Sales Performance Analysis Report

Dashboard: Customer & Sales Analytics
 Analysis Period: January - December
 **Total Sales: $2.3M | Total Profit: $286.4K | Profit Margin: 12.5%**

Executive Summary

This comprehensive sales analysis dashboard provides actionable insights into customer behavior, product performance, geographical distribution, and operational efficiency across multiple segments. The analysis reveals strong performance indicators with a customer lifetime value of $2.90K and a remarkably low return rate of 0.08%.
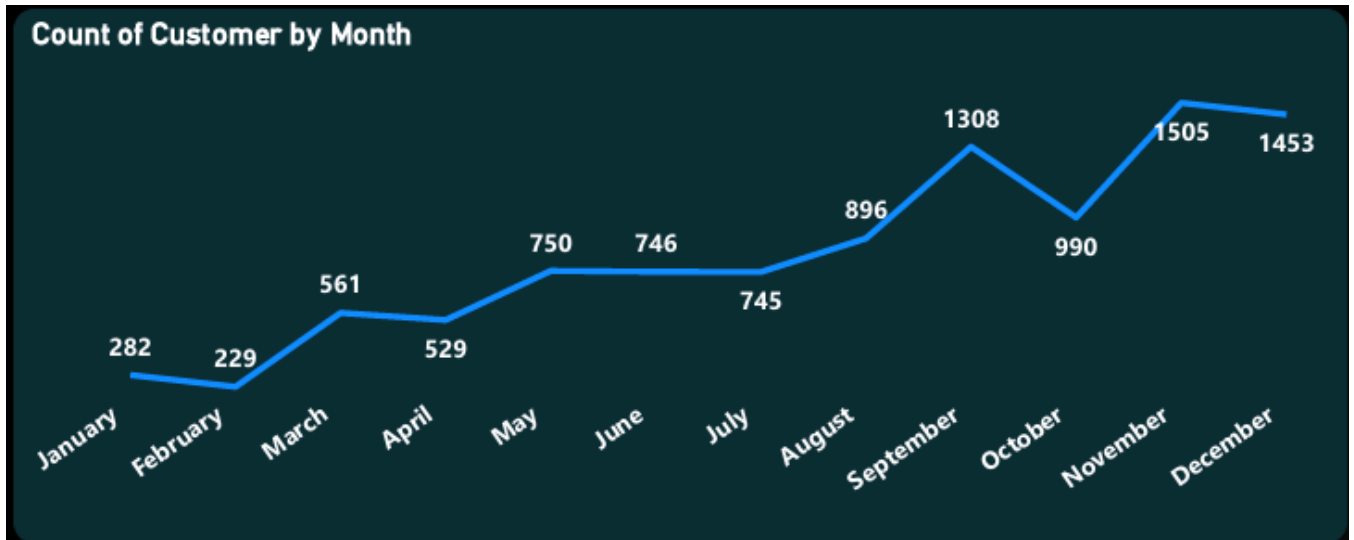
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1. Customer Performance Analysis

Key Metrics

- **Total Customers**: 793 unique customers
- **Customer Lifetime Value (CLV)**: $2,900 per customer
- **Customer Growth**: Seasonal pattern with peak in November (1,505 customers)
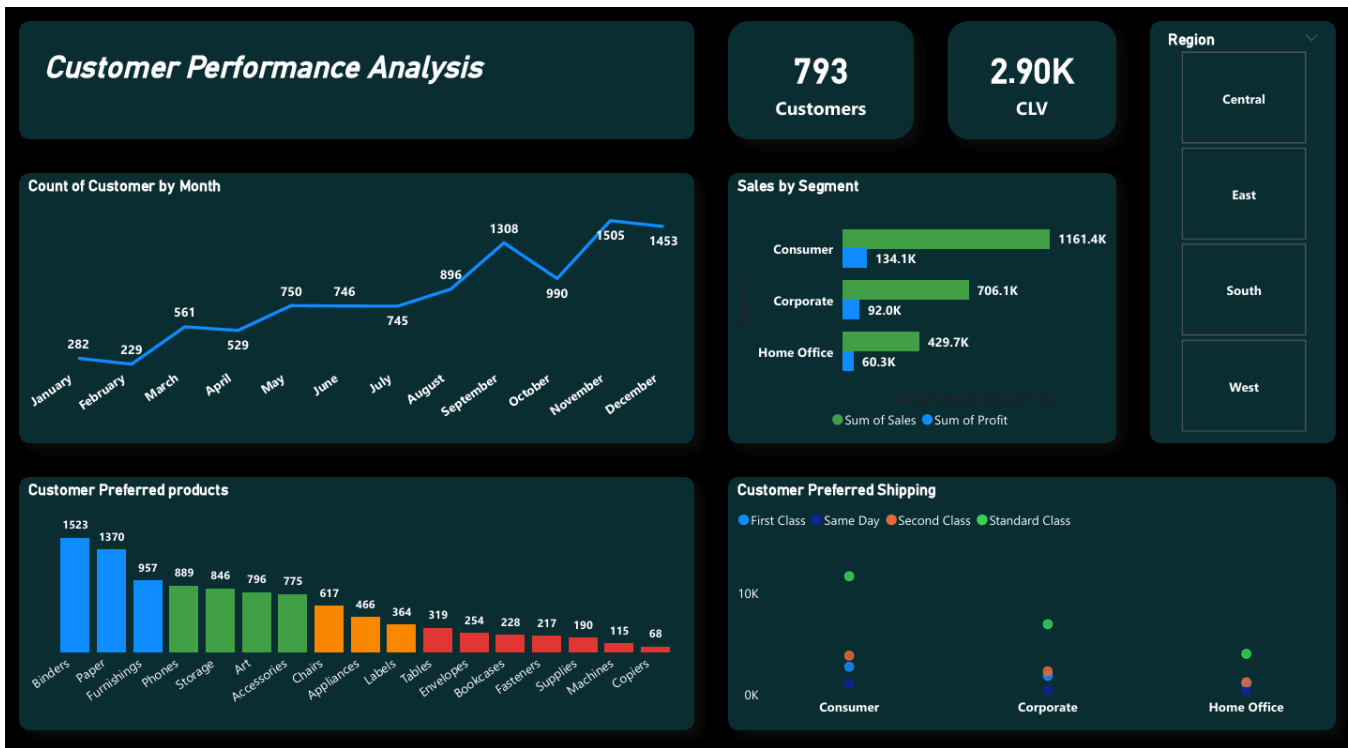
Customer Behavior Insights

Monthly Trends

The customer acquisition shows significant seasonality with three distinct peaks:

- **Q1 Growth**: Steady increase from 282 (January) to 750 (May)
- **Back-to-School Surge**: Sharp increase in September (1,308 customers)
- **Holiday Season Peak**: Maximum customer count in November (1,505 customers)

The trend reveals:

- Lowest customer activity in February (229 customers)
- Steady growth through spring months
- Dramatic spike in fall season
- Slight decline in December (1,453) after November peak

Strategic Insight: The business demonstrates strong seasonality aligned with academic calendars and holiday shopping, suggesting opportunities for targeted marketing campaigns during these peak periods.

