

Sales Dashboard

LOSS LEAD QUALIFY

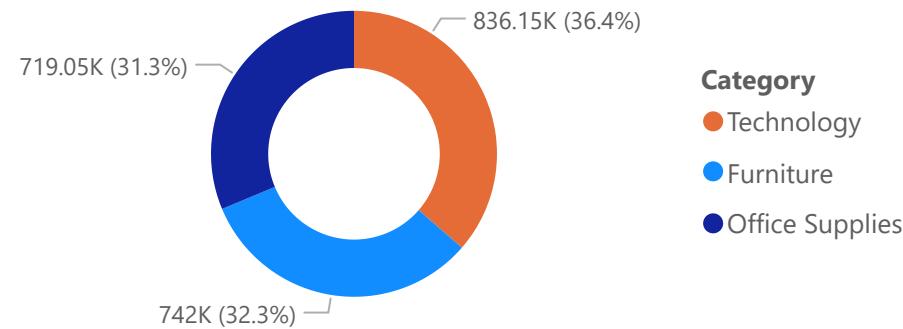
2.30M

Sum of Sales

286.40K

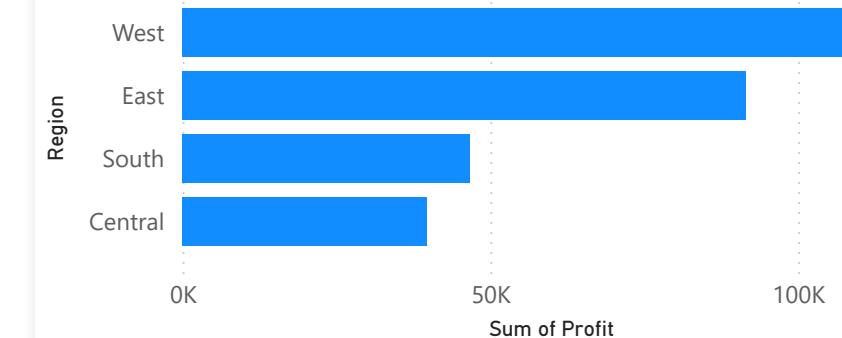
Sum of Profit

Sum of Sales by Category



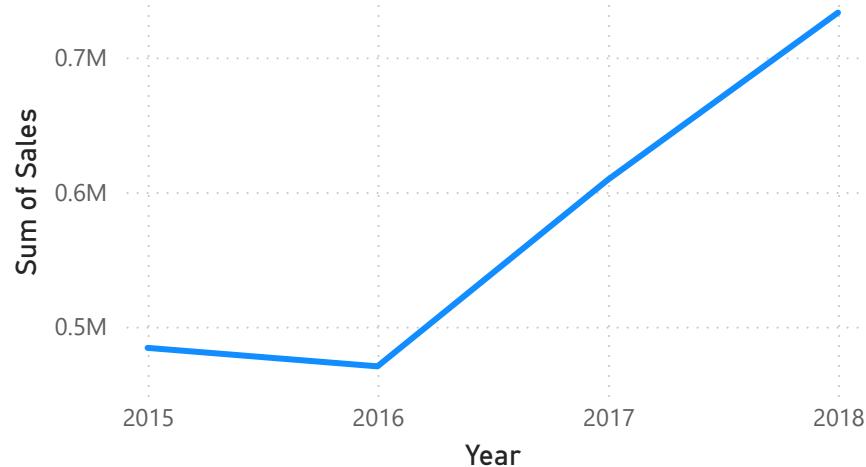
Technology products drive the highest revenue, contributing over 40% of total sales.

Sum of Profit by Region



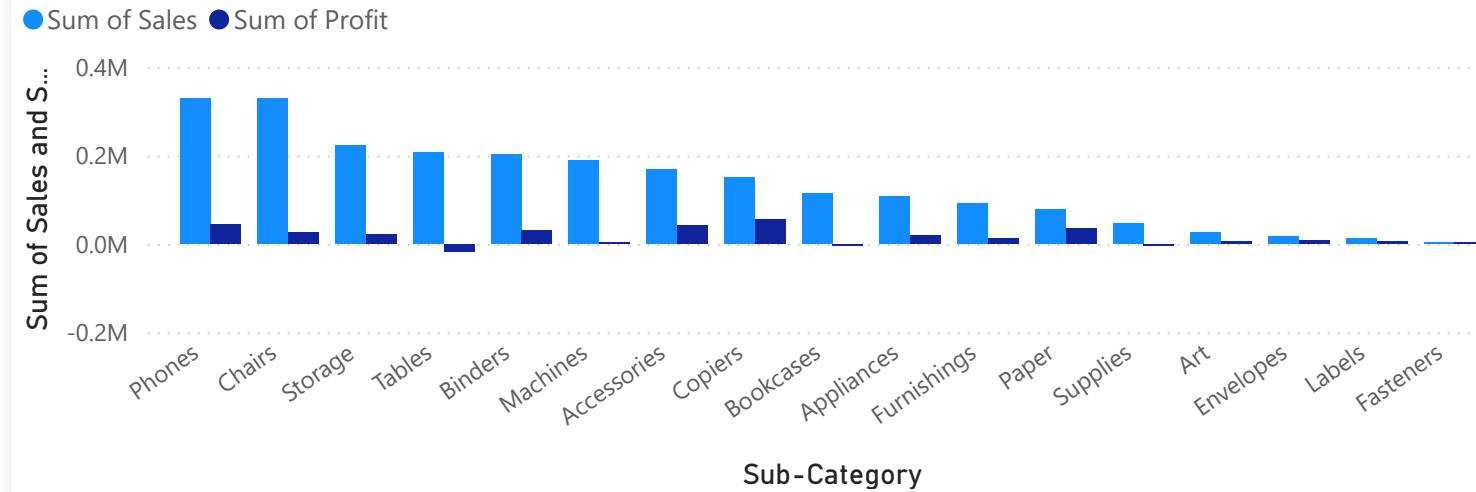
The West region shows the highest profitability, while the Central region has the lowest.

Sum of Sales by Year



Sales grew steadily from 2015 to 2018, with a significant jump in 2018. This shows our growth strategy is working, but we must ensure this growth is profitable.

Sum of Sales and Sum of Profit by Sub-Category



Phones are our top-selling and most profitable sub-category. However, Binders and Machines generate high sales but lose money. We should review pricing or costs for these items.