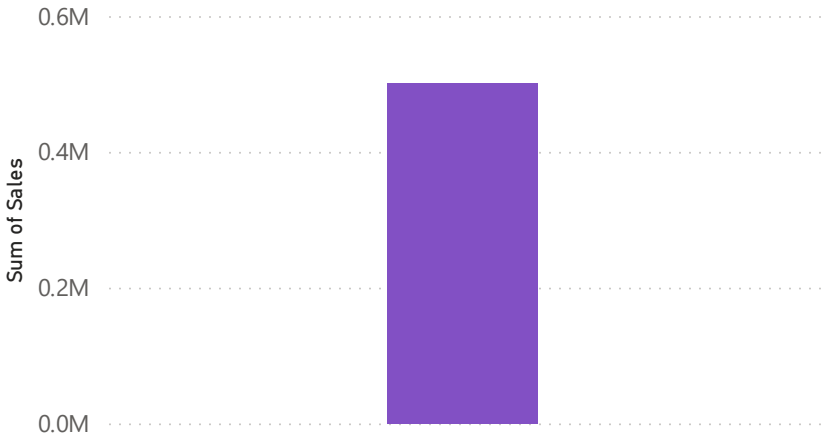


# Business Overview Dashboard

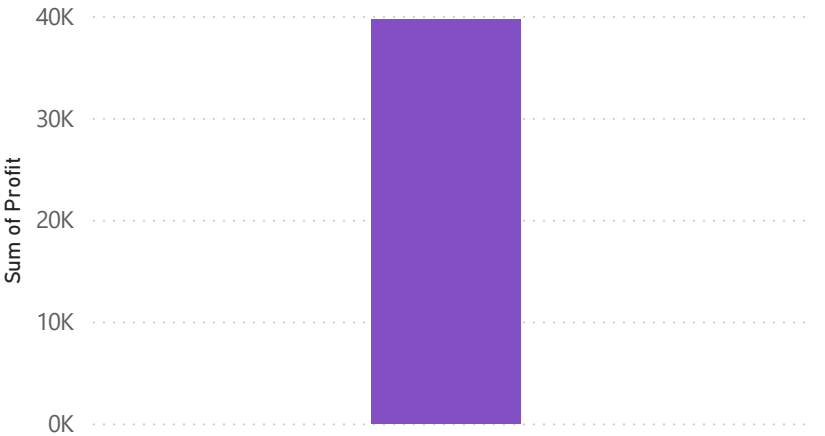
Sum of Sales



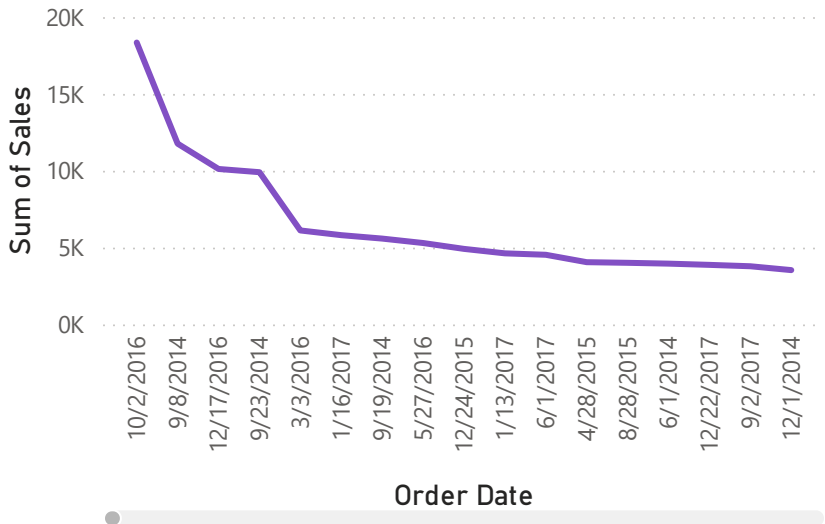
Region, Order Date

- Central
- East
- South
- West

Sum of Profit

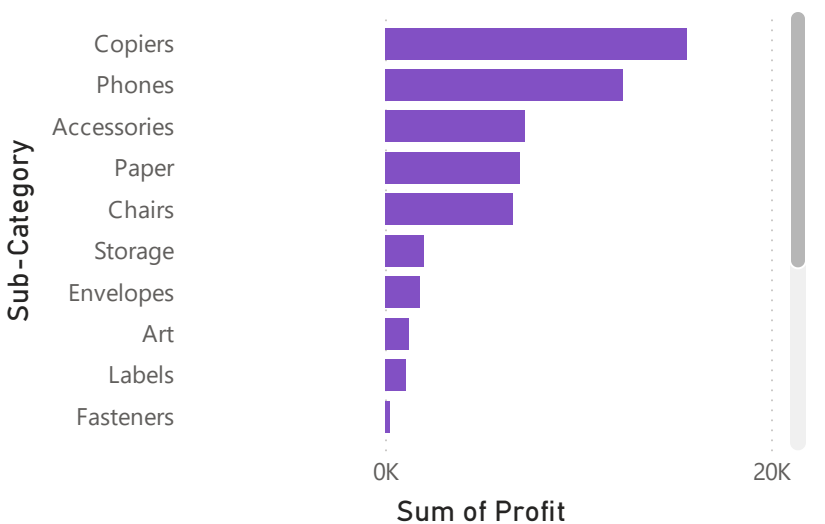


Sum of Sales by Order Date



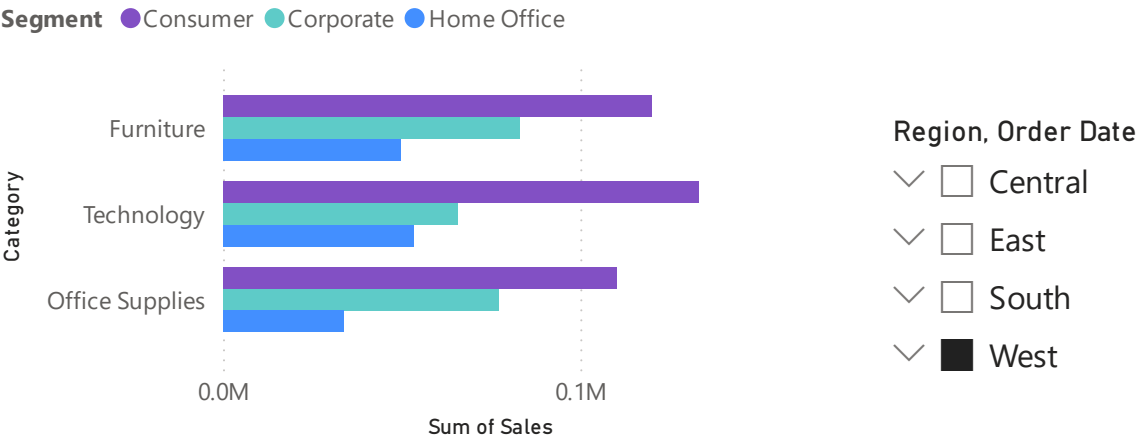
- Context :
- Total Sales and Total Profit values give a quick snapshot of business performance.
- The Central region shows the highest sales, indicating strong market presence.
- Profit trends over months highlight a peak during November and December, suggesting a holiday season boost.
- This dashboard provides a quick overview for decision-makers to identify trends, strong regions, and areas needing improvement.

