

Executive Overview & Trends

Total Revenue

\$1.2bn

Total Profit

\$461.8M

Profit Margin %

37.36%

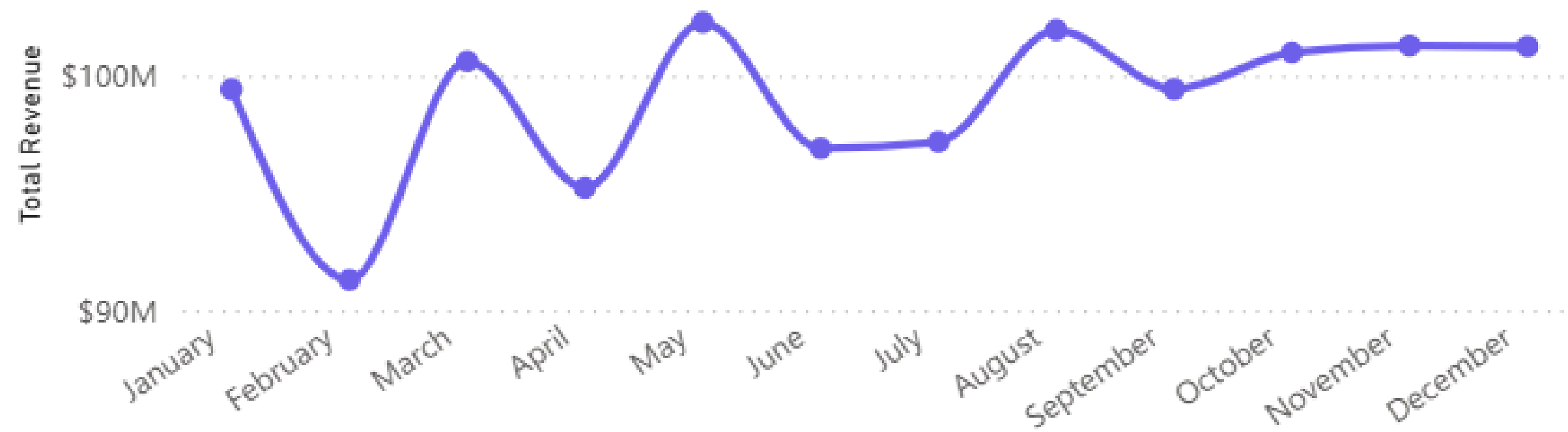
Total Orders

64K

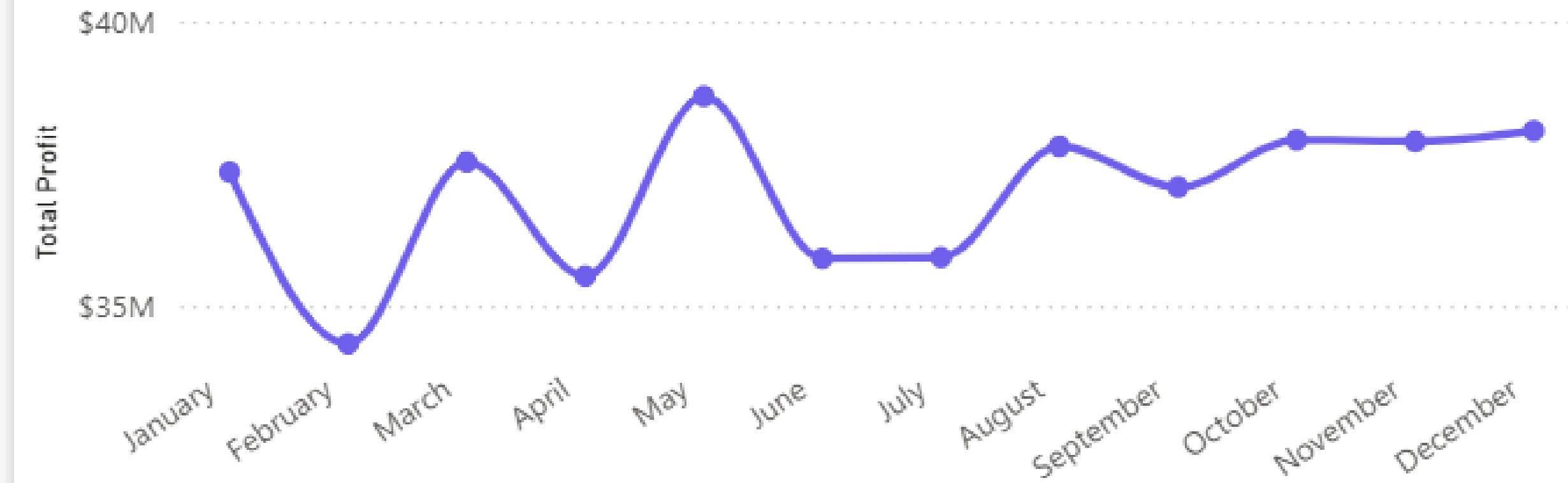
