

# Sales OverView

Year  
All

Month name  
All

Revenue

↑\$↑

\$1.13bn

YoY ▲ 45.84%

MoM ▲ 3.05%

Total Profit

\$1.80bn

YoY ▲ 55.37%

MoM ▲ 2.67%

Total Orders

5.01K

YoY ▲ 50.78%

MoM ▲ 4.68%

Total Quantity

37.87K

YoY ▲ 49.12%

MoM ▲ 4.77%

Total Transaction

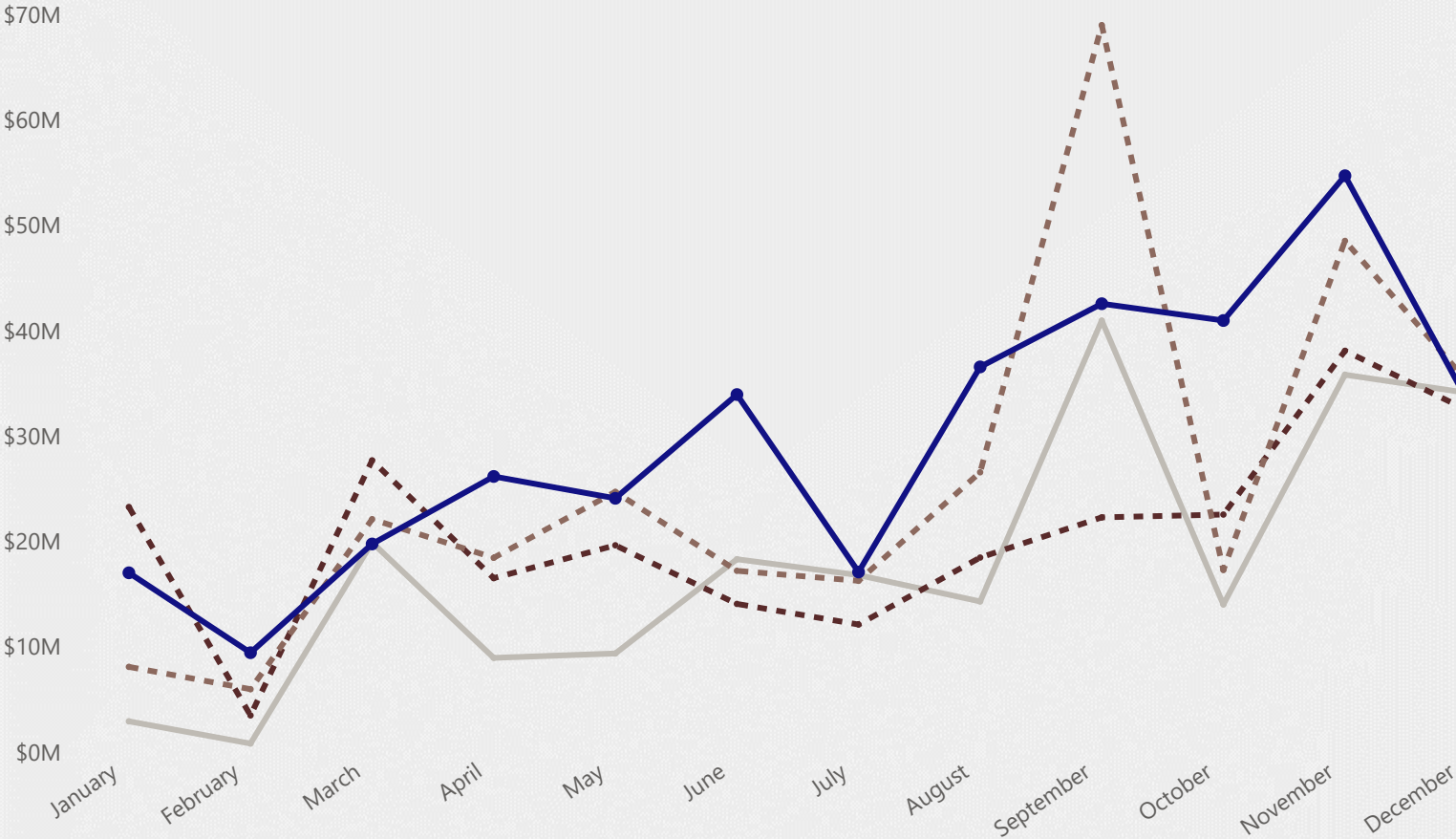
9.99K

YoY ▲ 49.57%

MoM ▲ 4.85%

## Sales Trend

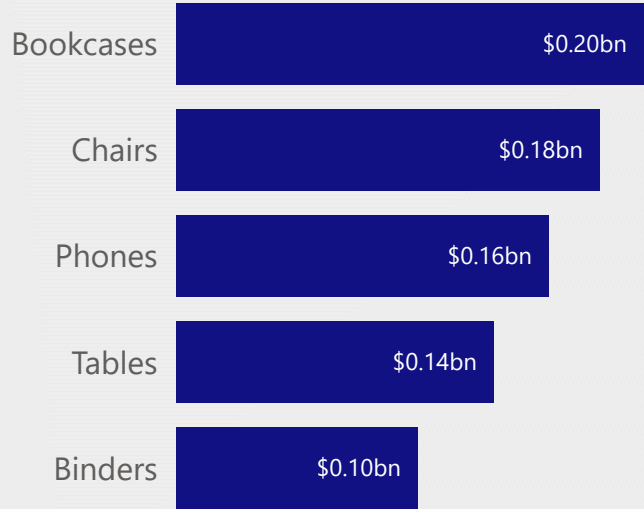
2020 2021 2022 2023



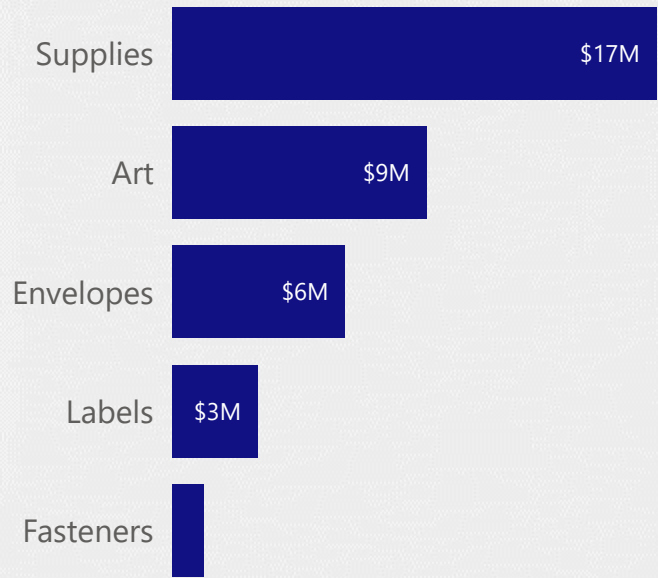
Sub_Category	SalesYTD	ProfitYTD	ProfitMarginYTD	
Accessories	\$14,302,021.00	\$95,012,217.00	↑	15.05%
Appliances	\$8,681,104.00	\$39,391,155.00	↑	22.04%
Art	\$2,562,960.00	\$12,767,543.00	↑	20.07%
Binders	\$35,557,754.00	\$68,538,603.00	↑	51.88%
Bookcases	\$52,042,345.00	(\$3,398,116.00)	↓	-1531.51%
Chairs	\$55,947,909.00	\$45,791,456.00	↑	122.18%
Copiers	\$27,979,685.00	\$196,588,811.00	↑	14.23%
Envelopes	\$1,137,178.00	\$8,152,051.00	↑	13.95%
Fasteners	\$216,722.00	\$1,484,767.00	↑	14.60%
Furnishings	\$8,877,998.00	\$23,956,482.00	↑	37.06%
Labels	\$687,303.00	\$10,356,505.00	↑	6.64%
Machines	\$19,393,202.00	(\$16,526,595.00)	↓	-117.35%
Paper	\$7,890,767.00	\$79,278,173.00	↑	9.95%
Phones	\$52,461,178.00	\$84,918,175.00	↑	61.78%
Storage	\$19,641,578.00	\$66,749,068.00	↑	29.43%
Supplies	\$7,667,152.00	(\$12,582,141.00)	↓	-60.94%
Tables	\$40,645,554.00	(\$59,051,091.00)	↓	-68.83%

