

Executive Overview : Sales & Performance

Total Sales
₹ 13M

Total Profit
₹ 1.5M

Total Orders
25K

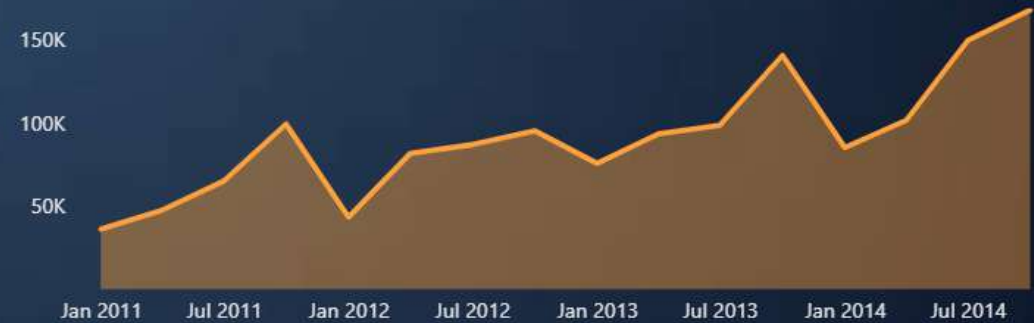
Avg Order Value
₹ 246.51

Avg Profit Margin
4.71%

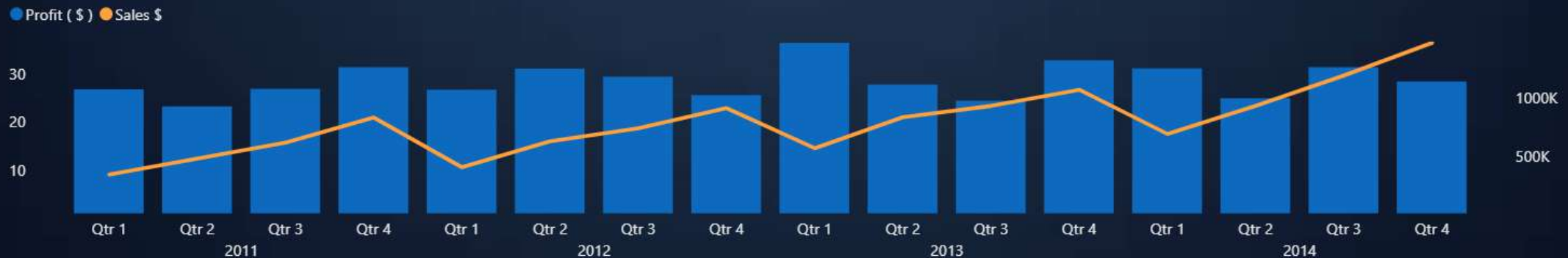
Sales Trend Over Time



Profit Trend Over Time

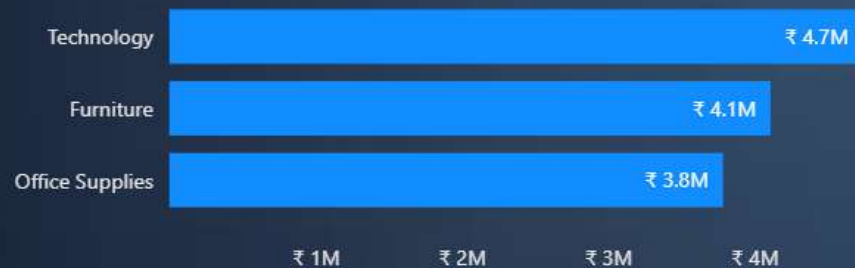


Sales vs Profit by Quarter



Category & Product Performance

Sales by Category



Profit by Category



Top 10 Products by Sales



