



U.S. Regional Sales Performance – Executive Overview



Sales Growth YoY (%)

46.9%

MoM Growth %

3.8%

Total Profit (\$)

286.40K

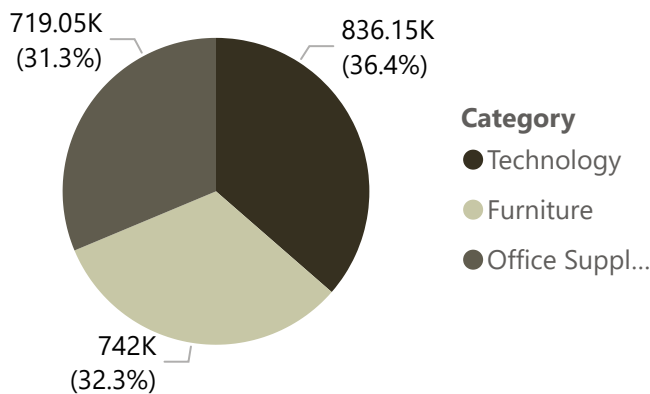
Profit Margin %

12.5%

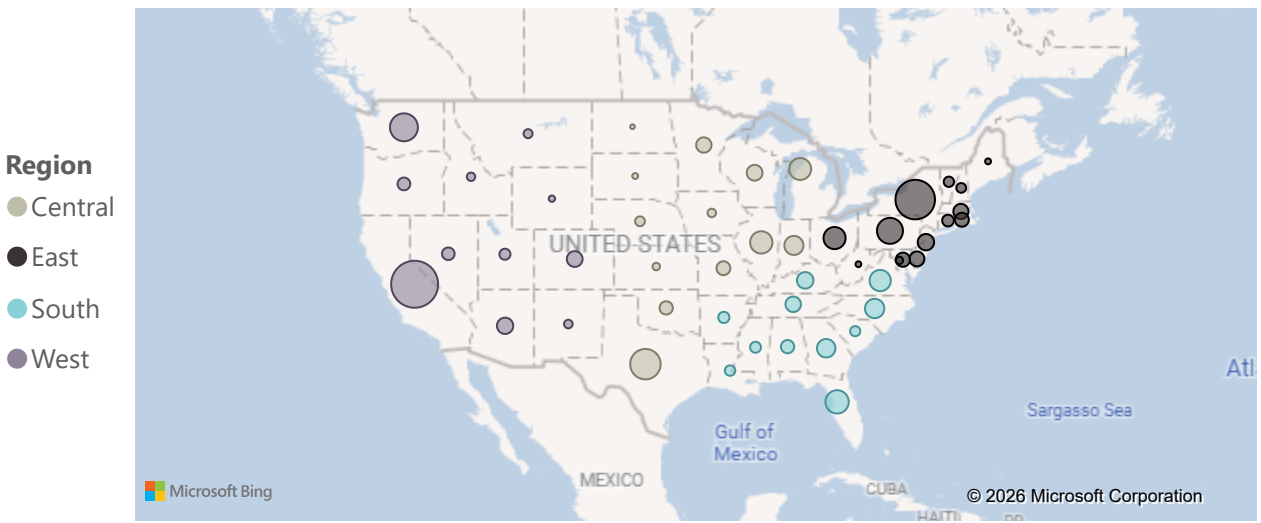
Total Sales (\$)

