

Sales & Profit Overview



Key Performance Metrics

Dive deep into the essential figures driving our sales and profit, providing a clear snapshot of overall performance.



Category Contributions

Examine how different product categories contribute to our overall revenue, identifying top performers and areas for growth.



Segment Analysis

Gain insights from detailed segment analysis, helping us tailor strategies and optimize our market approach.

This presentation provides a comprehensive overview of our sales and profit performance to inform strategic decisions.



Key Performance Metrics

Overall Performance

- **Total Sales:** \$2M
- **Total Profit:** \$286K
- **Total Quantity:** 38K units
- **Avg Sales per Day:** 230 units

Sales & Profit by Category

- **Technology:** Leads in sales (\$836K) and profit (50.8%).
- **Furniture:** \$742K sales, low profit (6.44%).
- **Office Supplies:** Balanced sales (\$719K), high profit (42.77%).

Sales & Profit by Segment

- **Consumer:** Dominates sales (\$1.16M) and profit (\$134K).
- **Corporate:** \$706K sales, \$91K profit.
- **Home Office:** Lowest at \$430K sales, \$60K profit.

Discount vs Profit (Region-wise)

- **Central & West:** Moderate discounts, strong profit.
- **South:** High discounts, low returns.

Regional & Segment Analysis

Top & Least Performers

- **Top State:** California
- **Top City:** New York City
- **Least State:** North Dakota
- **Least City:** Abilene

Sales by Region

- **West:** \$725K (highest)
- **East:** \$679K
- **Central:** \$501K
- **South:** \$392K (lowest)

Shipping Insights

- **Standard Class:** Dominates sales (59.1%).
- **Second & First Class:** ~35% combined.
- **Same Day:** Least usage (5.59%).

Profit by State

- West and East regions generate more profit.
- Profitability concentrated in major urban states.



Discount & Performance Insights



Category Discounts

- **Office Supplies:** Highest discounts (\$948), lowest sale (\$719k).
- **Furniture:** Medium discounts (\$369), with moderate sales. (\$741k).
- **Technology:** Lowest discounts (\$244), highest sales (\$836k)..

Segment Performance

- **Consumer:** High sales(\$1M), medium discount, high profit (\$134k) - efficient.
- **Home Office:** High discount, low sales(\$429k) , low profit(\$60k)—inefficient.
- **Corporate:** \$149K sales, \$55K profit, minimal discount.

High discounts don't always mean high sales/profit. Focus on Technology & Consumer segments for ROI. Optimize Same-Day shipping for cost-effective scaling.