

Sales and Profit Analysis Report

1. Monthly Sales Analysis

This chart highlights sales trends over time. Sales is on peak in the month of November.



2. Sales by Category

Sales are distributed across three categories: **Technology**, **Furniture**, and **Office Supplies**. This graph shows that the sales was well-balanced among the categories.

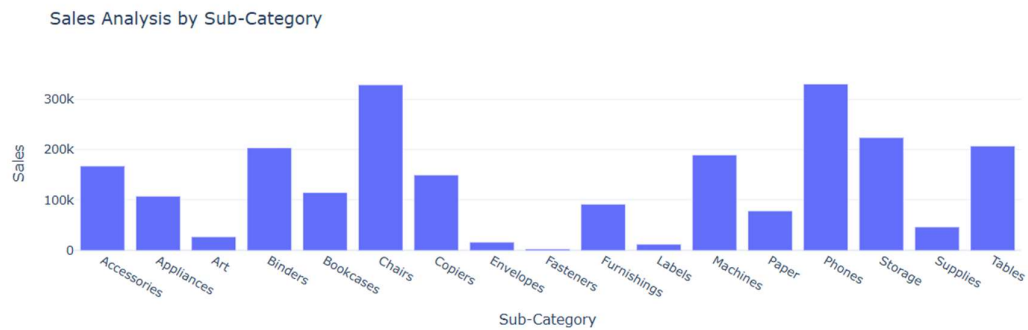
Sales Analysis by Category



Technology
Furniture
Office Supplies

3. Sales by Sub-Category

A detailed breakdown of sub-categories reveals top-performing products versus underperforming ones. The best-selling products were chairs and phones.



4. Monthly Profit Analysis

The monthly profit trend uncovers fluctuations in profitability compared to sales. December was the most profitable month while January was the least.



5. Profit by Category

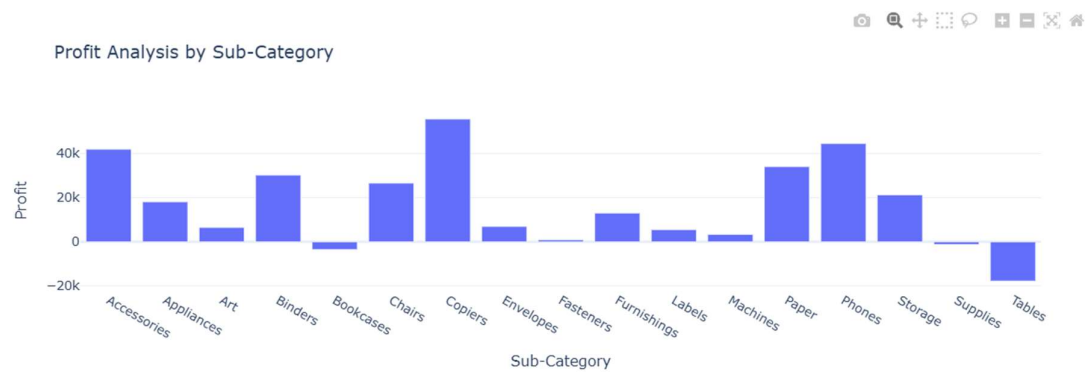
While sales may be balanced, profit contribution varies across categories. This chart pinpoints furniture has an extremely low margin.

Profit Analysis by Category



6. Profit by Sub-Category

Sub-category level analysis shows which product lines are generating strong profits versus those contributing less. It is useful for margin optimization strategies such as pricing, cost control, or product mix adjustments.



7. Sales and Profit by Customer Segment

This analysis compares sales and profit across customer segments. It highlights that the most valuable customer group is consumer which can help tailor marketing strategies, loyalty programs, and pricing to maximize returns.