2.30M

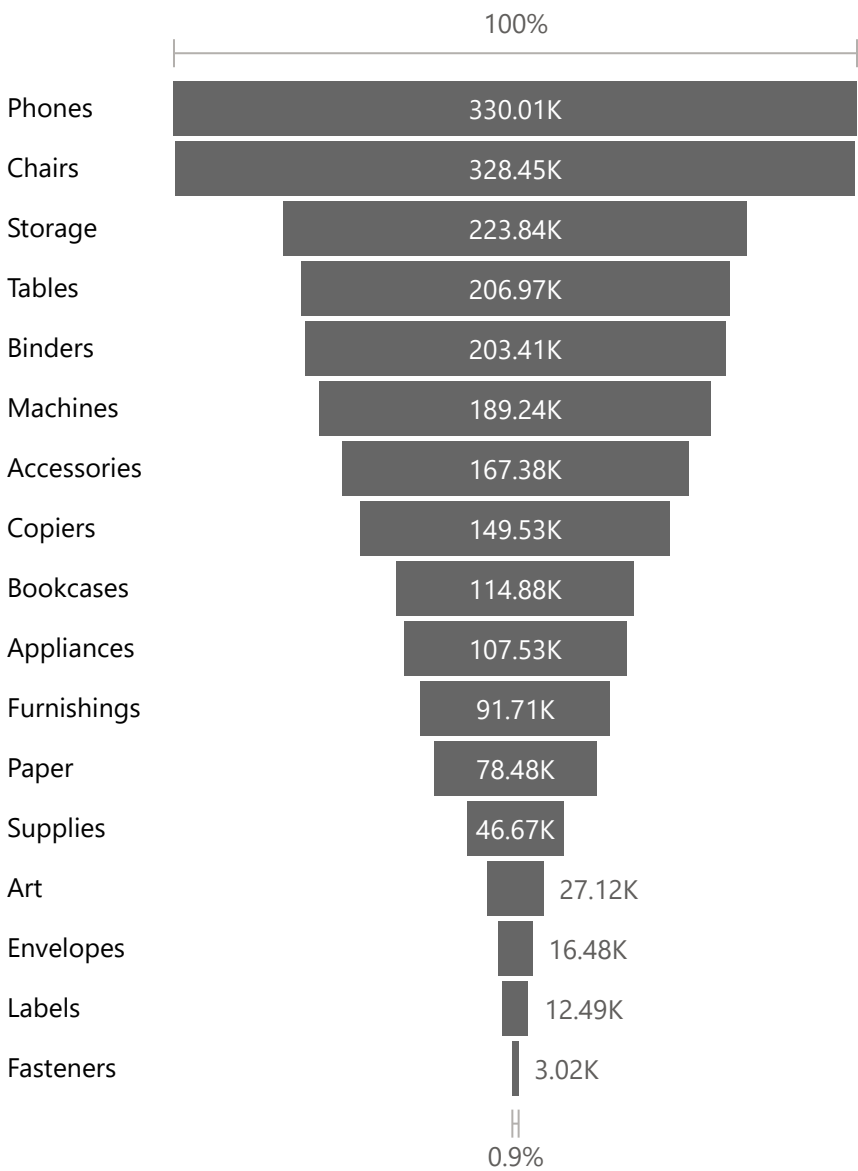
Sales Distribution by Category



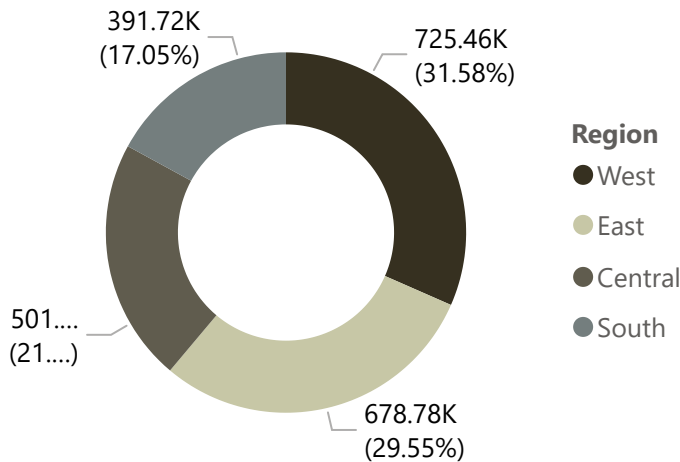
State-wise Sales Distribution