# Product Insights

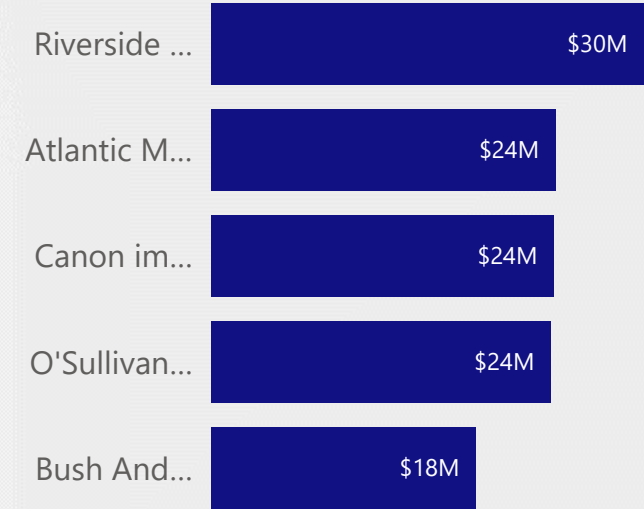
## Best selling sub-categories



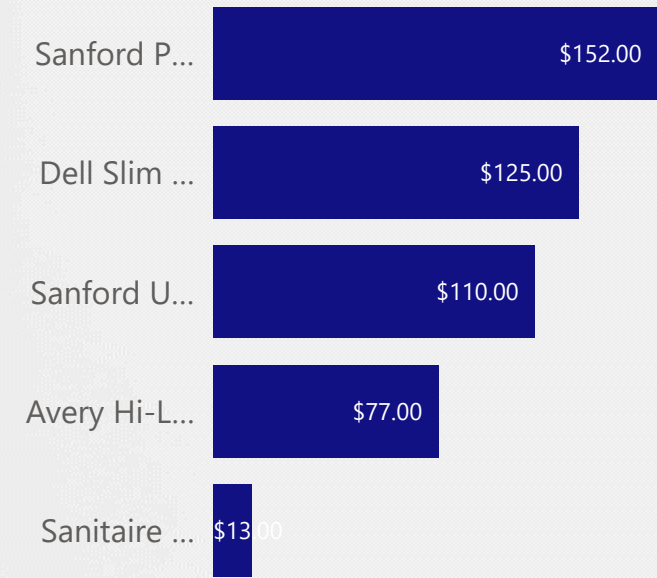
## Worst selling sub-categories



## Best selling products



## Worst selling products



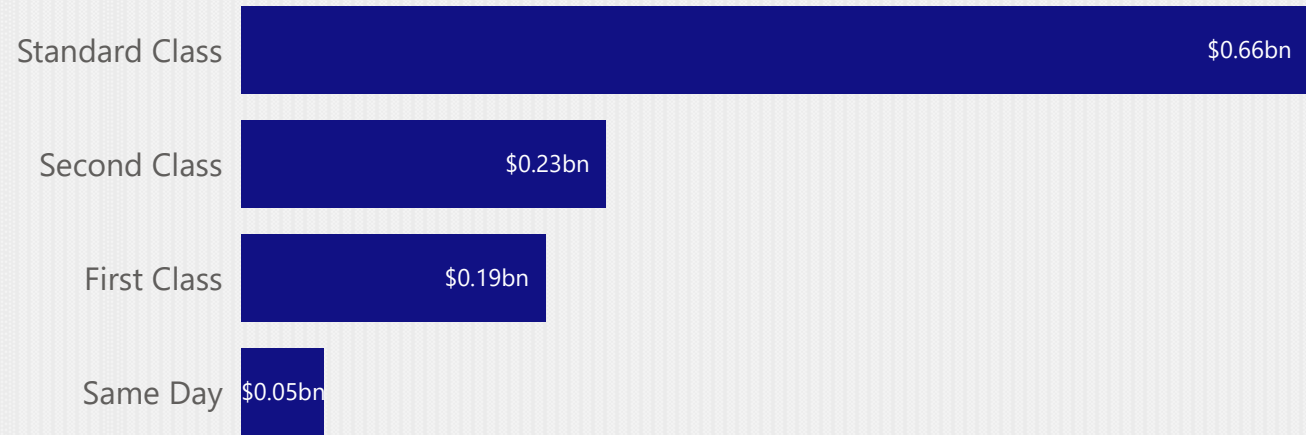
Consumer

Corporate

Home Office

Sub_Category	Sales	SalesYTD	ProfitYTD	Profit
Bookcases	\$202,537,794.00	\$52,042,345.00	(\$3,398,116.00)	(\$26,302,244.00)
Chairs	\$183,494,077.00	\$55,947,909.00	\$45,791,456.00	\$137,064,260.00
Phones	\$161,332,564.00	\$52,461,178.00	\$84,918,175.00	\$301,952,105.00
Tables	\$137,518,382.00	\$40,645,554.00	(\$59,051,091.00)	(\$141,685,875.00)
Binders	\$104,591,554.00	\$35,557,754.00	\$68,538,603.00	\$164,671,515.00
Storage	\$65,972,178.00	\$19,641,578.00	\$66,749,068.00	\$163,179,121.00
Copiers	\$63,804,074.00	\$27,979,685.00	\$196,588,811.00	\$384,550,310.00
Machines	\$59,424,089.00	\$19,393,202.00	(\$16,526,595.00)	\$30,751,596.00
Accessories	\$40,250,206.00	\$14,302,021.00	\$95,012,217.00	\$247,406,084.00
Furnishings	\$27,840,885.00	\$8,877,998.00	\$23,956,482.00	\$90,146,228.00
Appliances	\$25,831,844.00	\$8,681,104.00	\$39,391,155.00	\$121,918,593.00
Paper	\$23,661,331.00	\$7,890,767.00	\$79,278,173.00	\$222,810,959.00
Supplies	\$16,648,682.00	\$7,667,152.00	(\$12,582,141.00)	(\$20,806,602.00)

