

U.S. Regional Sales Performance – Executive Overview



Sales Growth YoY (%)
46.9%

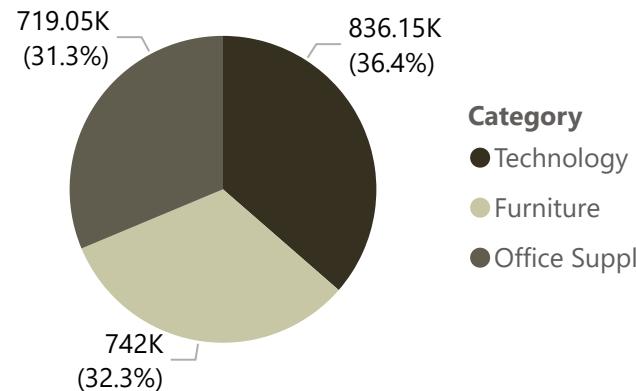
MoM Growth %
3.8%

Total Profit (\$)
286.40K

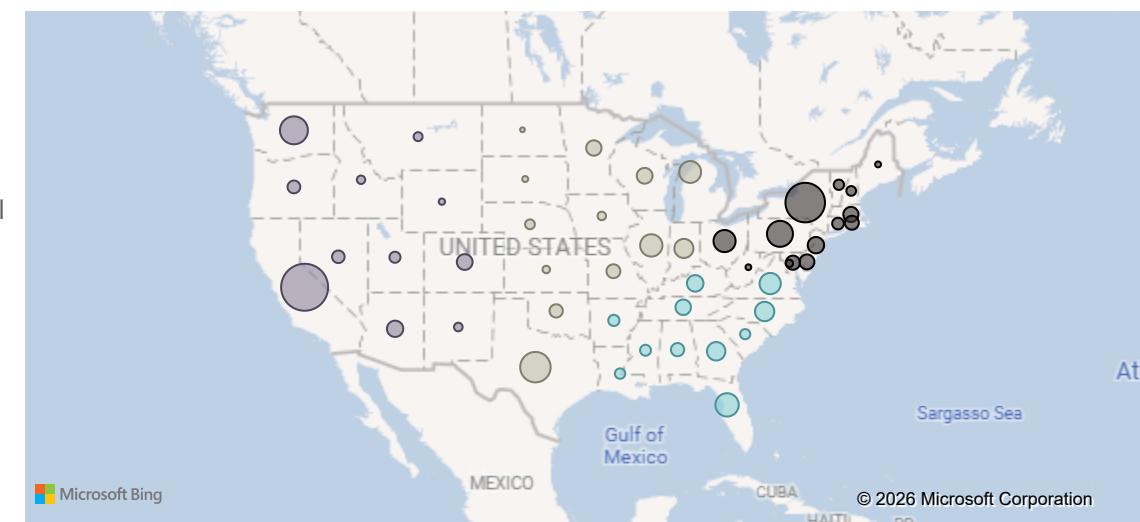
Profit Margin %
12.5%

Total Sales (\$)
2.30M

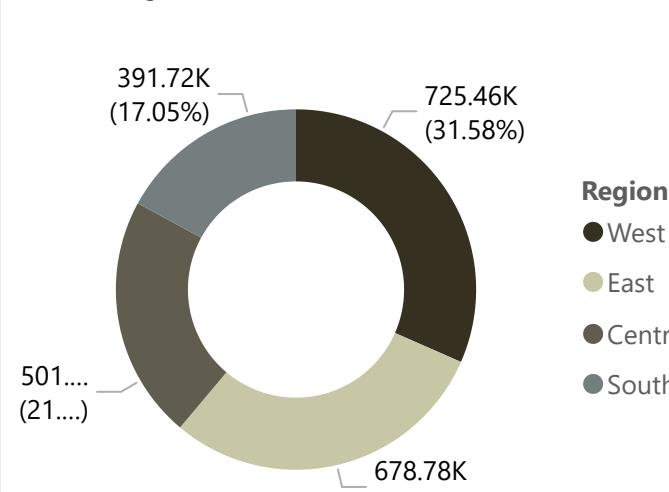
Sales Distribution by Category



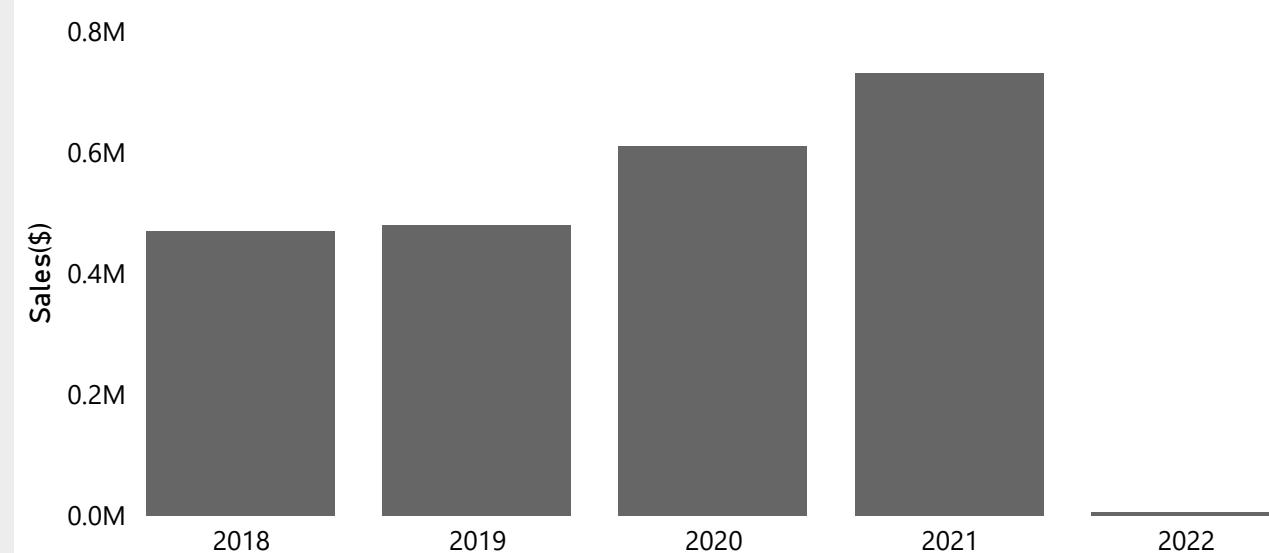
