Product and Loss Analysis

Region: All

Segment: All

37.9K Total Quantity	**2.3M** Total Sales	**286.4K** Total Profit	**0.16** Average Discount	**800** Total Returned	**0.08** Returned Percentage

Profit by Category

- 18K (6%)
- 122K (43%)
- 145K (51%)

● Technology ● Office Supplies ● Furniture

Profit by Month

January	February	March	April	May	June	July	August	September	October	November	December
25K	24K	29K	12K	24K	21K	10K	25K	35K	22K	26K	32K
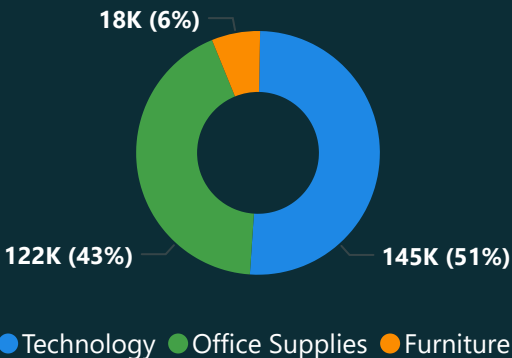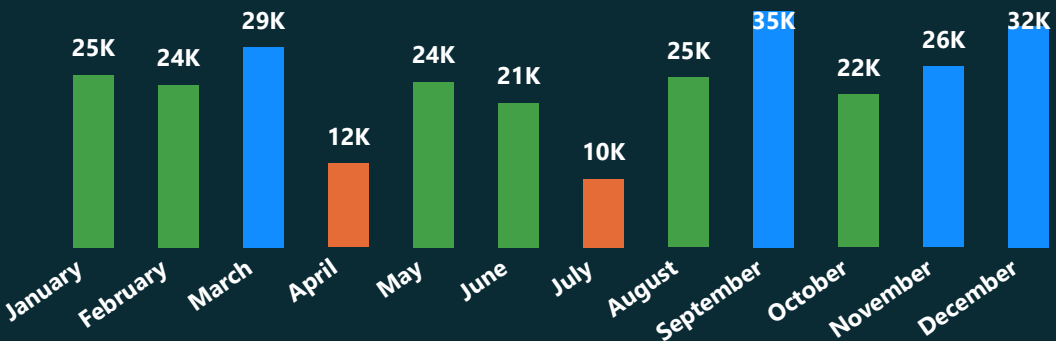
Sales and Profit by Sub-Category

● Sum of Sales ● Sum of Profit

Sub-Category	Sum of Sales	Sum of Profit
Phones	330K	45K
Chairs	328K	27K
Storage	224K	21K
Binders	203K	30K
Accessories	167K	42K
Copiers	150K	56K
Appliances	108K	18K
Furnishings	92K	13K
Paper	78K	34K
Envelopes	16K	
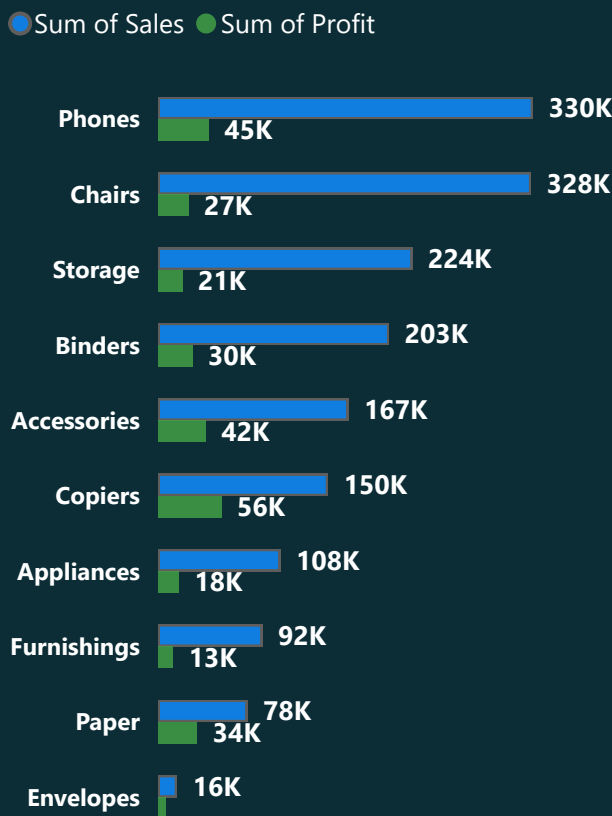
Percentage of returns per Category

