

Slide 1: Executive Summary (KPIs + High-level takeaways)

Key Performance Indicators:

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

High-Level Takeaways:

- Profitability varies significantly by category and region.
- Some sub-categories are loss-making and need attention.
- Consumer segment contributes most to sales.

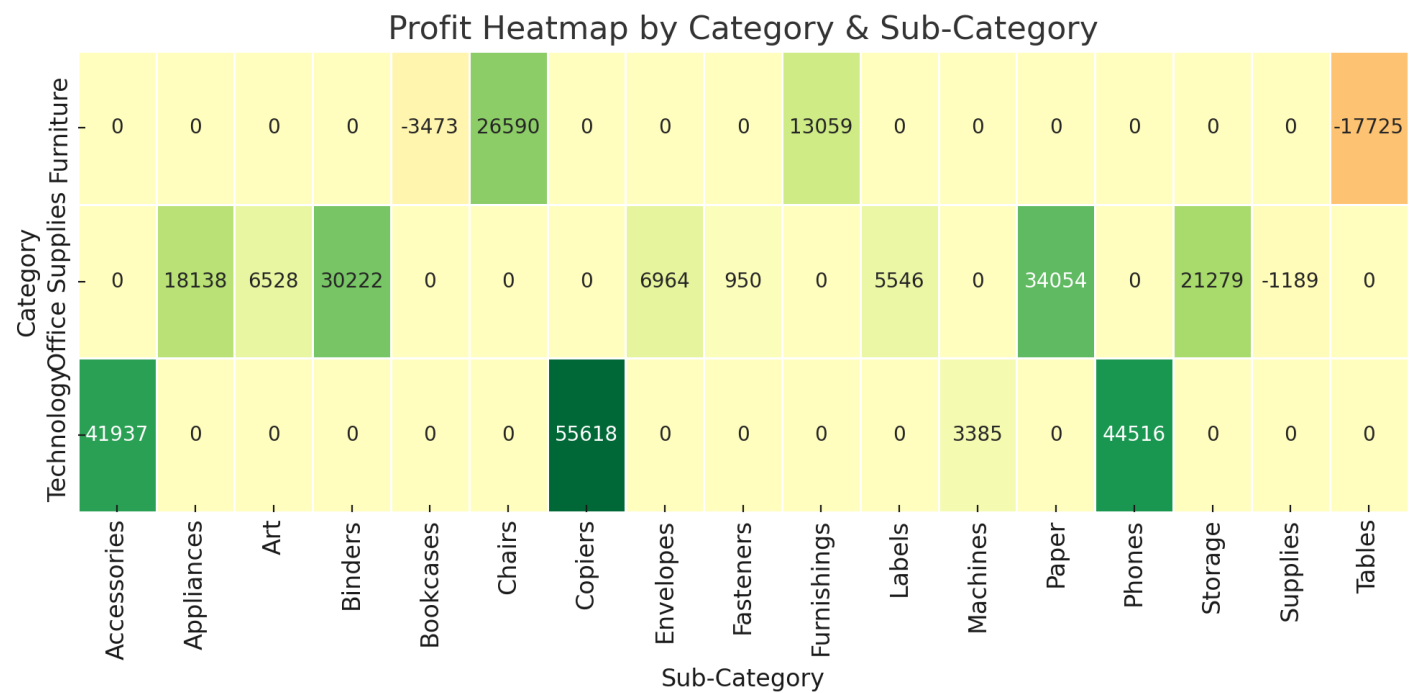
Slide 2: Sales & Profit Overview

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

Technology generates the most profit. Furniture sales are high but less profitable.

Slide 3: Category-Level Analysis

This slide shows how profits vary across categories and sub-categories. Sub-categories like Tables and Bookcases show negative profits, indicating potential issues in pricing or cost structure.



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 dominates in sales. Corporate customers have a healthier profit margin.

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

The West region performs best in both sales and profit. Central lags behind in profitability.

Slide 6: Recommendations

- Reduce discounts and review pricing in loss-making categories like Furniture (Tables, Bookcases).
- Invest in the Technology category due to high profitability.
- Focus customer retention strategies on Corporate segment.
- Optimize logistics and pricing strategies in the Central region.