

Sales & Profitability Performance Dashboard (2020–2023)

View: All Years · All Regions · All Categories · All Segments

Select Year

All

Select Region

All

Select Category

All

Select Segment

All

Total Revenue

\$2.3M

▲ 46.9% vs LY

Total Profit

\$286.4K

▲ 48.4% vs LY

Total Orders

5.0K

▲ 50.8% vs LY

Avg Order Value

\$458.6

▼ 2.6% vs LY

Profit Margin

12.5%

▲ 1.1% vs LY

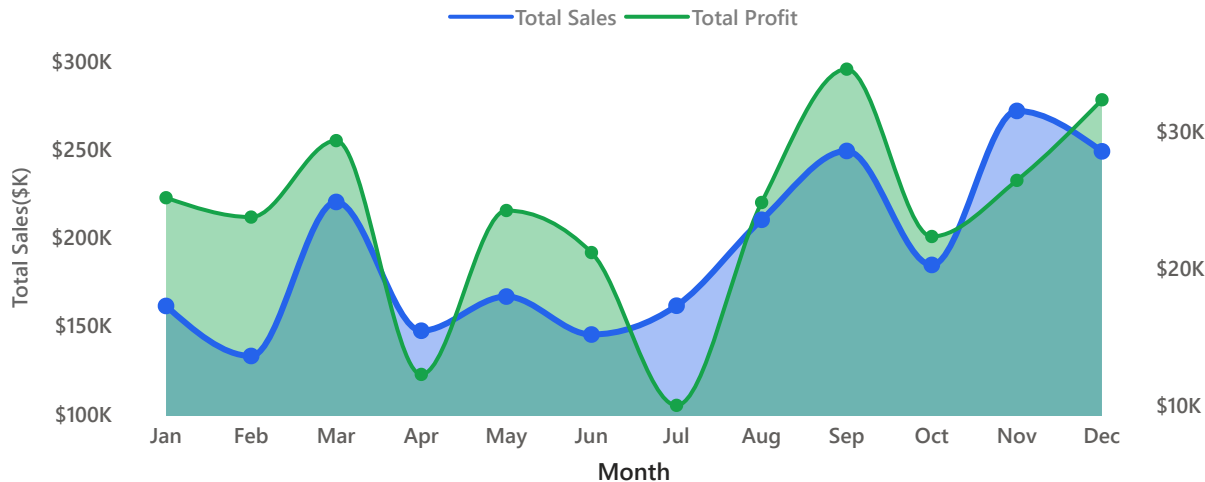
Avg Discount

15.6%

▼ 0.1% vs LY

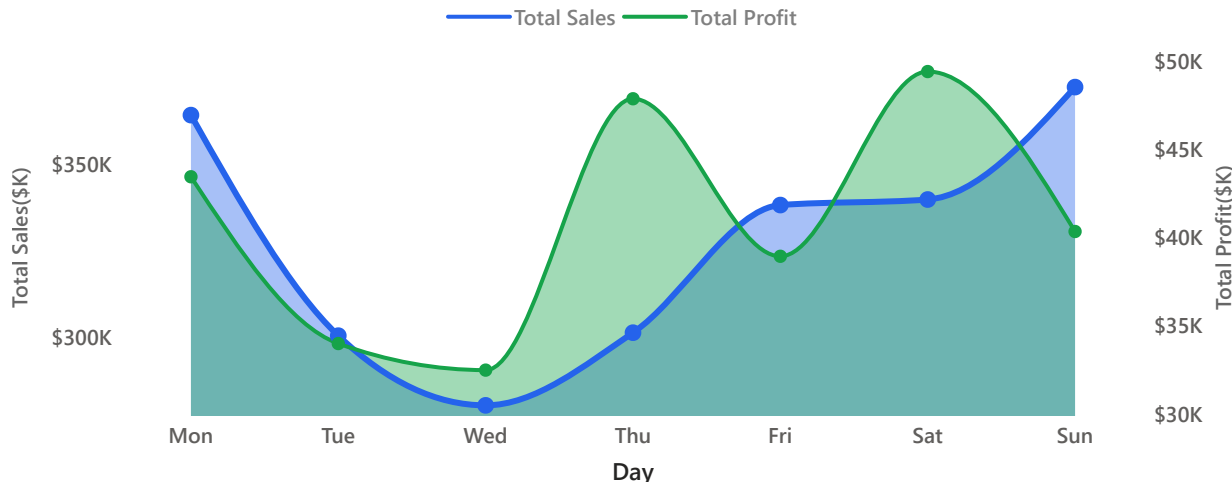
📊 Sales \$2.3M with margin of 12.5%. ⚠️ Margins moderate — review discounts or shipping costs.