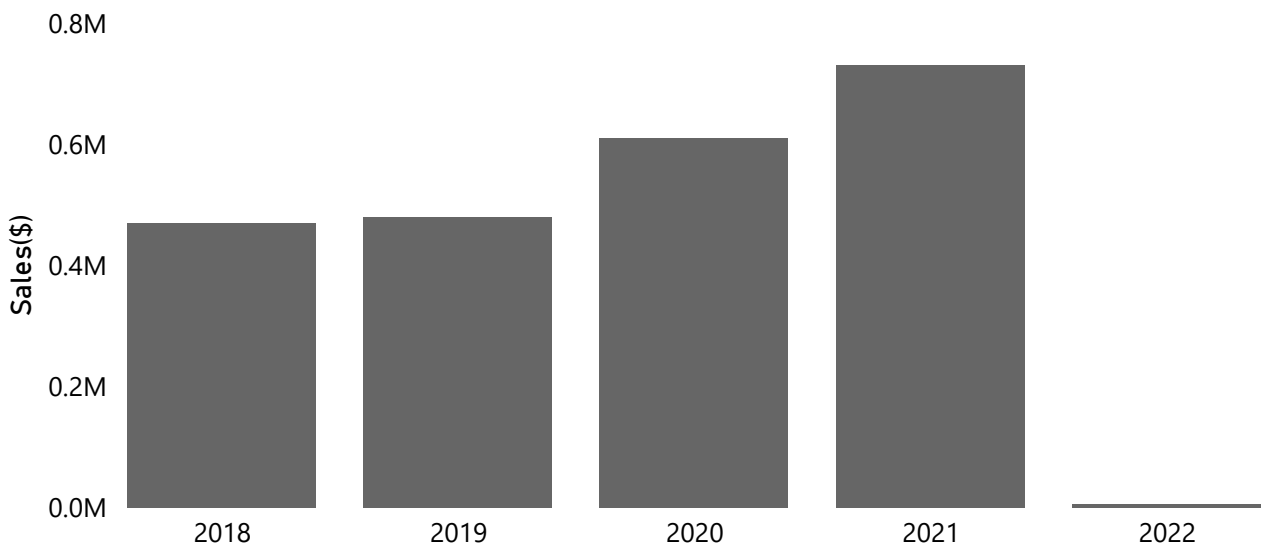
Sub-Category Performance



Region-wise Sales Distribution



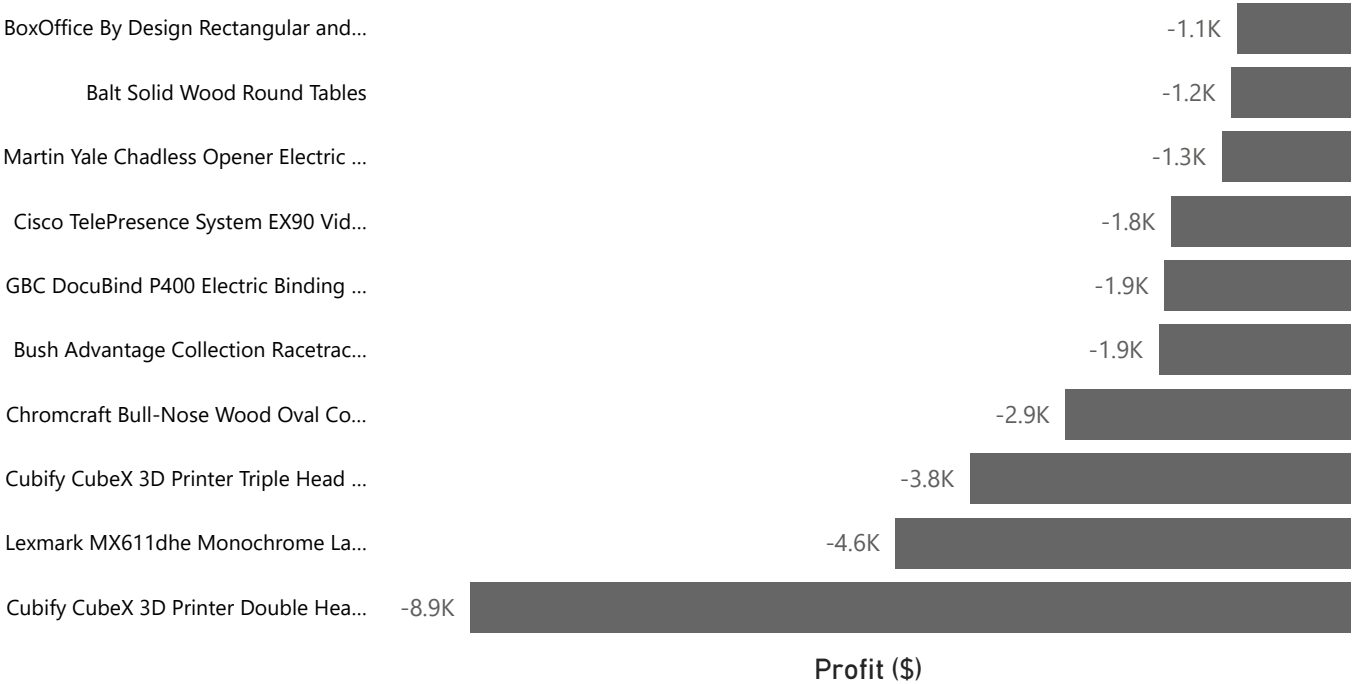