## Sales by ship mode

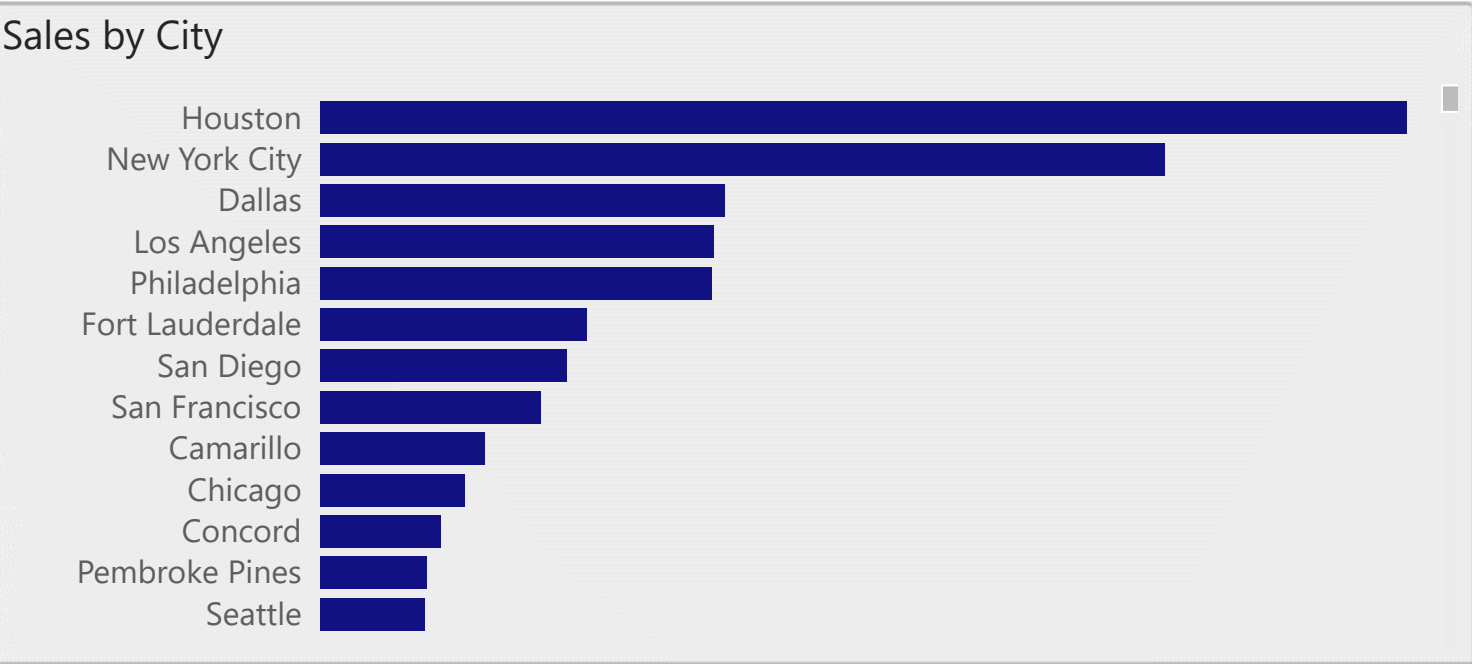
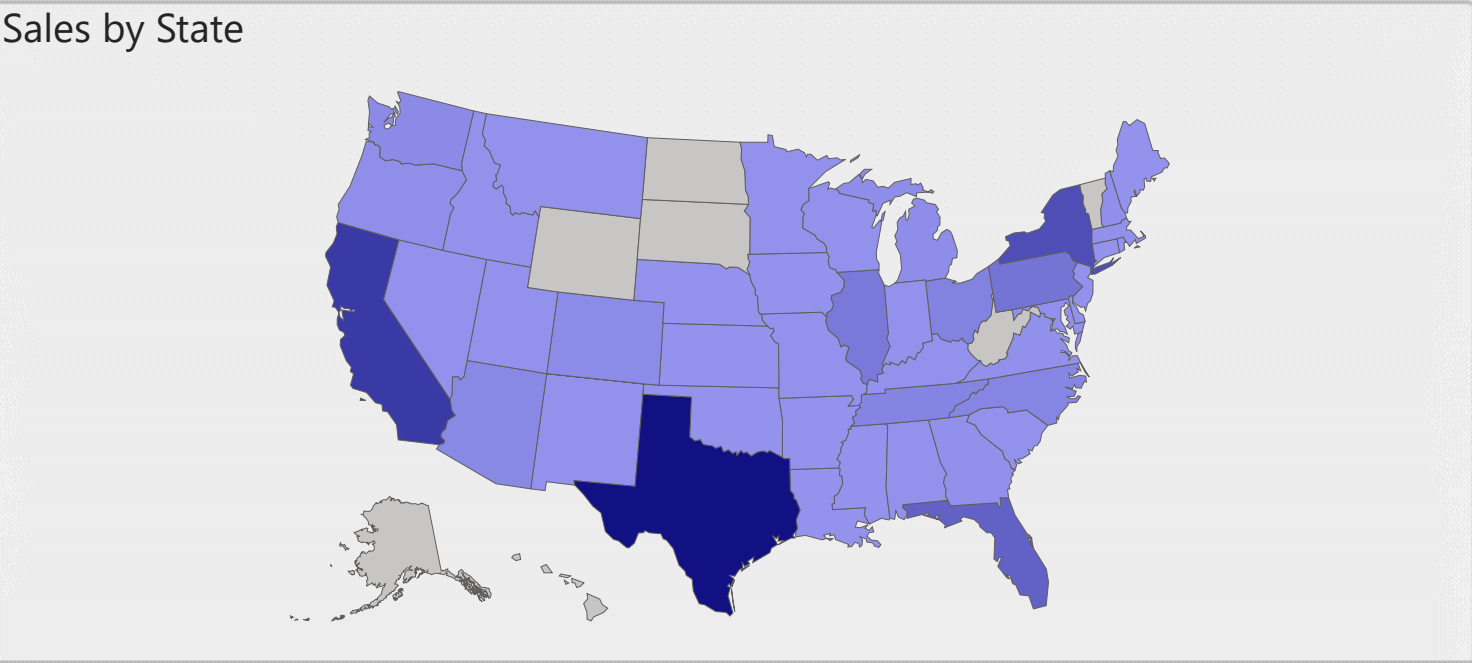




