

## Executive Overview & Trends

## Product & Channel Performance

## Geographic & Customer Insights



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Total Revenue

\$1.2bn

Total Profit

\$461.8M

Profit Margin %

37.36%

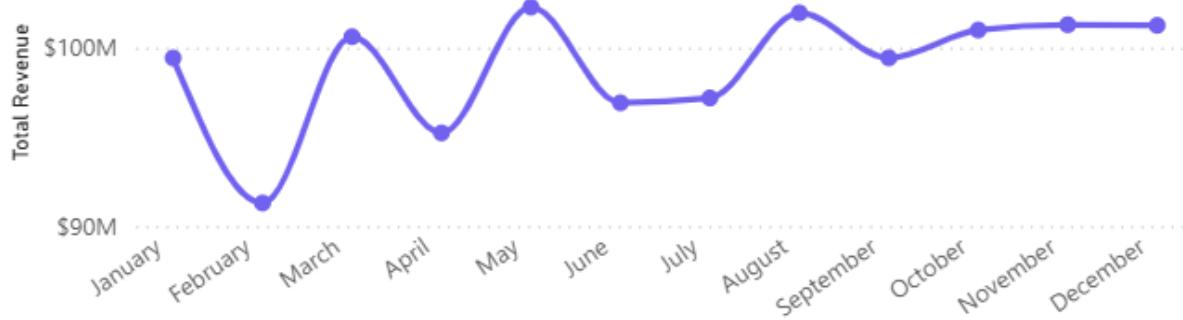
Total Orders

64K

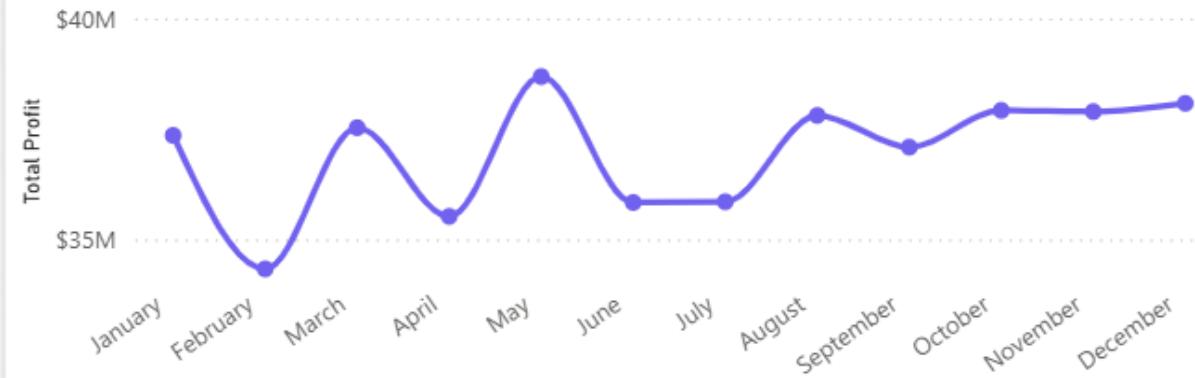
Revenue per order

\$19.3K

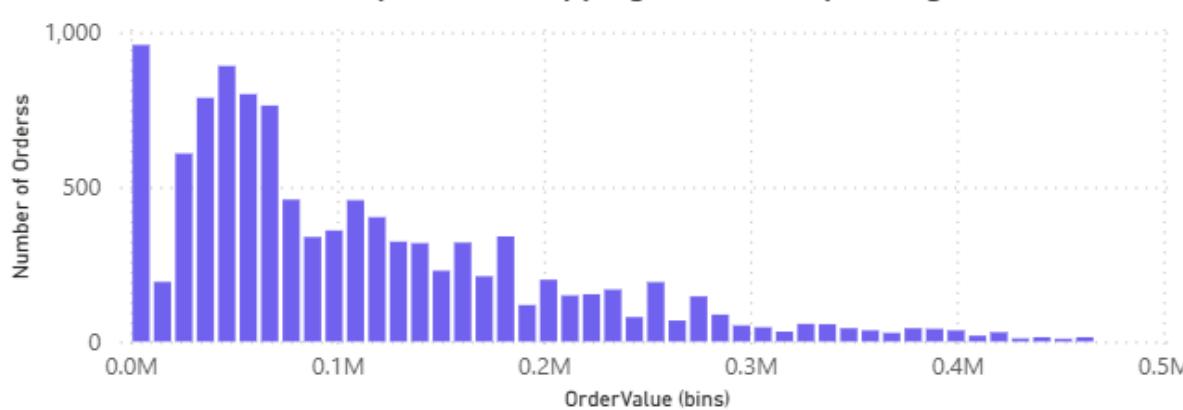
Monthly Revenue Rhythm: Uncovering Seasonality Peaks



