

286.40K

Total Profit

2.30M

Total Sales

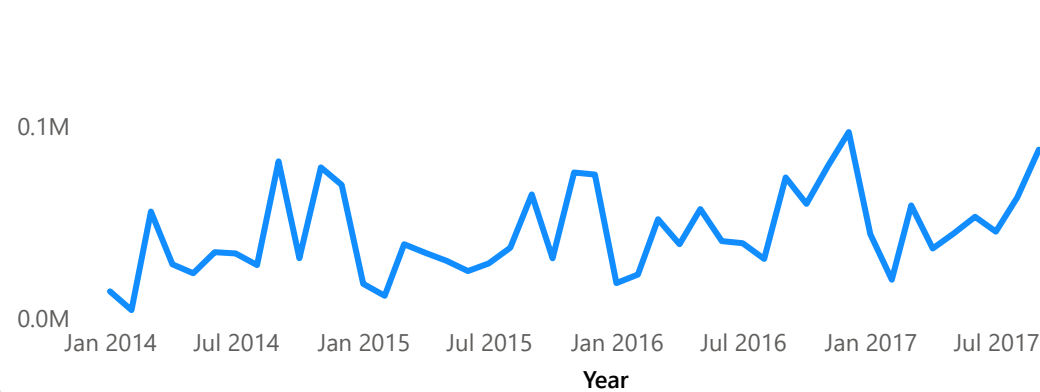
5009

Total Orders

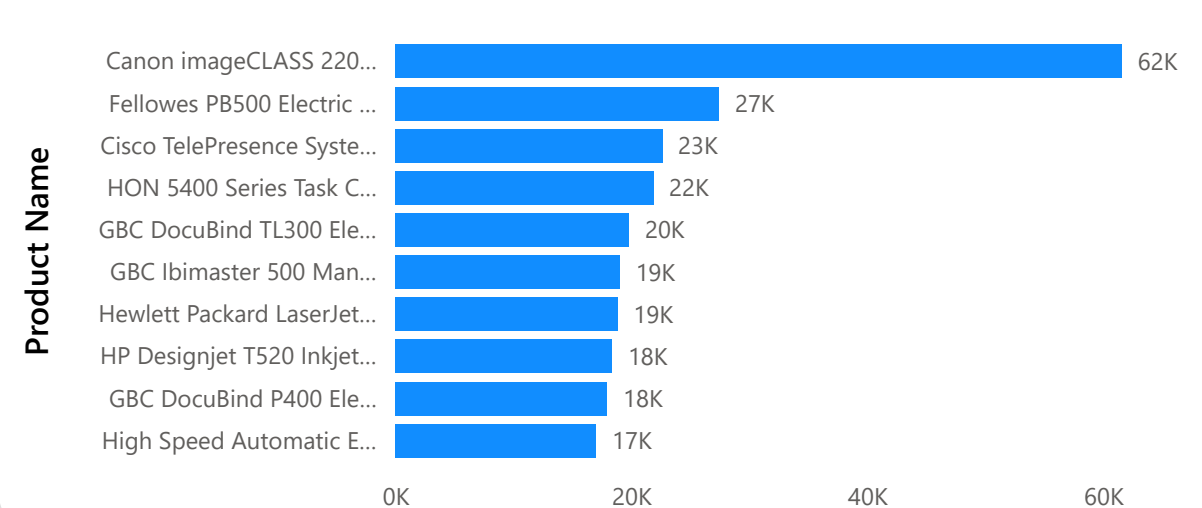
99.37%

Repeat Customer Rate

Monthly Sales Trend (2014–2017)

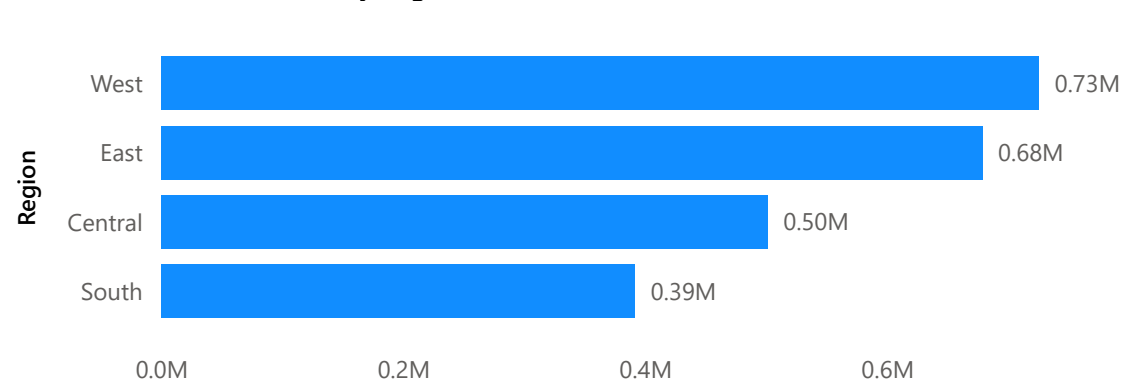


Total Sales and Total Profit by Product Name



Segment  Region  Category

Total Sales and Total Profit by Region



### 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