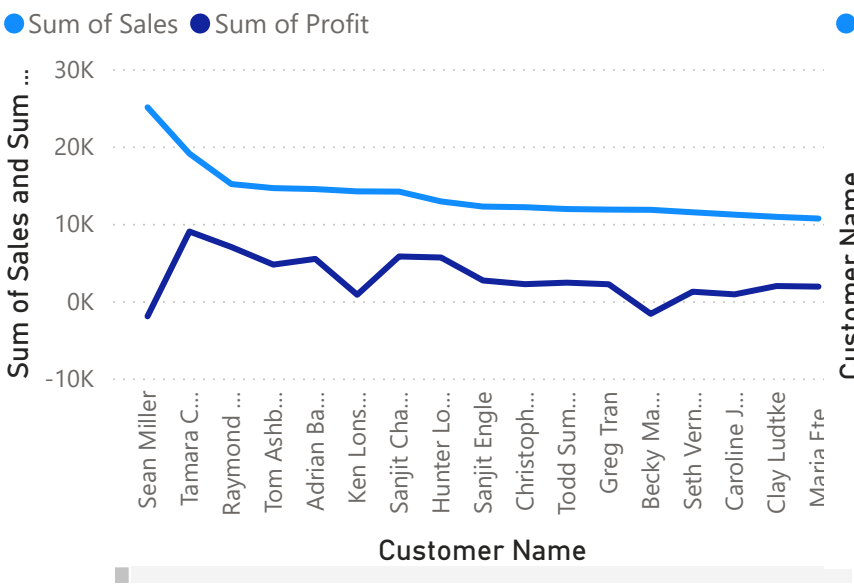


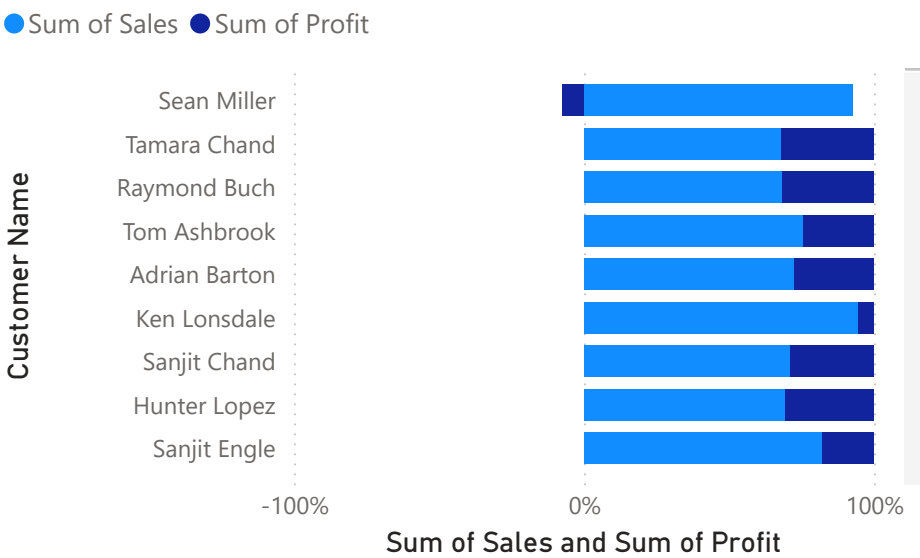
Sum of Sales and Sum of Profit by Customer Name



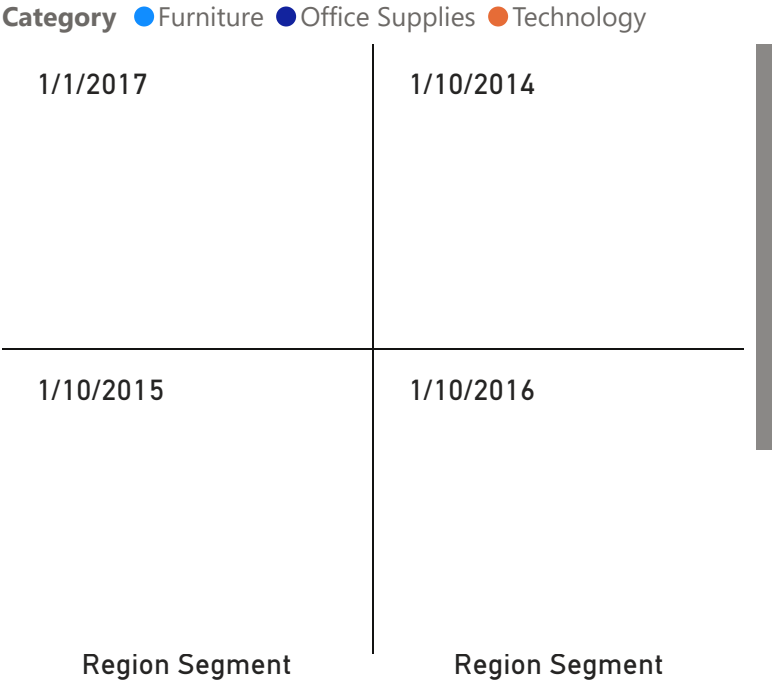
Sum of Sales and Sum of Profit by Customer Name