State-wise Sales Distribution



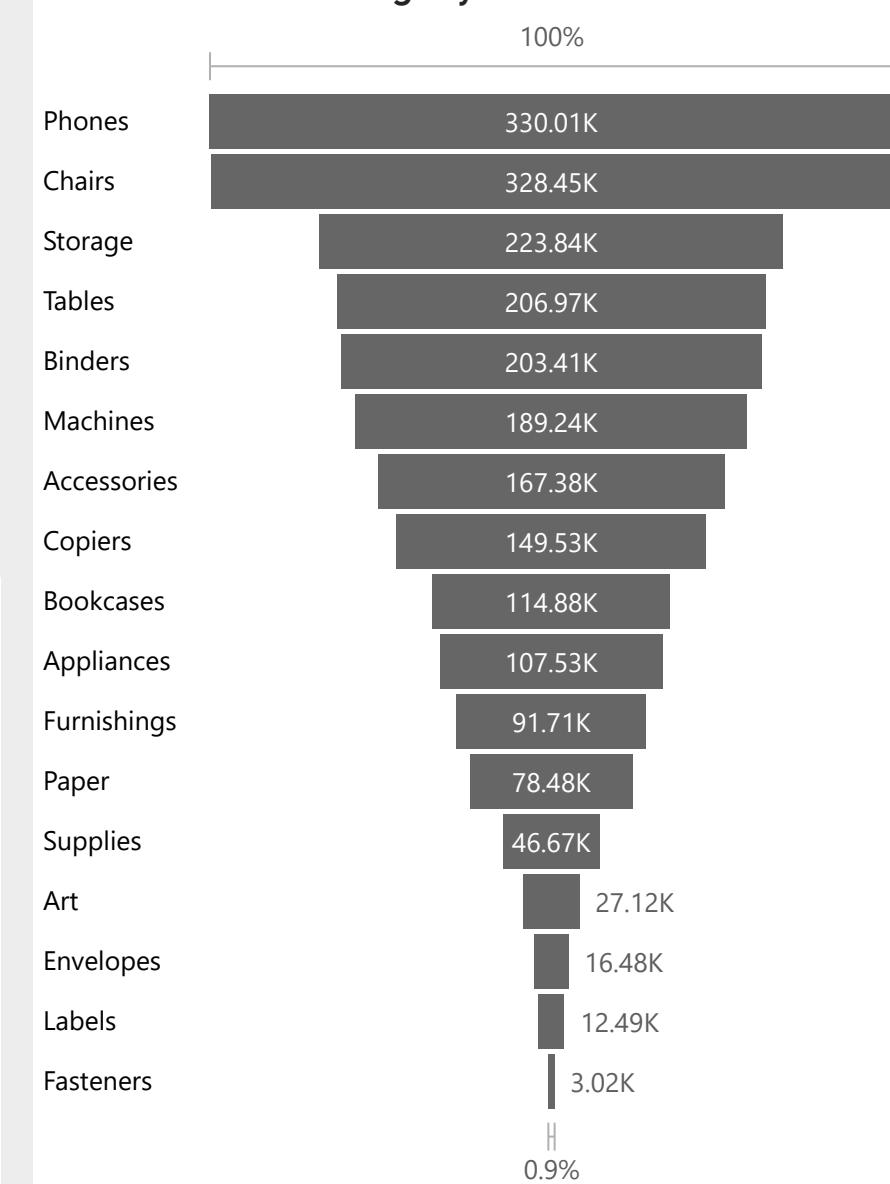
Region-wise Sales Distribution



Sales Trend Over Time



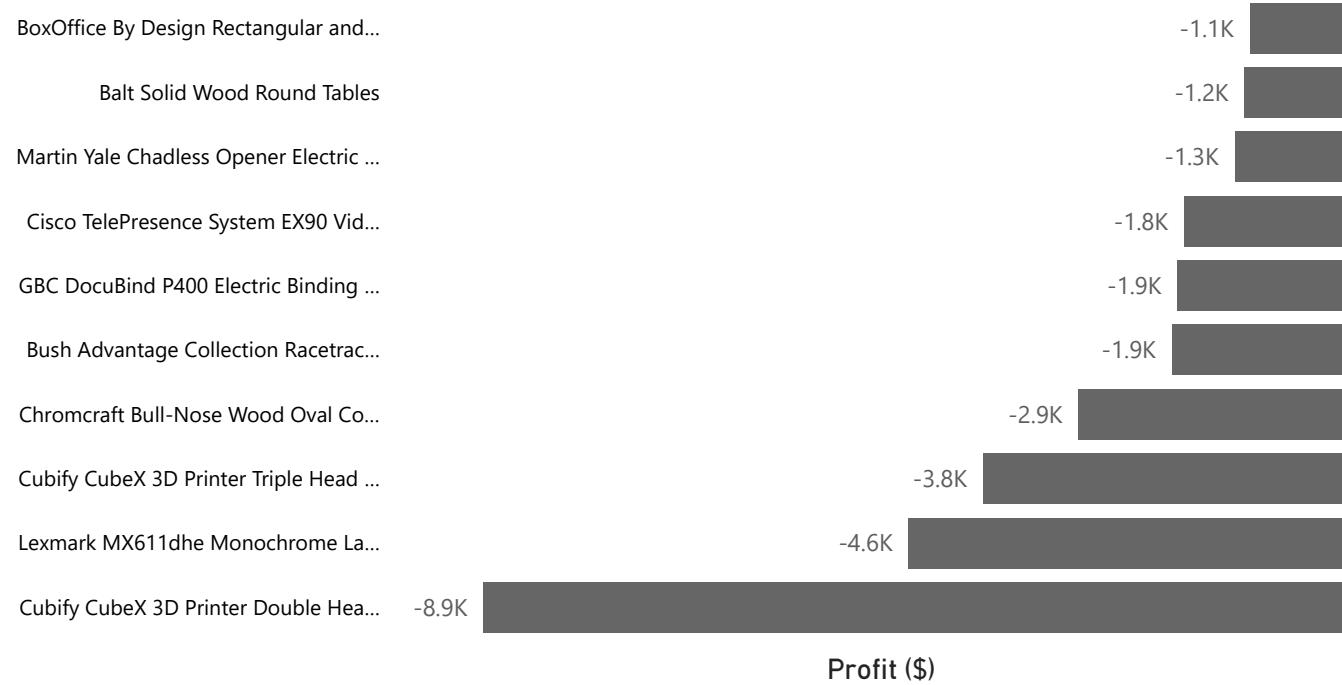
Sub-Category Performance