Product Preferences
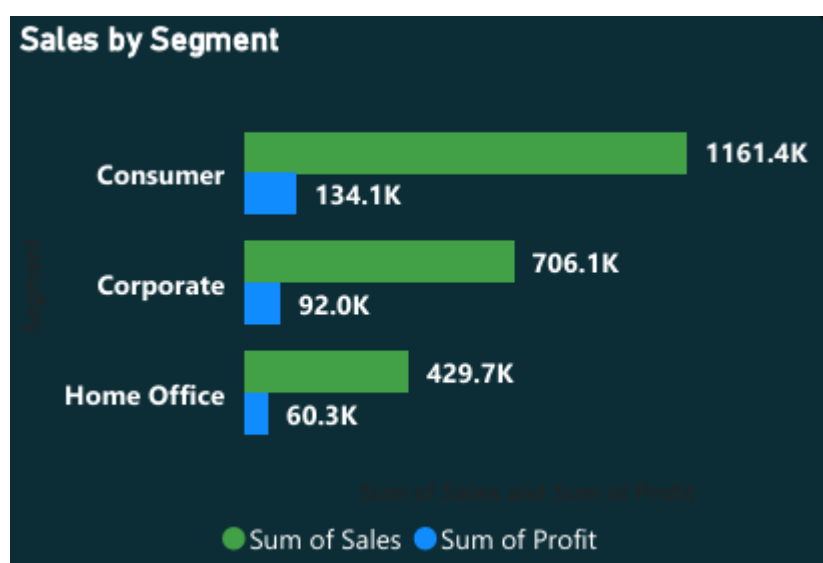
Customer Preferred products
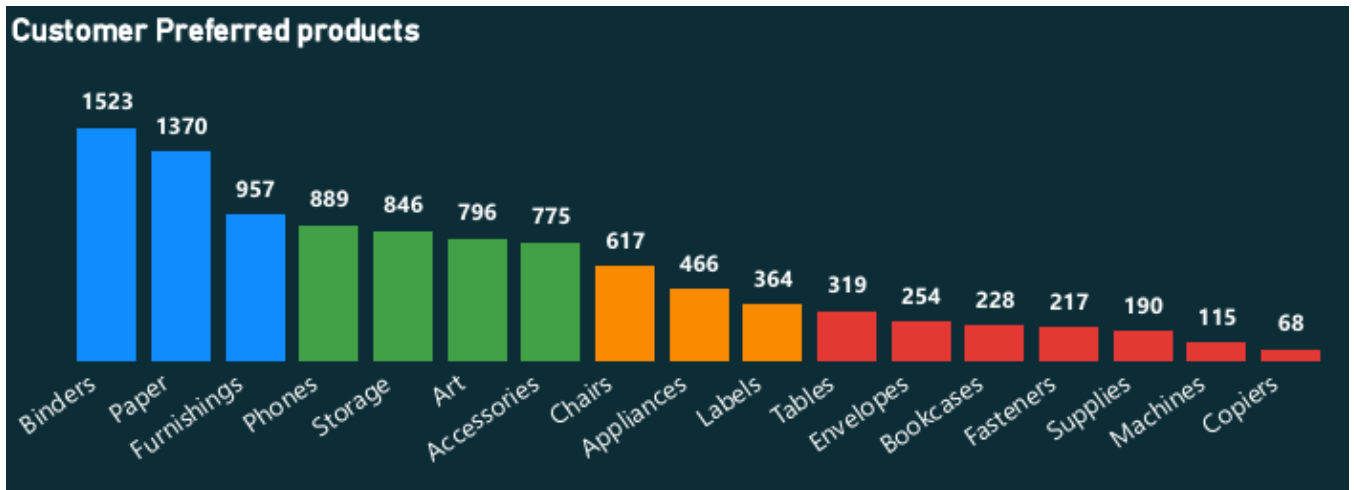
Top 5 preferred product categories:

1. **Binders**: 1,523 units - Clear market leader
2. **Paper**: 1,370 units - Essential office supply
3. **Furnishings**: 957 units
4. **Phones**: 889 units
5. **Storage**: 846 units

Notable Findings:

- Office essentials (Binders, Paper, Storage) dominate customer preferences
- Technology items (Phones) show strong demand
- Lower-tier products (Copiers: 68 units) represent niche markets

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Segment Performance

Sales by Segment

Consumer — 1161.4K / 134.1K

Corporate — 706.1K / 92.0K

Home Office — 429.7K / 60.3K

● Sum of Sales ● Sum of Profit

- **Consumer Segment**: $1,161.4K sales (50% market share) - Dominant force
- **Corporate Segment**: $706.1K sales (30% market share)
- **Home Office**: $429.7K sales (20% market share)

Profit Analysis by Segment:

- Consumer: $134.1K profit
- Corporate: $92.0K profit
- Home Office: $60.3K profit

The Consumer segment drives both volume and profitability, indicating strong B2C market positioning.


Shipping Analysis

Customer shipping preferences indicate:

- **Standard Class** dominates across all segments (largest bubbles)
- **First Class** shipping preferred for higher-value orders
- **Same Day** delivery shows minimal usage (smallest bubbles), suggesting opportunity for premium service marketing or pricing adjustment
- **Second Class** shows moderate adoption

Shipping Insight: The preference for Standard Class across all customer segments suggests price sensitivity or satisfaction with standard delivery times.