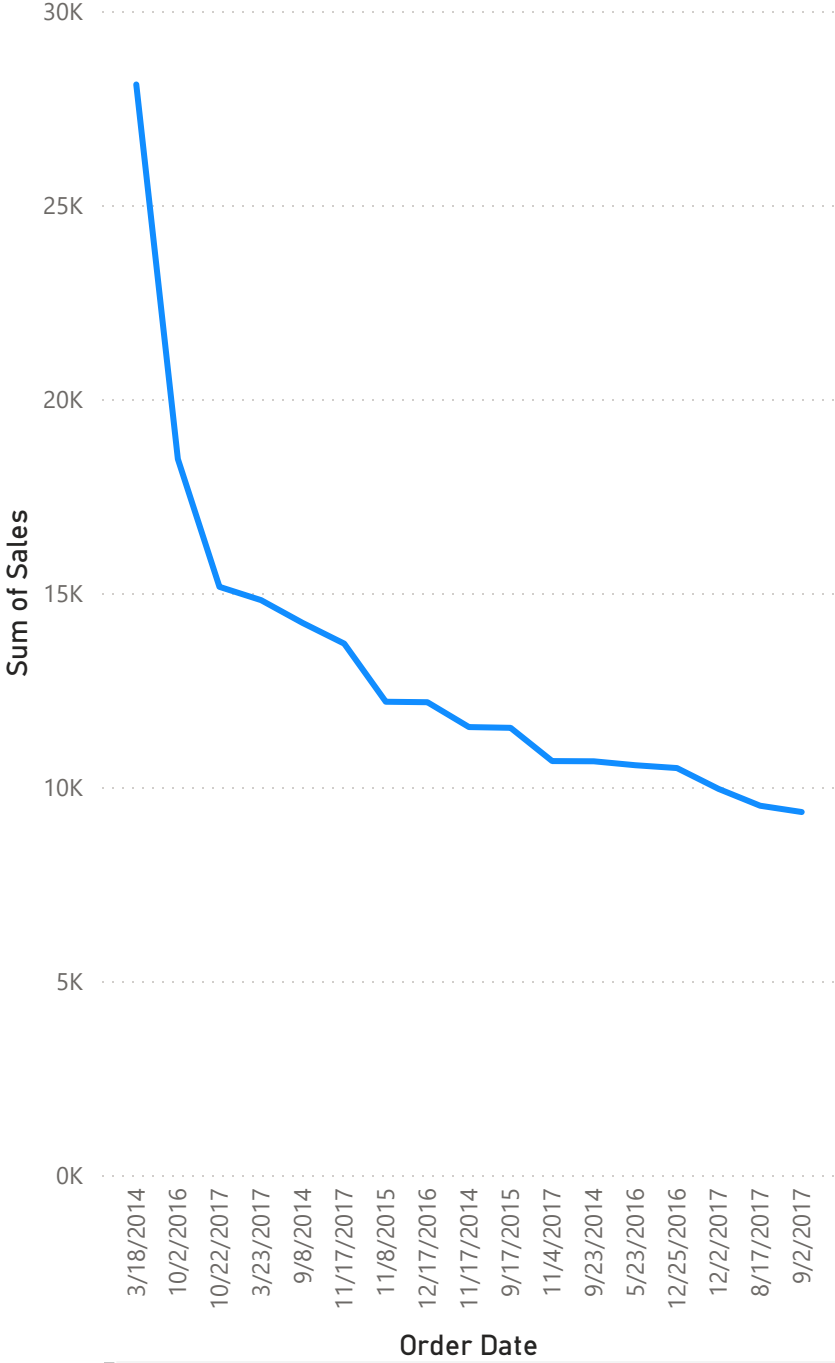
Sum of Sales and Sum of Profit by Customer Name



