Retail Sales Analysis Dashboard

Total Sales	2297200.86
Total Profit	286397.022
Top Category by Sales	Technology
Best Region by Sales	West
Profit Margin	37.025814
Average Discount	0.1562
Total Quantity	37873

Region

- Central
- East
- South
- West

Category

- Furniture
- Office Supplies
- Technology

Segment

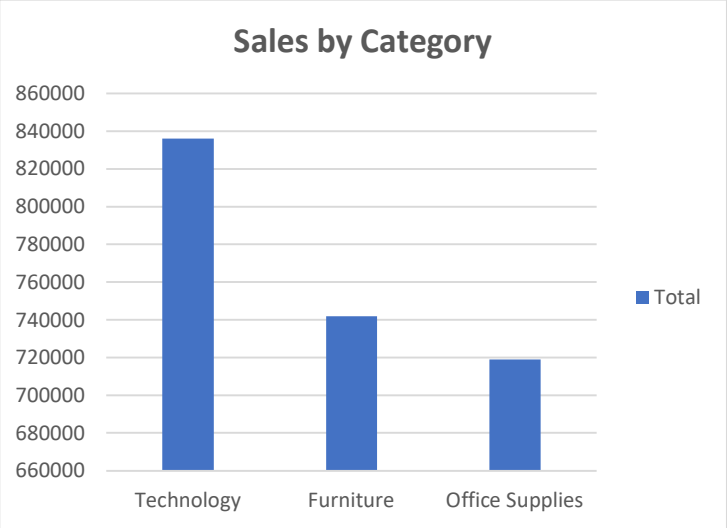
- Consumer
- Corporate
- Home Office

Ship Mode

- First Class
- Same Day
- Second Class
- Standard Class

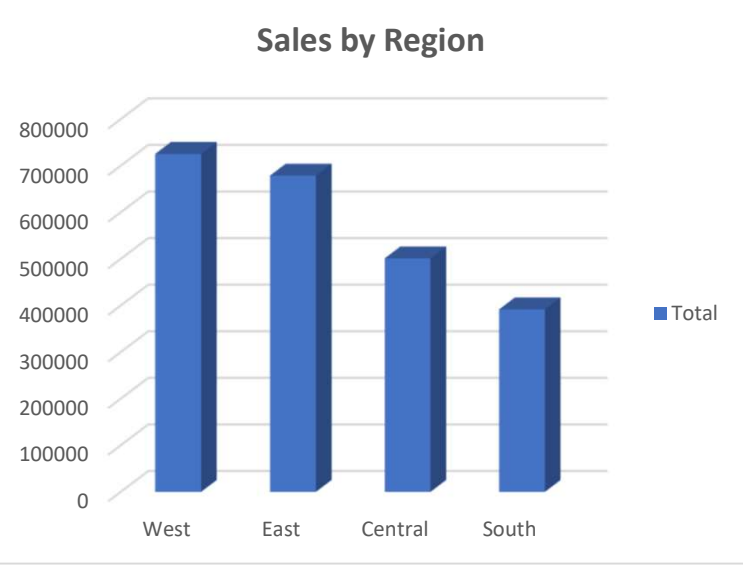
Sales By Category

Row Labels	Sum of Sales
Technology	836154.03
Furniture	741999.80
Office Supplies	719047.03
Grand Total	**2297200.86**



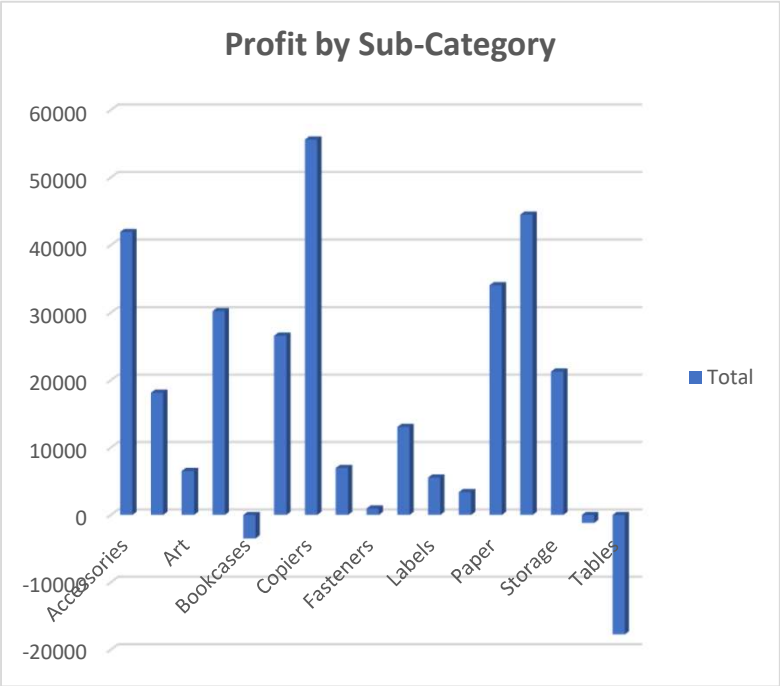
Sales By Region

Row Labels	Sum of Sales
West	725457.82
East	678781.24
Central	501239.89
South	391721.91
Grand Total	**2297200.86**