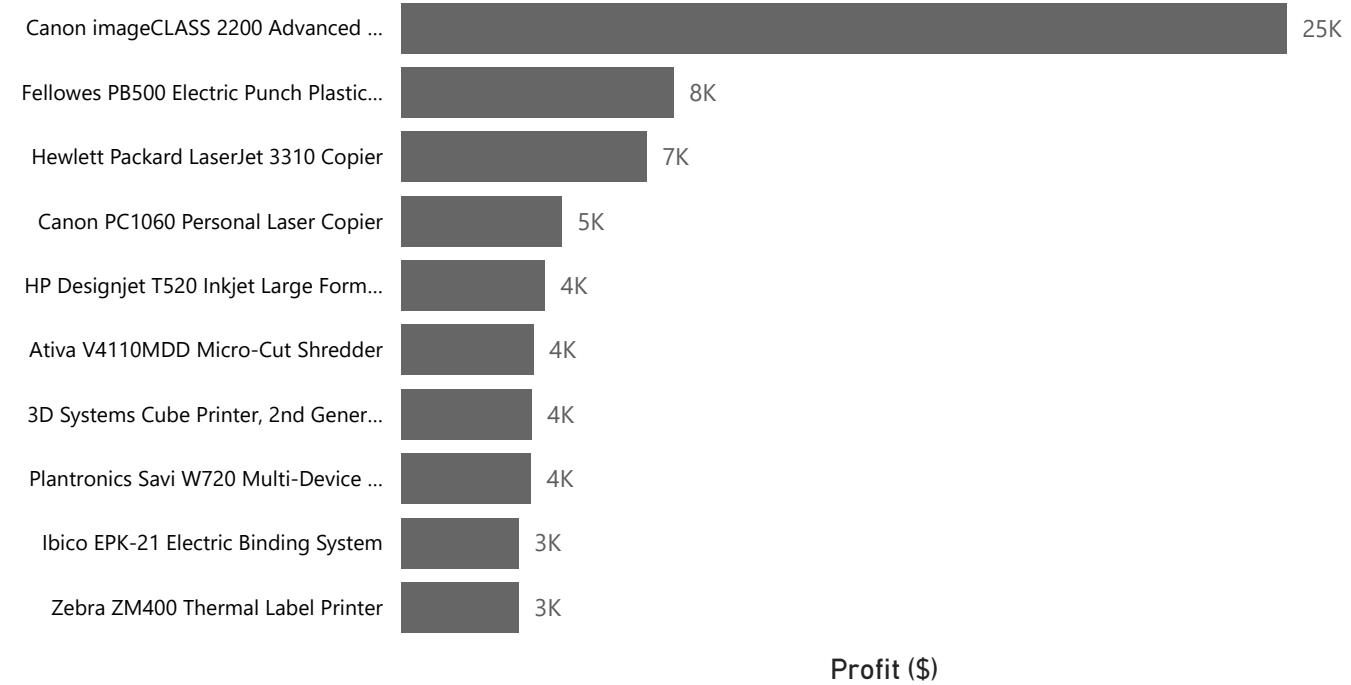
Product & Profitability Analysis



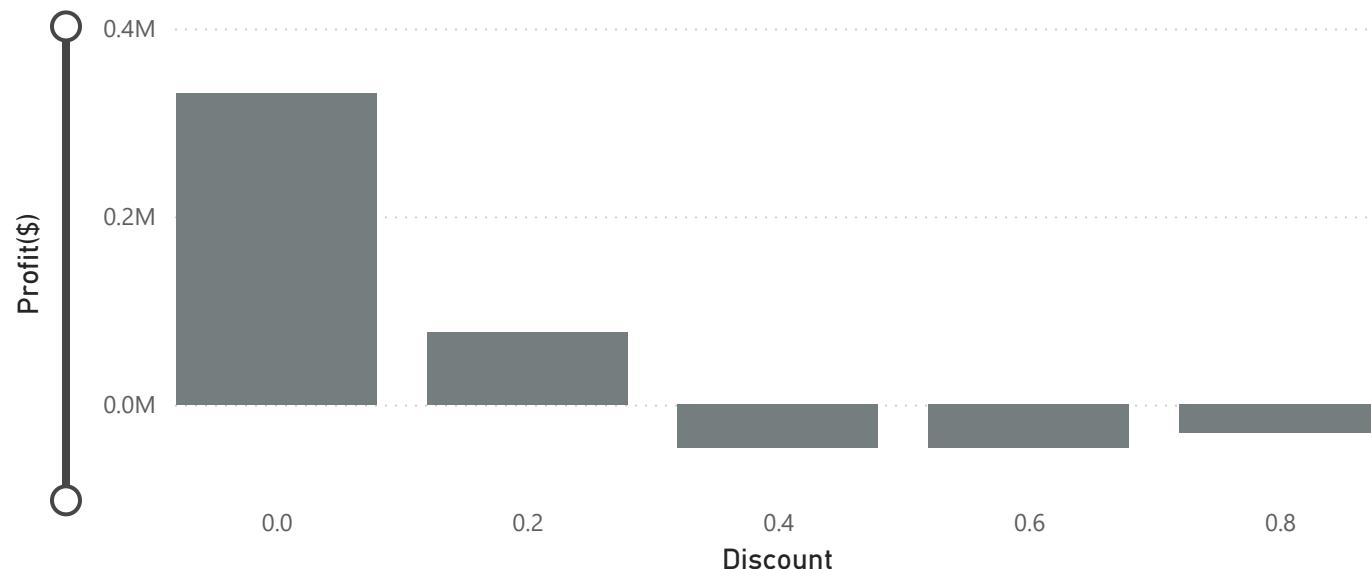
Bottom 10 Loss-Making Products



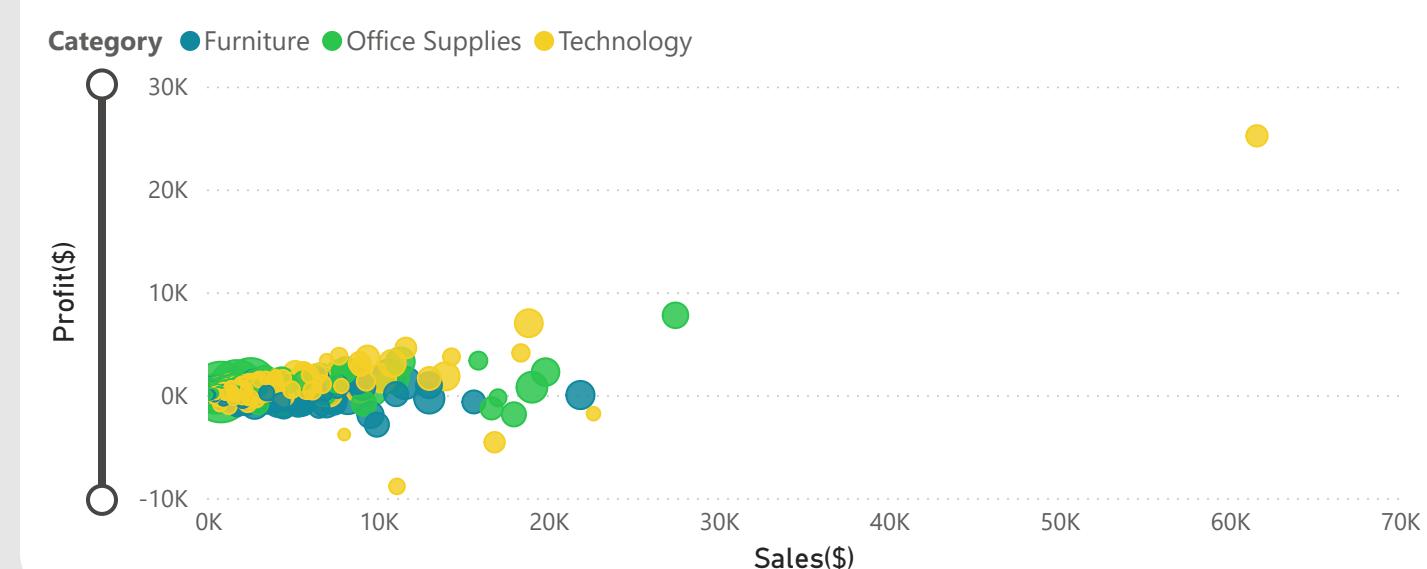
Top 10 Products by Profit



Impact of Discount on Profit



Sales vs Profit by Product



Key Insight: Discounts above 40% consistently lead to negative profitability.

