

\$2.30M
Total Sales

\$286.40K
Total Profit

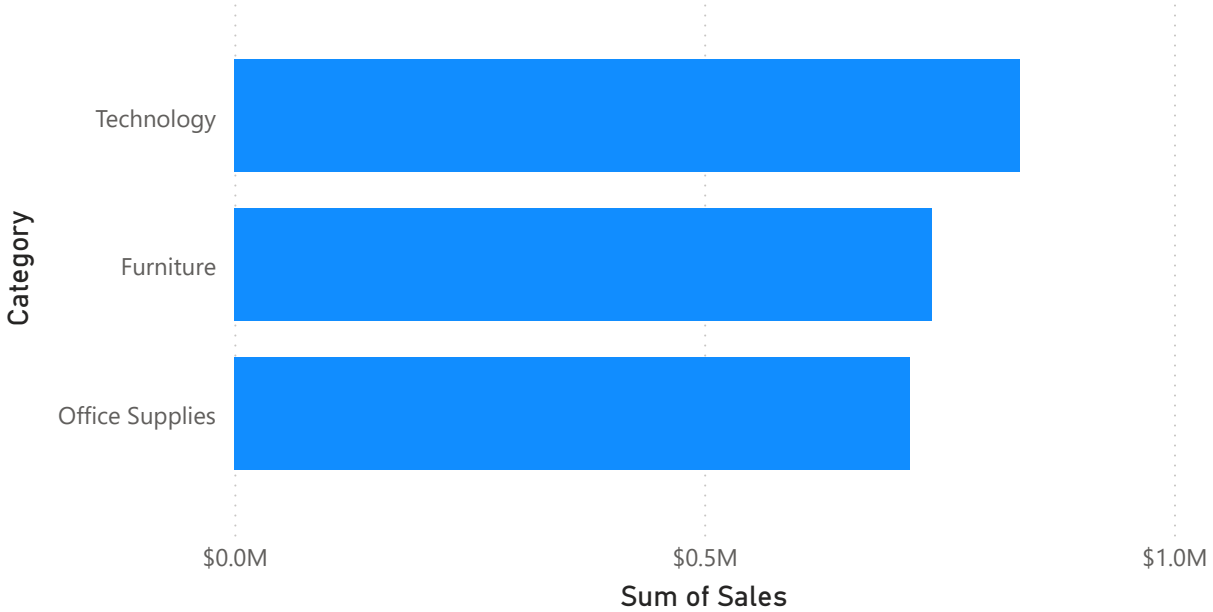
38K
Total Quantity Sold

9994
Number of Orders

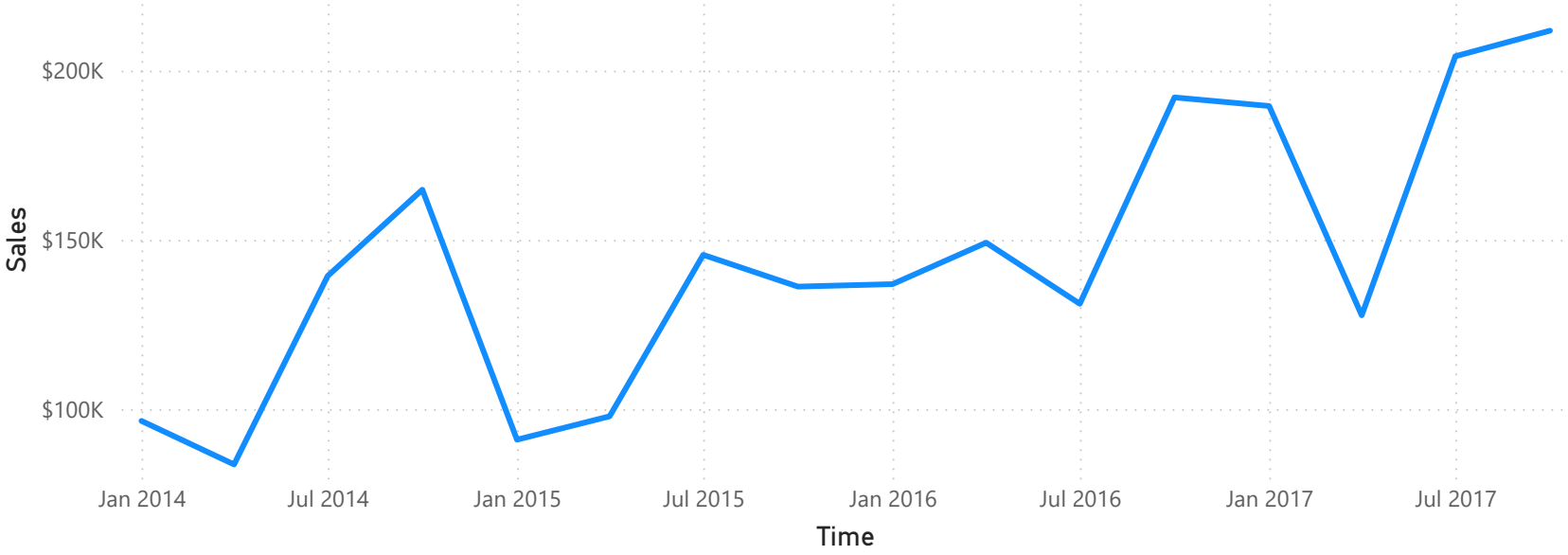
12.47
Profit Margin

- **Technology** leads in sales (~36%) and has the highest profit margin (~15%).
- **Furniture** lags in profitability (~-4%), with **Tables** contributing most of the losses.
- Sales trend shows **steady growth**, with peaks during **November and December** (holiday season impact).