Revenue per order

\$19.3K

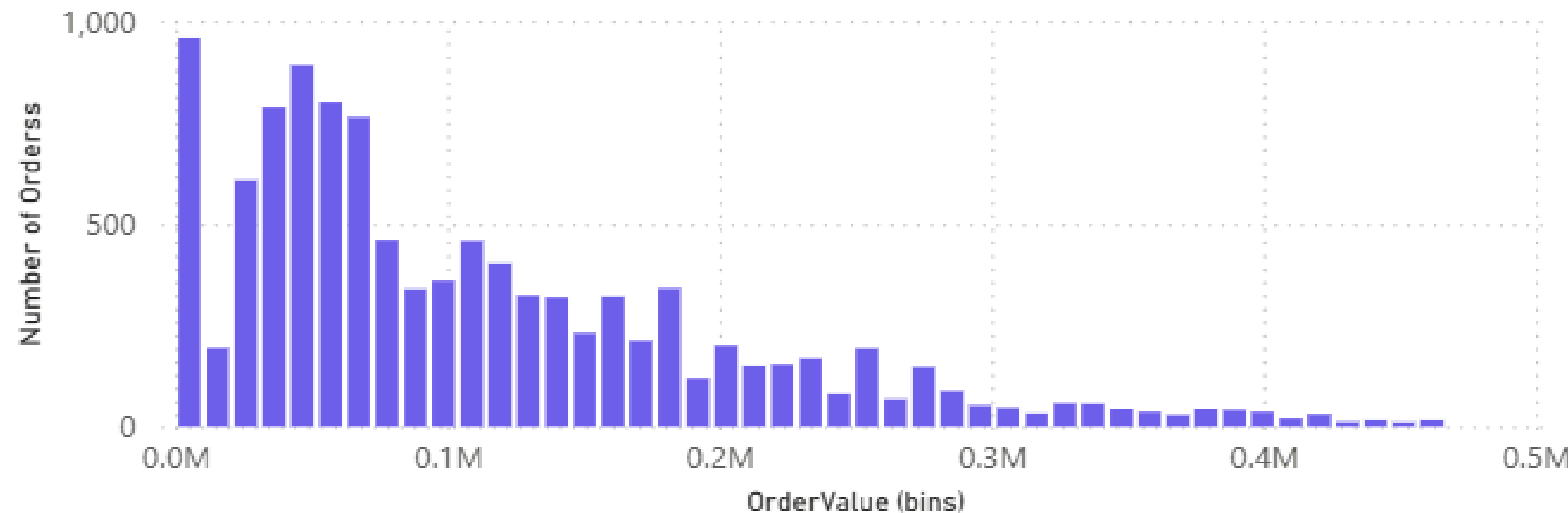
Monthly Revenue Rhythm: Uncovering Seasonality Peaks



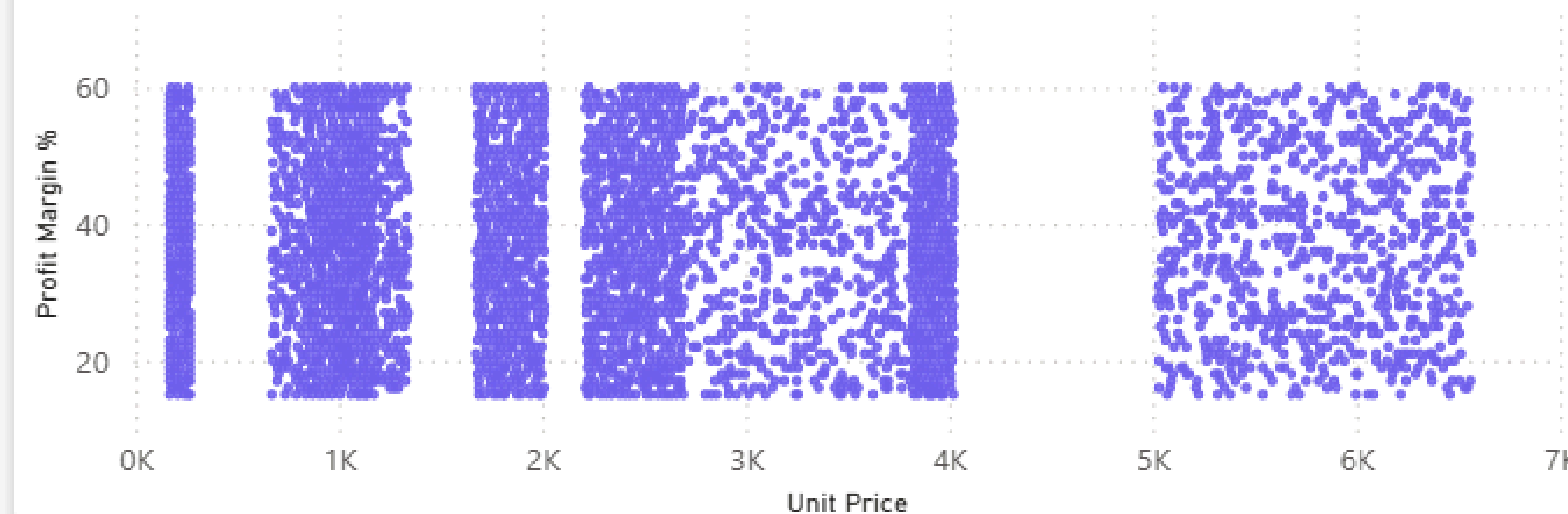
Profit Pulse: Tracking Monthly Earnings Momentum



