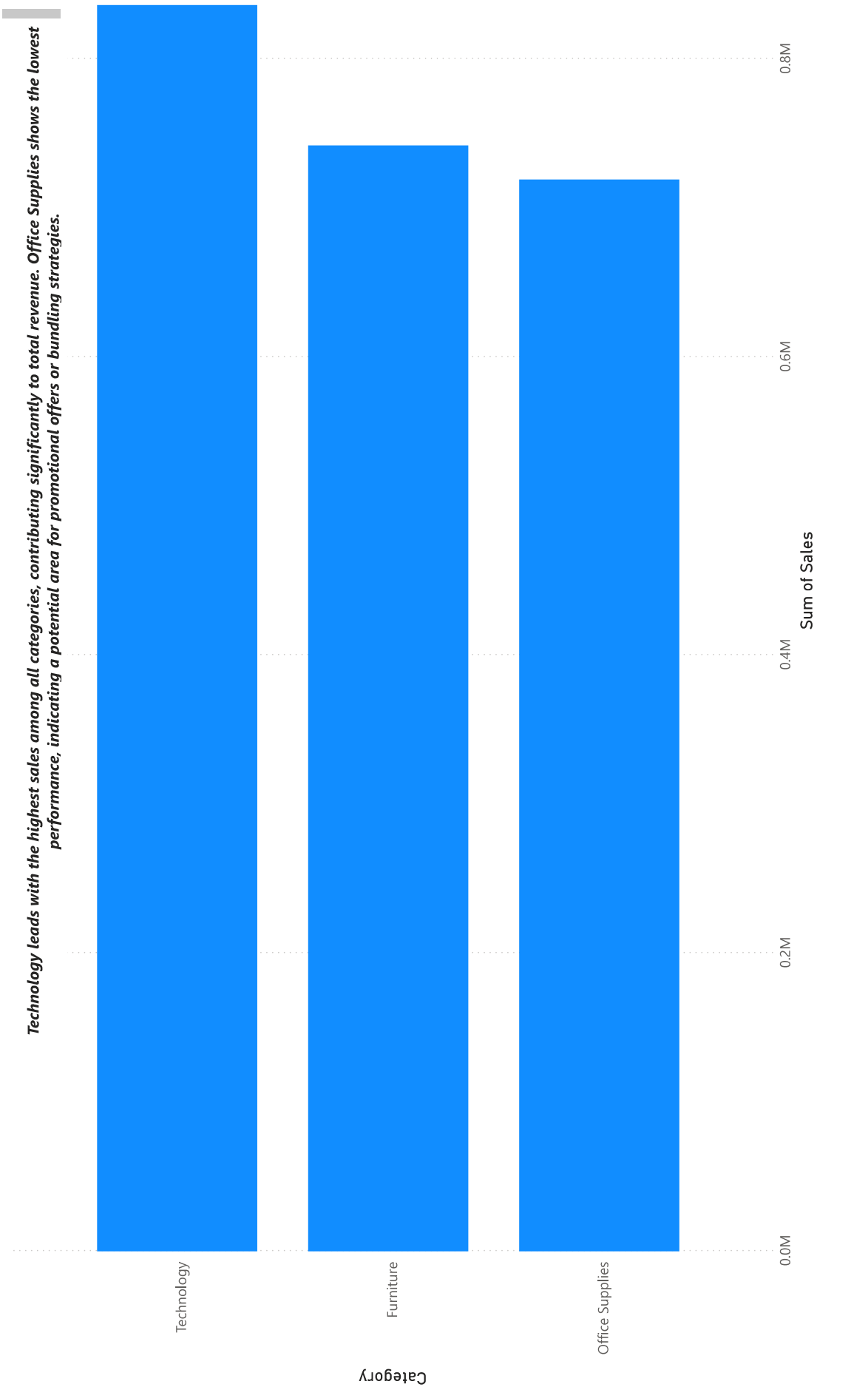


Sum of Sales by Category

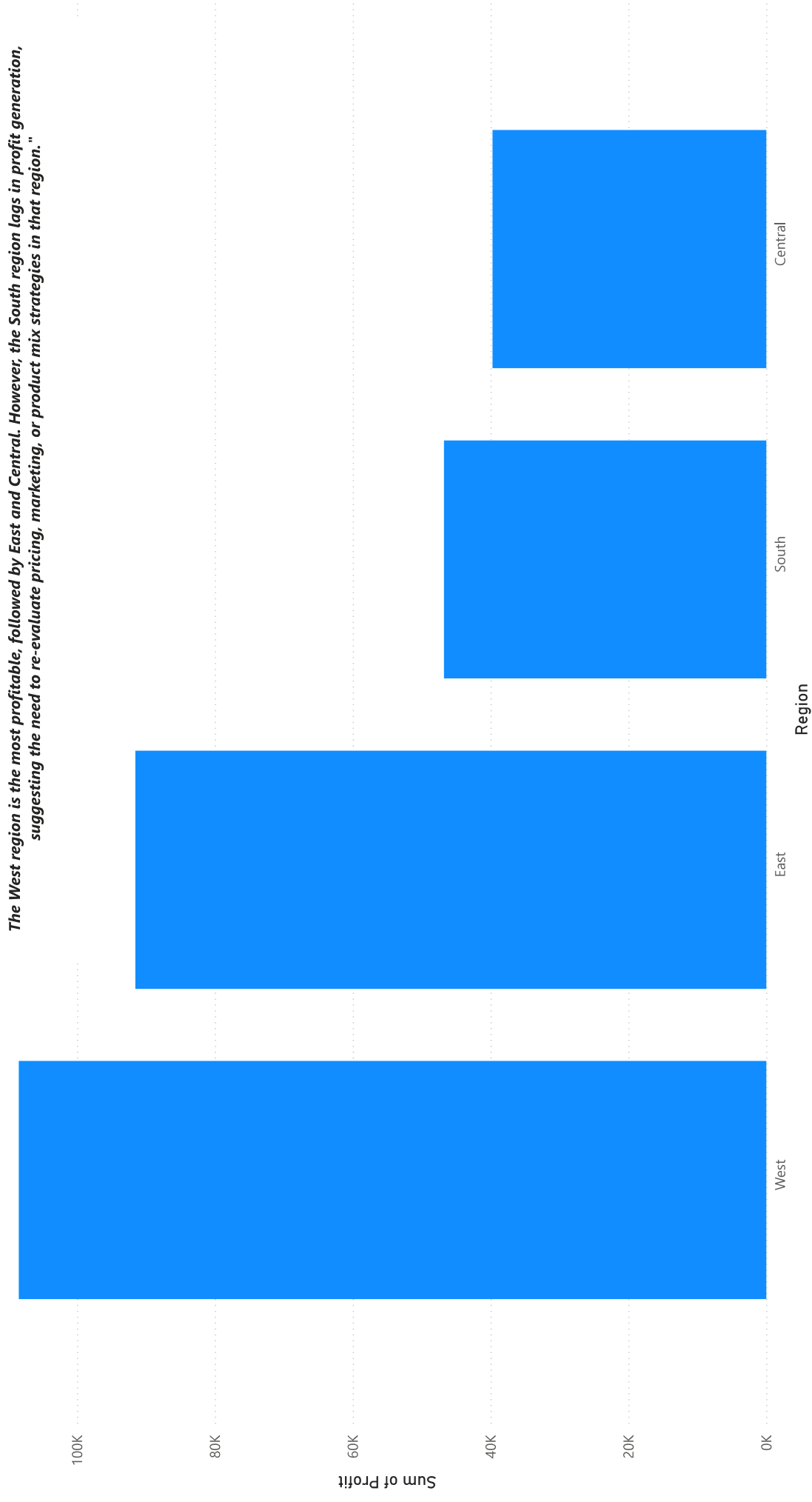


Sum of Sales by Month