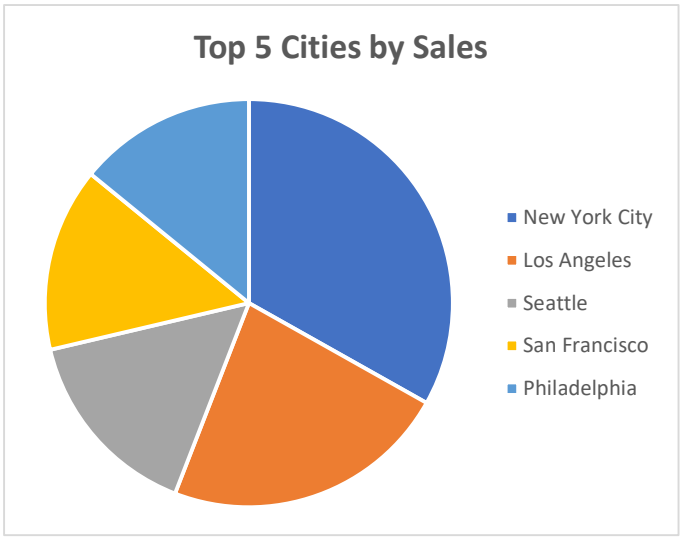
Top Cities by Sub-Category

Row Labels	Sum of Profit
Accessories	41936.6357
Appliances	18138.0054
Art	6527.787
Binders	30221.7633
Bookcases	-3472.556
Chairs	26590.1663
Copiers	55617.8249
Envelopes	6964.1767
Fasteners	949.5182
Furnishings	13059.1436
Labels	5546.254
Machines	3384.7569
Paper	34053.5693
Phones	44515.7306
Storage	21278.8264
Supplies	-1189.0995
Tables	-17725.4811
Grand Total	**286397.0217**



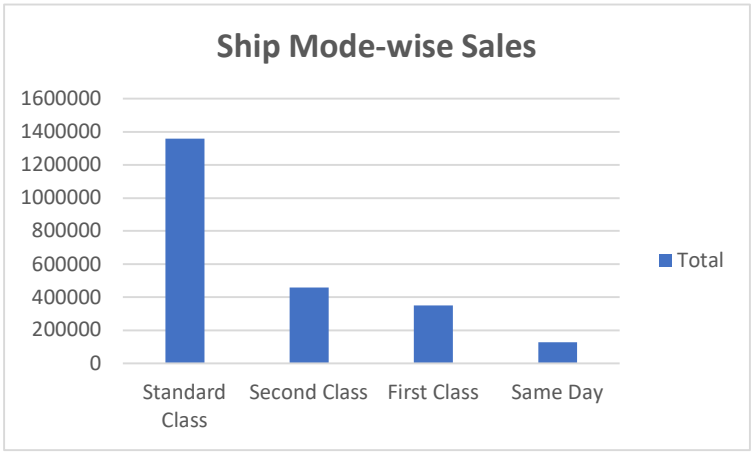
Top Cities by Sales

Row Labels	Sum of Sales
New York City	256368.161
Los Angeles	175851.341
Seattle	119540.742
San Francisco	112669.092
Philadelphia	109077.013
Grand Total	**773506.349**