Order Value Spectrum: Mapping Customer Spending Tiers

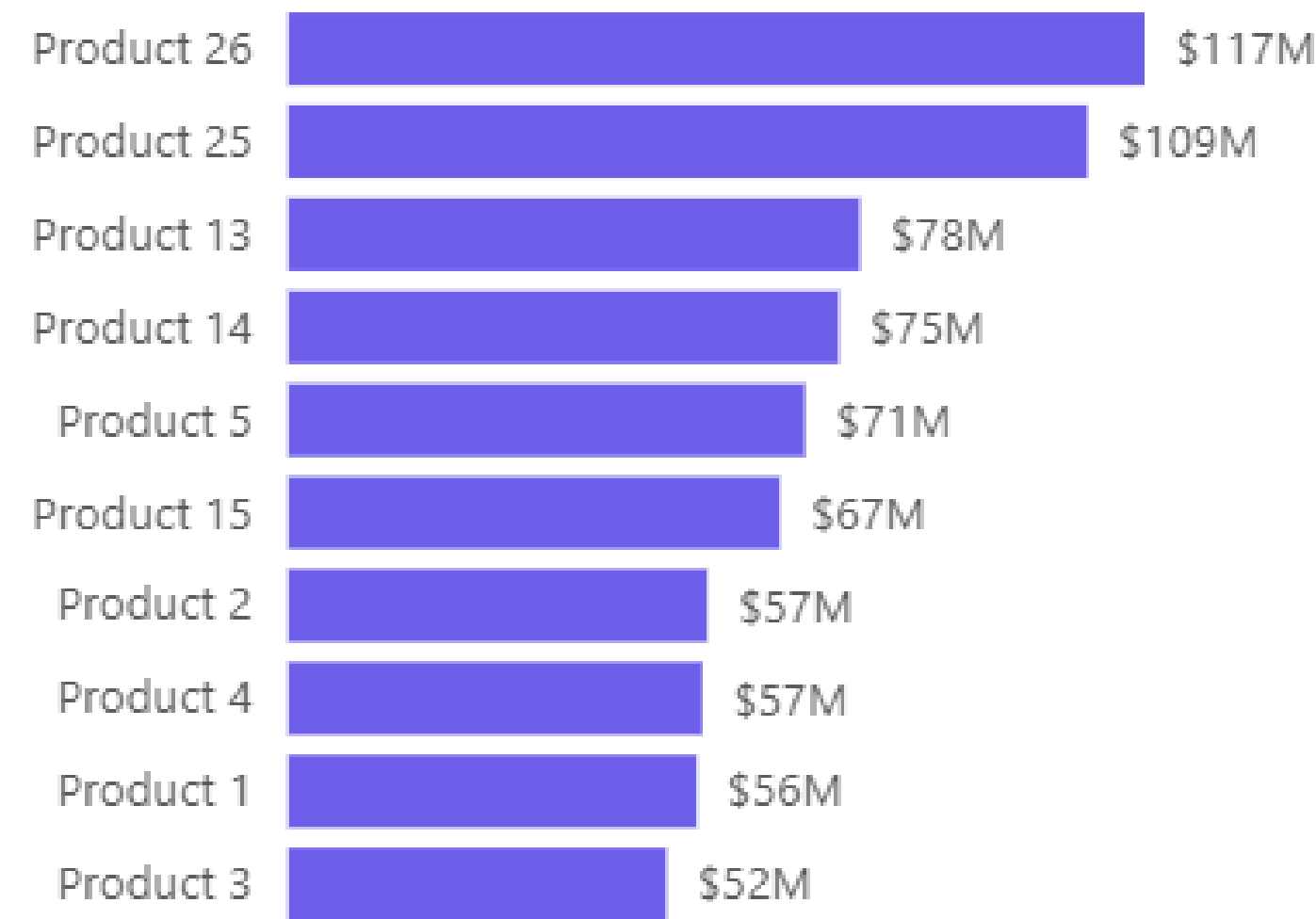


Unit Price Vs Profit Margin: Spotting High Margin Price Bands