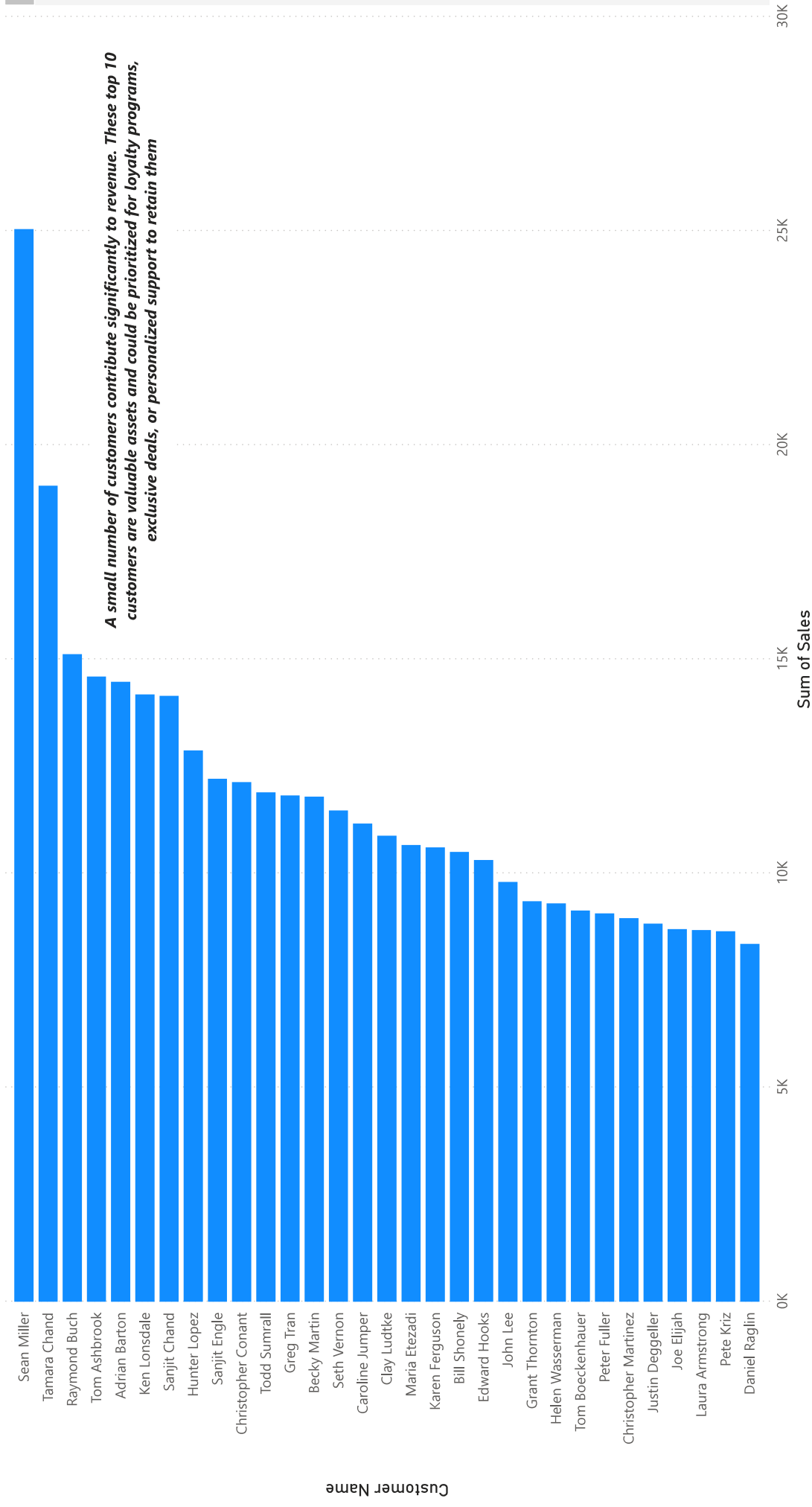
Sales consistently increase during Q4 (October to December), indicating strong seasonal trends, possibly due to holiday purchases. Marketing efforts and stock management should focus on this high-sales period. "