Monthly Revenue & Profit Trend (2020–2023)



📉 Later quarters drive more revenue; ensure margin stability. Current margin: 12.5%.

Daily Revenue & Profit Trend (2020–2023)



💡 Best performing day: Saturday | Weakest: Wednesday.

🏷️ Average discount applied: 15.6%. ⚠️ Moderate discounts — monitor margin impact.

Regional & Category Performance

View: All Years · All Regions · All Categories · All Segments

Select Year

All

Select Region

All

Select Category

All

Select Segment

All

Total Revenue

\$2.3M

▲ 46.9% vs LY

Profit Margin

12.5%

▲ 1.1% vs LY

Total Profit

\$286.4K

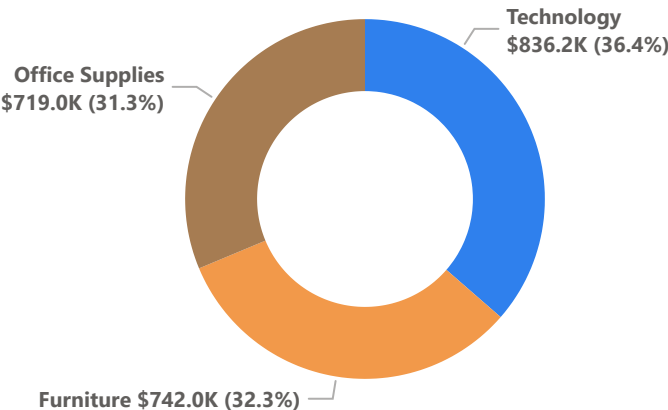
▲ 48.4% vs LY

Total Quantity Sold

37.9K

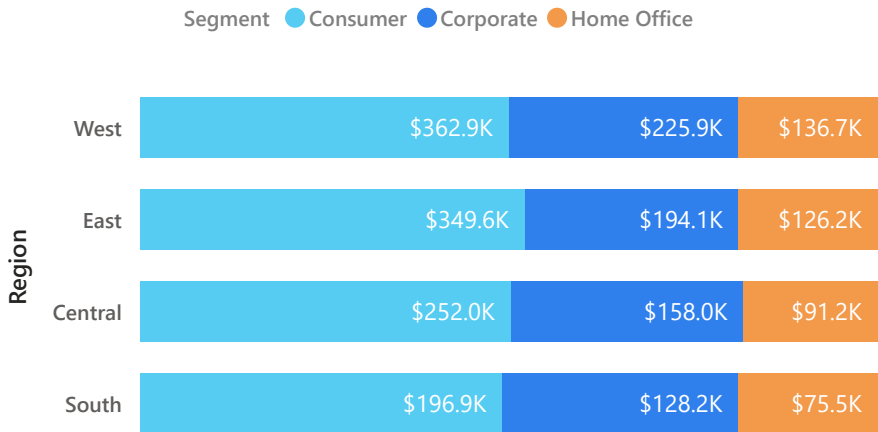
▲ 49.1% vs LY

Sales by Category



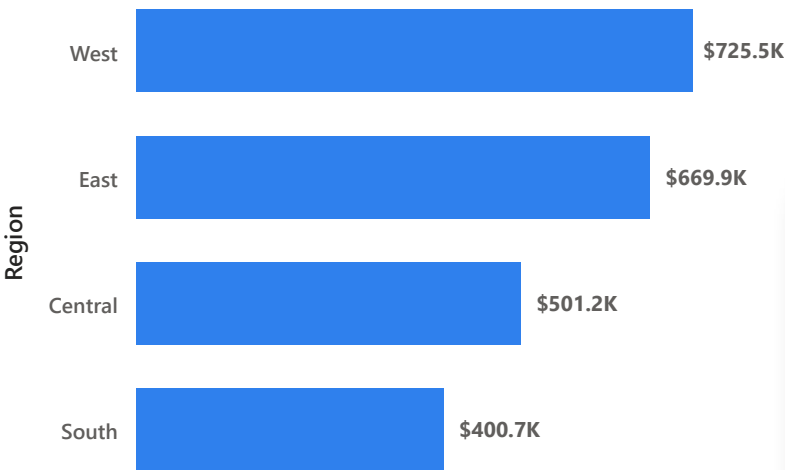
📦 The Technology category dominates with \$836.2K in total sales.