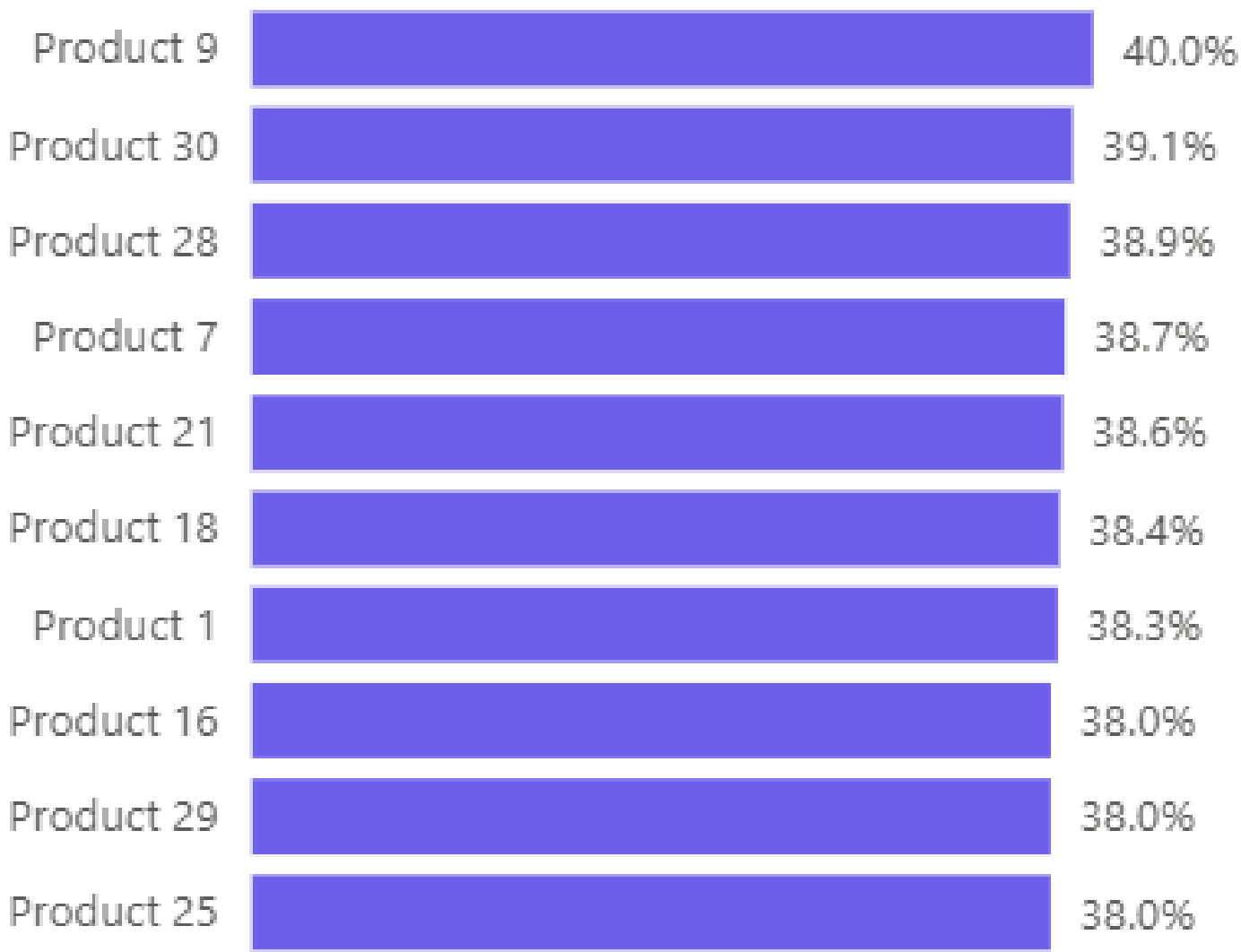


Product & Channel Performance

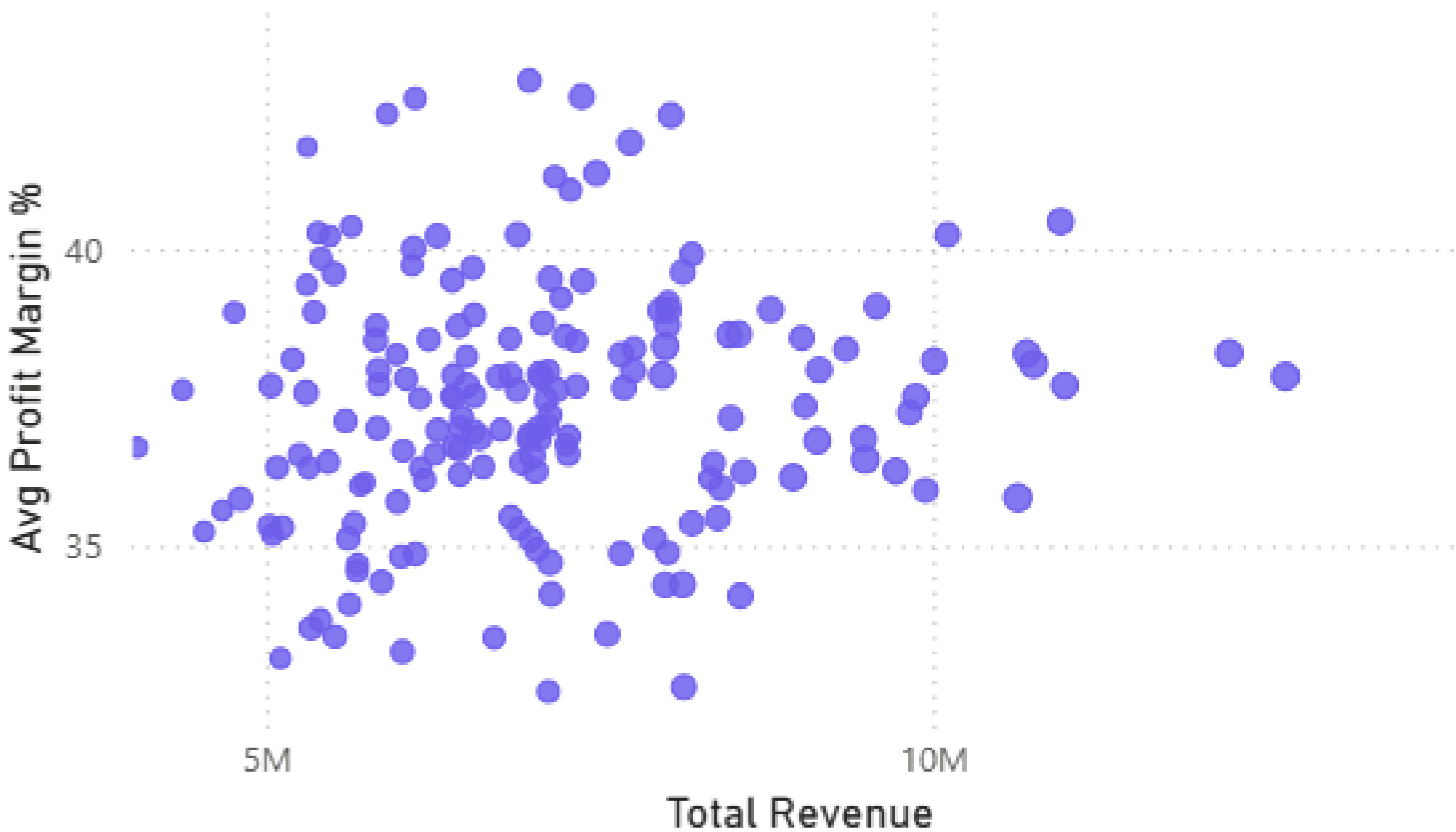
Revenue Champions: Best-Selling Products Driving Growth