Customer & Segment Analysis



Repeat Customers

781

Total Customers

793

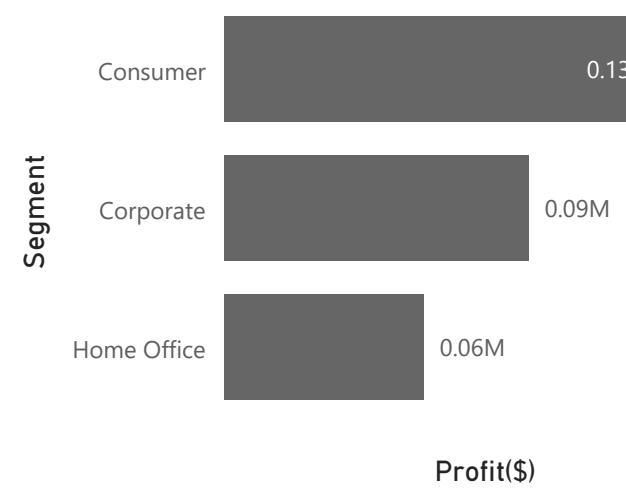
Avg Order Value

459

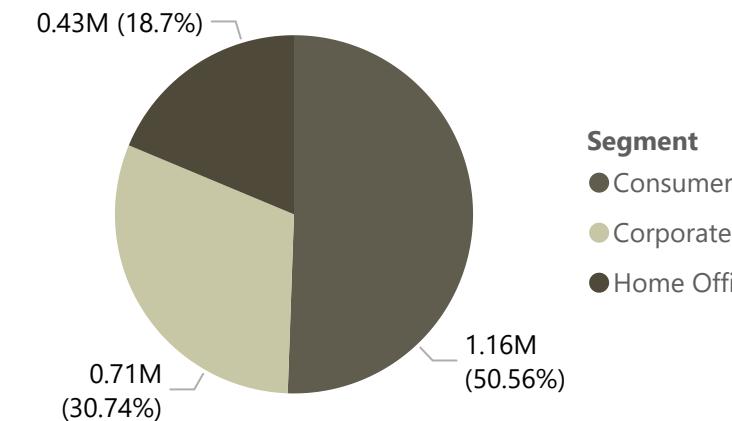
Total Orders

5K