Regional & Segment Performance



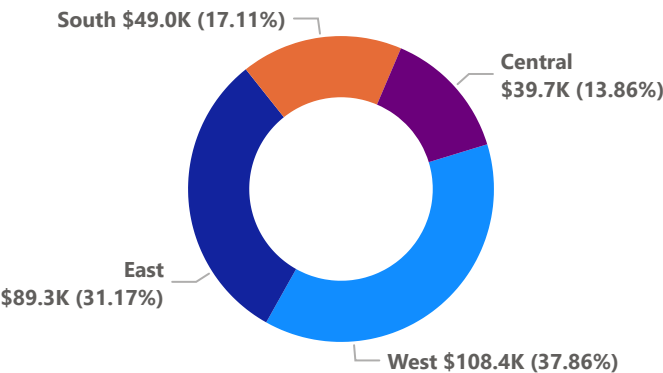
👤 In the West region, the Consumer segment performs best with \$362.9K in sales.

Sales by Region

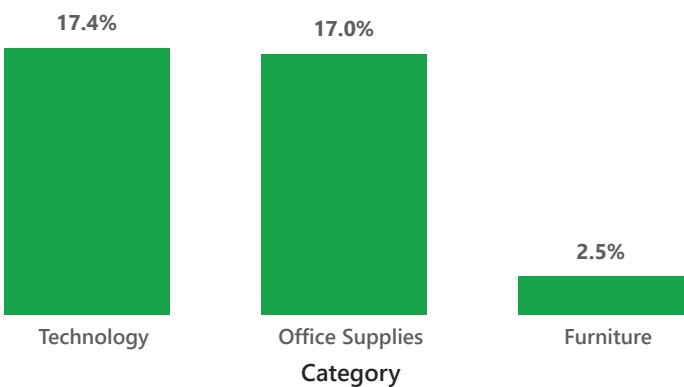


🗺️ West region leads with \$725.5K, contributing 31.6% of total sales.