# Geographical Insights

Sales

Profit



Region

Year

Month name

All

2021

All

State	Total Sales	SalesYTD	ProfitMarginYTD
Alabama	\$386,281.00	\$386,281.00	↑ 4.12%
Arizona	\$5,329,568.00	\$5,329,568.00	↑ 434.31%
Arkansas	\$44,361.00	\$44,361.00	↑ 7.45%
California	\$44,357,142.00	\$44,357,142.00	↑ 48.24%
Colorado	\$3,916,471.00	\$3,916,471.00	↓ -90.12%
Connecticut	\$123,442.00	\$123,442.00	↑ 3.22%
Delaware	\$694,486.00	\$694,486.00	↑ 5.64%
District of Columbia	\$267,019.00	\$267,019.00	↑ 2.74%
Florida	\$24,342,675.00	\$24,342,675.00	↓ -256.64%
Georgia	\$1,067,610.00	\$1,067,610.00	↑ 10.58%
Idaho	\$553,634.00	\$553,634.00	↑ 19.40%
Illinois	\$12,808,515.00	\$12,808,515.00	↓ -778.60%
Indiana	\$365,826.00	\$365,826.00	↑ 4.91%
Iowa	\$42,260.00	\$42,260.00	↑ 3.58%
Kansas	\$17,031.00	\$17,031.00	↑ 2.41%
Kentucky	\$469,852.00	\$469,852.00	↑ 3.97%
Louisiana	\$22,804.00	\$22,804.00	↑ 3.82%
Maine	\$10,608.00	\$10,608.00	↑ 5.26%
Maryland	\$777,912.00	\$777,912.00	↑ 5.92%
Massachusetts	\$939,032.00	\$939,032.00	↑ 7.85%
Michigan	\$2,427,866.00	\$2,427,866.00	↑ 16.81%
Minnesota	\$565,102.00	\$565,102.00	↑ 11.22%
Mississippi	\$3,576.00	\$3,576.00	↑ 2.54%
Missouri	\$695,965.00	\$695,965.00	↑ 2.43%
Montana	\$532,744.00	\$532,744.00	↑ 85.84%
Nebraska	\$56,050.00	\$56,050.00	↑ 2.01%