- 12.85%
- 37.83%
- 49.32%

Category ● Technol... ● Furniture ● Office S...
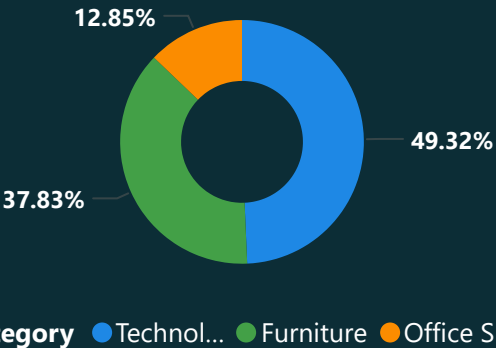
Sales by Month and Category

● Furniture ● Office Supplies ● Technology

Month	Furniture	Office Supplies	Technology
January	58K	52K	50K
February	34K	34K	64K
March	62K	64K	94K
April	40K	41K	66K
May	51K	58K	58K
June	46K	51K	48K
July	51K	49K	61K
August	70K	68K	51K
September	84K	84K	81K
October	57K	62K	84K
November	91K	96K	84K
December	79K	73K	97K
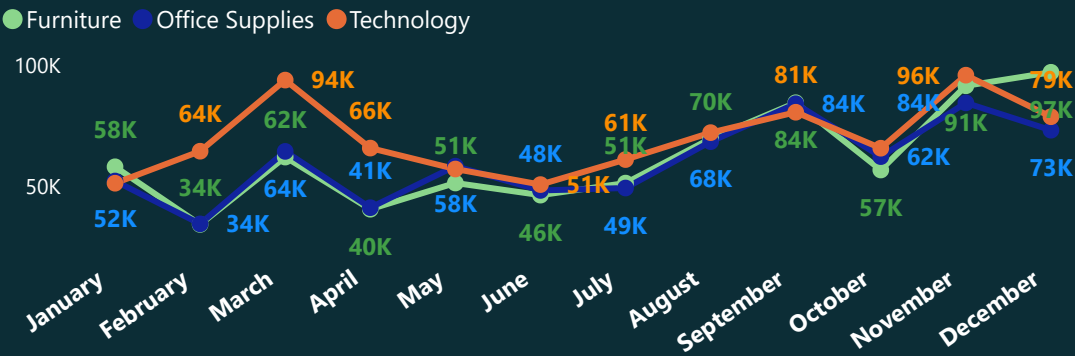
Delegate performance and shipping analysis

11
Average of OrderToShipDays

Region
Central | East | South | West

Profit by Ship Mode

57K (20.06%)
49K (17.1%)
16K (5.55%)
164K (57.29%)

● Standar... ● Second ... ● First Class ● Same Day
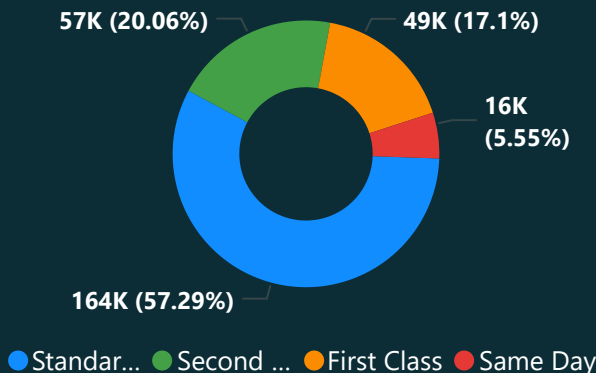
Profit by Retail Sales People

108K (37.86%)
92K (31.96%)
40K (13.86%)
47K (16.32%)

● Anna A... ● Chuck ... ● Cassand... ● Kelly Wil...
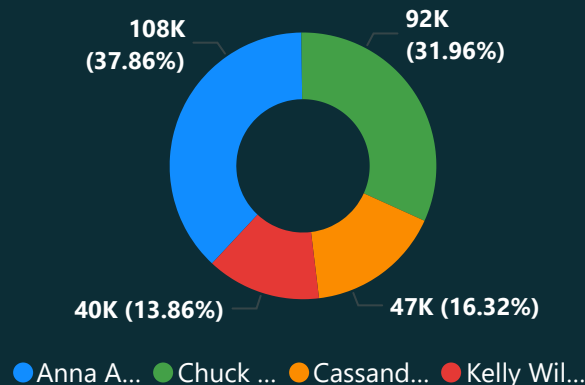
The relationship between high-value orders and returns

10K
5K
0K
Not | Yes

Month
January
February
March
April
May
June
July
August
September
October
November
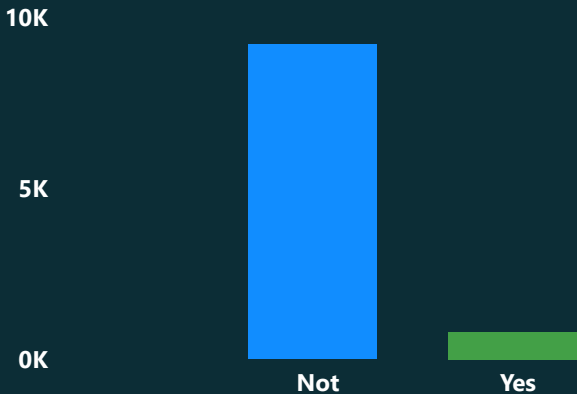
The effect of shipping on profits