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2. Sales Representative & Operational Performance
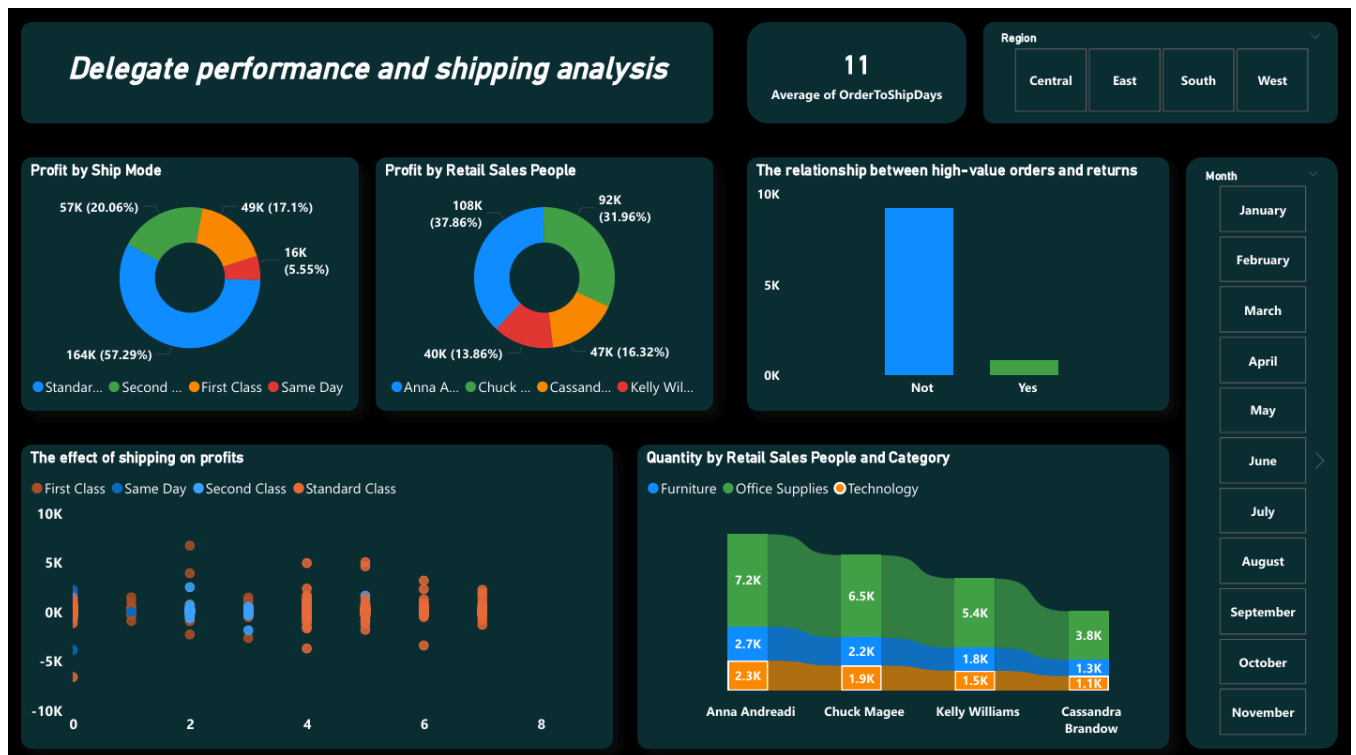
Profit Distribution by Sales Team
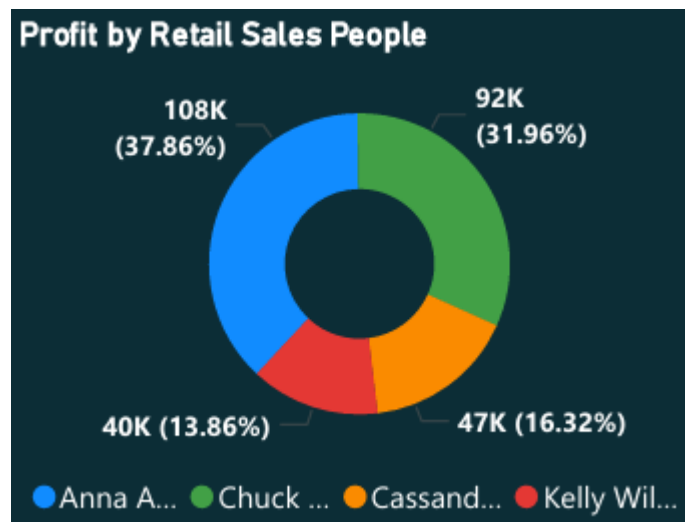
Top Performers:

1. **Anna Andreadi**: $108K profit (37.86% contribution) - Top performer
2. **Chuck Magee**: $92K profit (31.96%) - Strong secondary performer
3. **Kelly Williams**: $47K profit (16.32%)
4. **Cassandra Brandow**: $40K profit (13.86%)

Team Dynamics: The top two representatives (Anna and Chuck) account for nearly 70% of total profit, indicating either exceptional performance or unequal territory/account distribution that may need balancing.

Shipping Mode Profitability
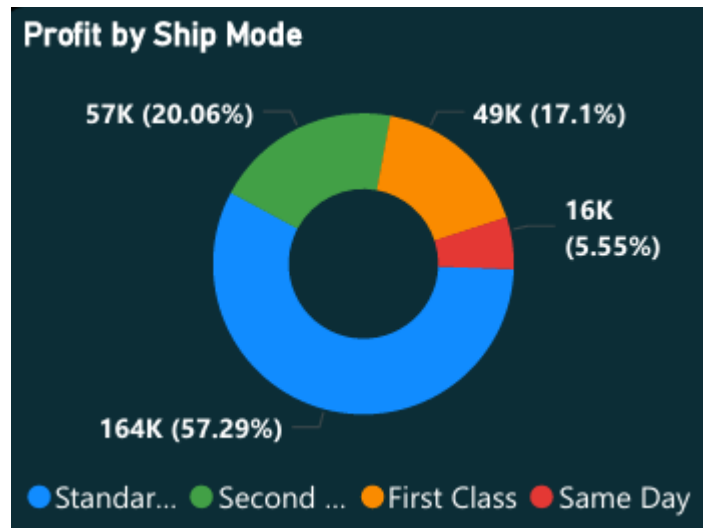
Profit by Ship Mode:

- **Standard Class**: $164K (57.29%) - Most profitable despite longer delivery
- **First Class**: $57K (20.06%)
- **Second Class**: $49K (17.1%)
- **Same Day**: $16K (5.55%) - Lowest profit contribution
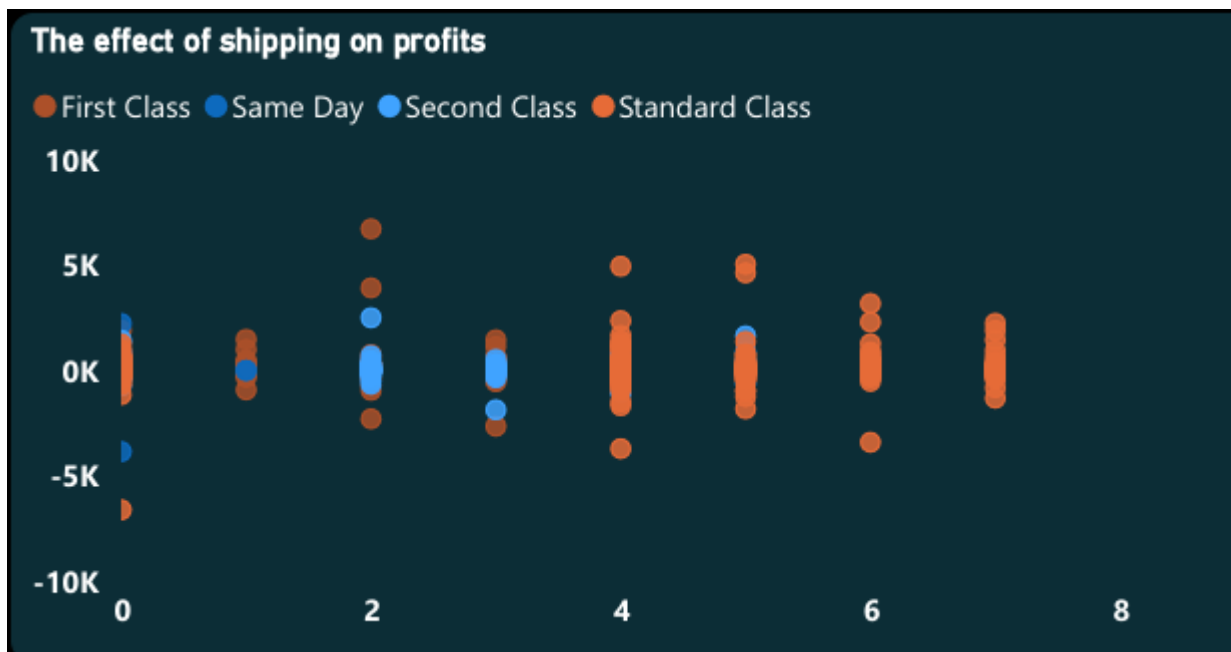
Key Finding: Standard shipping generates the highest profit despite longer delivery times. This suggests customers prioritize cost over speed, or that same-day premium pricing isn't competitive enough. The scatter plot reveals that shipping costs impact profitability across all modes, with Standard Class showing the most favorable cost-to-profit ratio.

