

Slide 1: Executive Summary

Key Performance Indicators:

- Total Sales: \$2,297,200.86
- Total Profit: \$286,397.02
- Profit Margin: 12.47%
- Total Quantity Sold: 37873

Overall, sales performance is strong, but margins are tight in some categories.

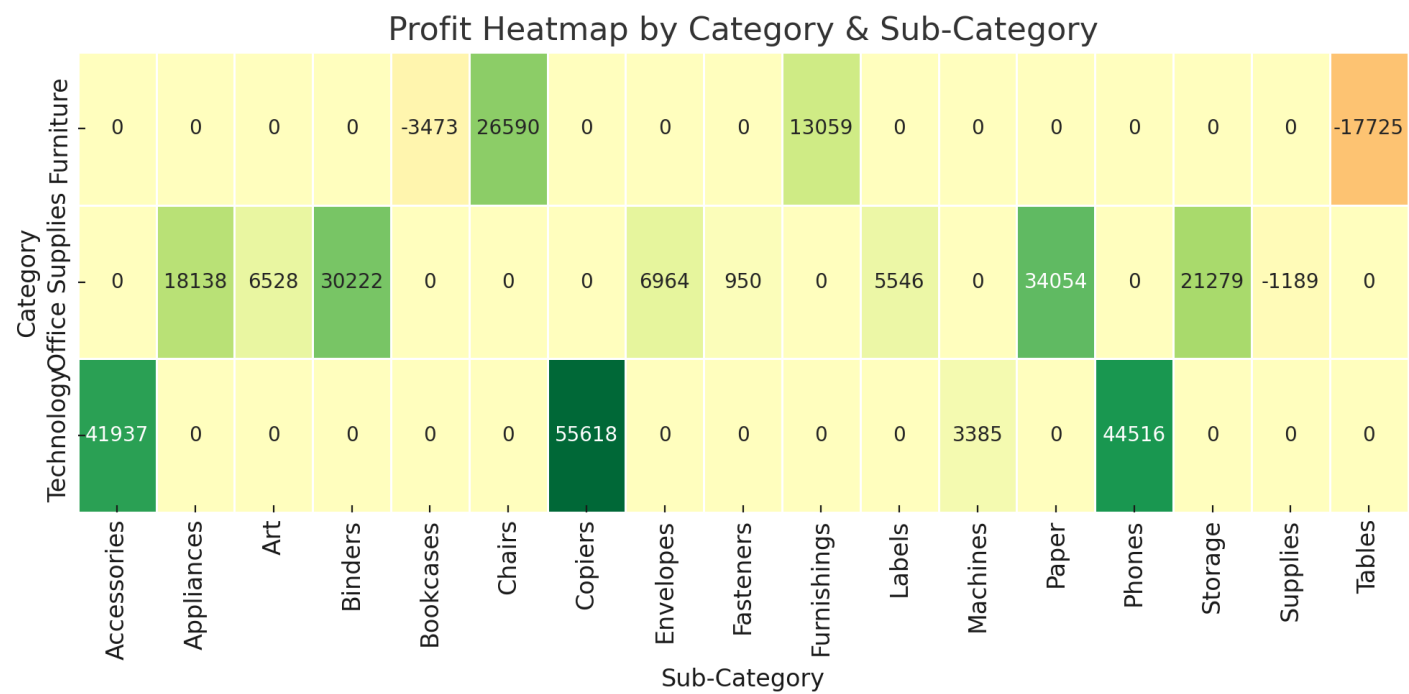
Slide 2: Sales & Profit Overview

- Furniture: Sales=\$742,000, Profit=\$18,451
- Office Supplies: Sales=\$719,047, Profit=\$122,491
- Technology: Sales=\$836,154, Profit=\$145,455

Technology leads in profitability. Furniture has high sales but lower margins.

Slide 3: Category-Level Analysis

The heatmap below shows profit distribution across product categories and sub-categories:



Slide 4: Customer Segmentation

- Consumer: Sales=\$1,161,401, Profit=\$134,119
- Corporate: Sales=\$706,146, Profit=\$91,979
- Home Office: Sales=\$429,653, Profit=\$60,299

The Consumer segment has the highest sales, while the Corporate segment maintains better margins.

Slide 5: Regional Performance

- Central: Sales=\$501,240, Profit=\$39,706
- East: Sales=\$678,781, Profit=\$91,523
- South: Sales=\$391,722, Profit=\$46,749
- West: Sales=\$725,458, Profit=\$108,418

West and South are strong performers. Central region shows low profit despite moderate sales.

Slide 6: Recommendations

- Reduce heavy discounting in Furniture, especially Tables and Bookcases.
- Focus marketing on profitable segments like Corporate and high-value customers.
- Expand in high-margin categories like Technology.
- Improve profitability in the Central region by reviewing pricing and logistics.