High-Margin Heroes: Most Efficient Products to Sell

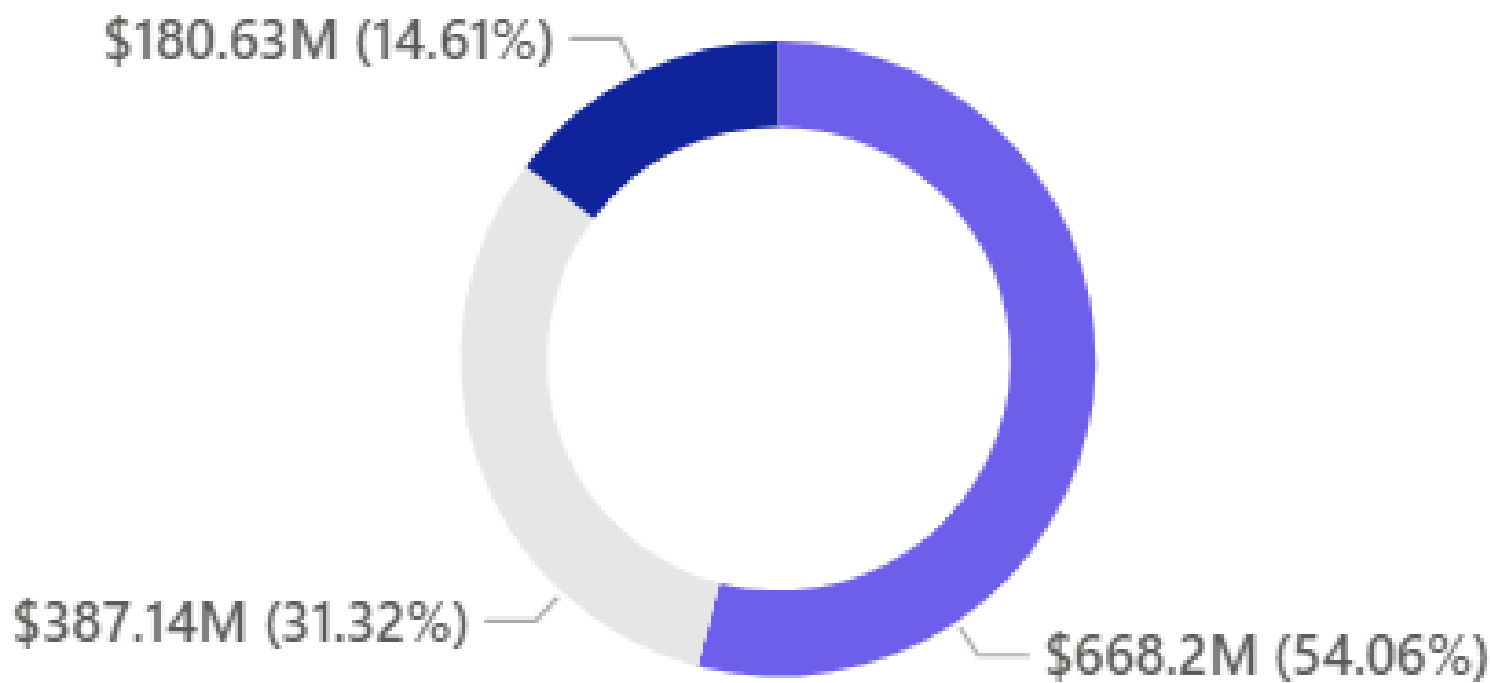


Strategic Product Positioning: Revenue vs. Profitability



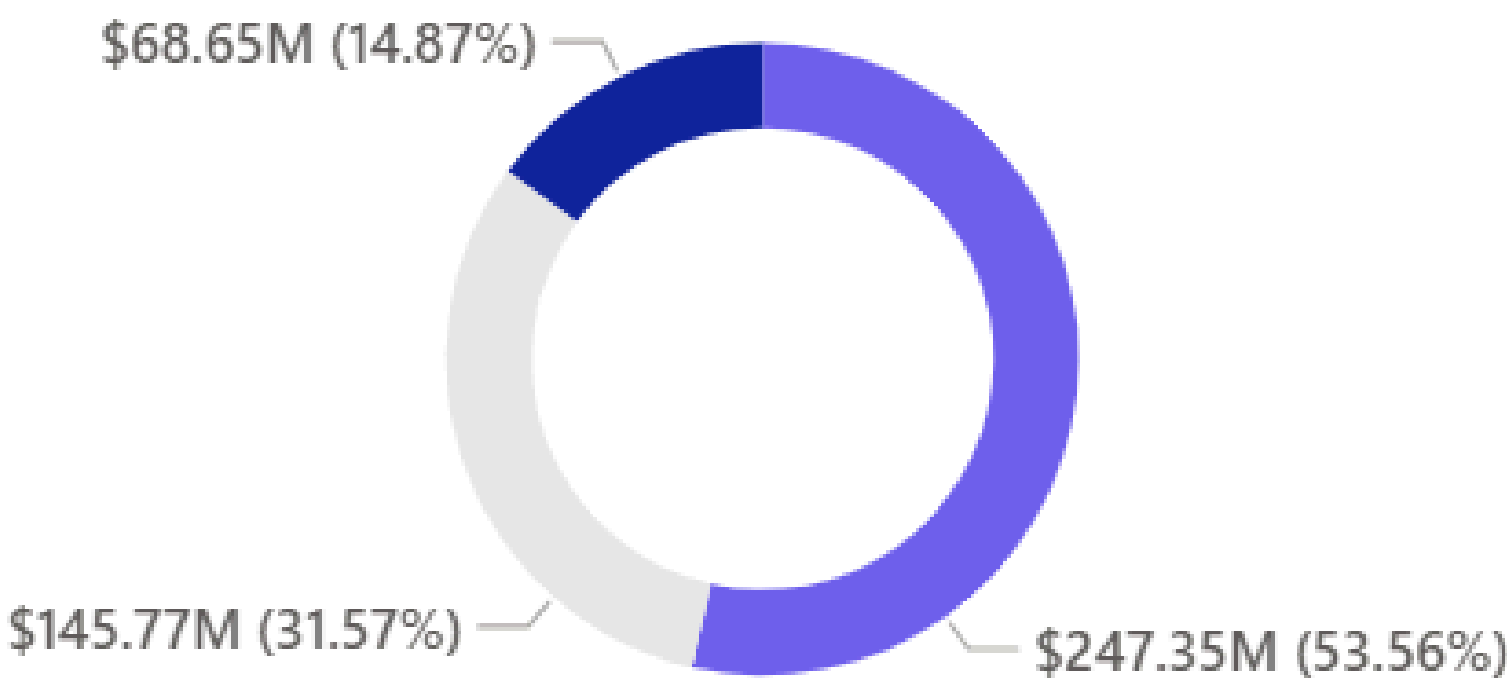