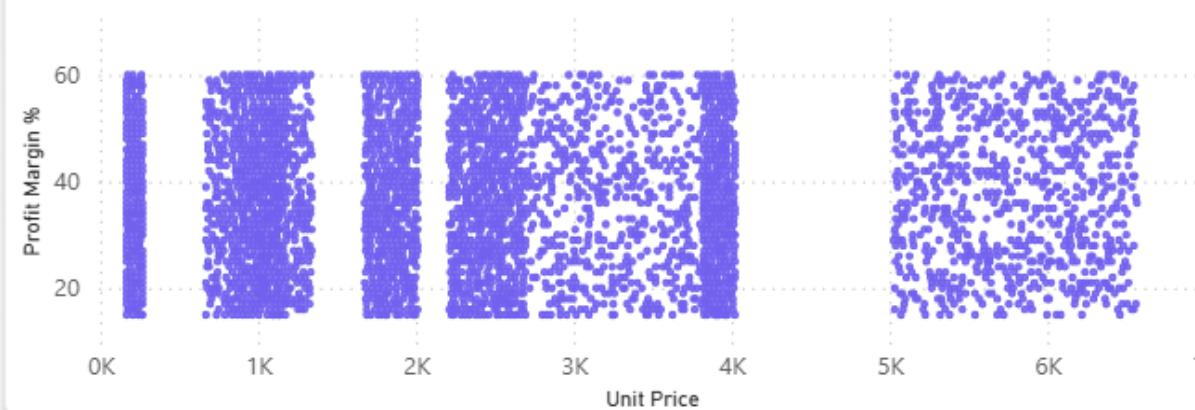
Profit Pulse: Tracking Monthly Earnings Momentum