Sum of Profit by Region



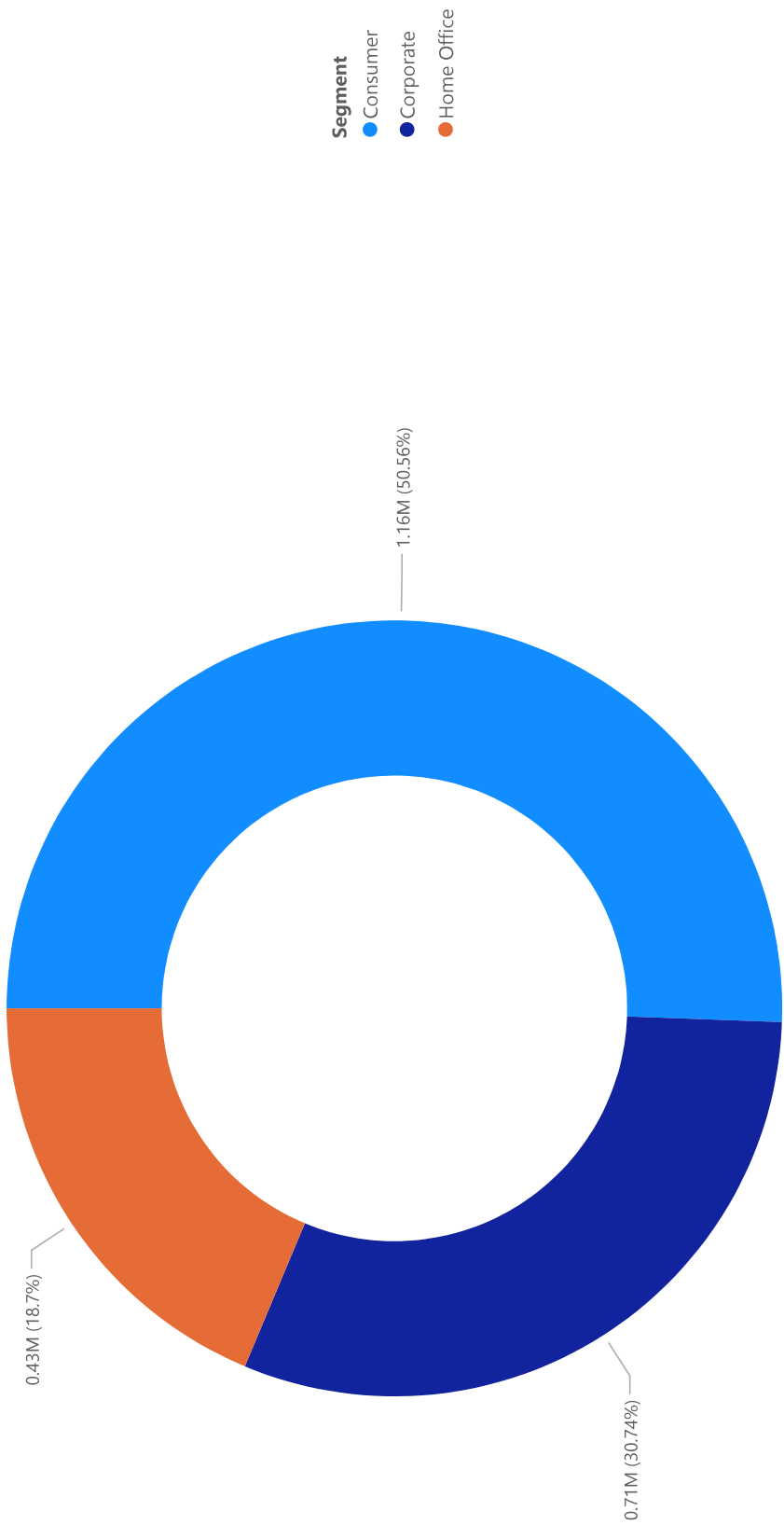
The West region is the most profitable, followed by East and Central. However, the South region lags in profit generation, suggesting the need to re-evaluate pricing, marketing, or product mix strategies in that region."