Profit by Region



Profit Margin by Category



Product Performance

View: All Years · West · All Categories · All Segments

Select Year

All

Select Region

West

Select Category

All

Select Segment

All

Total Revenue

\$725.5K

▲ 52.6% vs LY

Profit Margin

14.9%

▲ 9.9% vs LY

Total Profit

\$108.4K

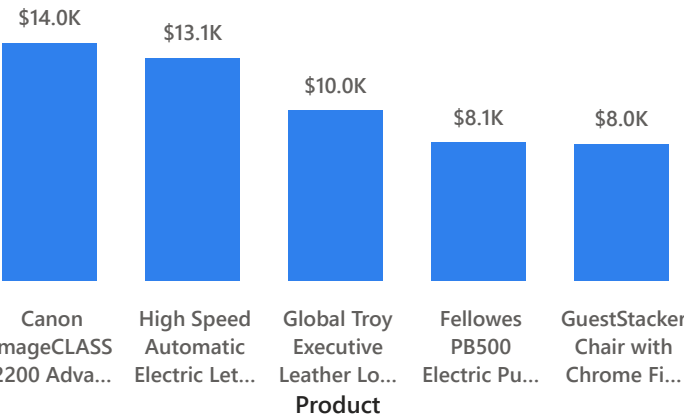
▲ 67.8% vs LY

Total Quantity Sold

12.3K

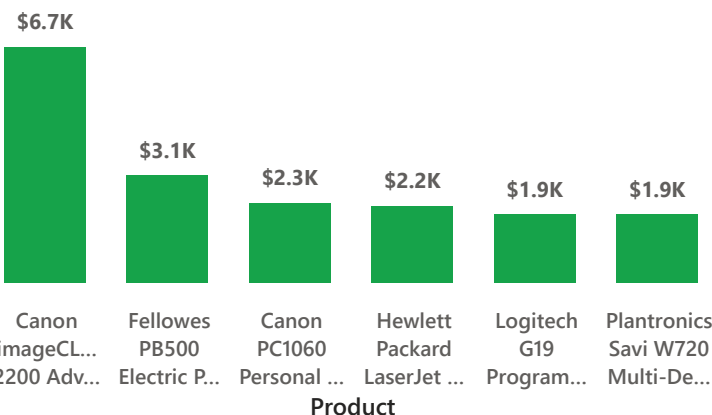
▲ 53.4% vs LY

Top 5 Products by Revenue



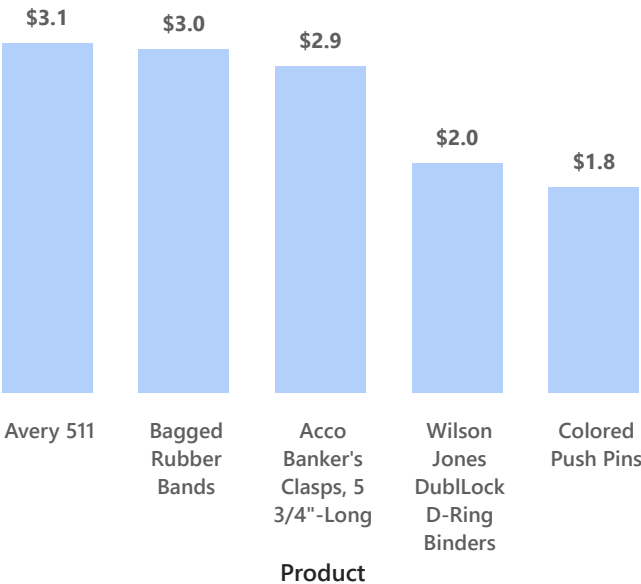
📦 Canon imageCLASS 2200 Advanced Copier leads in sales with \$14.0K revenue.

Top 5 Products by Profit



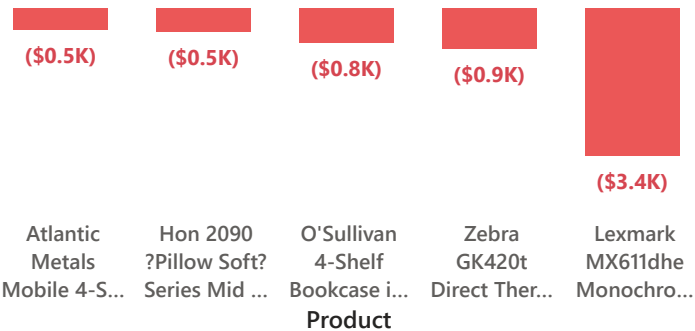
🔥 Canon imageCLASS 2200 Advanced Copier generates the highest profit of \$6.7K.

Bottom 5 Products by Revenue



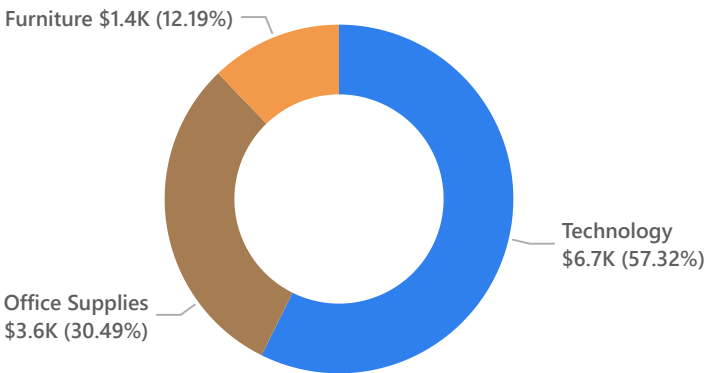
📌 Colored Push Pins records the lowest sales with \$0.0K revenue.

Bottom 5 Products by Profit



🖨️ Lexmark MX611dhe Monochrome Laser Printer causes the highest loss of \$3.4K.