Channel Power Play: Where the Revenue Comes From

● Wholesale ● Distributor ● Export



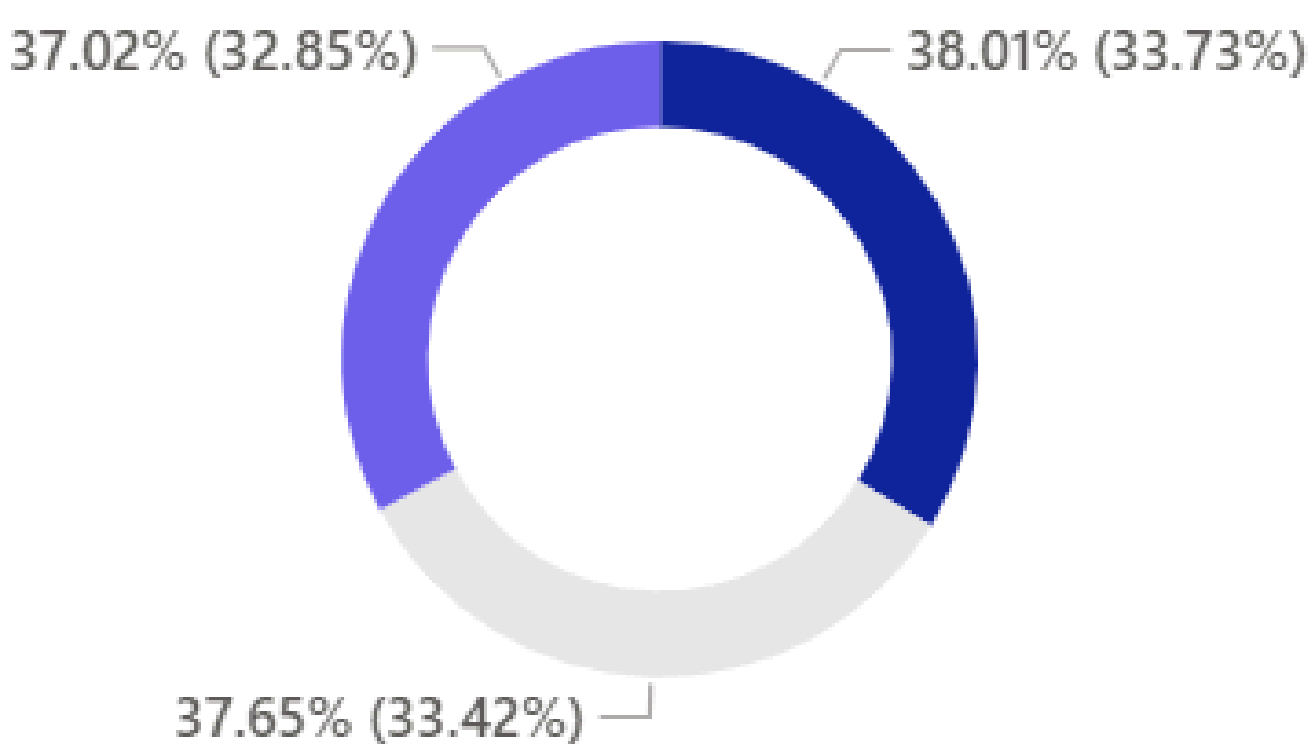
Profit Pipeline by Channel: Who's Really Paying Off?