Order Value Spectrum: Mapping Customer Spending Tiers

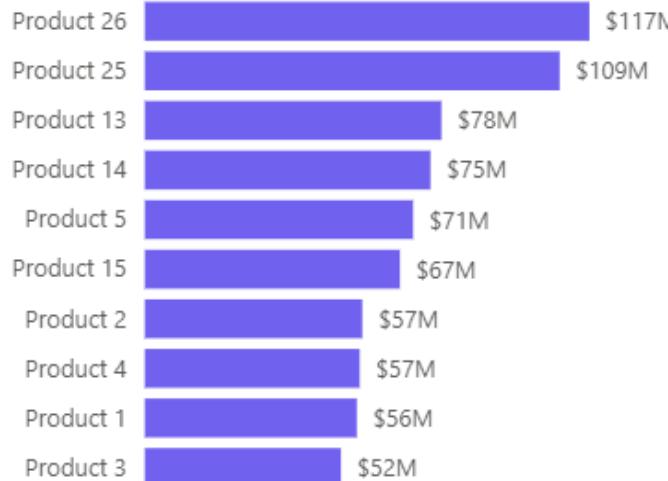


Unit Price Vs Profit Margin: Spotting High Margin Price Bands

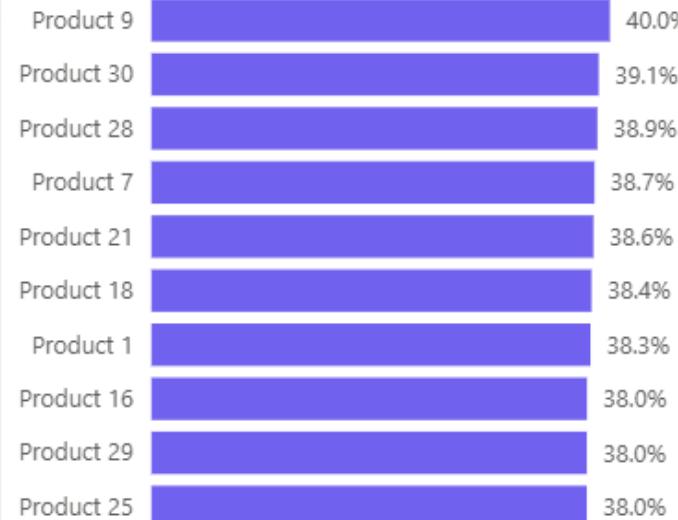




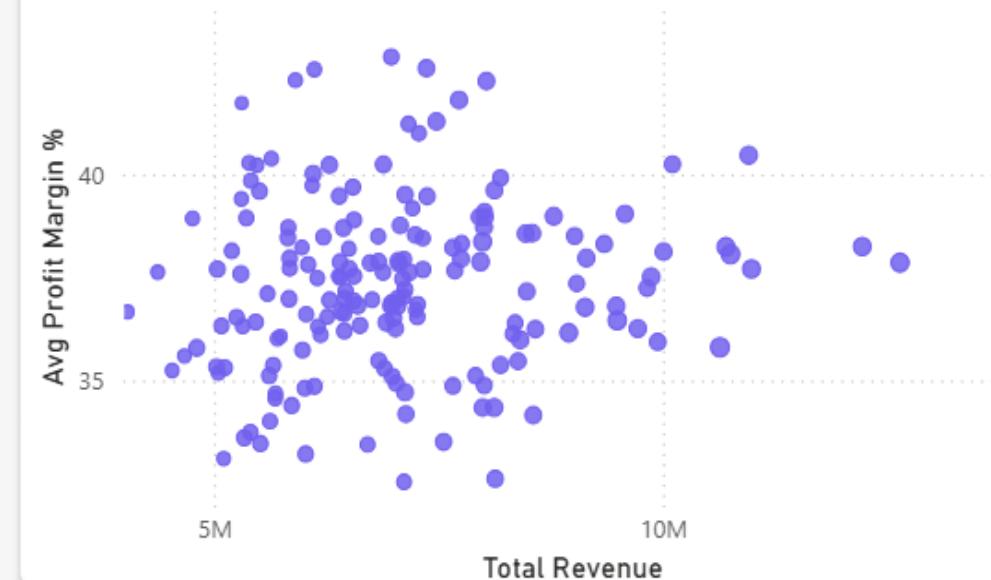
### Revenue Champions: Best-Selling Products Driving Growth



### High-Margin Heroes: Most Efficient Products to Sell

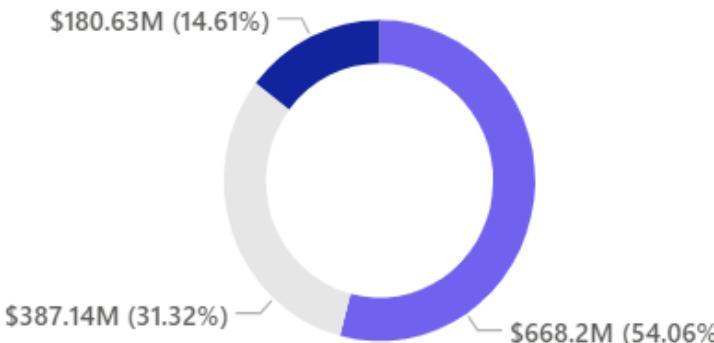


### Strategic Product Positioning: Revenue vs. Profitability



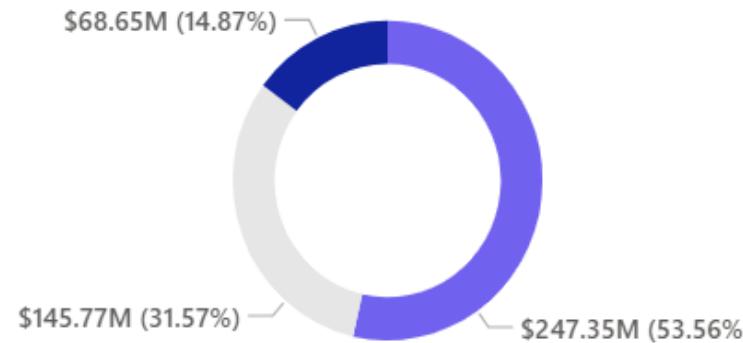
### Channel Power Play: Where the Revenue Comes From

