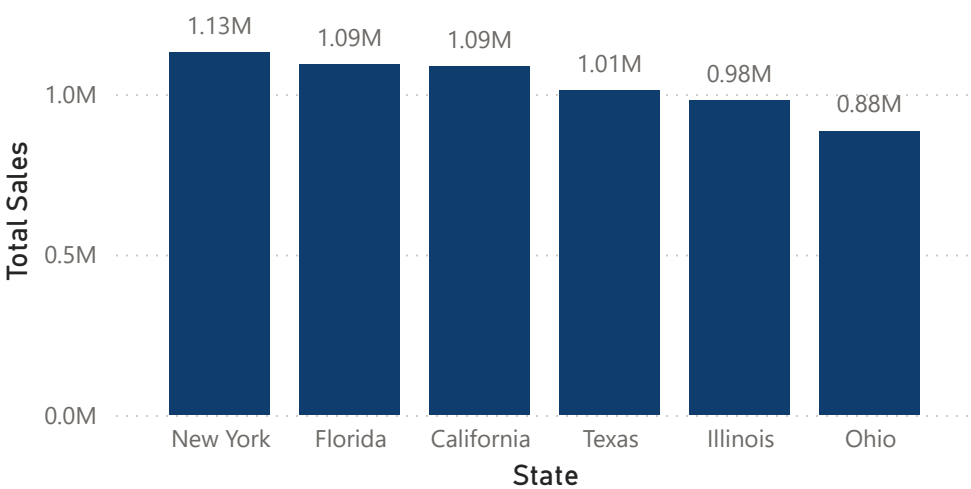


Customer Purchase Behavior

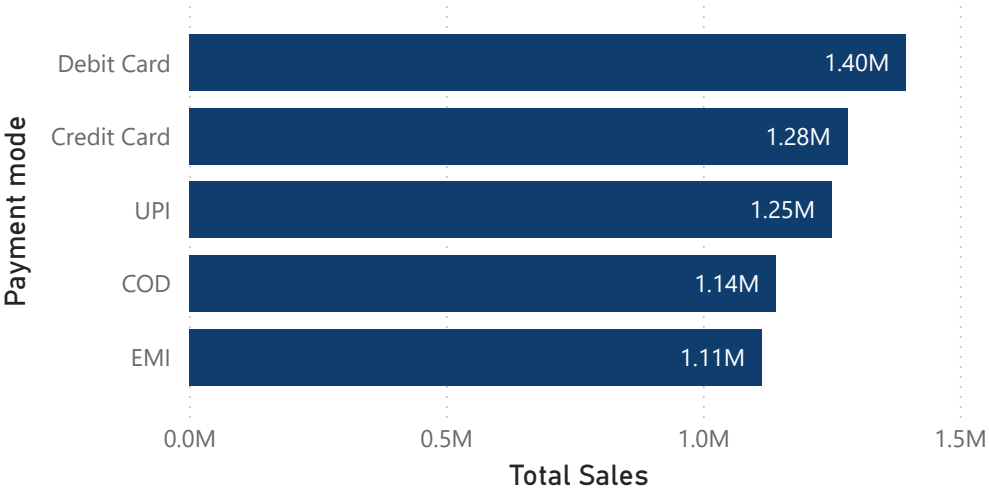


Geographic & Payment Mode Insights

Sales by State



Sales by Payment Mode



Year

| | | |
|------|------|------|
| 2020 | 2021 | 2022 |
| 2023 | 2024 | 2025 |

Category

| | | |
|-------------|-----------|-----------------|
| Electronics | Furniture | Office Supplies |
|-------------|-----------|-----------------|

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 |
| Total | 33,14,547.00 | 8,39,248.00 | 25.32 |