



\$284.58K

SALES

570

ORDERS

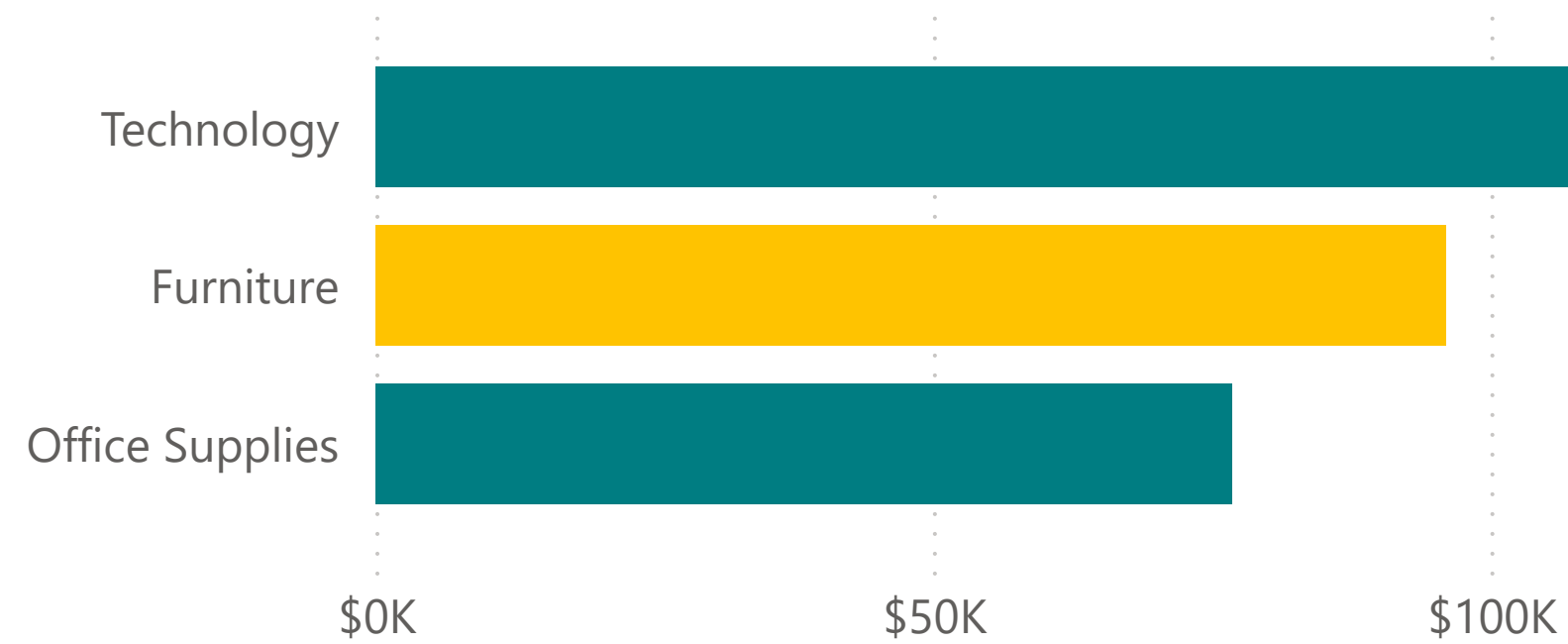
29.65%

SALES GROWTH

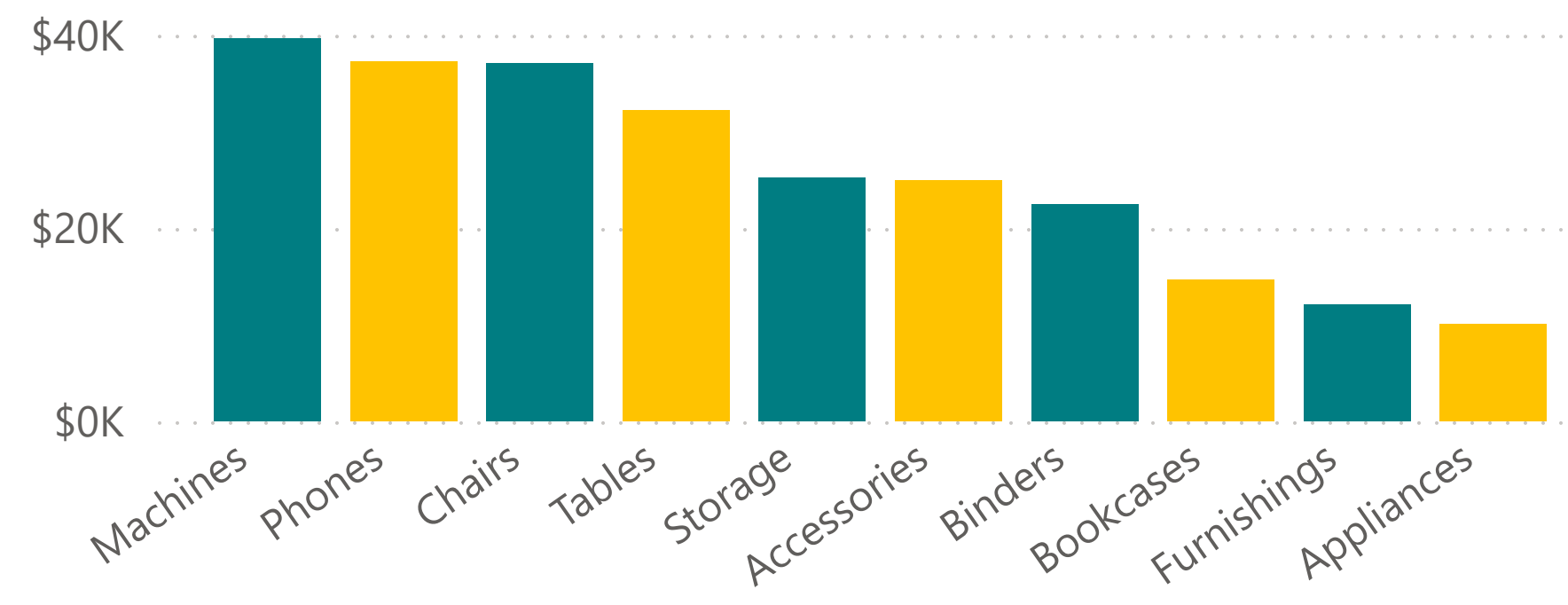
Summary :

- **Total sales reached \$284.58K**, with a **29.65% growth rate** over the selected period.
- **Technology** is the top revenue driver, followed by Furniture and Office Supplies.
- **Top sub-categories:** Machines, Phones, and Chairs lead in sales.
- **Seasonal spikes** observed, with peaks in Sep 2018 and Aug 2020.
- Growth opportunities in **low-performing sub-categories** like Binders and Supplies.
- **Consistent sales growth** trend in the past two years.