Order Processing Efficiency

- **Average Order-to-Ship Time**: 11 days
- **Assessment**: This metric requires attention for competitive advantage in e-commerce
- **Benchmark**: Industry standards typically range from 2-5 days for standard shipping

Recommendation: Streamline fulfillment processes to reduce this time by 40-50% for improved customer satisfaction.

High-Value Order Analysis

The relationship between high-value orders and returns shows:

- Orders marked as **"Not" high-value** show significantly higher volume (~10K orders)
- **"Yes" high-value orders** are fewer in quantity (~1K orders)
- Both categories show similar return patterns relative to order volume

Return Insight: High-value orders don't demonstrate disproportionately higher return rates, indicating good product-price alignment.

Category Performance by Representative
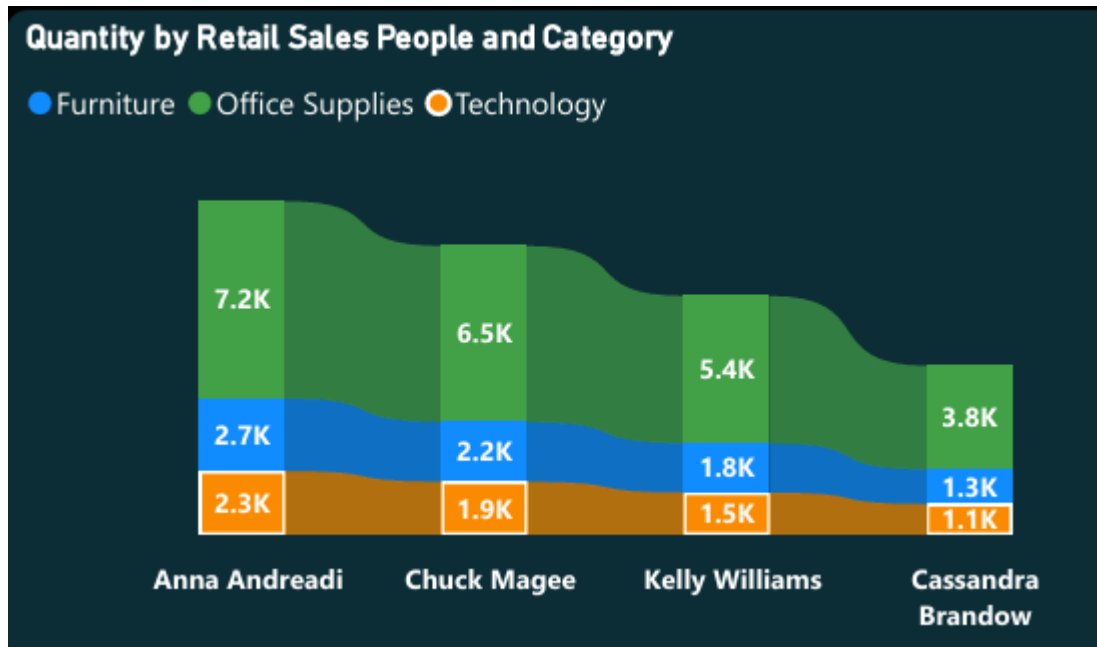
Product Mix Analysis:

- **Anna Andreadi**: Strong in Furniture (7.2K units) and Office Supplies (2.7K) - Diversified portfolio
- **Chuck Magee**: Balanced across categories with 6.5K Office Supplies leading
- **Kelly Williams**: Focus on Technology and Office Supplies (5.4K total units)
- **Cassandra Brandow**: Smaller volume (3.8K units) but consistent across categories

Sales Strategy: Anna's success with Furniture (highest-margin items) combined with high volume explains her profit leadership.

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3. Geographical Analysis

Geographical Analysis

Segment All

Month All

Profit by Region

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

West • East • South • Central

Best selling categories for regions

Furniture • Office Supplies • Technology

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

Customer distribution per region

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

West • East • Central • South

Top 20 cities in terms of sales and profits

Category	Furniture		Office Supplies		
City	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sa
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

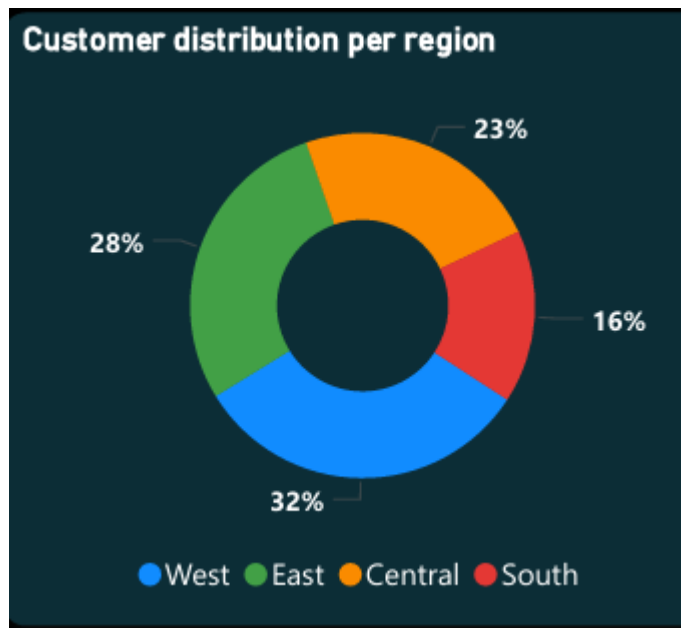Microsoft Bing — Earthstar Geographics SIO, © 2025 Microsoft Corporation

