



US REGIONAL SALES ANALYSIS

DASHBOARD

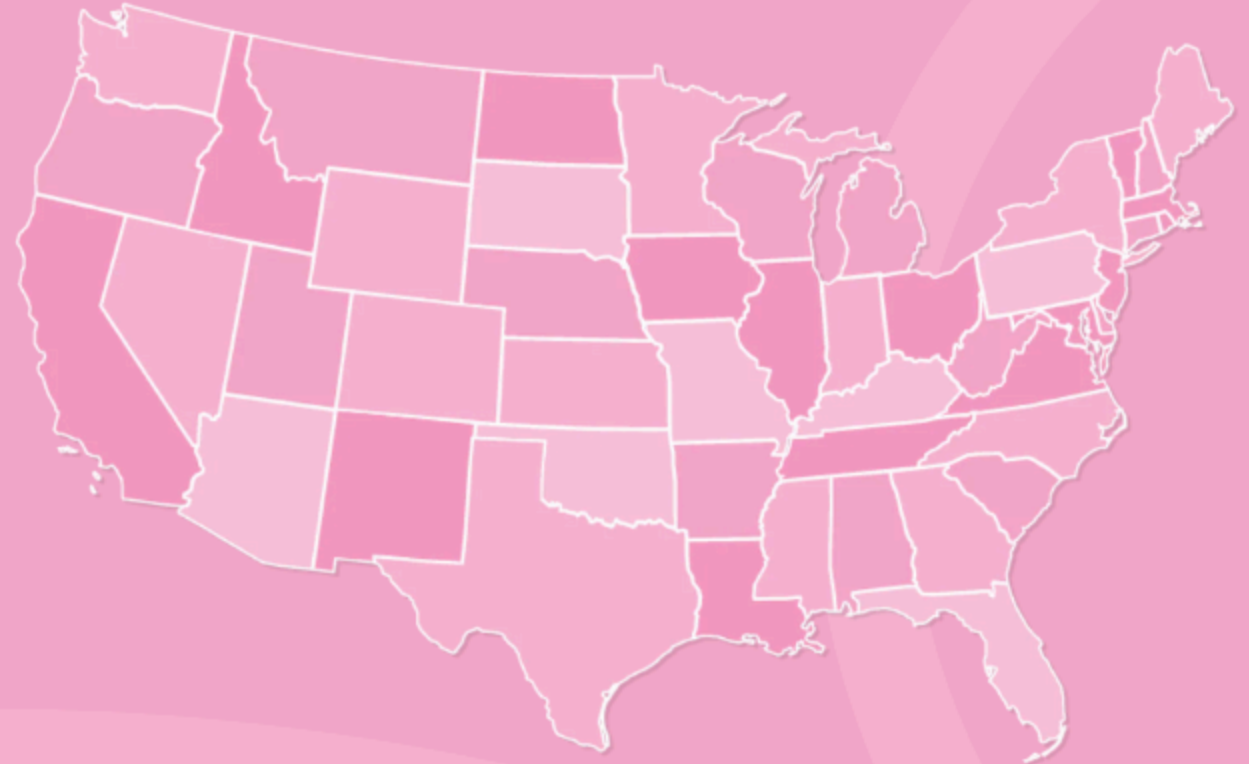
This dashboard provides a comprehensive view of the company's performance across 2014–2017.

It highlights sales revenue, profit margins, customer distribution, and regional performance.

Overview

Product /
Channel
Performance

Geographic
Insights



[Home](#)[Overview](#)[Product/Channel
Performance](#)[Geographic
Insights](#)