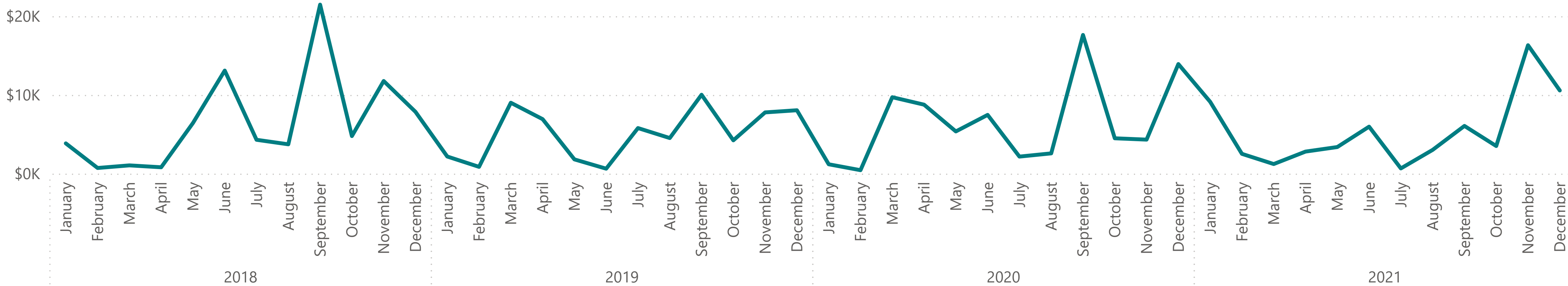
Sales by Category



Sales by Sub-Category



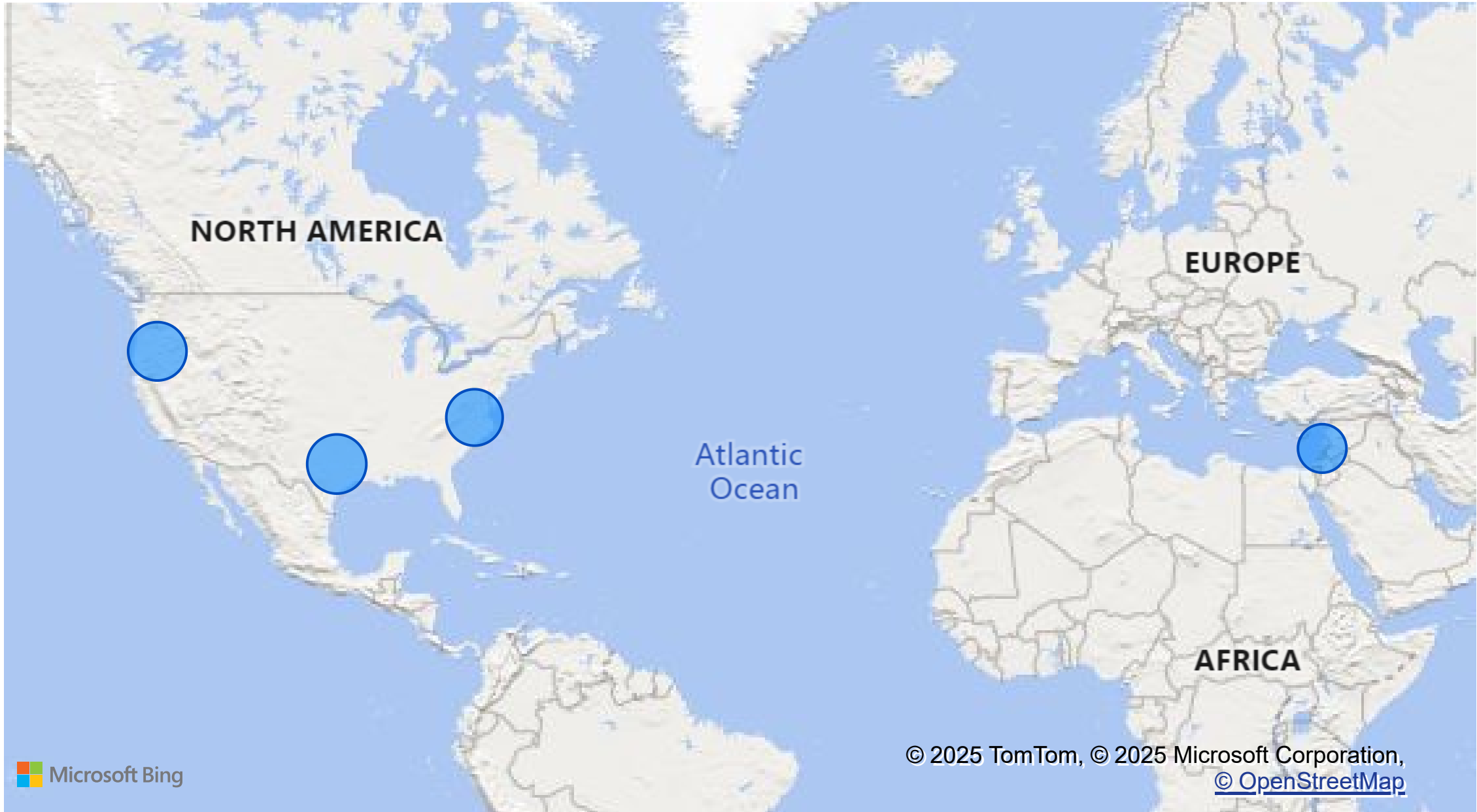
Sales Trend Over Time





- Region
- ☐ Select all
 - ☐ Central
 - ☐ East
 - ☐ INDMKB
 - ☐ South
 - ☐ West

- Segment
- ☐ Select all
 - ☐ asa
 - ☐ Consumer
 - ☐ Corporate
 - ☐ Home Office

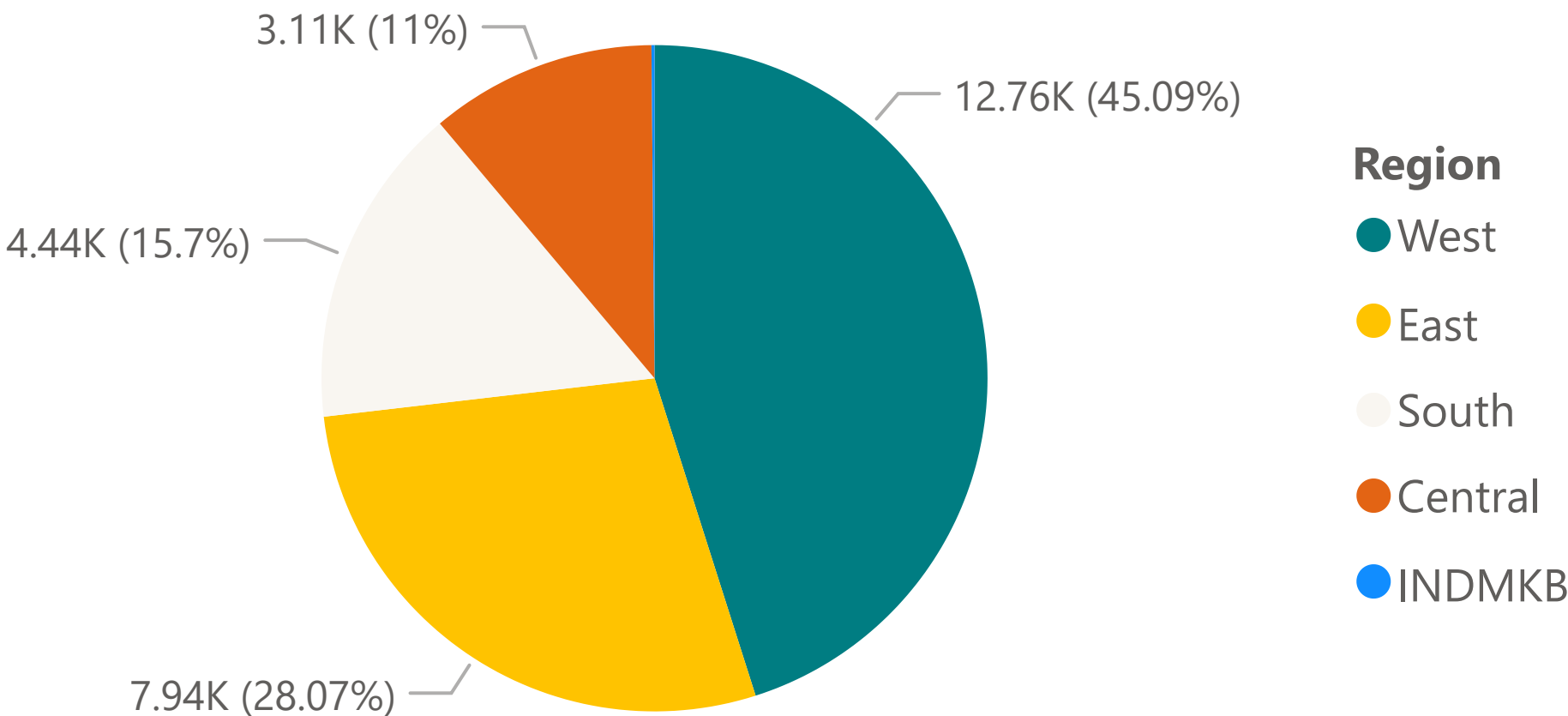


Region	Total Sales	Total Profit	Profit Margin
INDMKB	\$261.96	41.91	16.00%
West	\$81,028.272	12758.08	15.75%
East	\$78,684.08	7941.50	10.09%
South	\$51,763.1325	4440.92	8.58%
Central	\$72,846.5024	3112.54	4.27%

Region with the highest sales:



Profit by Region



Summary :

- **5 active regions** analyzed, with an **average profit per region of \$5.66K**.
- **West region leads** in both total sales (\$81.02K) and profit (\$12.76K, 45.09% of total profit).
- **East** follows with \$78.68K sales and \$7.94K profit (28.07% share).
- **South** has moderate sales (\$51.76K) and \$4.44K profit, but lower margins (9%).
- **Central region underperforms** with the lowest margin (4%) despite \$72.85K in sales.
- **NDMKB region** shows minimal activity (\$262 sales, \$41.91 profit).
- Opportunities exist to improve **profit margins in Central and South** through pricing and cost management.

