

Executive Overview : Sales & Performance

Total Sales

₹ 13M

Total Profit

₹ 1.5M

Total Orders

25K

Avg Order Value

₹ 246.51

Avg Profit Margin

4.71%

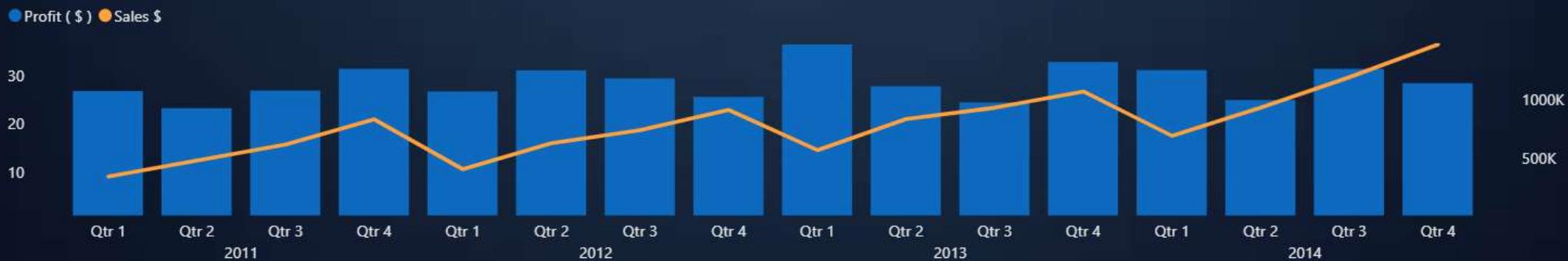
Sales Trend Over Time



Profit Trend Over Time

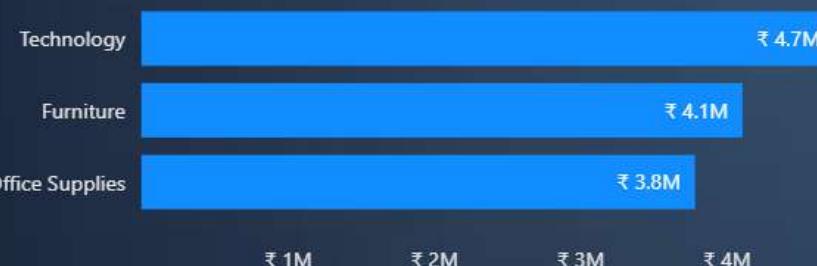


Sales vs Profit by Quarter



Category & Product Performance

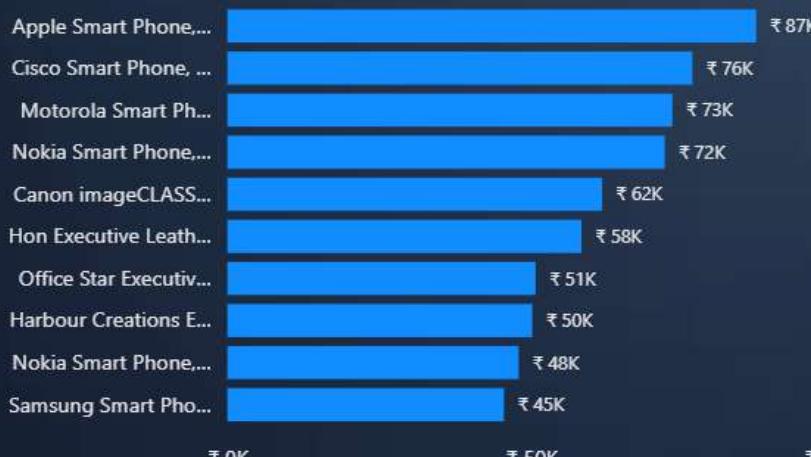
Sales by Category



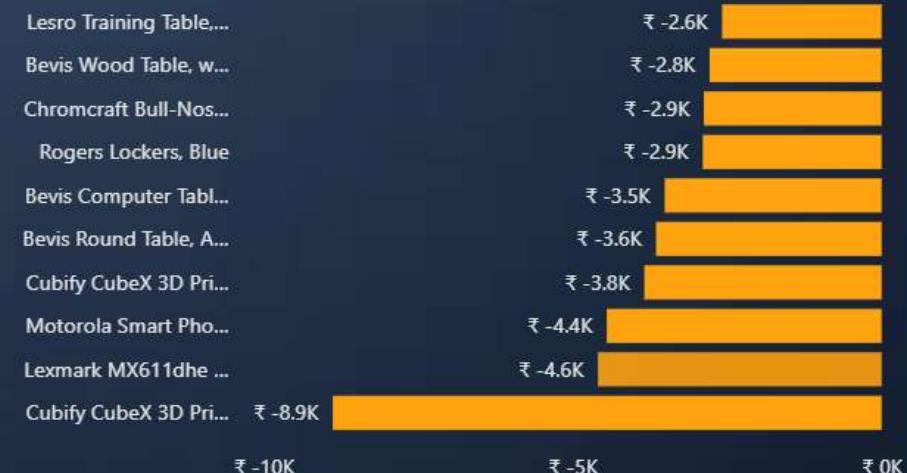
Profit by Category



Top 10 Products by Sales



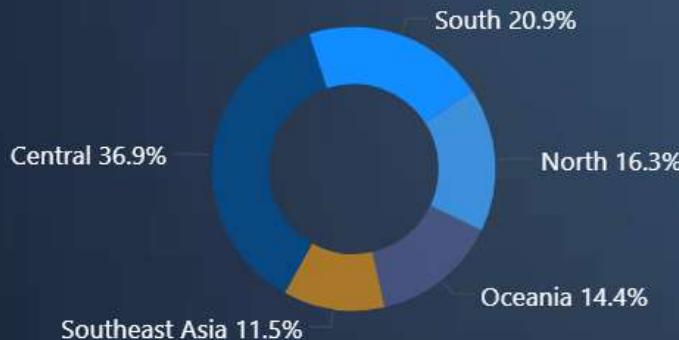
Bottom 10 Products by Profit loss



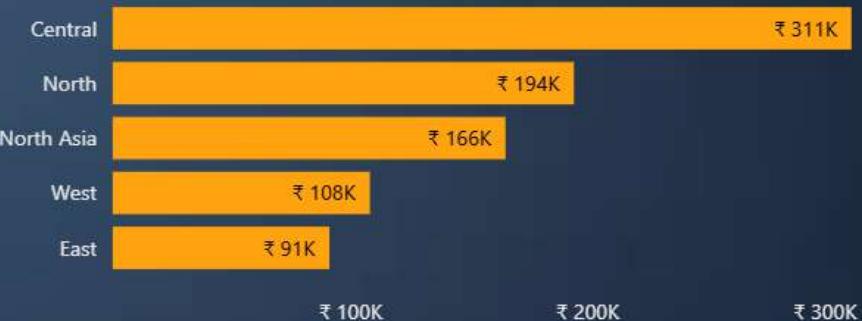