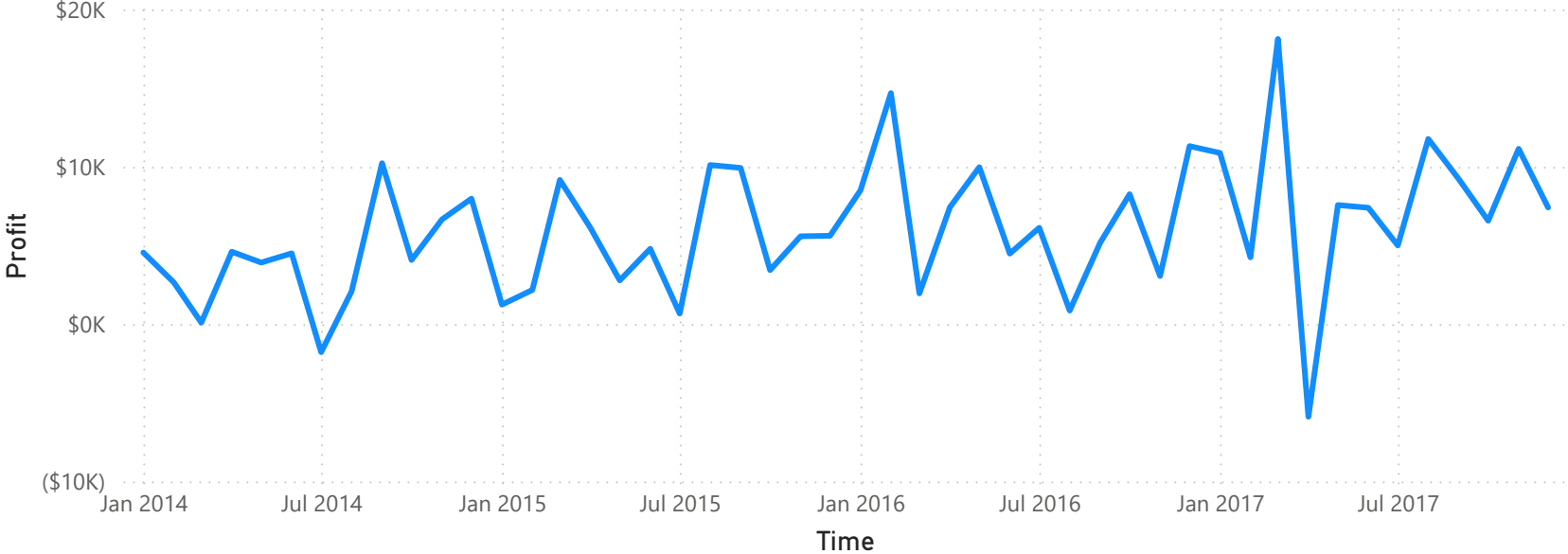
Sum of Sales by Category



Sales over the Years



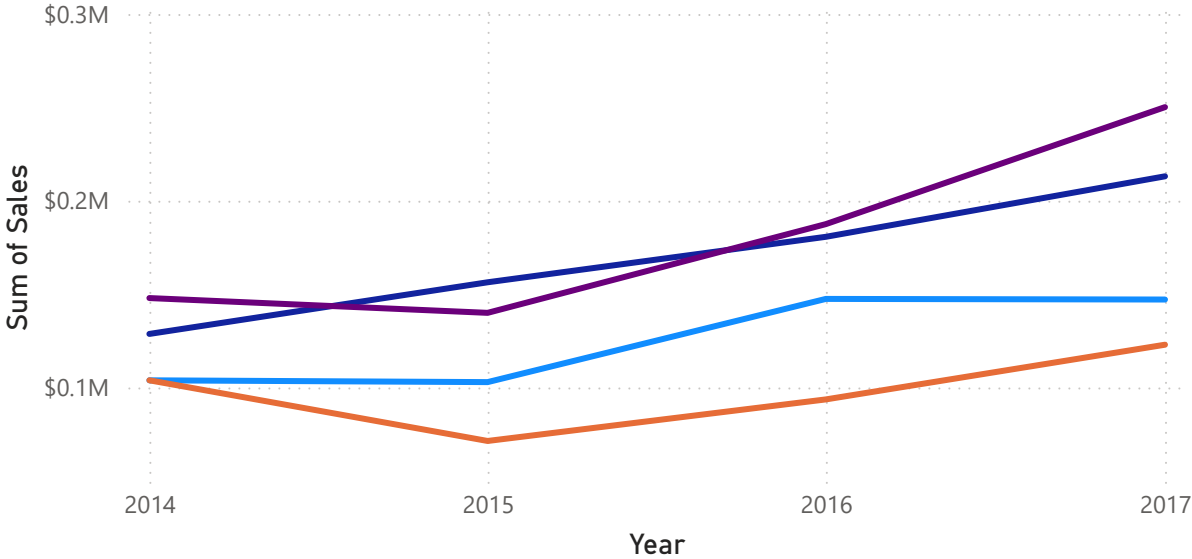
Profit over the Years



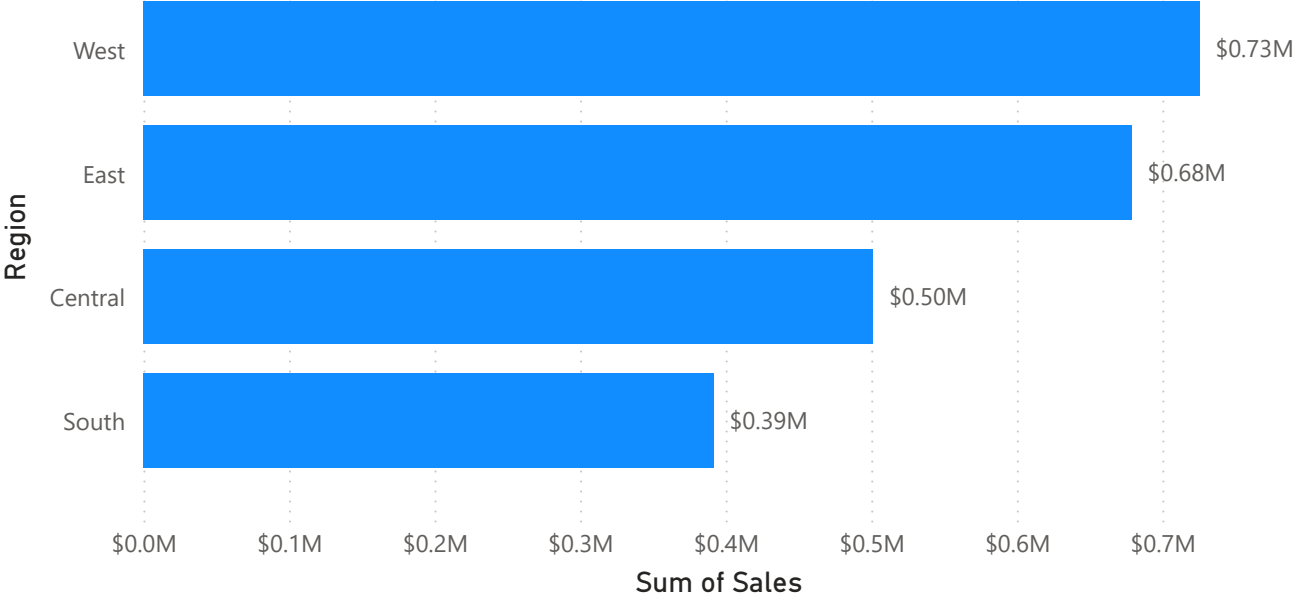
- **Yearly Growth:** Sales generally **increase year-over-year**, with 2017 outperforming 2016 and 2015.
- While sales rise towards year-end, **profit dips in December**, likely due to higher discounts.