● Wholesale ● Distributor ● Export



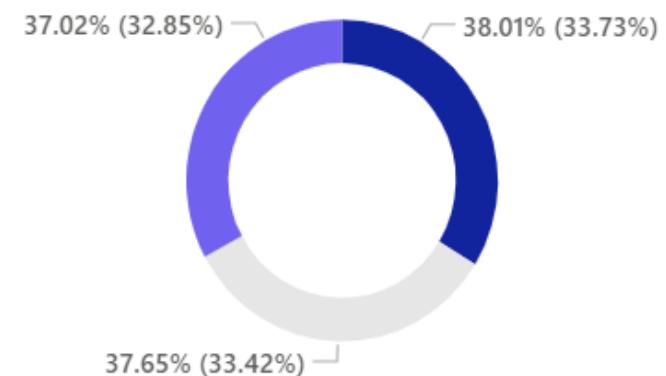
### Profit Pipeline by Channel: Who's Really Paying Off?

● Wholesale ● Distributor ● Export



### Channel Efficiency Scorecard: Margin per Sale by Route

● Export ● Distributor ● Wholesale





California drives 19.5% of revenue (\$228.8 M), while the West region boasts the highest profit margin at 37.5%.

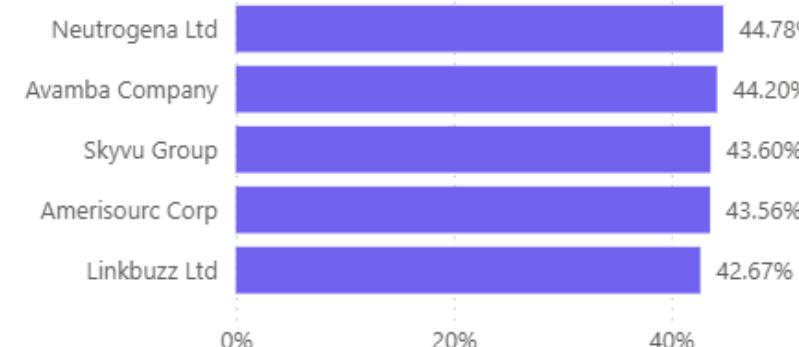
**Top 5**

#### Top 5 Customers by Revenue



**Bottom 5**

#### Top 5 Customers by Revenue

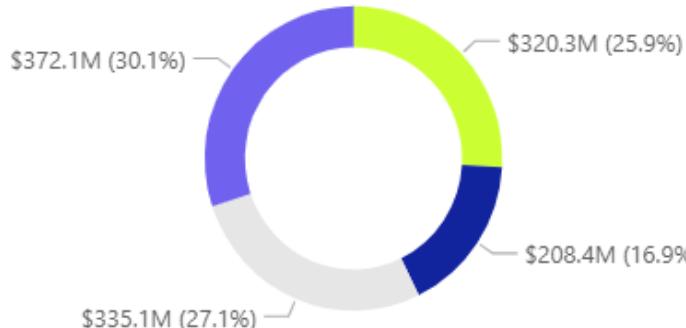


#### Top 5 States by Revenue



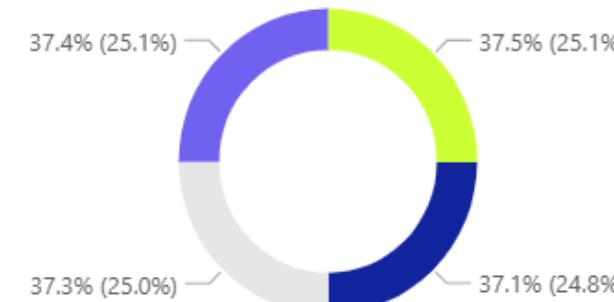
#### Total Revenue by Region

Region ● Midwest ● Northeast ● South ● West



#### Profit Margin % by Region

Region ● Midwest ● Northeast ● South ● West



#### Quantity of Orders by Region

Region ● West ● South ● Midwest ● Northeast