➡ Technology leads in both sales and profit, while Furniture shows lower profitability. Certain products consistently generate losses.

Region & Customer Insights

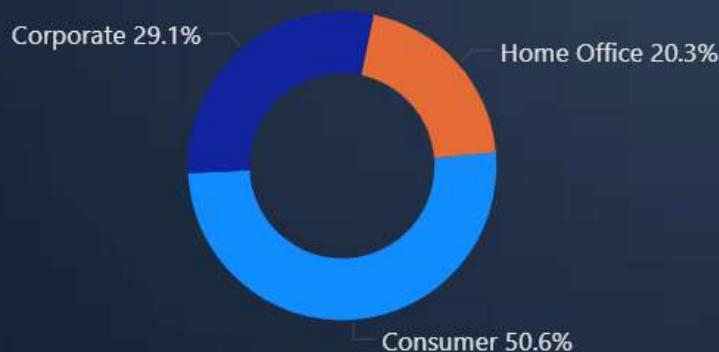
Sales Distribution by Region



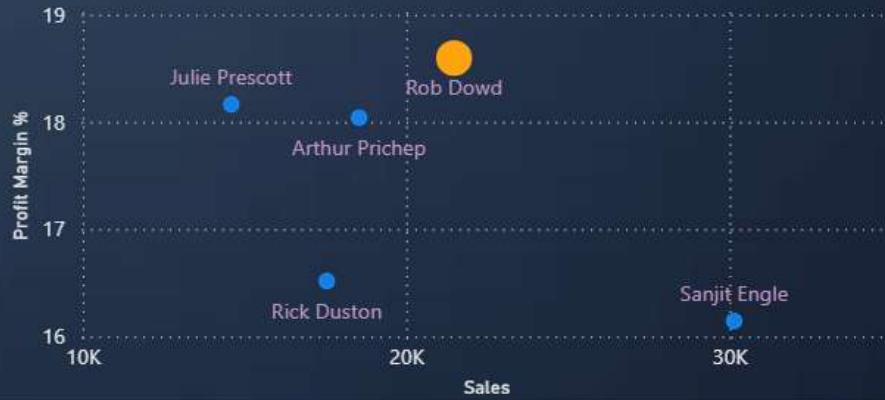
Profit by Region



Profit Contribution by Segment



Customer Sales Vs Profit Margin



➡️ Central region drives 36.9% of total sales and ₹311K in profit, while the Consumer segment contributes 50.6% of overall profit margin. Customer-level margin variation highlights opportunities for targeted pricing and profitability optimization.