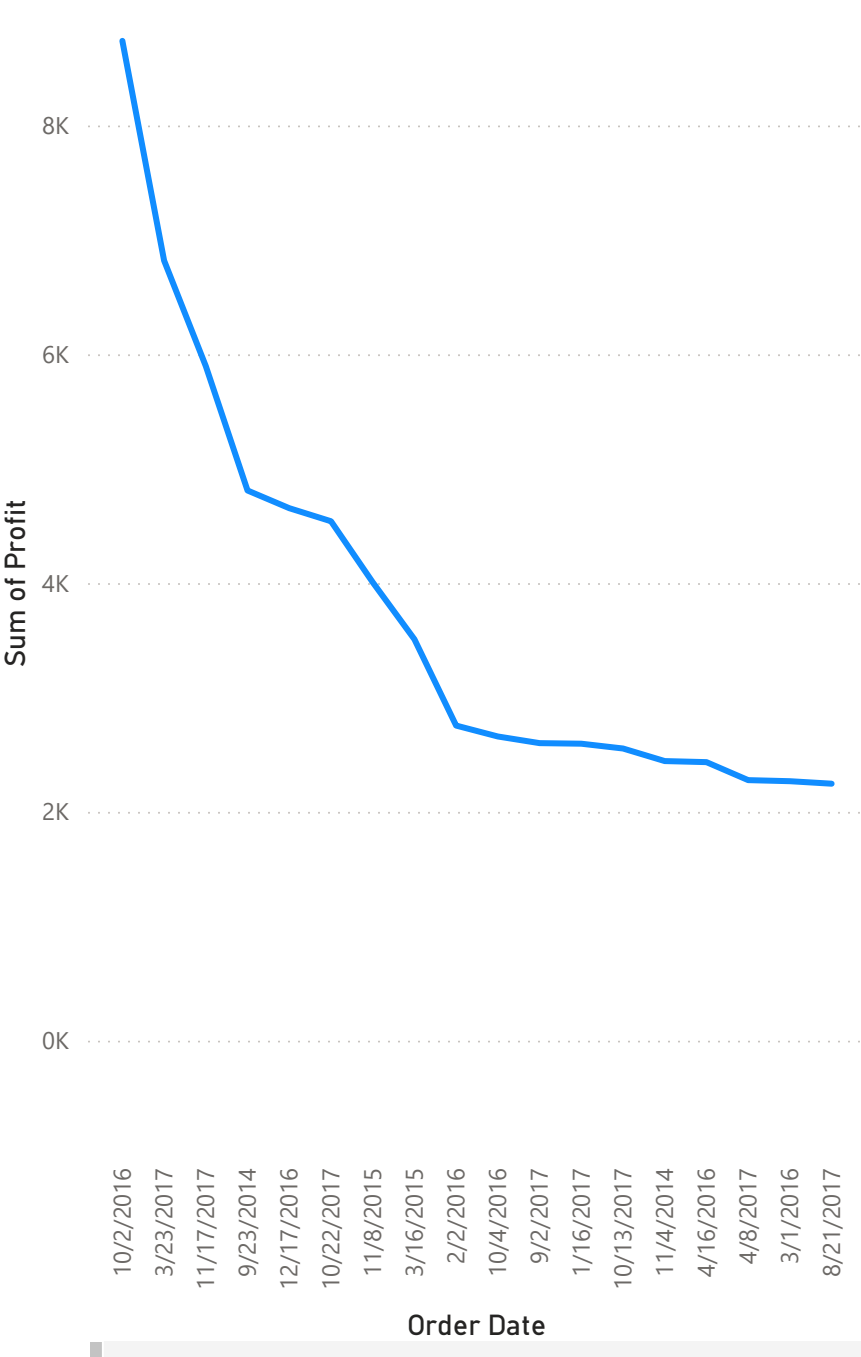
Region, Segment, Category and Order Date