Total Revenue

1.2bn

Total Profit

461.8M

Profit Margin %

37.4%

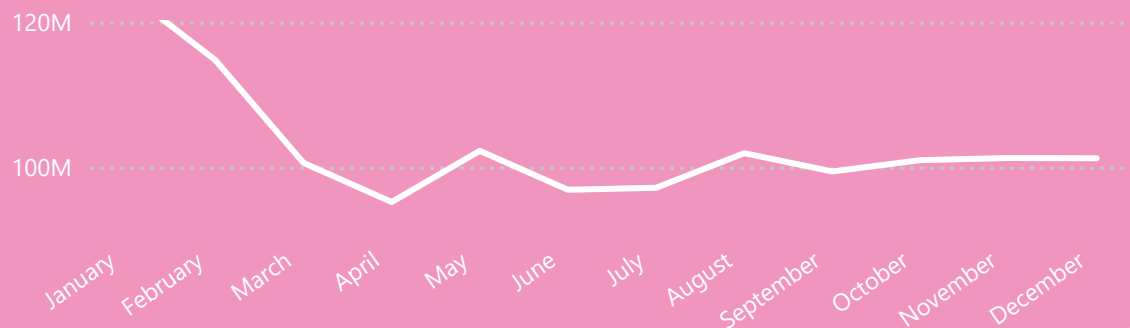
Total Orders

64.1K

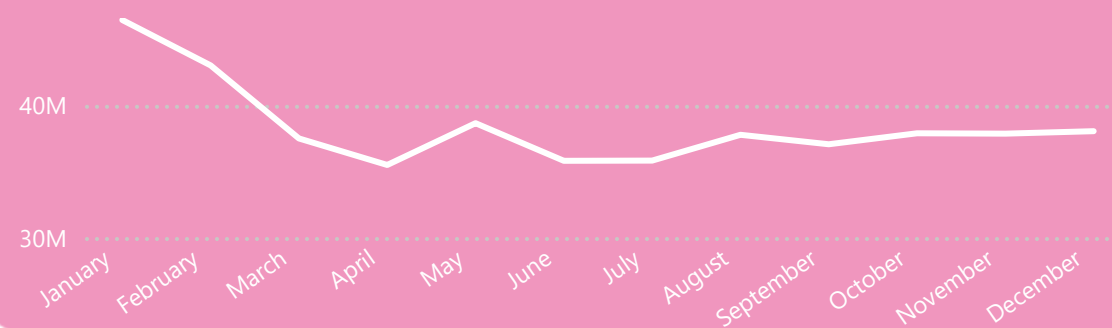
Revenue per Order

19.3K

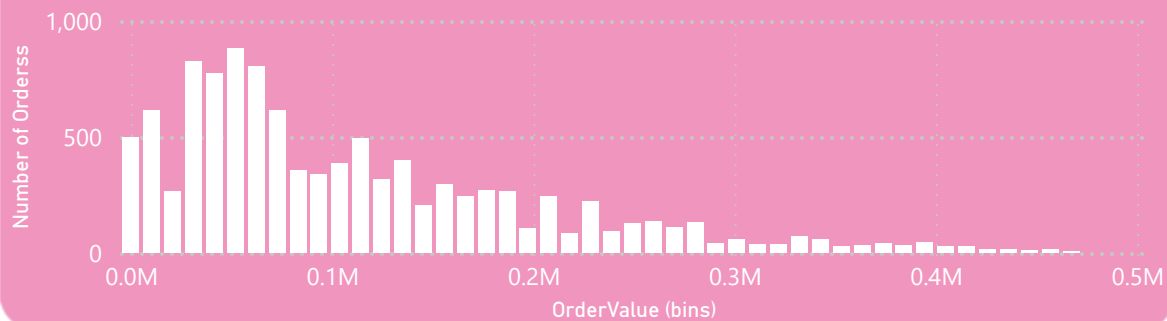
Revenue by Month



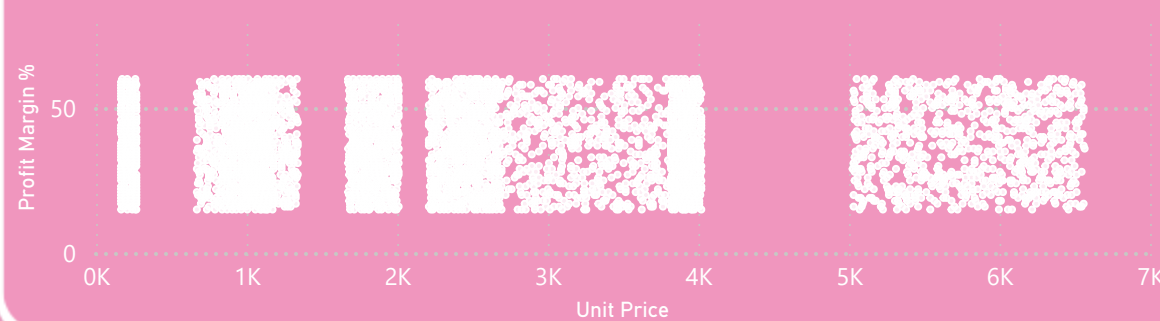