● Wholesale ● Distributor ● Export



Channel Efficiency Scorecard: Margin per Sale by Route

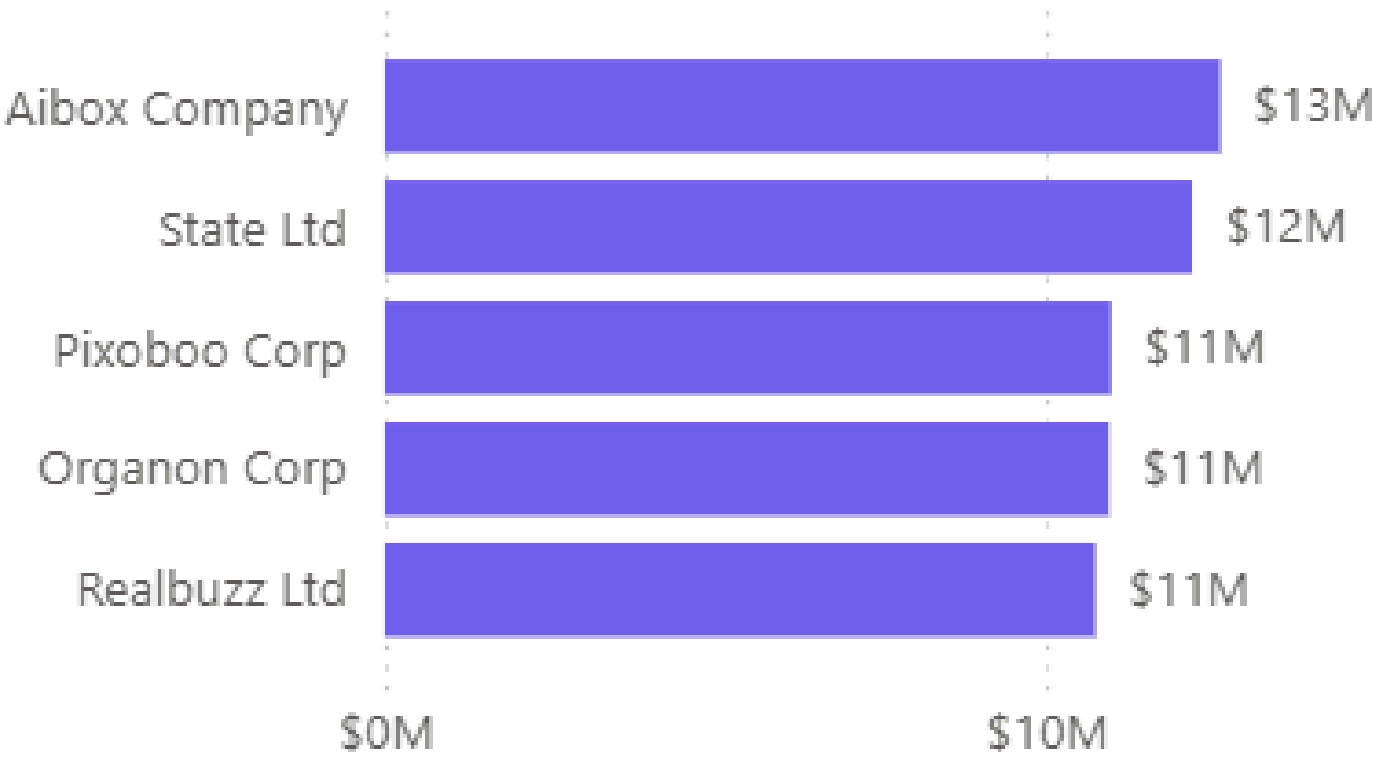
● Export ● Distributor ● Wholesale



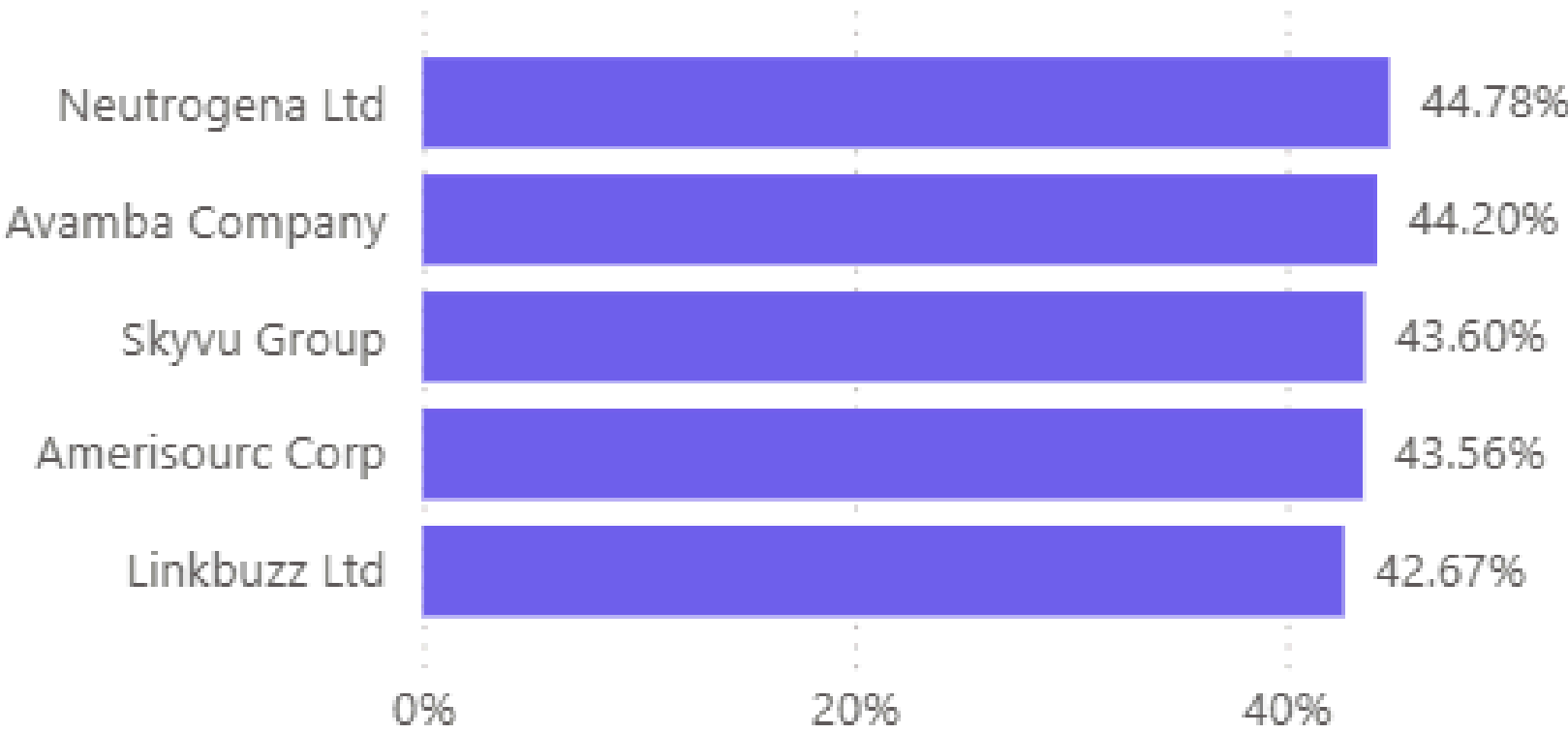
Geographic & Customer Insights

California drives 19.5% of revenue (\$228.8 M), while the West region boasts the highest profit margin at 37.5%.