● First Class ● Same Day ● Second Class ● Standard Class

10K
5K
0K
-5K
-10K
0   2   4   6   8

Quantity by Retail Sales People and Category
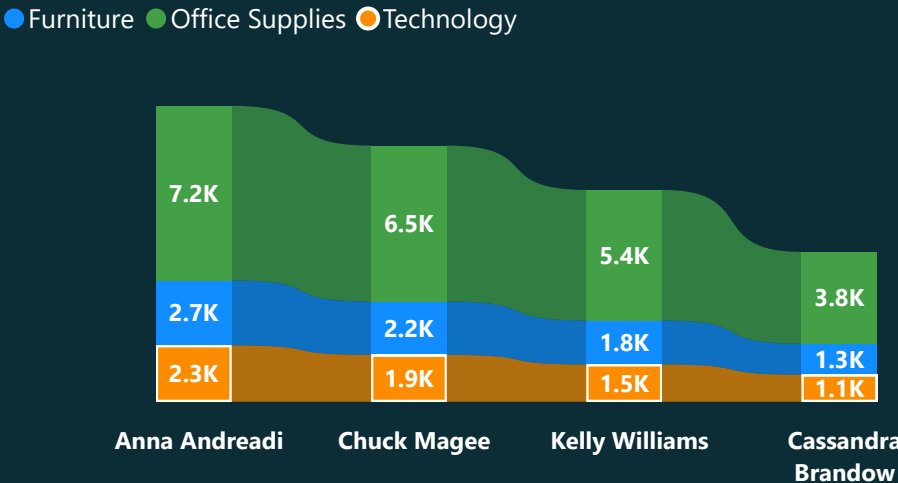
● Furniture ● Office Supplies ● Technology

7.2K
6.5K
5.4K
3.8K
2.7K
2.2K
1.8K
1.3K
2.3K
1.9K
1.5K
1.1K

Anna Andreadi | Chuck Magee | Kelly Williams | Cassandra Brandow

Customer Performance Analysis

793 Customers

2.90K CLV

Count of Customer by Month

Month	Value
January	282
February	229
March	561
April	529
May	750
June	746
July	745
August	896
September	1308
October	990
November	1505
December	1453

Sales by Segment

Segment	Sum of Sales	Sum of Profit
Consumer	1161.4K	134.1K
Corporate	706.1K	92.0K
Home Office	429.7K	60.3K

● Sum of Sales ● Sum of Profit
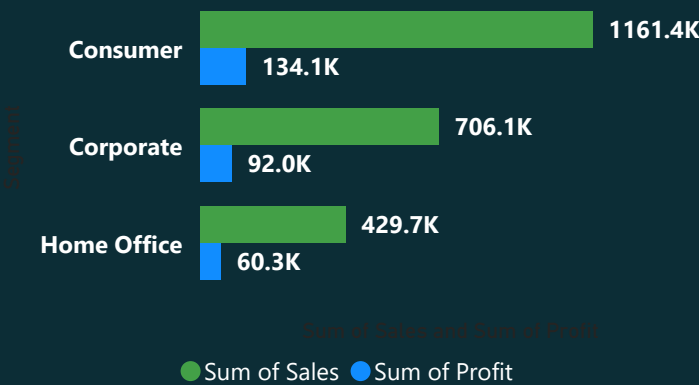
Customer Preferred products

Product	Value
Binders	1523
Paper	1370
Furnishings	957
Phones	889
Storage	846
Art	796
Accessories	775
Chairs	617
Appliances	466
Labels	364
Tables	319
Envelopes	254
Bookcases	228
Fasteners	217
Supplies	190
Machines	115
Copiers	68
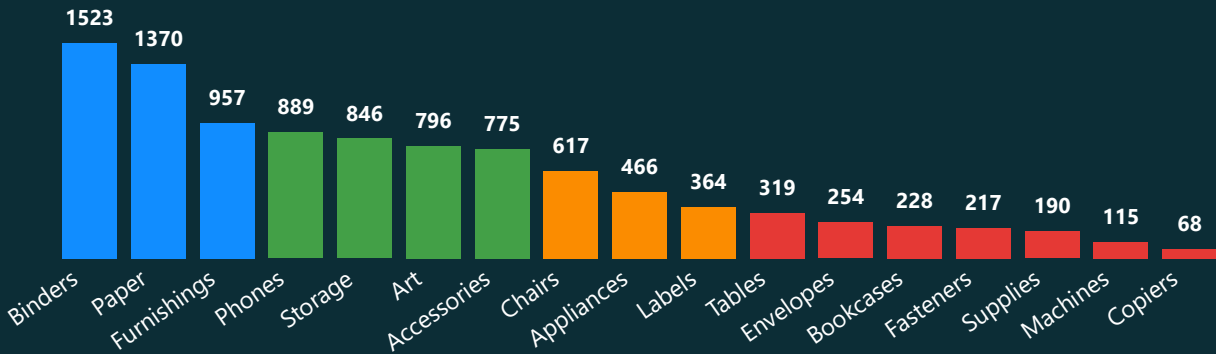
Customer Preferred Shipping

