

**286.40K**

Total Profit

**2.30M**

Total Sales

**5009**

Total Orders

**99.37%**

Repeat Customer Rate

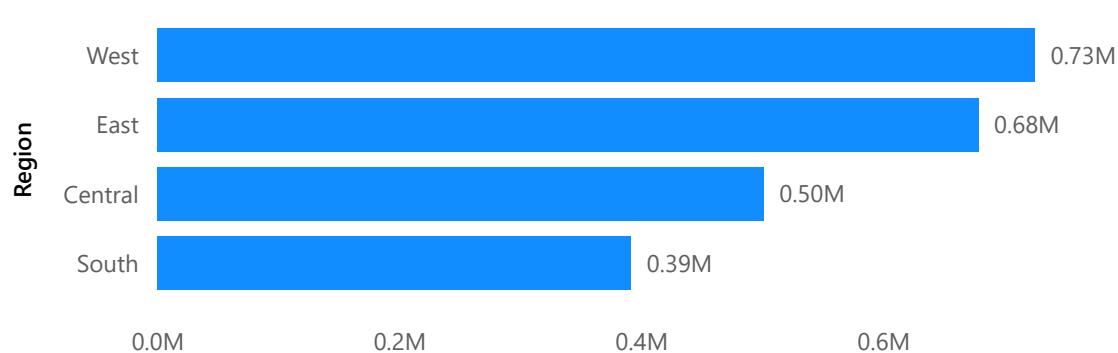
Monthly Sales Trend (2014–2017)



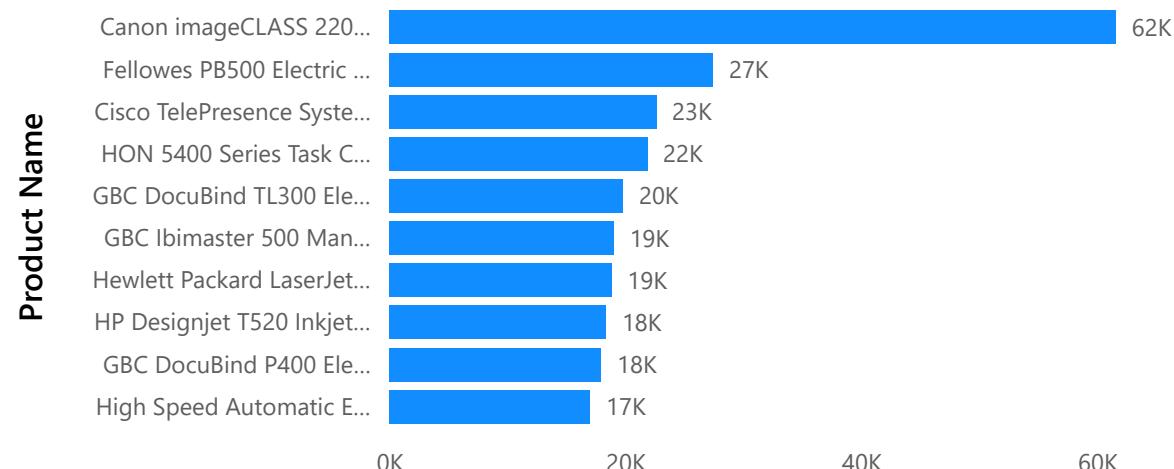
**Segment** ▾   **Region** ▾   **Category** ▾

All ▾   All ▾   All ▾

Total Sales and Total Profit by Region



Total Sales and Total Profit by Product Name



## Key Insights

- ~20% of products contribute a majority of total revenue, indicating a strong Pareto effect
- The West and East regions drive the highest sales and should be prioritized for inventory and marketing
- A repeat customer rate above 99% suggests strong retention but may also indicate limited new customer acquisition