Sales Trend Over Time



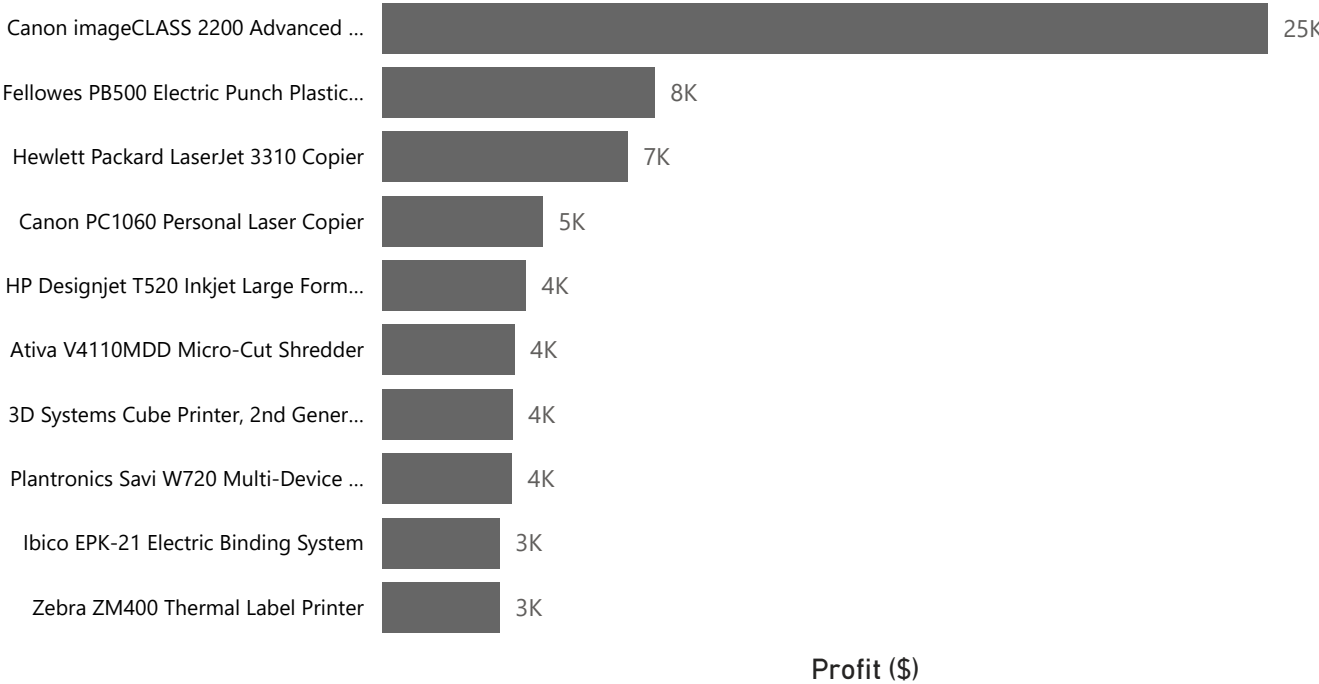


Product & Profitability Analysis

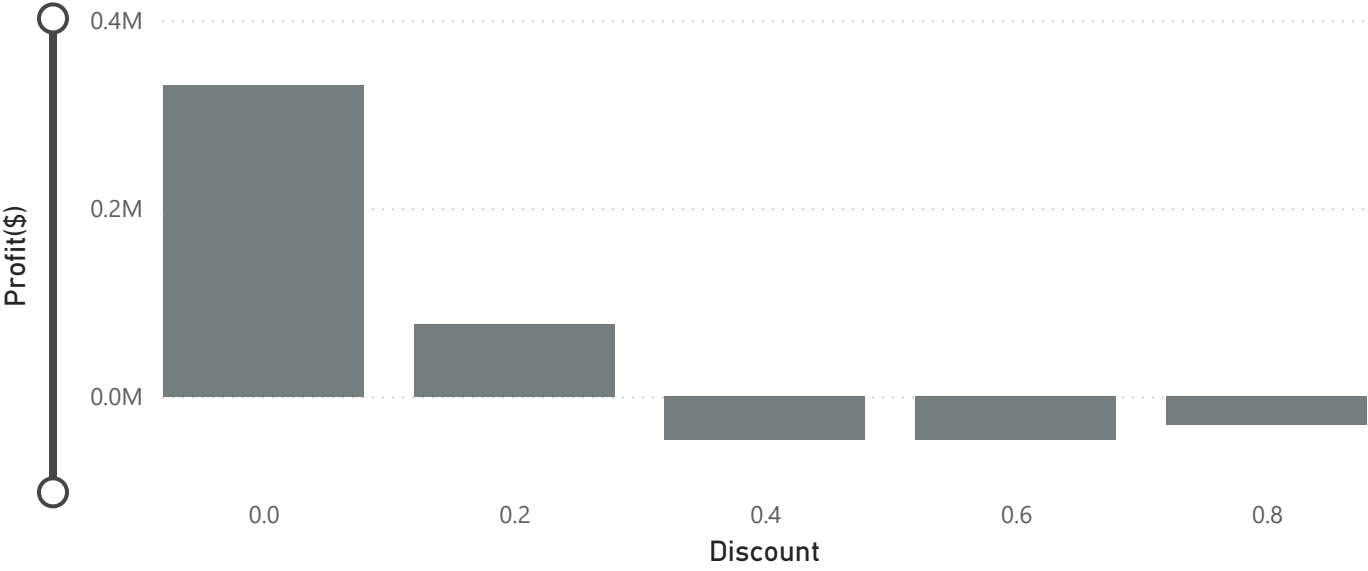