● First Class ● Same Day ● Second Class ● Standard Class

10K

0K

Consumer   Corporate   Home Office

Geographical Analysis

Profit by Region

- 39.71K (13.86%)
- 46.75K (16.32%)
- 108.42K (37.86%)
- 91.52K (31.96%)

● West ● East ● South ● Central
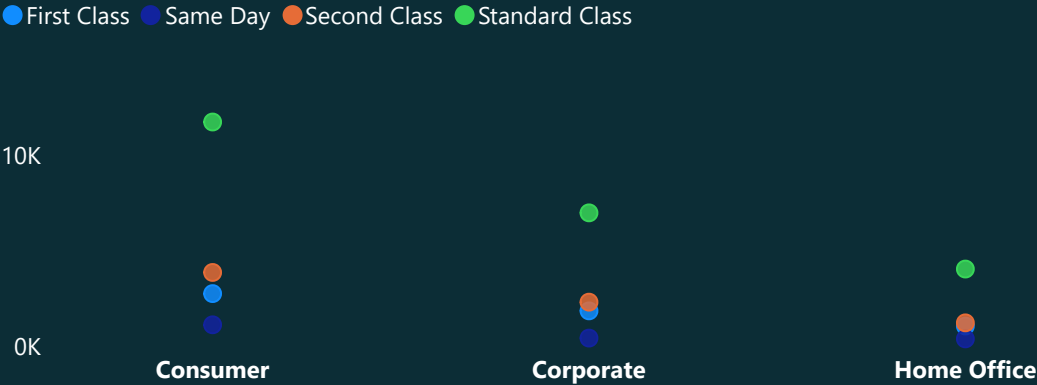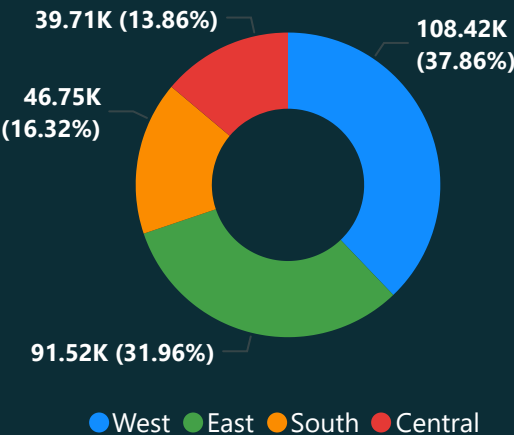
Best selling categories for regions

● Furniture ● Office Supplies ● Technology

	West	East	Central	South
Technology	252K	265K	170K	149K
Office Supplies	221K	206K	167K	126K
Furniture	253K	208K	164K	117K

Customer distribution per region

- 23%
- 28%
- 16%
- 32%

● West ● East ● Central ● South
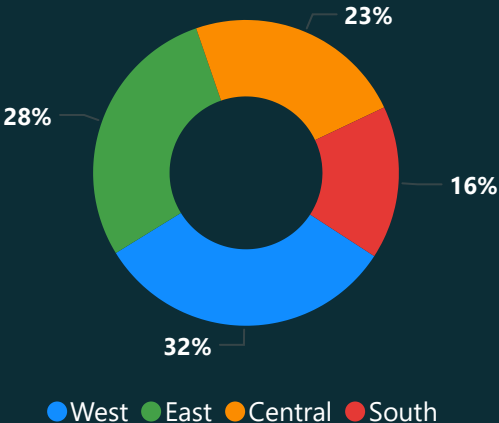
Top 20 cities in terms of sales and profits

Category City	Furniture Sum of Sales	Furniture Sum of Profit	Office Supplies Sum of Sales	Office Supplies Sum of Profit	Sum of S...
Arlington	4K	15	4K	350	
Chicago	12K	-3,516	14K	-6,230	
Columbus	10K	594	14K	3,499	
Detroit	16K	3,333	18K	7,885	
Jackson	8K	1,244	9K	3,817	

State

Microsoft Bing

Earthstar Geographics SIO, © 2025 Microsoft Corporation