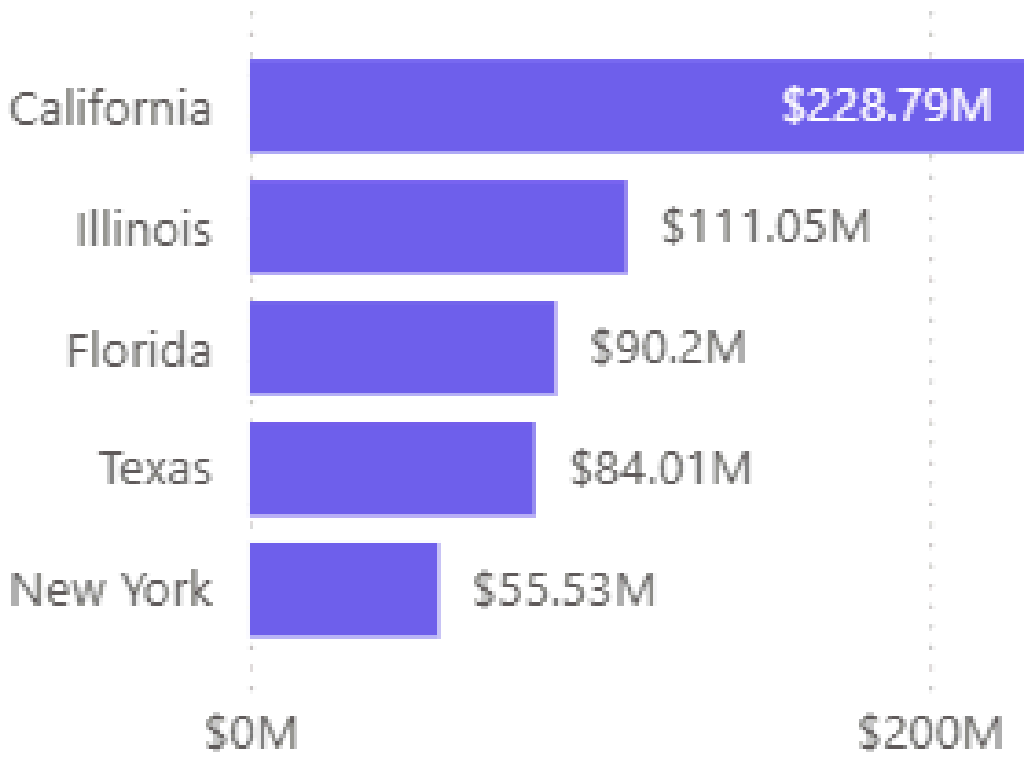
Top 5 Customers by Revenue



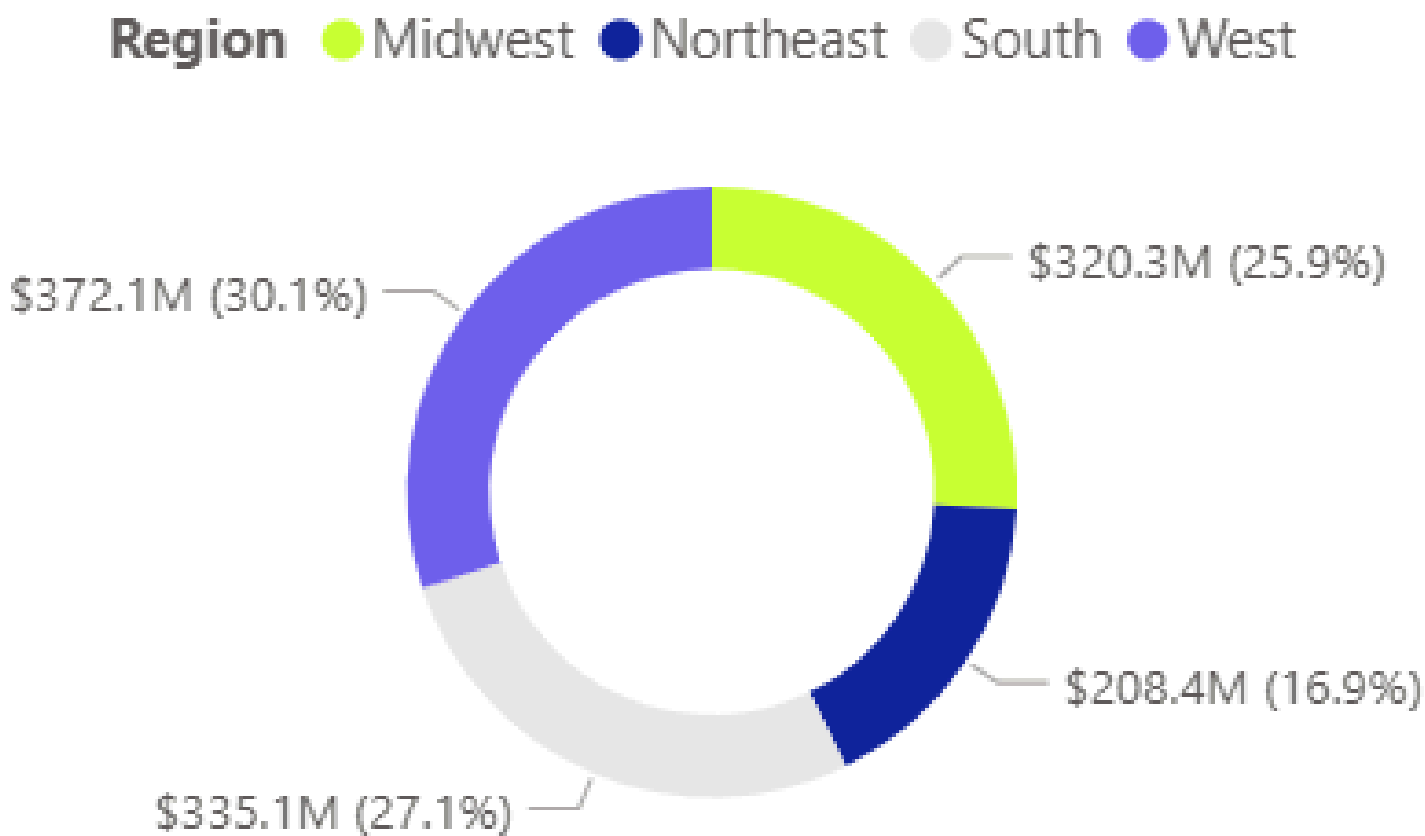
Top 5 Customers by Revenue



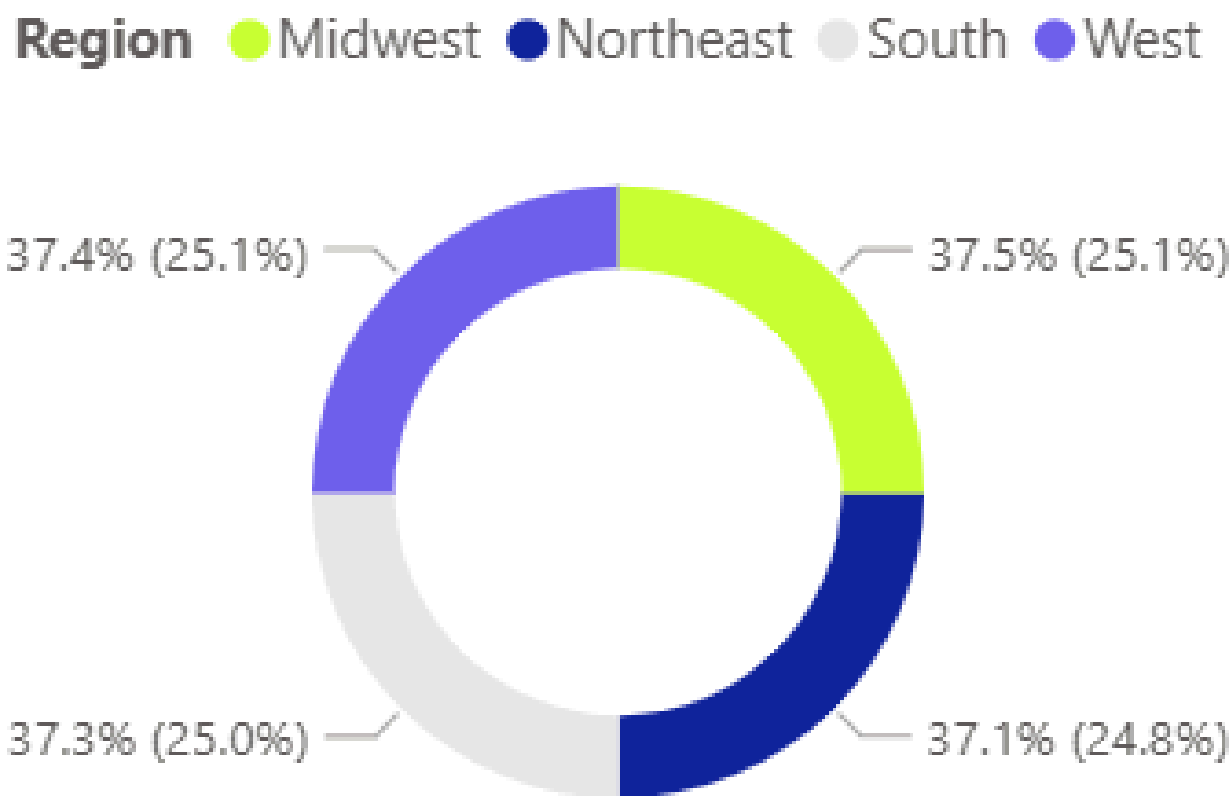
Top 5 States by Revenue



Total Revenue by Region



Profit Margin % by Region



Total Profit by state