Bottom 10 Loss-Making Products



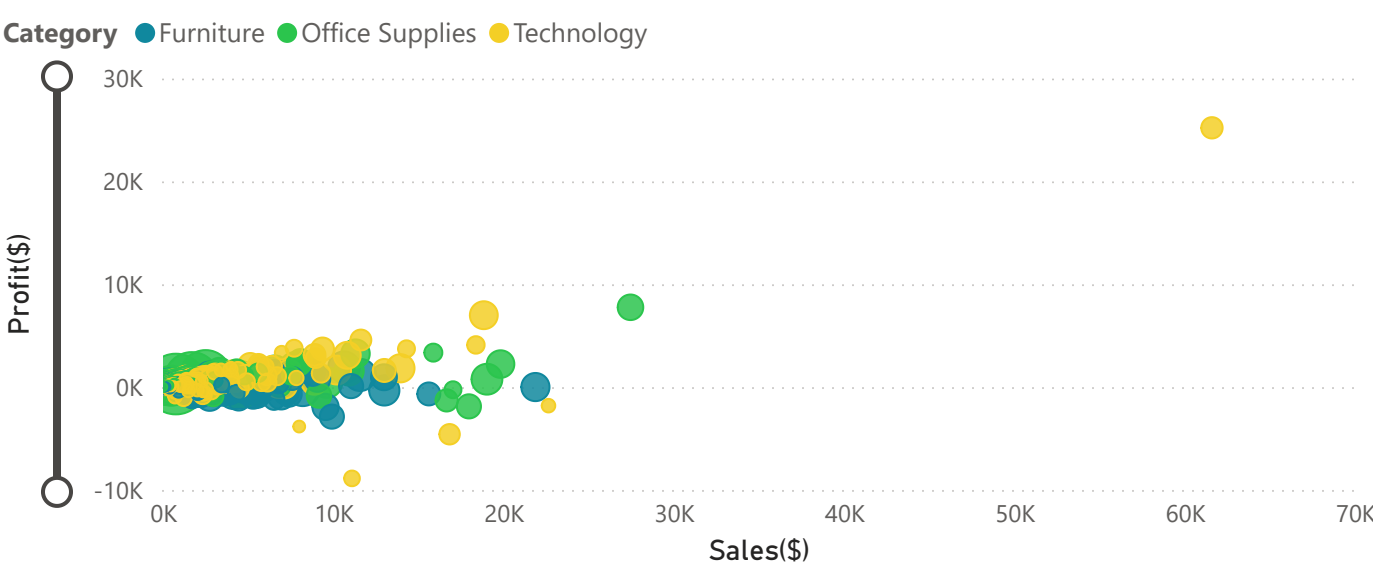
Top 10 Products by Profit



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