28.29K

PROFIT

9.94%

PROFIT MARGIN

\$2.36K

MONTHLY AVG PROFIT

Date

1/4/2018



12/30/2021



Category

☐ Select all

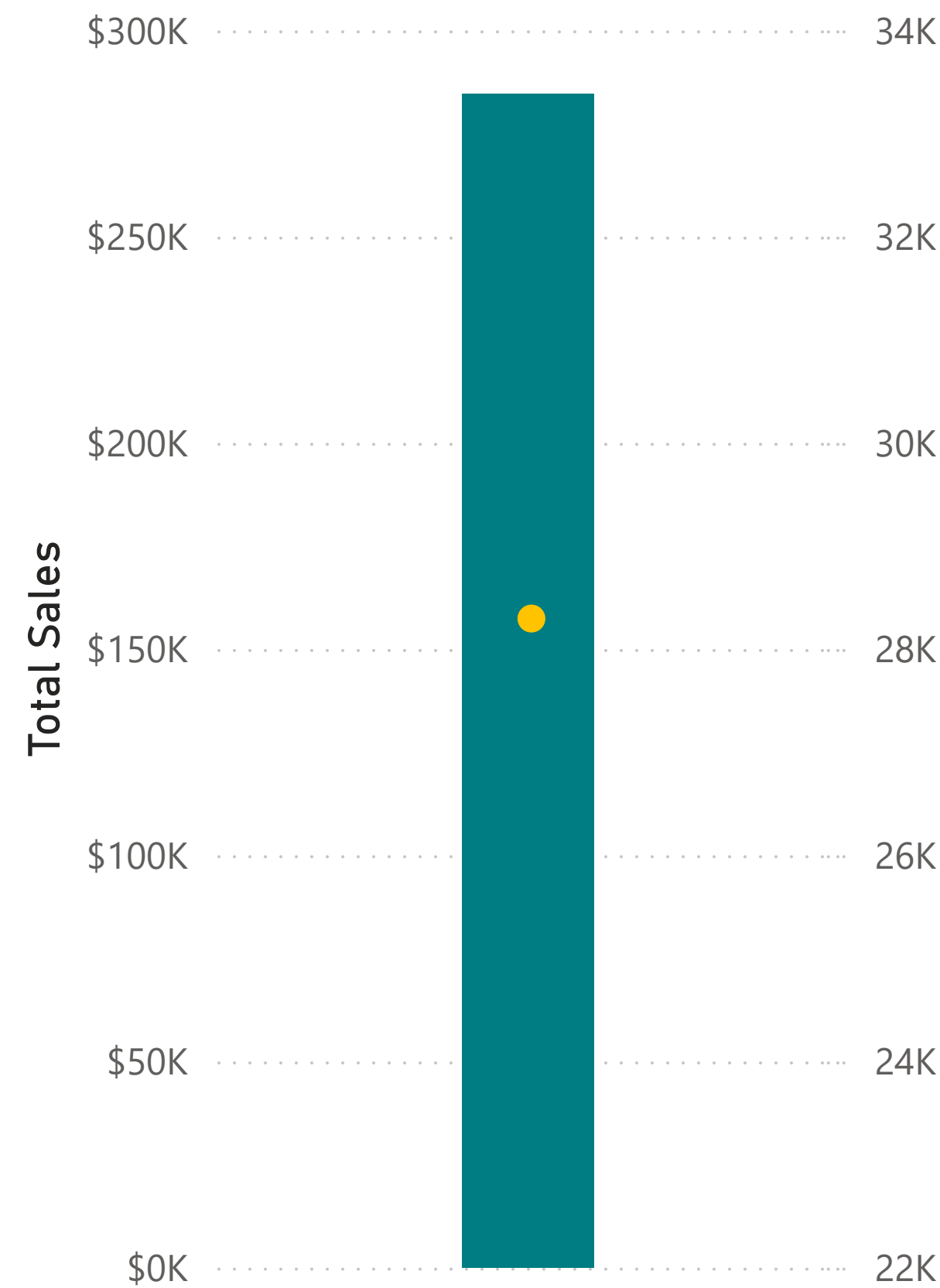
☐ Furniture

☐ Office Supplies

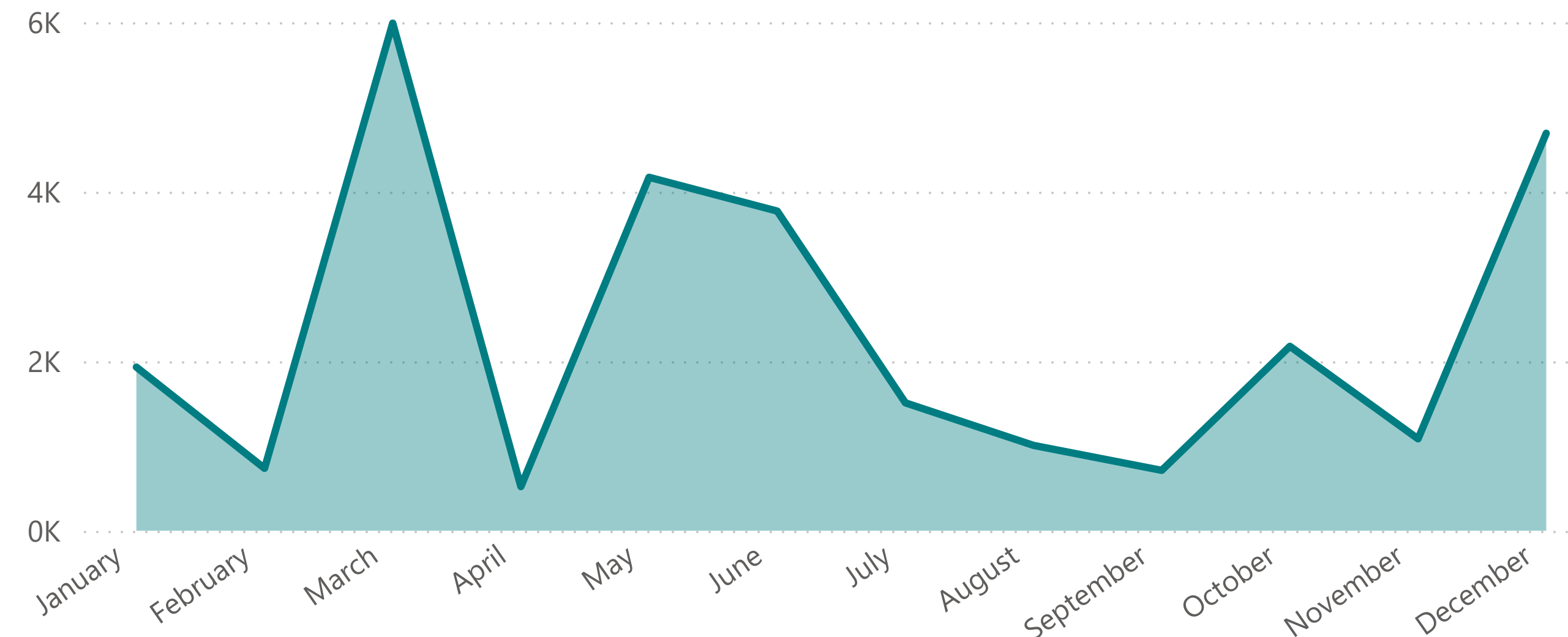
☐ Technology

Sales vs Profit

● Total Sales ● Total Profit



Profit Trend Over Months



Summary :

- **Total Profit:** \$28.29K with an overall **profit margin of 10%.**
- **Monthly Average Profit:** \$2.36K.
- **Sales vs. Profit:** Approx. \$280K total sales achieved.
- **Profit Trends:**
 - Peak profit observed in **March** (around \$6K).
 - Secondary profit spikes in **May, June,** and **December.**
 - Lowest profit months: **April, August,** and **September.**
- **Seasonality Insight:** Profit shows significant fluctuations, suggesting potential seasonality or promotional impacts.
- **Opportunity Areas:** Focus on boosting sales in traditionally weaker months (April–September) to smooth profitability trends.