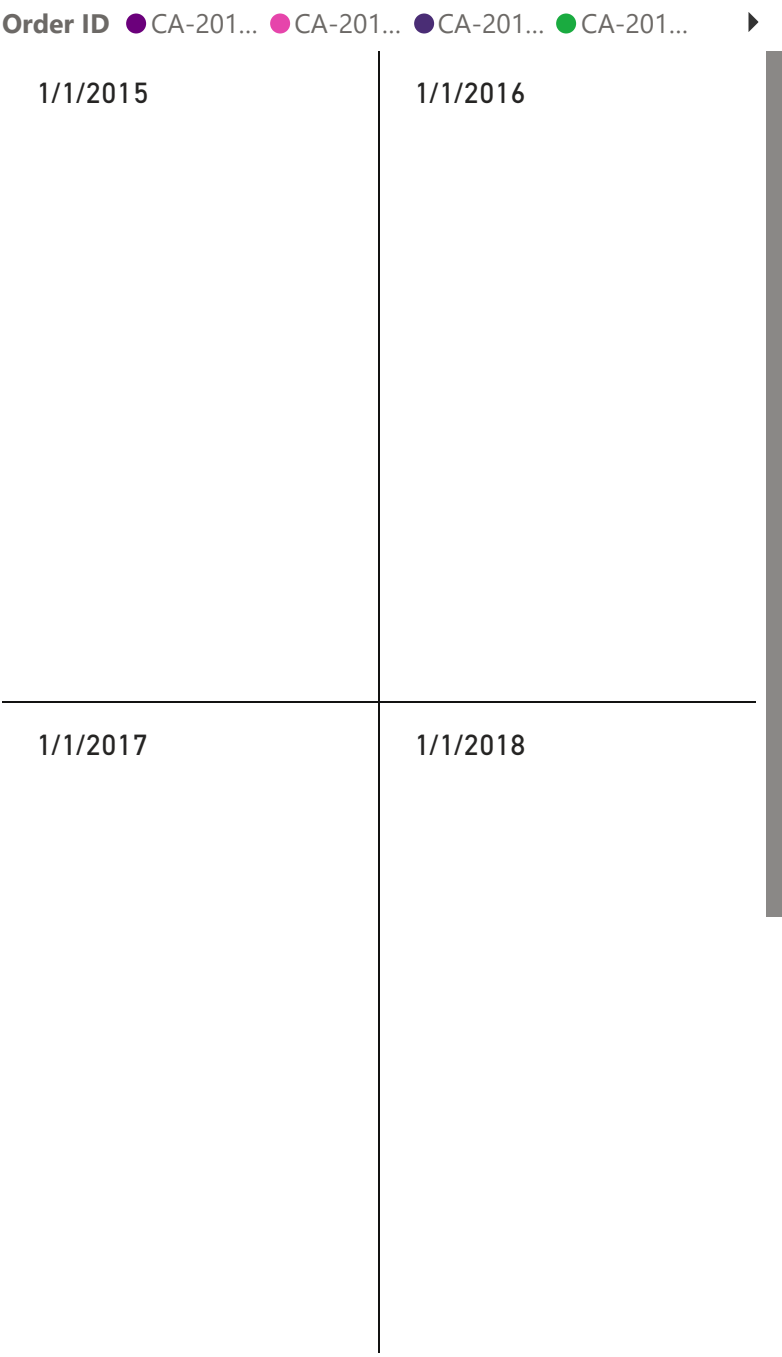
Sum of Sales by Order Date



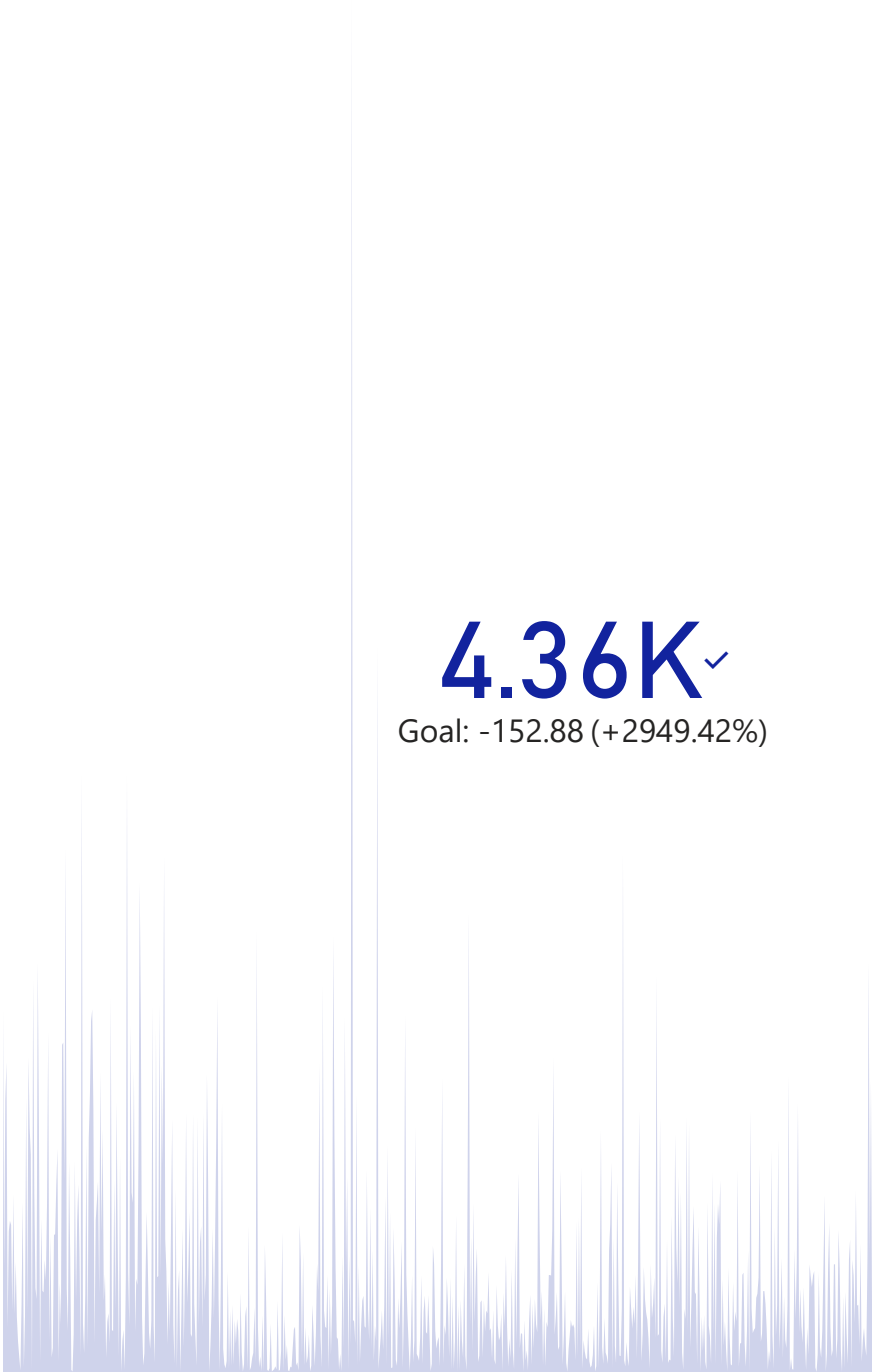
Sum of Profit by Order Date



Order Date, Order ID and Ship Date



Sum of Sales and Sum of Profit by Order Date



2.30M

Sum of Sales

## Key Performance Insights

### ✓ 1. Sales and Profit Overview:

- 💰 **Total Sales:** \$2.3 Million
- 📈 **Total Profit:** \$286K
- 📄 **Profit Margin:** ~12.5%

### 🌍 Regional Performance:

#### ✓ 2. Top Performing Regions

- 🏆 **West Region** has the **highest profit** and strong sales.
- 🟡 **South Region** shows **high sales but low profit**, indicating potential cost inefficiencies.

### 👤 Customer Segments

#### ✓ 3. Valuable Customer Segment:

- **Corporate** and **Home Office** segments generate higher profit per customer.
- **Consumer segment** has the most orders but lower average profit.

#### ✓ 4. Product Category Performance:



- 💻 **Technology** category has the **highest profit and sales**.

## ✦ 1. Focus on High-Performing Regions



-  **Expand marketing and logistics in the West Region** where profit and sales are consistently high.
-  **Investigate cost inefficiencies in the South Region**, which shows high sales but low profits.

Improve operational efficiency.



## ✦ 2. Optimize Product Strategy

-  **Reduce inventory or phase out underperforming products**, especially **Tables** and **Bookcases** with negative profit margins.
-  **Promote high-margin products** like **Phones**, **Accessories**, and **Chairs** with targeted marketing.

## ✦ 3. Improve Pricing and Discount Policies

-  **Limit heavy discounting (20% and above)** as it leads to negative profit in many cases.
-  **Test lower-tier discounts (5–15%)** for price-sensitive segments to maintain margins while boosting volume.

## ✦ 4. Enhance Customer Segmentation Strategy

-  Focus retention campaigns on **Corporate** and **Home Office segments**, as they generate higher profit per order.
-  For the **Consumer segment**, launch personalized promotions to increase basket size or upsell to higher-margin products.