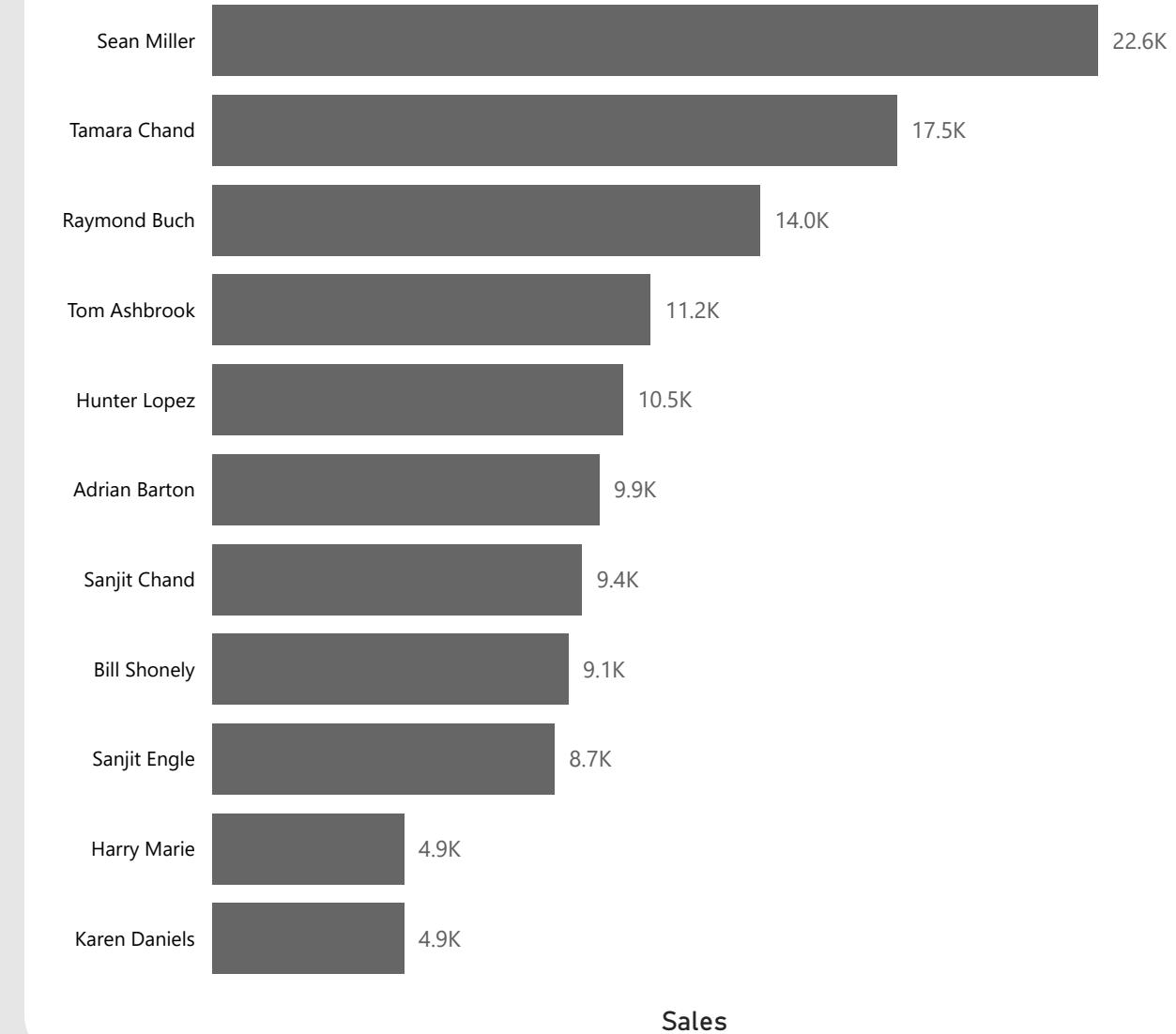
Profit by Customer Segment



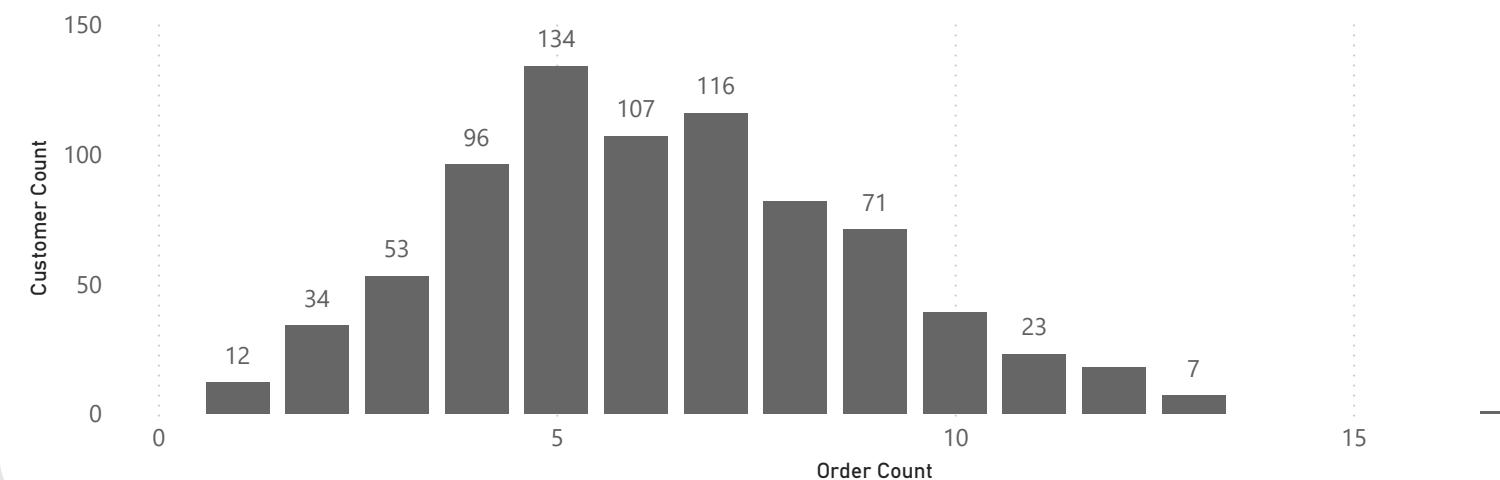
Sales by Customer Segment



Top 10 Customers by Sales



Order Frequency per Customer



Sales Trends & Forecasting

