

Sum of Sales

2.30M

Sum of Sales

0M

1M

2M

Sum of Sales

Sum of Profit by Sub-Category

60K

40K

20K

0K

-20K

Copiers
Phones
Accessories
Paper
Binders
Chairs
Storage
Appliances
Furnishings
Envelopes
Art
Labels
Machines
Fasteners
Supplies
Bookcases
Tables

Sum of Profit

Sum of Sales by Order Date

30K

20K

0K

Sum of Sales by Category

1.0M

0.5M

0.0M

Technology

Furniture

Office Supplies

Sum of Sales

1.0M

0.5M

0.0M

Furniture

Office Supplies

Sum of Sales by Category

1.0M

0.5M

0.0M

Technology

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INSIGHT 2 — Sales Trend Over Time

Sales peak during the months of November and December every year.

This indicates strong year-end/holiday season demand.

INSIGHT 3 — Profit vs Sales (Scatter Plot)

Some sub-categories like Tables have high sales but very low or negative profit.

This suggests issues in pricing, discount policies, or high return rates.

INSIGHT 4 — Top 10 Customers

The top 10 customers contribute a significant portion of total sales.

They are high-value customers and should be retained with loyalty benefits.

INSIGHT 5 — Region-Wise Sales

The West region performs the best in terms of sales.

The South region has the lowest performance and needs improvement.

OVERALL SUMMARY

Overall, the majority of revenue comes from Technology and Office Supplies.

Sales peak consistently during the year-end season (Nov–Dec).

Several products like Tables generate high sales but poor profit.

The West region and top customers play a major role in driving the business.

- 1. Review pricing and discount strategies for low-profit items like Tables.**
- 2. Increase marketing efforts for the Furniture category.**
- 3. Prepare higher inventory and promotions for the November–December peak season.**
- 4. Improve marketing and customer targeting in the South region.**

For example, consider offering personalized offers for top customers.