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Regional Performance Overview
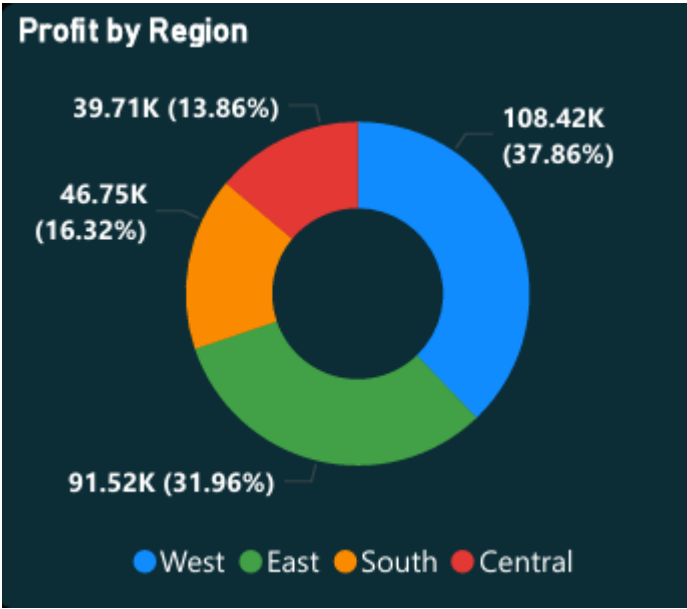
Profit by Region:

1. **West**: $108.42K (37.86%) - Top performing region
2. **South**: $91.52K (31.96%)
3. **East**: $46.75K (16.32%)
4. **Central**: $39.71K (13.86%)

Customer distribution per region

Customer Distribution:

- **West**: 32% of customers (252 customers)
- **East**: 28% of customers (222 customers)
- **Central**: 23% of customers (182 customers)
- **South**: 16% of customers (127 customers)

Important Insight: The West region achieves the highest profit (37.86%) with 32% of customers, indicating higher average order values or superior product mix. The South region shows impressive profit (31.96%) despite having the smallest customer base (16%), suggesting high-value customer concentration.

Geographic Distribution Visualization
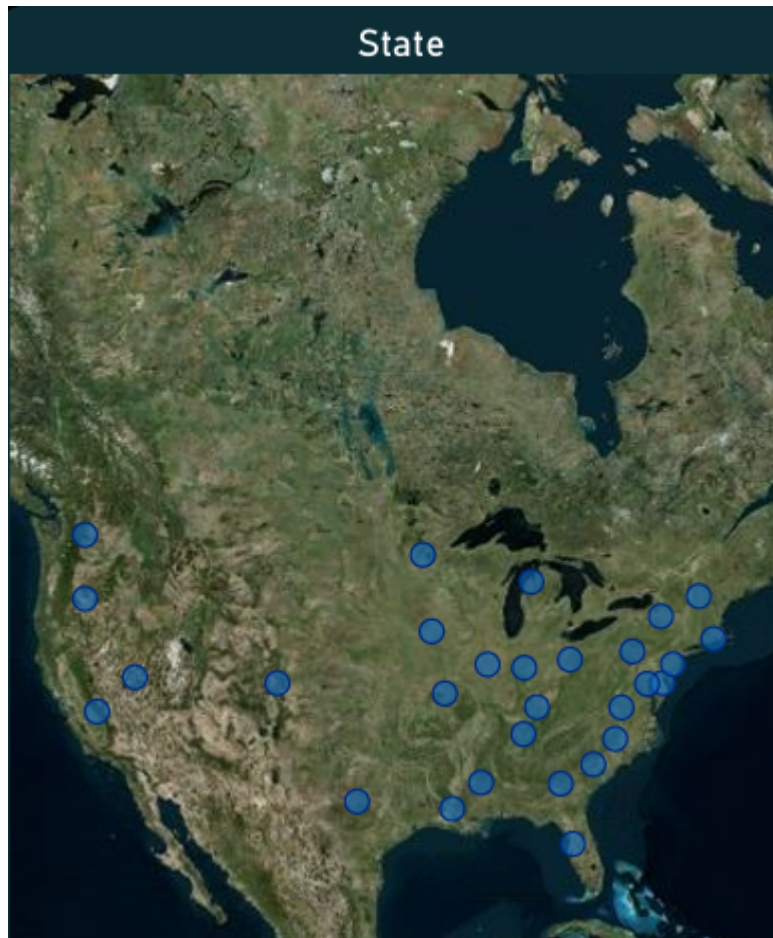
The map visualization shows comprehensive coverage across the United States with strong presence in:

- California and West Coast states
- Texas and Southern states
- Major metropolitan areas in East Coast
- Midwest coverage with room for expansion

Coverage Analysis: Dense clustering in coastal regions with opportunities to increase penetration in Mountain and Plains states.

Top Performing Cities

Top 20 cities in terms of sales and profits

Category	Furniture		Office Supplies		
City	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of S:
Arlington	4K	15	4K	350	
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Detroit	16K	3,333	18K	7,885	
Jackson	8K	1,244	9K	3,817	

High-Performance Markets - Sample Cities:

Furniture Category Leaders:

- **Arlington**: $4K sales, $15 profit
- **Burlington**: $8K sales, $339 profit
- **Chicago**: $12K sales (negative profit: -$3,516) ⚠️

Office Supplies:

- **Arlington**: $4K sales, $350 profit
- **Burlington**: $4K sales (negative profit: -$651) ⚠️
- **Chicago**: $14K sales (negative profit: -$6,230) ⚠️

Technology:

- **Arlington**: $13K sales, $3,805 profit ⭐
- **Burlington**: $10K sales (negative profit: -$3,311) ⚠️
- **Chicago**: $22K sales, $3,092 profit

Total Performance:

- **Overall**: $394K sales, $7,203 profit (Furniture) | $370K sales, $53,869 profit (Office Supplies) | $526K sales, $96,158 profit (Technology)

Critical Finding: Chicago shows high sales volume but inconsistent profitability across categories, requiring urgent pricing or cost structure review. Burlington also shows concerning negative profits despite reasonable sales volume.