Sum of Sales by Customer Name

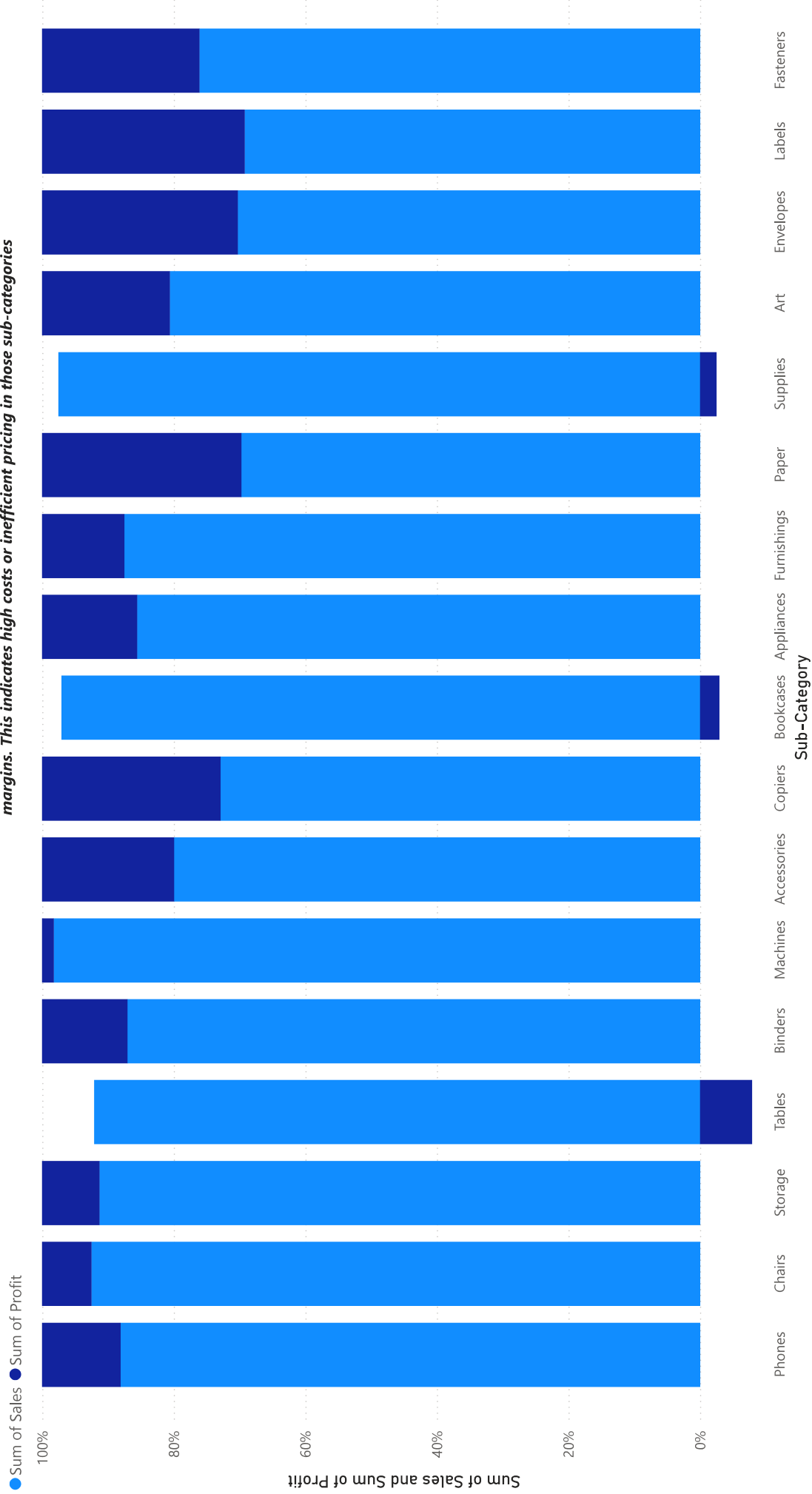


Sum of Sales by Segment

The Consumer segment dominates sales, followed by Corporate and Home Office. Strategies could be adjusted to increase Corporate and Home Office contributions by tailoring product bundles and services."



Sum of Sales and Sum of Profit by Sub-Category Although Copiers and Phones have high sales and profits, categories like Tables and Bookcases show high sales but very low or negative profit margins. This indicates high costs or inefficient pricing in those sub-categories



SUMMARY

This report visualizes sales performance across categories, regions, and customers. Technology is top-performing. The West region yields the highest profit. Action: Focus on improving Office Supplies and South region marketing.