Top Performing Category (by Profit)



Customer & Discount Insights

View: All Years · All Regions · All Categories · All Segments

Select Year

All

Select Region

All

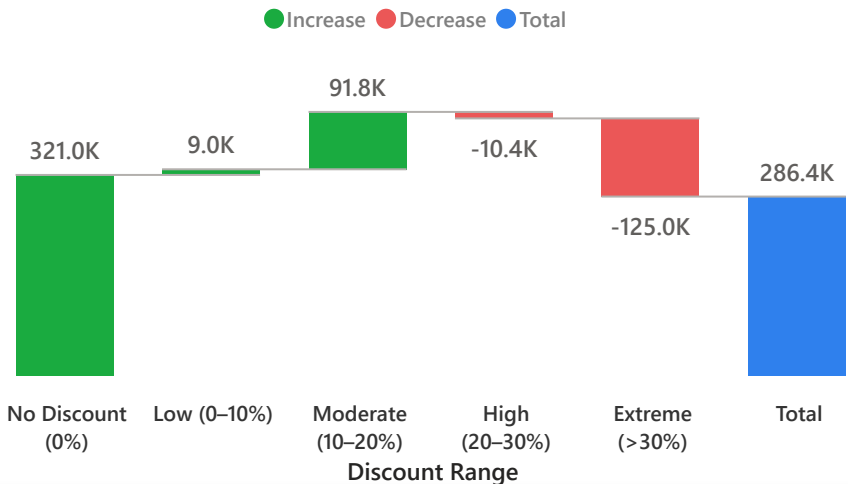
Select Category

All

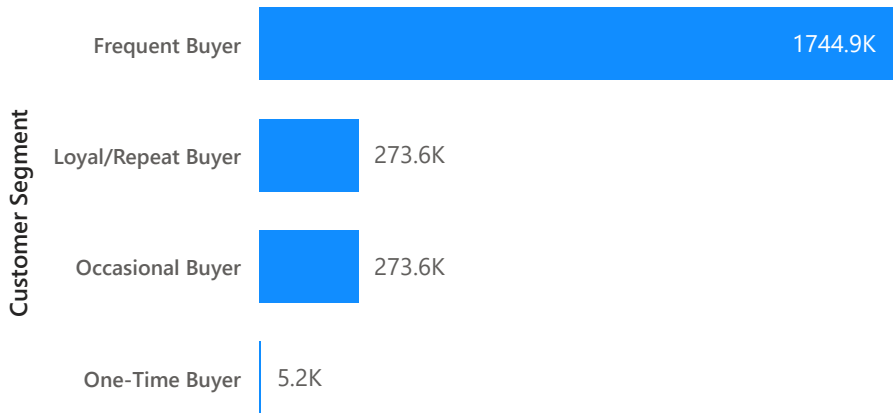
Select Segment

All

Profit Impact by Discount Range (2020–2023)



Customer Segmentation by Order Frequency



Customer Order Behavior

Customer_Name	Total_Orders	Total_Sales	Total_Profit	Profit_Margin
Emily Phan	17	\$5,478.1	\$145	2.6%
Chloris Kastensmidt	13	\$3,154.9	\$141	4.5%
Erin Ashbrook	13	\$2,846.7	(\$53)	-1.9%
Joel Eaton	13	\$6,760.8	\$222	3.3%
Noel Staavos	13	\$2,964.8	(\$235)	-7.9%
Patrick Gardner	13	\$3,086.9	\$137	4.5%
Sally Hughsby	13	\$3,406.8	\$558	16.4%
Zuschuss Carroll	13	\$8,025.7	(\$1,032)	-12.9%
Anna H?berlin	12	\$7,888.3	\$1,298	16.5%
Bart Pistole	12	\$2,442.0	\$434	17.8%
Bill Donatelli	12	\$5,718.5	\$1,095	19.1%
Chris Cortes	12	\$3,913.4	\$394	10.1%
Chris Selesnick	12	\$2,754.2	\$738	26.8%
Clay Ludtke	12	\$10,880.5	\$1,934	17.8%
Damala Kotsonis	12	\$3,256.5	\$881	27.1%
Edward Hooks	12	\$10,310.9	\$1,394	13.5%
Henry Goldwyn	12	\$3,247.6	(\$2,798)	-86.2%
Keith Dawkins	12	\$8,181.3	\$3,039	37.1%
Ken Black	12	\$2,744.7	\$579	21.1%
Ken Lonsdale	12	\$14,175.2	\$807	5.7%
Lena Creighton	12	\$7,663.1	\$1,288	16.8%
Pete Kriz	12	\$8,646.9	\$2,038	23.6%
Resi P?lking	12	\$5,153.1	\$465	9.0%
Rick Bensley	12	\$4,715.5	\$641	13.6%
Sanjit Jacobs	12	\$3,949.7	\$144	3.6%
Suzanne McNair	12	\$5,563.4	\$582	10.5%