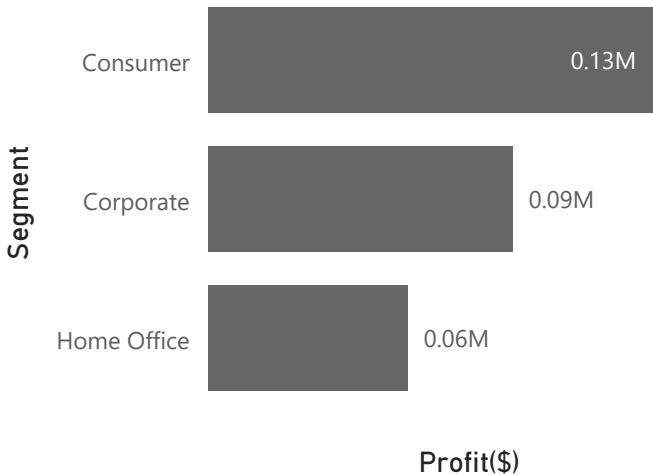
Avg Order Value

459

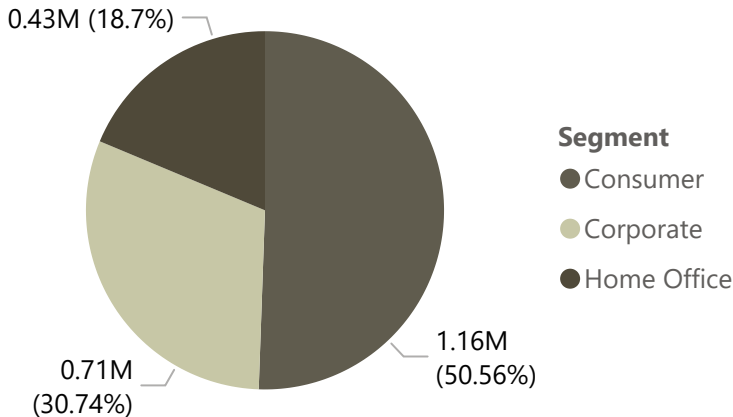
Total Orders

5K

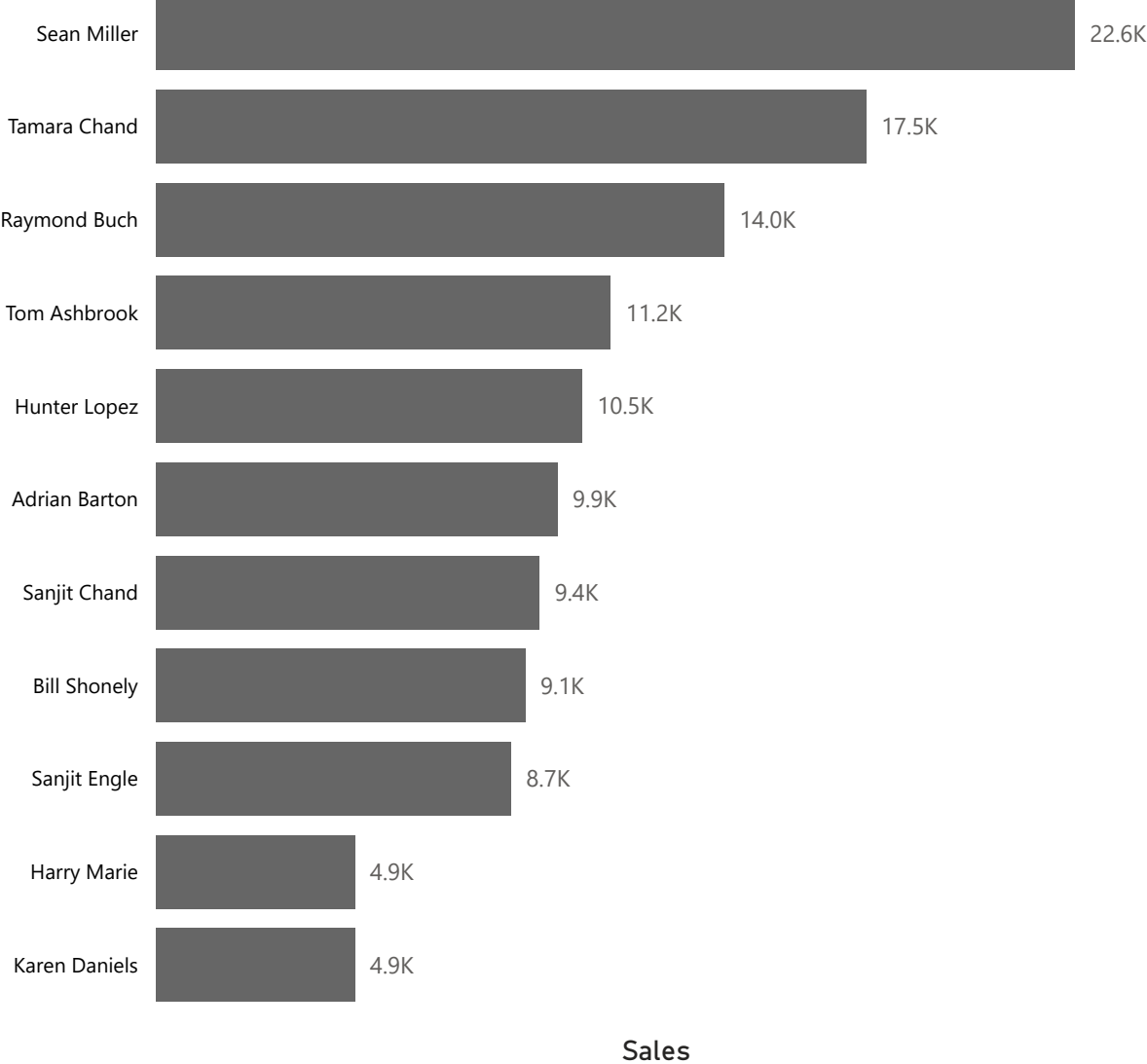