Sum of Profit by Sub-Category

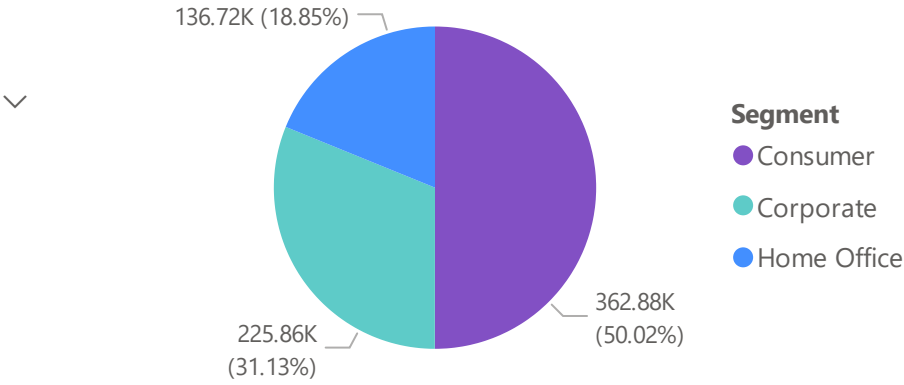


# Sales Performance Breakdown

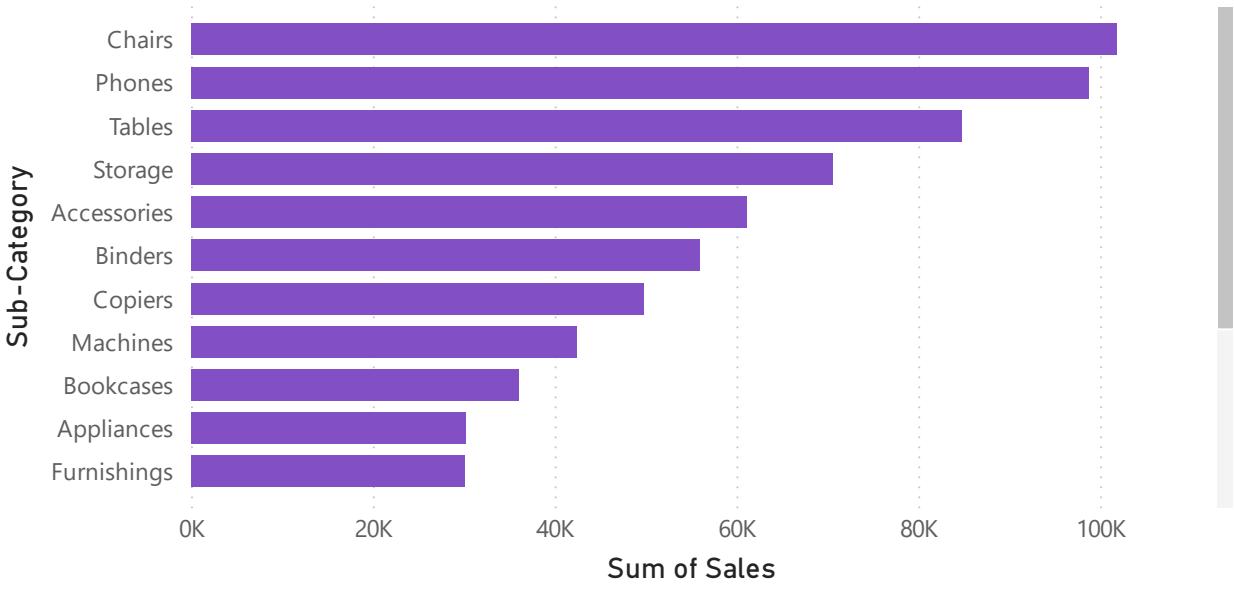
Sum of Sales by Category and Segment



Sum of Sales by Segment



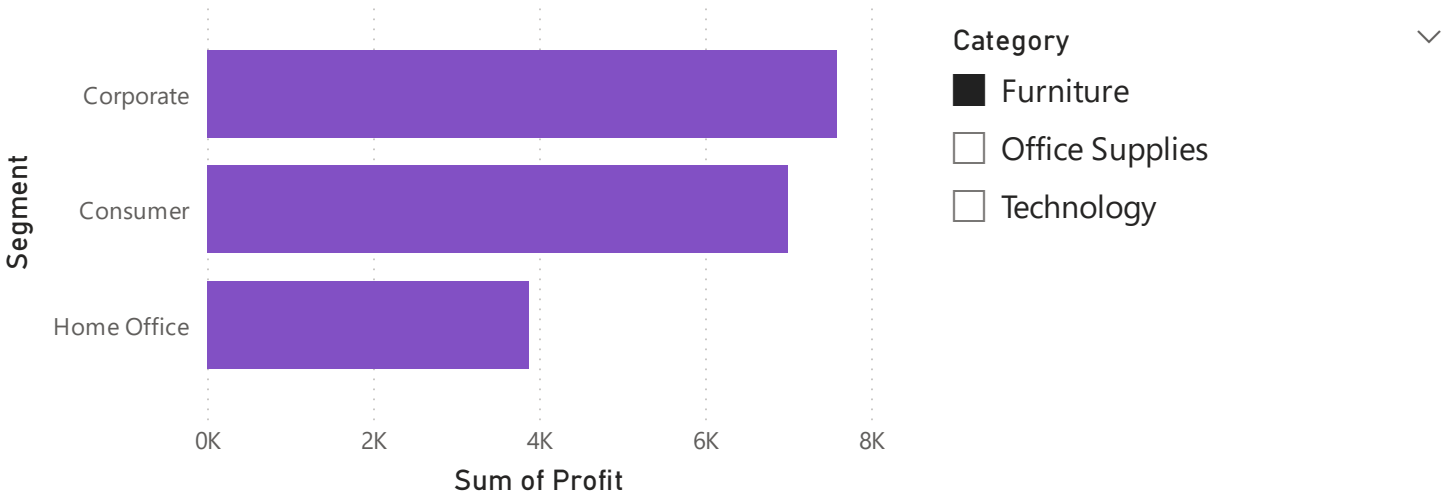
Sum of Sales by Sub-Category



- Context :
- Technology is the top-performing category in terms of sales, followed by Office Supplies.
- Within sub-categories, items like Phones, Chairs generate the highest revenue.
- The Segment-wise analysis indicates that the Consumer segment contributes the most to sales, while the Home Office segment has the lowest share.
- This breakdown helps identify where sales are coming from and which products and customer types are most valuable for targeted strategies.

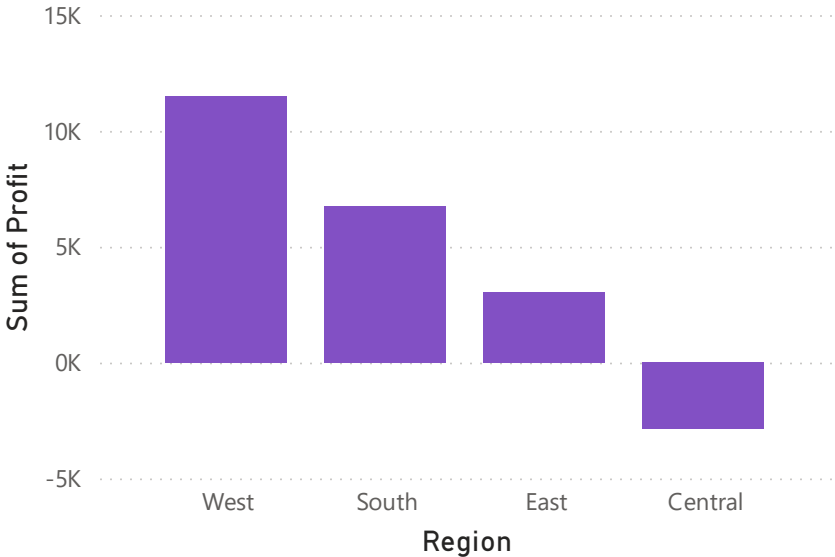
# Customer & Profit Insights

Sum of Profit by Segment



Customer Name	Sum of Profit	Sum of Sales
Seth Vernon	688.40	8,332.09
Joe Elijah	968.08	6,920.14
Peter Fuller	117.01	6,837.35
Caroline Jumper	-494.91	6,267.19
Greg Tran	268.61	6,219.26
Laura Armstrong	1,146.49	5,387.39
Tom Prescott	-621.94	4,899.12
Nora Preis	176.76	4,839.66
Brenda Bowman	770.15	4,768.50
Bill Donatelli	805.98	4,513.11
Total	18,451.27	7,41,999.80

Sum of Profit by Region



- Context :
- The Corporate segment shows a good balance of both high sales and high profit, making it ideal for expansion strategies.
- The Scatter Plot reveals a few customers who generate high sales but very low profit — these could be bulk buyers with heavy discounts.
- The Top 10 customers contribute a significant portion of revenue, highlighting the importance of relationship management and loyalty programs.
- This analysis helps uncover profit leaks and identify high-value customers for strategic targeting.

Sum of Sales and Sum of Profit by Customer Name and Category