Regional Category Performance

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

Best Selling Categories by Region:
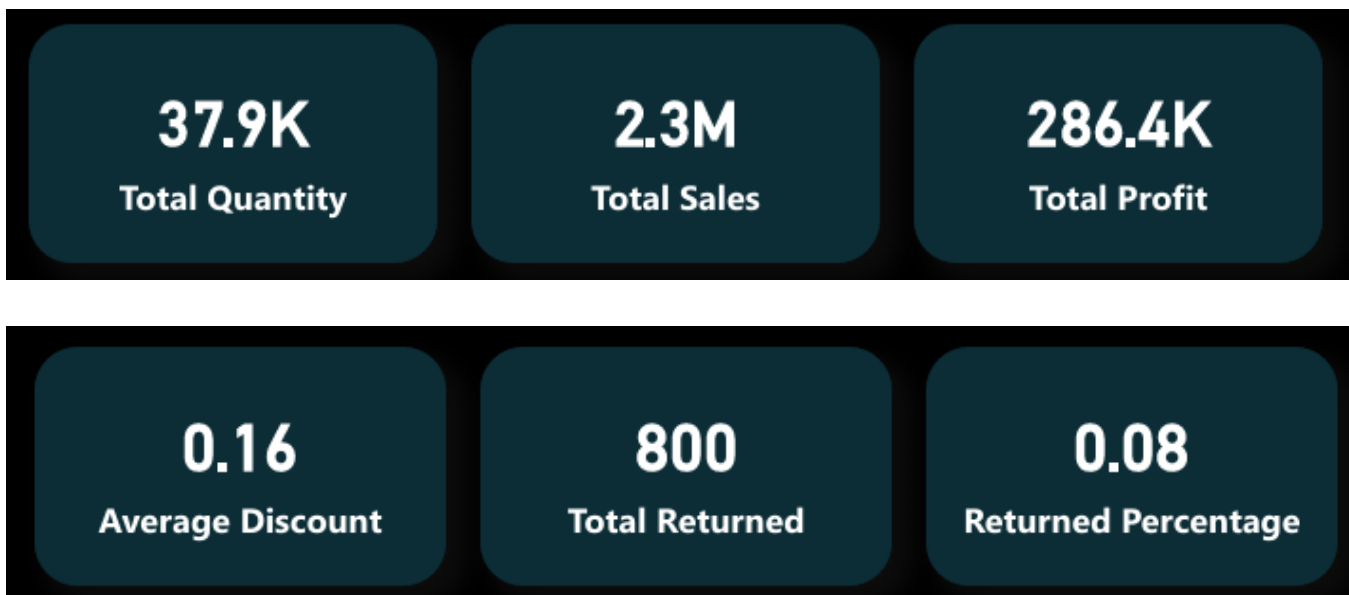
- **West**:

  - Technology: $252K (leading category)
  - Furniture: $221K
  - Office Supplies: $253K
  - **Total**: ~$726K
- **East**:

  - Technology: $265K (highest tech sales across regions)
  - Furniture: $206K
  - Office Supplies: $208K
  - **Total**: ~$679K
- **Central**:

  - Technology: $170K
  - Office Supplies: $167K
  - Furniture: $164K
  - **Total**: ~$501K (most balanced mix)
- **South**:

  - Technology: $149K
  - Furniture: $149K
  - Office Supplies: $117K
  - **Total**: ~$415K

Regional Strategy: Technology performs consistently well across all regions, while Office Supplies show stronger performance in West and East coastal markets. Furniture sales are more evenly distributed.

4. Product & Profitability Analysis

Product and Loss Analysis

Region	Segment
All	All

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

Profit by Category
- Technology: 145K (51%)
- Office Supplies: 122K (43%)
- Furniture: 18K (6%)

Profit by Month
25K, 24K, 29K, 12K, 24K, 21K, 10K, 25K, 35K, 22K, 26K, 32K

Sales and Profit by Sub-Category
- 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
- Technology: 49.32%
- Furniture: 37.83%
- Office Supplies: 12.85%

Sales by Month and Category
Furniture, Office Supplies, Technology

Overall Performance Metrics

37.9K	2.3M	286.4K
Total Quantity	Total Sales	Total Profit

| 0.16	800	0.08
Average Discount	Total Returned	Returned Percentage

- **Total Quantity Sold**: 37,900 units
- **Total Sales**: $2.3M

- **Total Profit**: $286.4K (12.5% profit margin)
- **Average Discount**: 0.16 (16%)
- **Total Returns**: 800 units
- **Return Rate**: 0.08% (exceptionally low - industry benchmark is 2-5%)

Performance Assessment: The 12.5% profit margin is healthy for retail operations, while the 0.08% return rate is exceptional and indicates strong product quality and accurate product descriptions.

Category Profitability
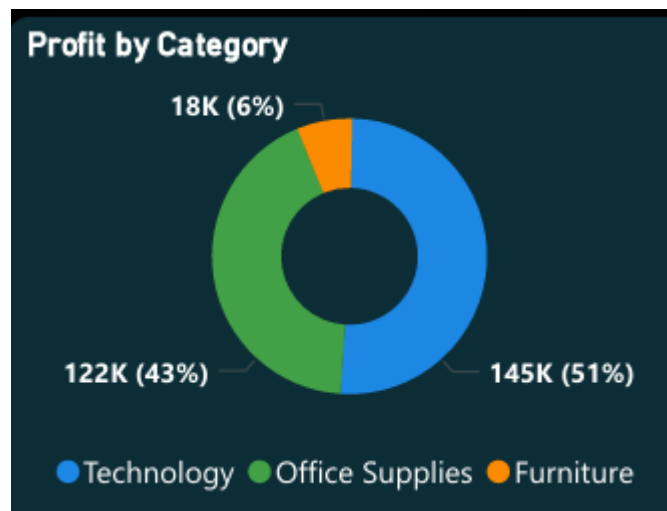
Profit by Category:

1. **Technology**: $145K (51% of total profit) ⭐ Highest margin category
2. **Office Supplies**: $122K (43%)
3. **Furniture**: $18K (6%) ⚠️ Lowest margin despite high sales
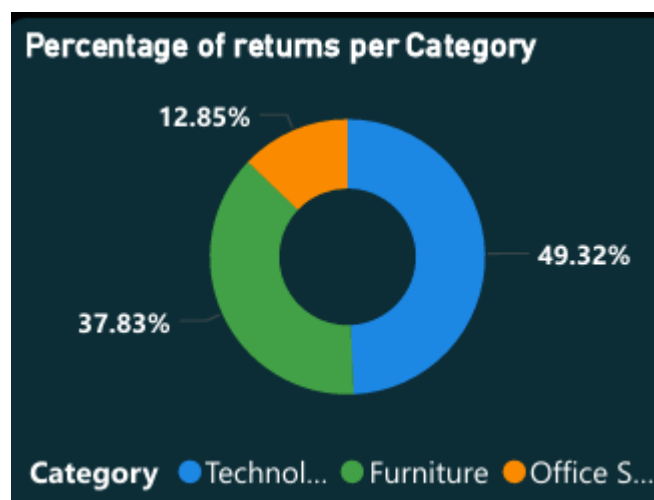
Return Rates by Category:

- **Technology**: 49.32% (of total returns, not of category sales)
- **Office Supplies**: 37.83%
- **Furniture**: 12.85% (lowest return rate)

Insight: While Technology has the highest return count, its high profitability (51%) more than compensates. Furniture's low return rate is positive but doesn't offset its low profit contribution.