Profit by Customer Segment



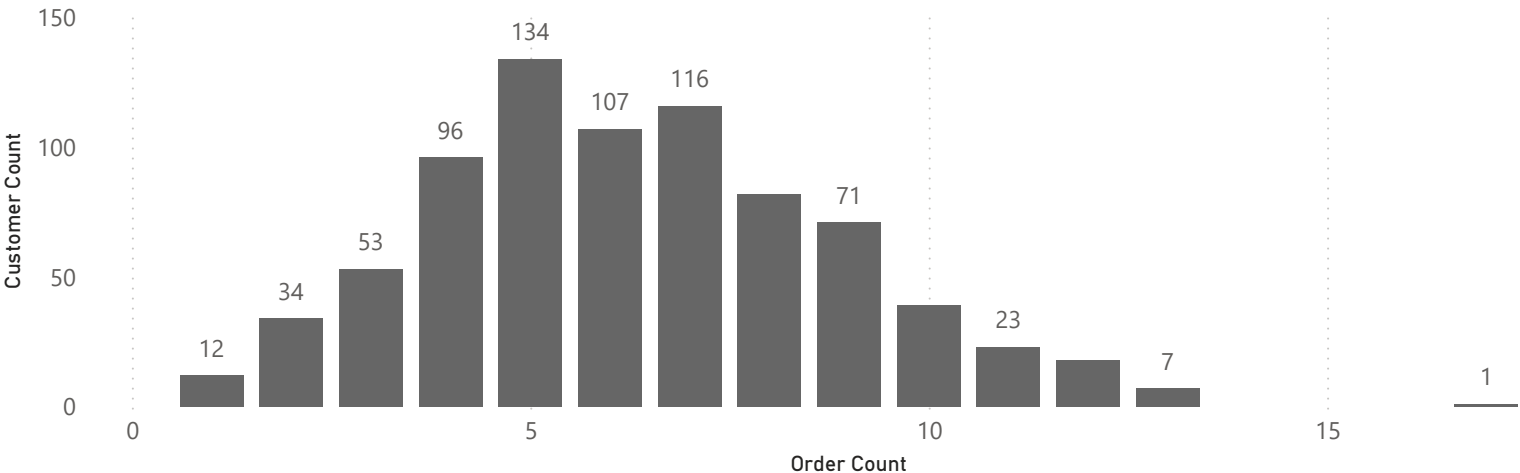
Sales by Customer Segment



Top 10 Customers by Sales



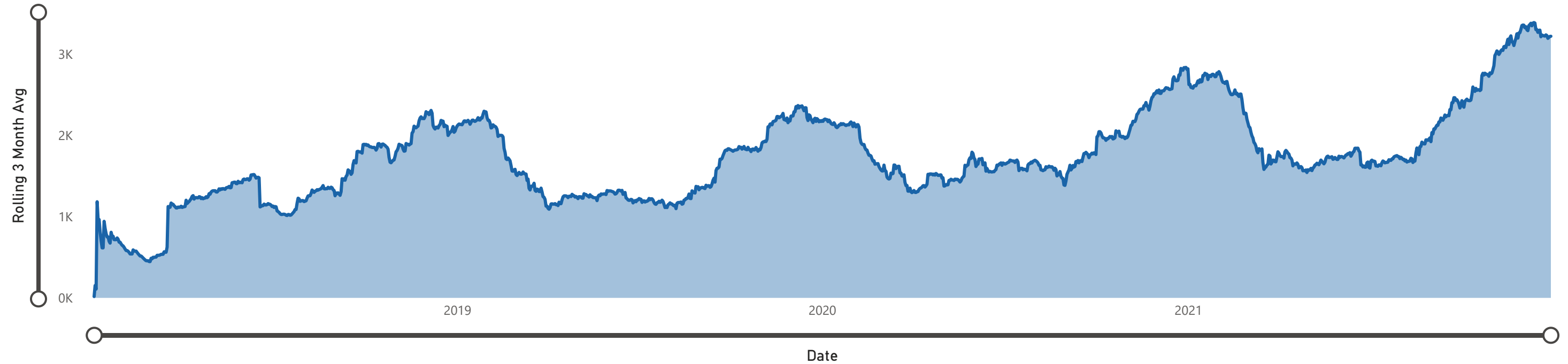
Order Frequency per Customer





Sales Trends & Forecasting

3-Month Rolling Average Sales Trend



Sales Forecast – Next 6 Months

