

Sales & Profit Trends Dashboard Summary

Period: 2018 – 2021

Executive Summary

- Total sales reached \$284.58K, with 29.65% growth over the period.
- Technology leads revenue, followed by Furniture and Office Supplies.
- Top sub-categories: Machines, Phones, and Chairs.
- Seasonal peaks in Sep 2018 and Aug 2020.
- Consistent growth over the past two years.

Sales Overview



\$284.58K

SALES

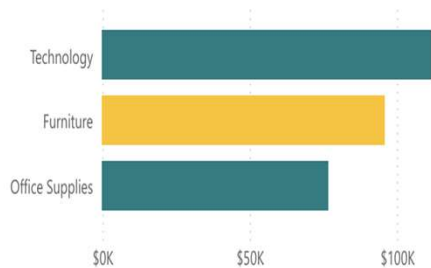
570

ORDERS

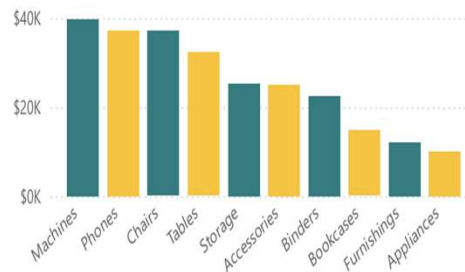
29.65%

SALES GROWTH

Sales by Category



Sales by Sub-Category



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 Trend Over Time



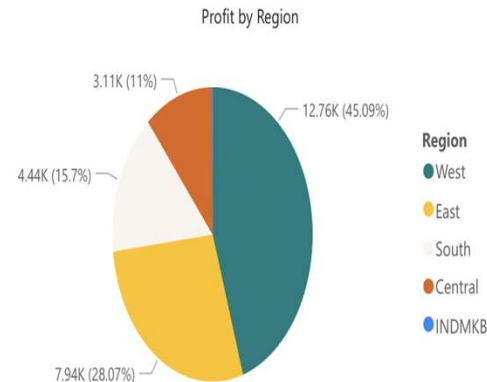
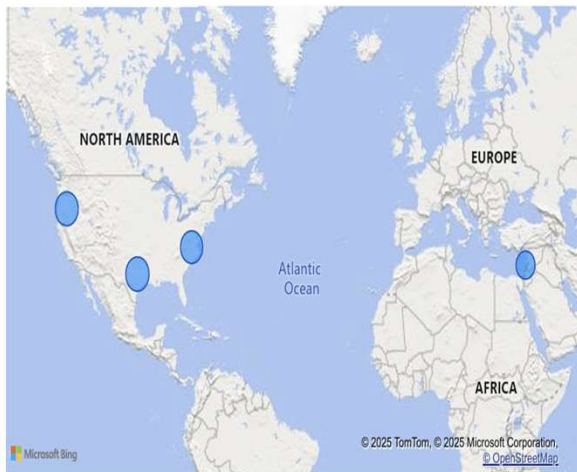
- Total Sales: \$284.58K, Orders: 570, Sales Growth: 29.65%.
- Technology category dominates sales.
- Opportunities in low-performing sub-categories like Binders and Supplies.
- Sales trend shows upward trajectory with seasonal spikes.

Regional Performance

- Region
- ☐ Select all
 - ☐ Central
 - ☐ East
 - ☐ INDMKB
 - ☐ South
 - ☐ West
- Segment
- ☐ Select all
 - ☐ asa
 - ☐ Consumer
 - ☐ Corporate
 - ☐ Home Office

5.66K
AVG PROFIT BY REGION

5
ACTIVE REGIONS



- West leads in sales (\$81.02K) and profit (\$12.76K, 45.09% share).
- East: \$78.68K sales, \$7.94K profit (28.07% share).
- South: \$51.76K sales, \$4.44K profit, lower margins (8.58%).
- Central: \$72.85K sales but lowest margin (4%).
- INDMKB: Minimal activity (\$262 sales).

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:

West

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.
- **INDMKB region** shows minimal activity (\$262 sales, \$41.91 profit).
- Opportunities exist to improve **profit margins in Central and South** through pricing and cost management.

Profit Trends

28.29K

PROFIT

9.94%

PROFIT MARGIN

\$2.36K

MONTHLY AVG PROFIT

Date

1/4/2018



12/30/2021



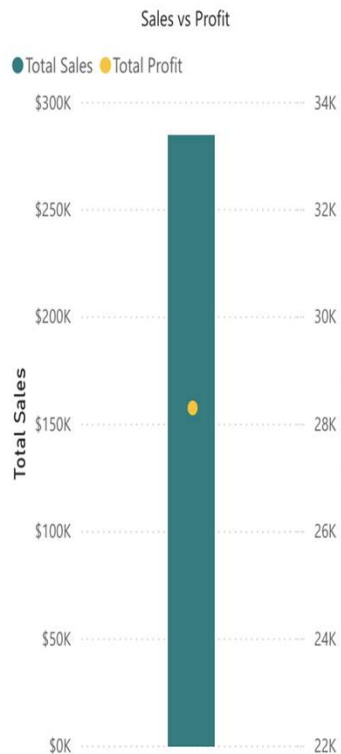
Category

☐ Select all

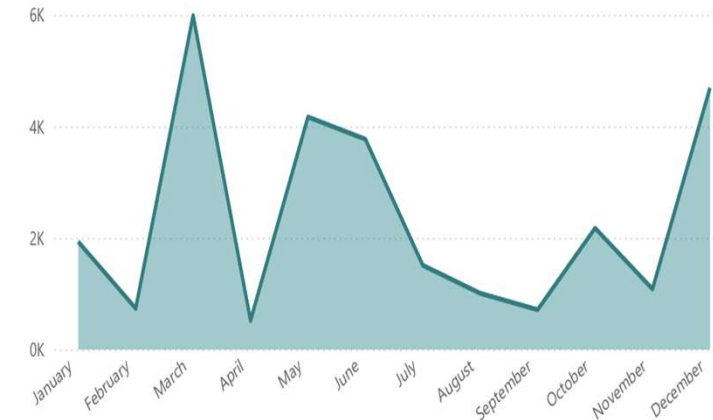
☐ Furniture

☐ Office Supplies

☐ Technology



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.

- Total Profit: \$28.29K, Profit Margin: 9.94%.
- Monthly Avg Profit: \$2.36K.
- Peak profit in March (~\$6K), spikes in May, June, Dec.
- Lowest profits in April, Aug, Sep.
- Opportunity: Boost sales in weaker months to smooth trends.

Key Insights & Opportunities

- Technology is the key driver; leverage promotions for Furniture and Office Supplies.
- Improve margins in Central and South through cost and pricing strategies.
- Address seasonal dips via targeted campaigns in low months.
- Explore underperforming sub-categories for growth potential.

Next Steps / Recommendations

- Refine product mix to boost profitability in weaker regions.
- Launch seasonal campaigns to counter low months.
- Focus on high-margin categories while improving others.
- Maintain consistent sales growth through strategic promotions.