Monthly Profit Trends
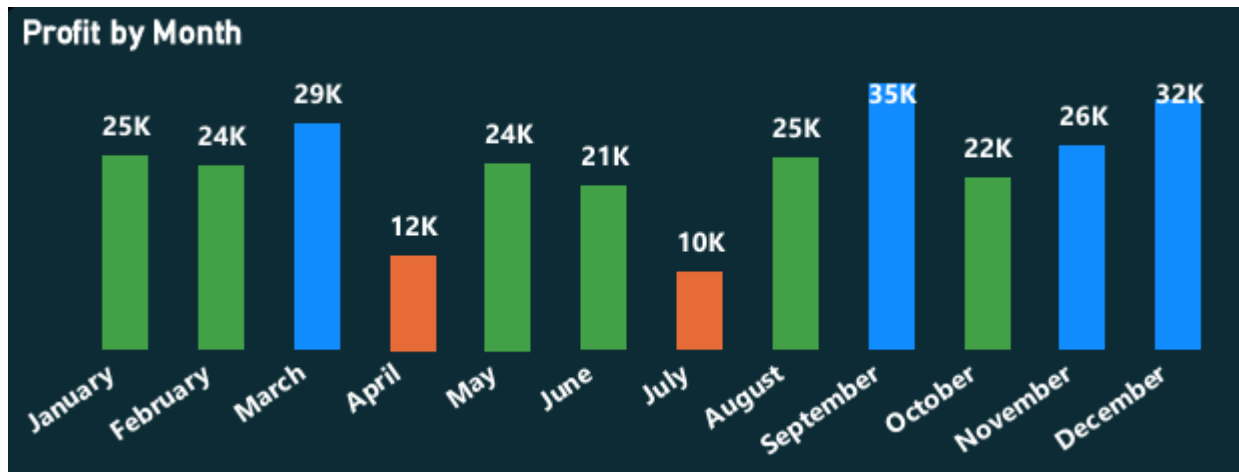
High-Performing Months:
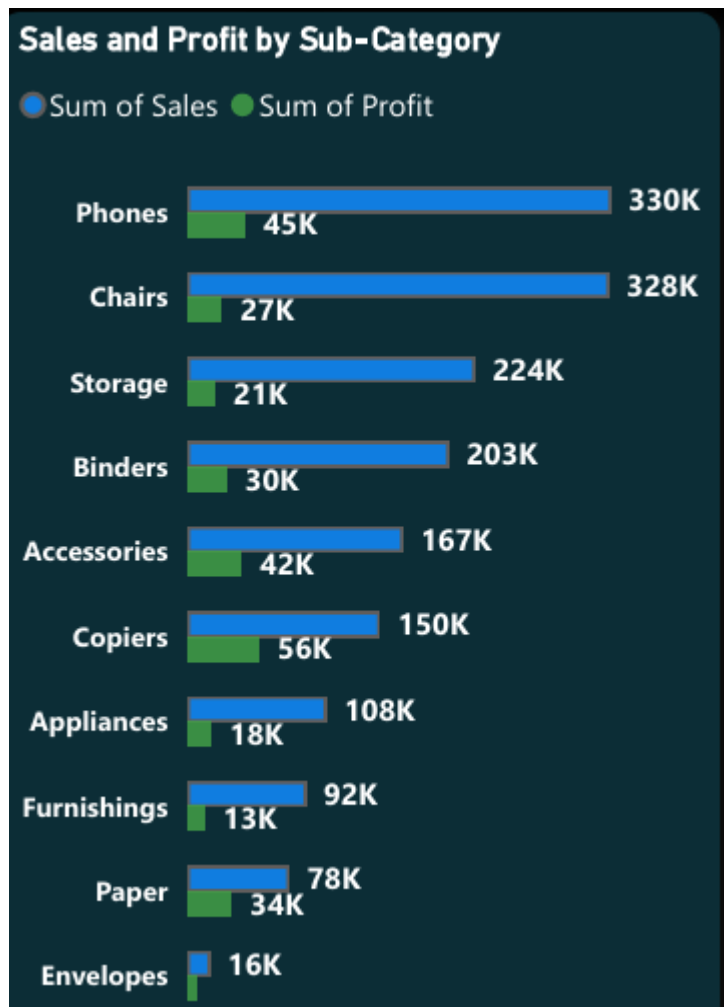
- **September**: $35K profit + $25K sales (peak month)
- **December**: $32K profit + $26K sales (holiday season)
- **March**: $29K profit + $24K sales
- **October**: $22K profit + $25K sales

Low-Performing Months:

- **April**: $12K profit
- **July**: $10K profit (lowest month)
- **February**: $24K sales but only $24K profit

Seasonal Insight: Clear Q3 and Q4 strength, with mid-year (April-July) dip suggesting opportunity for promotional activities. The September spike likely correlates with back-to-school and fiscal year-end purchasing.

Sub-Category Performance

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	

Top Revenue Generators:

1. **Phones**: $330K sales, $45K profit (14% margin)
2. **Chairs**: $328K sales, $27K profit (8% margin)
3. **Storage**: $224K sales, $21K profit (9% margin)
4. **Binders**: $203K sales, $30K profit (15% margin)
5. **Accessories**: $167K sales, $42K profit (25% margin) ⭐

High-Margin Products (by profit %):

- **Copiers**: $150K sales, $56K profit (37% margin) ⭐⭐⭐ Champion
- **Accessories**: $167K sales, $42K profit (25% margin)
- **Phones**: $330K sales, $45K profit (14% margin)
- **Binders**: $203K sales, $30K profit (15% margin)

Low-Margin Products:

- **Chairs**: $328K sales, $27K profit (8% margin)
- **Appliances**: $108K sales, $18K profit (17% margin)
- **Furnishings**: $92K sales, $13K profit (14% margin)

Strategic Finding: Copiers represent the highest margin opportunity at 37%, despite moderate sales volume. Accessories also show exceptional margins (25%) and should be heavily promoted.

Category Sales Trends Over Time
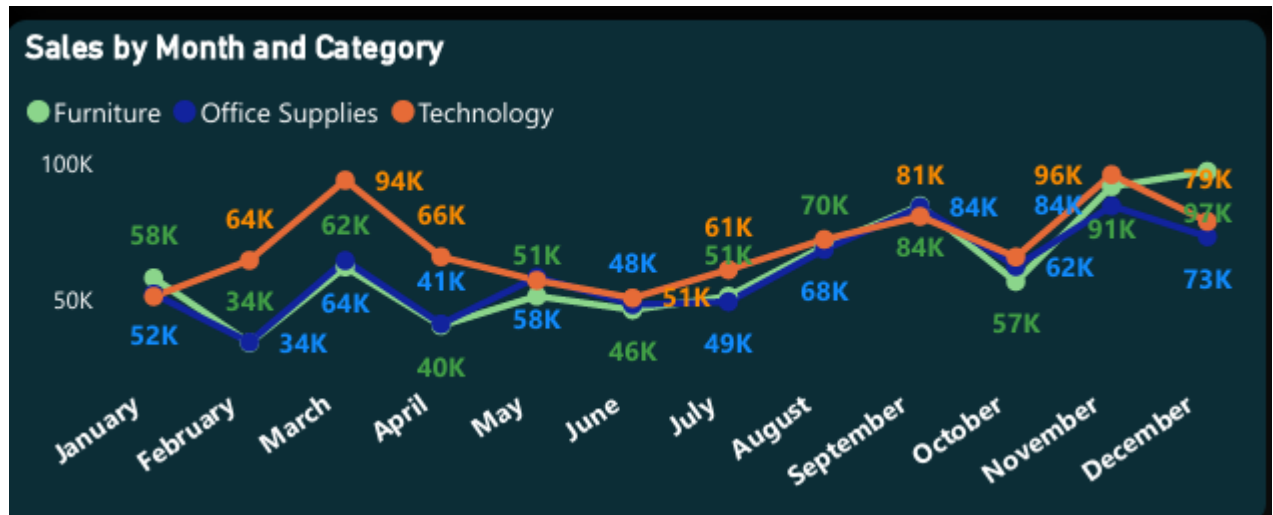
The line chart reveals seasonal patterns by category:

Technology (Orange line):

- Strongest performer with consistent growth
- Peak in November (~$100K)
- Relatively stable throughout year with gradual upward trend
- Shows least seasonality among categories

Furniture (Blue line):

- Steady performance around $50K-$75K monthly
- Moderate peaks in March and October
- More volatile than Technology

Office Supplies (Green line):

- Stable baseline between $40K-$70K monthly
- Sharp peak in September (~$95K) - back-to-school effect
- Most seasonal of the three categories

Strategic Finding: Technology shows the most consistent growth potential and should receive priority in marketing and inventory investment. Office Supplies demonstrate clear seasonality that can be leveraged with targeted campaigns.

Strategic Recommendations

1. Customer Acquisition & Retention

- **Leverage Q4 momentum**: Implement targeted campaigns in September-November to maximize seasonal peaks
- **Address Q2 slowdown**: Introduce mid-year promotions in April-July to balance annual performance
- **CLV Optimization**: With $2.9K CLV, focus on retention programs and loyalty initiatives for high-value customers
- **Consumer Segment Focus**: Double down on B2C marketing as it represents 50% of revenue

2. Product Strategy

- **Technology Investment**: As the profit leader (51%) with consistent growth, expand Technology product lines and inventory allocation
- **Promote High-Margin Champions**:
  - Copiers (37% margin) deserve premium positioning and targeted sales efforts
  - Accessories (25% margin) should be cross-sold with every order
  - Phones balance volume and margin effectively
- **Furniture Margin Improvement**: At only 6% profit contribution despite high sales, consider:
  - Reviewing supplier costs and pricing strategy
  - Introducing premium furniture lines with higher margins
  - Evaluating whether to continue low-margin Furniture items
- **Reduce Low-Performers**: Carefully evaluate continuation of Tables and low-margin Furnishings

3. Regional Expansion & Optimization

- **West Region**: Continue investment and replicate successful strategies as top performer
- **South Region Opportunity**: Despite smallest customer base (16%), achieves 32% profit - identify what's working and scale
- **Central & East**: Identify barriers to profitability growth and implement targeted regional marketing
- **Chicago Market Crisis**: Immediate action required to address significant losses across multiple categories:
  - Conduct pricing audit
  - Review shipping and logistics costs
  - Analyze competitive landscape
- **Burlington Market**: Similar profitability concerns requiring cost structure analysis

4. Operational Efficiency

- **Shipping Optimization**:
  - **Reduce 11-day average shipping time** to 5-7 days for competitive advantage
  - Continue prioritizing Standard Class shipping as primary offering given its 57% profit contribution

- Re-evaluate Same Day pricing strategy - only 5.5% of profits suggests pricing too low or demand too limited
- Consider discontinuing unprofitable express shipping if economics don't improve
    - **Return Rate Excellence**: Maintain exceptional 0.08% rate through:
        - Continued quality control measures
        - Accurate product descriptions
        - Proper packaging standards
    - **Sales Team Development**:
        - Provide additional resources and larger territories to top performers (Anna, Chuck)
        - Implement mentorship program where Anna/Chuck train Kelly and Cassandra
        - Analyze Anna's approach to Furniture sales for team-wide application

5. Pricing & Discounting

- **Discount Strategy Review**: At 16% average discount, conduct margin impact analysis:
    - Are discounts driving incremental volume that justifies margin erosion?
    - Test reducing discounts on high-demand items (Phones, Binders, Paper)
    - Reserve deeper discounts for slow-moving inventory
- **Segment-Based Pricing**: Implement differentiated discount structures:
    - Corporate: Volume-based tiering
    - Consumer: Promotional/seasonal discounts
    - Home Office: Bundle discounts
- **Premium Service Testing**: Test 25-30% premium pricing for same-day shipping given low current adoption
- **Dynamic Pricing**: Implement surge pricing during peak seasons (September, November, December)

6. Inventory Management

- **Seasonal Stocking**: Based on monthly trends, increase inventory:
    - August-September: +40% for back-to-school surge
    - October-December: +35% for holiday season
    - April-July: Reduce by 20% during slow periods
- **Category Focus**: Allocate inventory budget:
    - Technology: 50% (matches profit contribution)
    - Office Supplies: 35%
    - Furniture: 15% (or less, pending margin improvement)

7. Marketing & Sales Initiatives

- **Back-to-School Campaign**: Given September spike (1,308 customers, $35K profit), launch comprehensive campaign targeting education sector in August
- **Holiday Promotion**: Replicate November success (1,505 customers) with early-bird December campaigns
- **Mid-Year Revival**: Combat April-July slump with:
    - Flash sales on high-margin items (Copiers, Accessories)
    - "Summer Office Refresh" campaign
    - Bundle deals combining categories

- **Cross-Selling Program**: Technology + Accessories bundles to increase basket size
- **Regional Campaigns**: Tailor messaging by region based on category preferences

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Conclusion

The sales performance analysis reveals a fundamentally healthy business with strong customer loyalty (CLV: $2.9K), exceptional quality control (0.08% returns), and clear profitability in Technology and Office Supplies categories. However, significant opportunities exist for improvement:

Immediate Priorities (Next 30 Days):

1. Address Chicago and Burlington market profitability issues
2. Reduce order-to-ship time from 11 to 7 days
3. Launch high-margin product promotion (Copiers, Accessories)

Short-Term Goals (3-6 Months):

1. Implement seasonal inventory and marketing strategies
2. Review and optimize discount policy
3. Expand Technology product offerings
4. Scale West and South region success factors

Long-Term Strategic Initiatives (6-12 Months):

1. Furniture category transformation or rationalization
2. Sales team expansion and territory optimization
3. Enhanced shipping options and partnerships
4. Advanced customer segmentation and personalization

The dashboard effectively communicates these insights and provides a solid foundation for data-driven decision making. With focused execution on Technology expansion, operational efficiency improvements, and strategic regional development, achieving 20-25% profit growth in the next fiscal year is a realistic target.