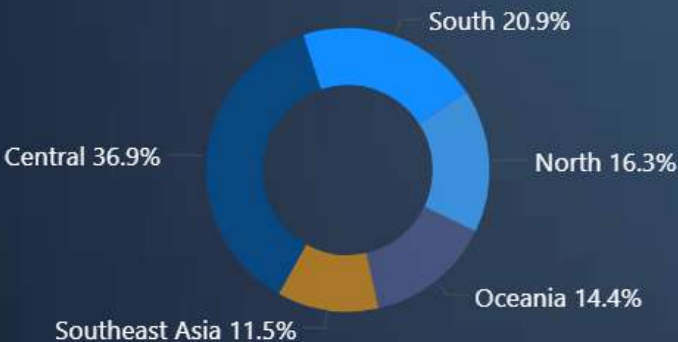
Bottom 10 Products by Profit loss



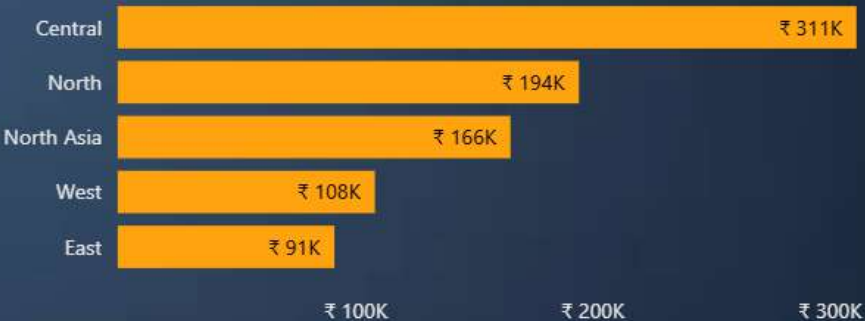
Technology leads in both sales and profit, while Furniture shows lower profitability. Certain products consistently generate losses

Region & Customer Insights

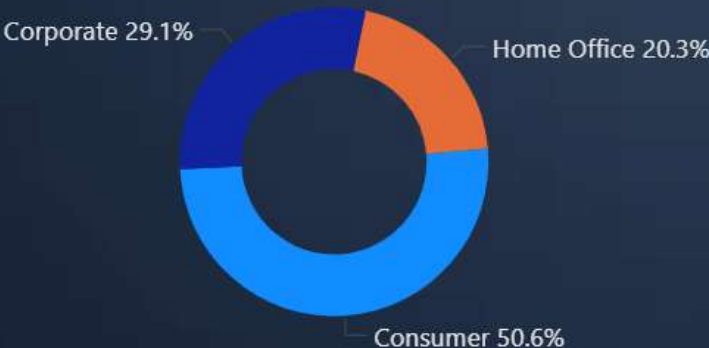
Sales Distribution by Region



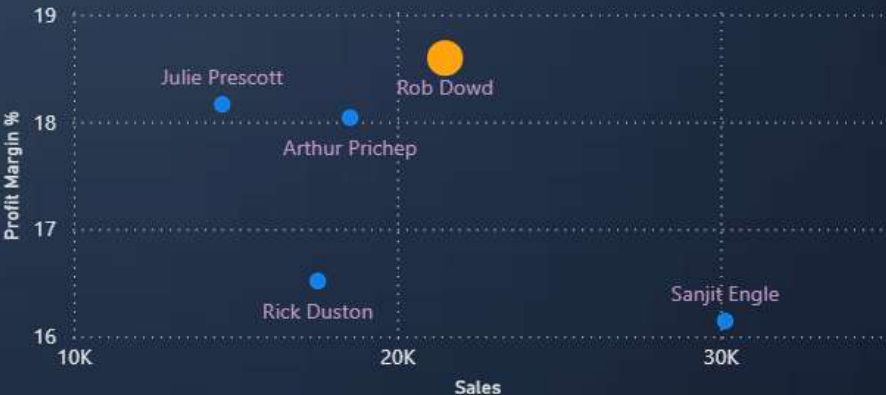
Profit by Region



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.