Sum of Sales by Year and Region

Region Central East South West

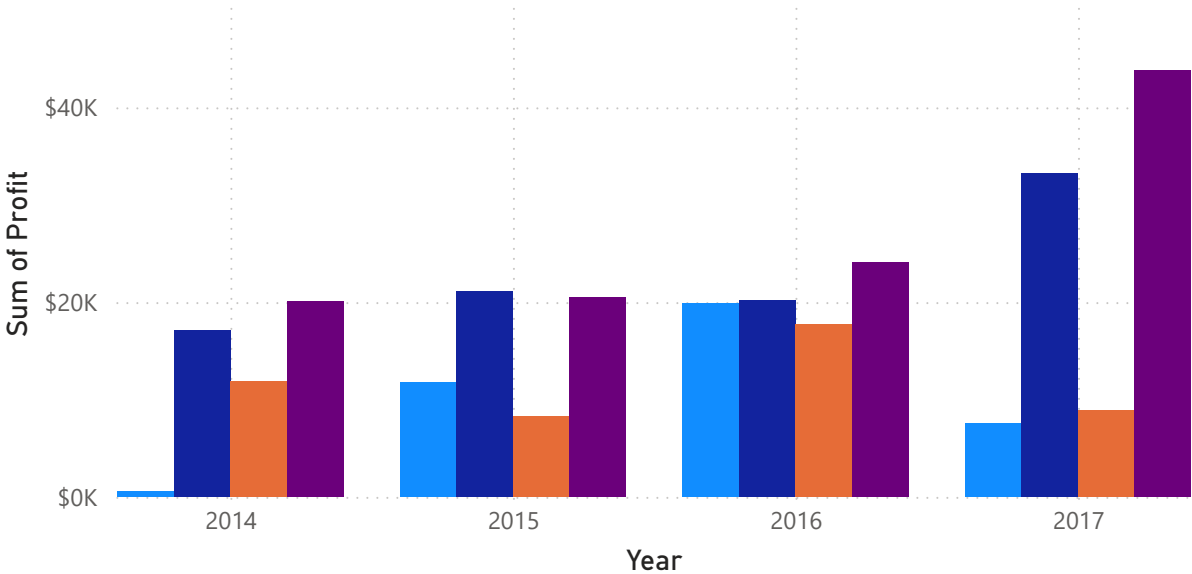


Sum of Sales by Region



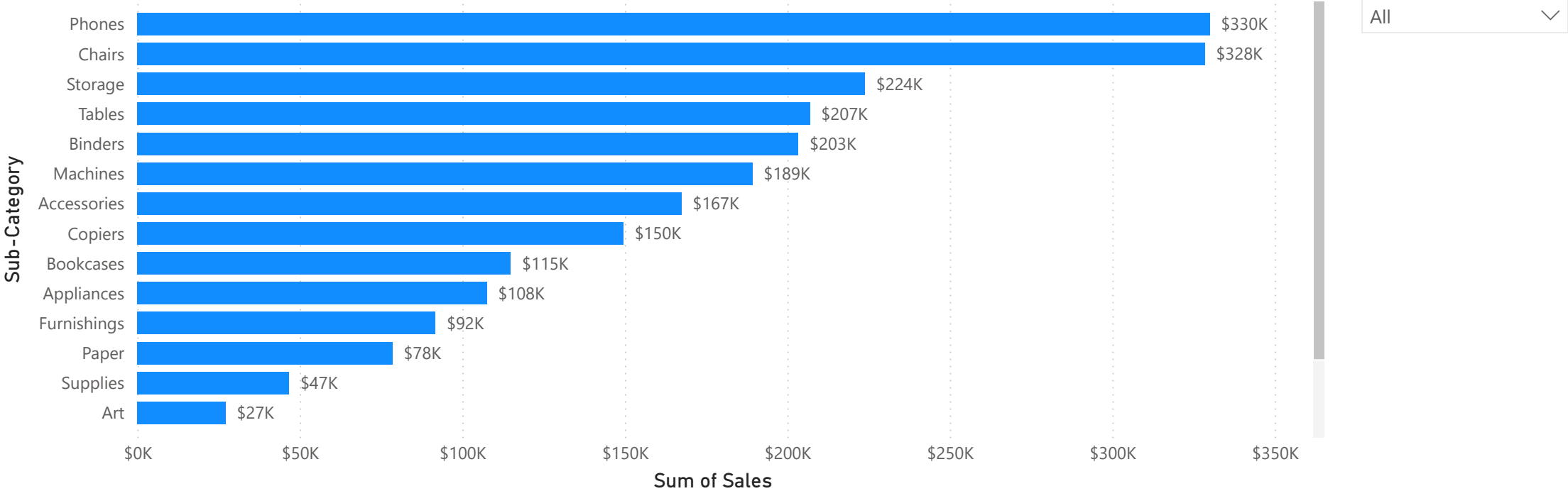
Sum of Profit by Year and Region

Region Central East South West

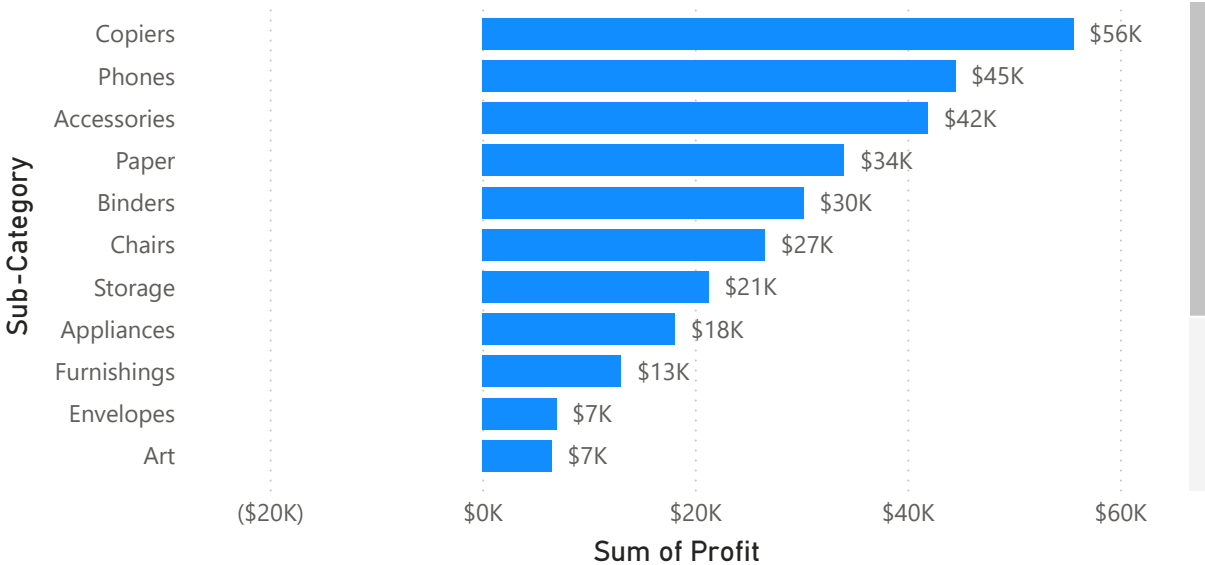


- **West region** shows steady growth.
- **Central region** has irregular patterns, correlating with profit drops in certain months.
- **South Region** shows **consistent growth** but contributes the least to total sales (~17%).
- **East Region** is balanced, showing steady profit growth across categories.