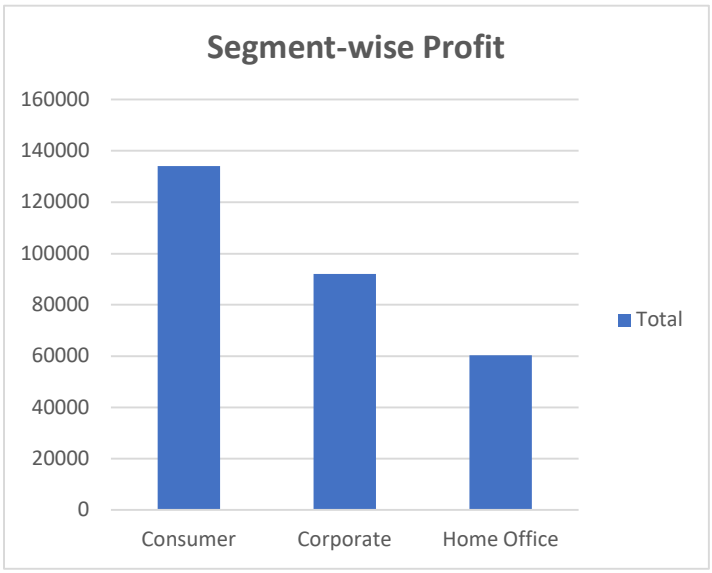
Ship Mode Sales

Row Labels	Sum of Sales
Standard Class	1358215.743
Second Class	459193.5694
First Class	351428.4229
Same Day	128363.125
Grand Total	**2297200.86**

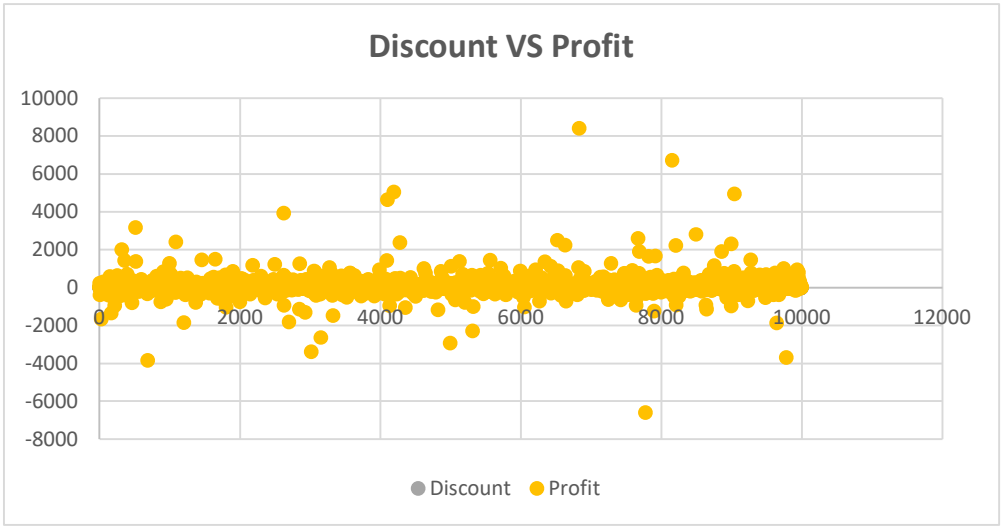
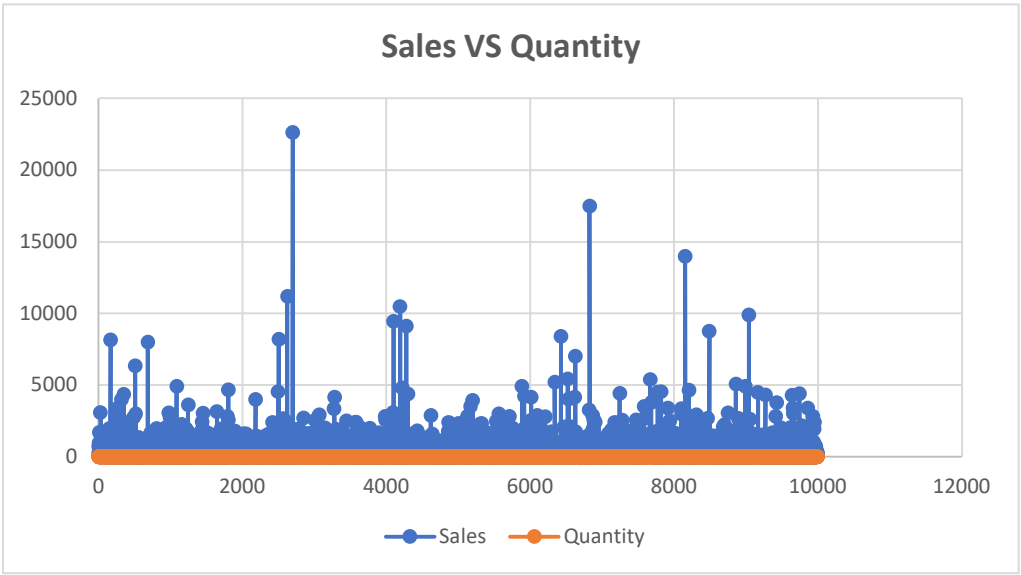


Segment-wise Profit

Segment	Sum of Profit
Consumer	134119.2092
Corporate	91979.134
Home Office	60298.6785
Grand Total	**286397.0217**



Discount VS Profit



Sales VS Quantity