Sum of Sales by Sub-Category

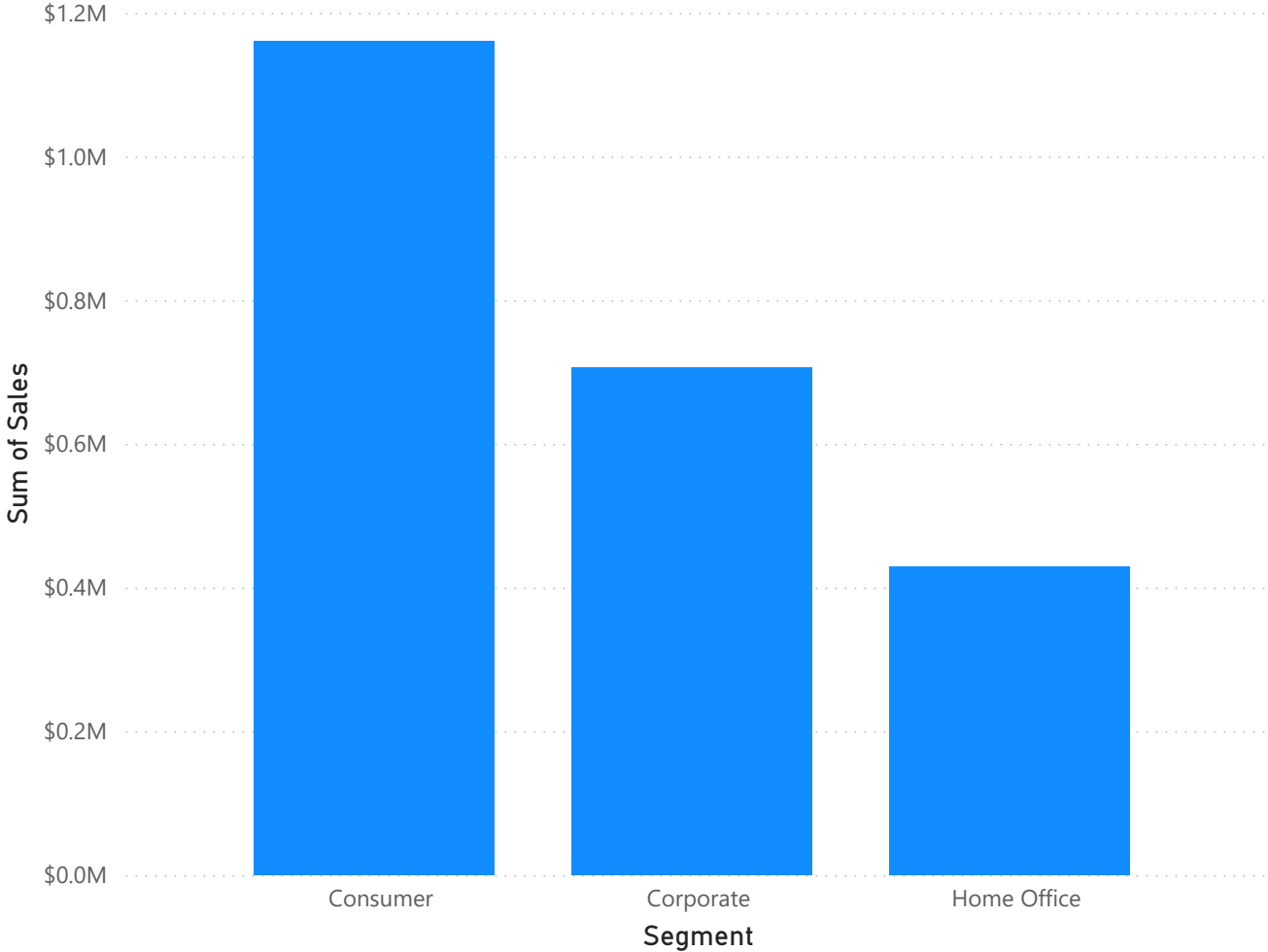


Sum of Profit by Sub-Category

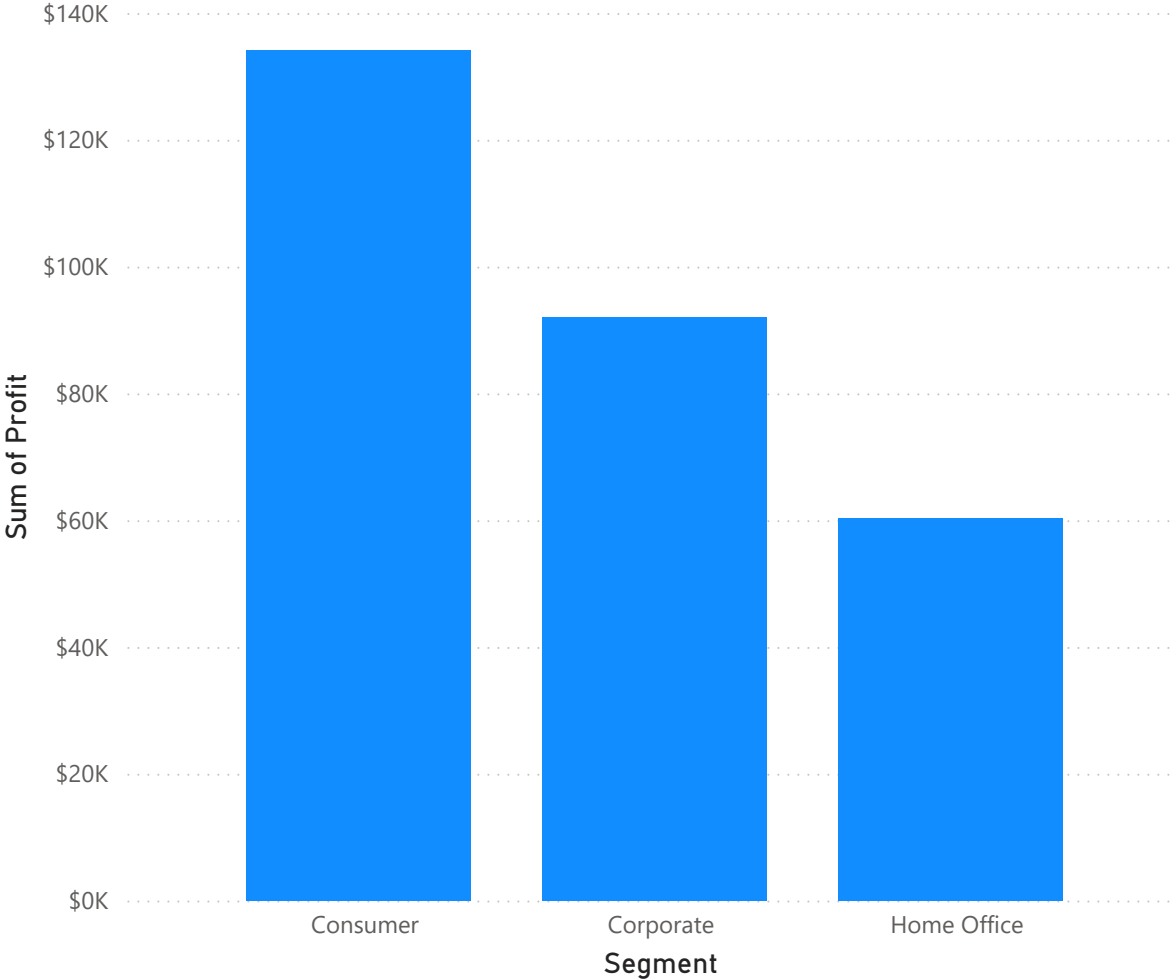


- **Technology** is most profitable; **Phones** and **Copiers** drive ~50% of Technology profit.
- **Office Supplies** has high order volume but lower profit contribution.
- **Tables** consistently show **negative profit** despite strong sales, indicating pricing or cost inefficiency.
- Sub-categories like **Binders** and **Chairs** perform steadily across all regions.

Sum of Sales by Segment



Sum of Profit by Segment



- **Consumer** segment drives most profit.
- **Home Office** segment has lower margins due to bulk discounts.

Key Takeaways

- **Overall Performance:**

- Total Sales: ~\$2.3M | Total Profit: ~\$286K | Orders: ~10K
- Steady YoY growth with seasonal peaks in Nov–Dec.

- **Regional Insights:**

- West region leads in sales and profit.
- Central region struggles due to losses in Furniture, especially Tables.

- **Category Insights:**

- Technology is the most profitable, driven by Phones & Copiers.
- Tables consistently show negative profit despite strong sales.

- **Time Trends:**

- Sales increase year-over-year, but profit dips in December due to discounting.

- **Customer Insights:**

- Consumer segment drives most profit.
- Home Office segment has lower margins due to bulk discounts.