Profit by Month



Order Value Spectrum



Unit Price vs Profit Margin





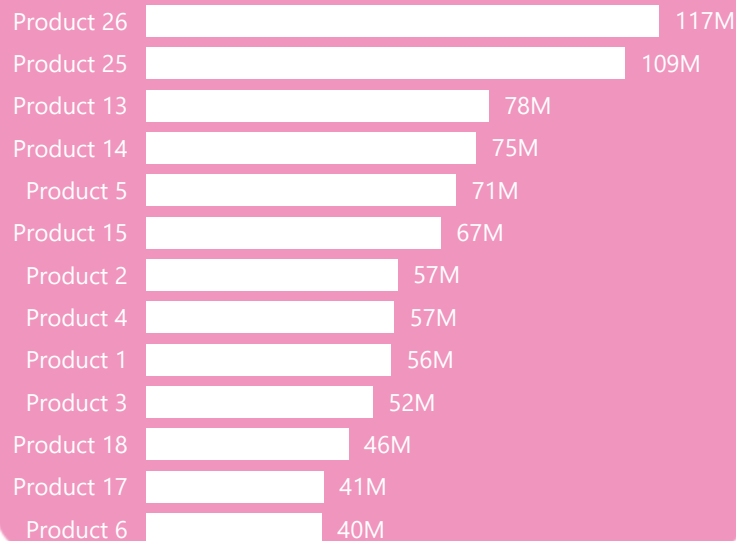
Home

Overview

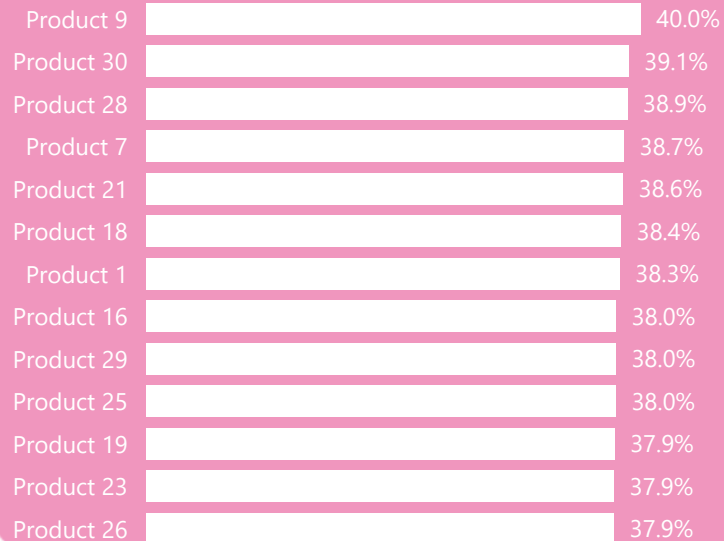
Product/Channel
Performance

Geographic
Insights

Best-Selling Products



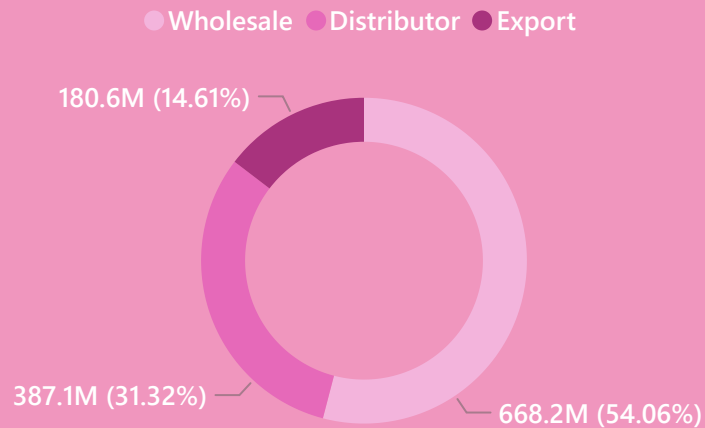
Products by Profit



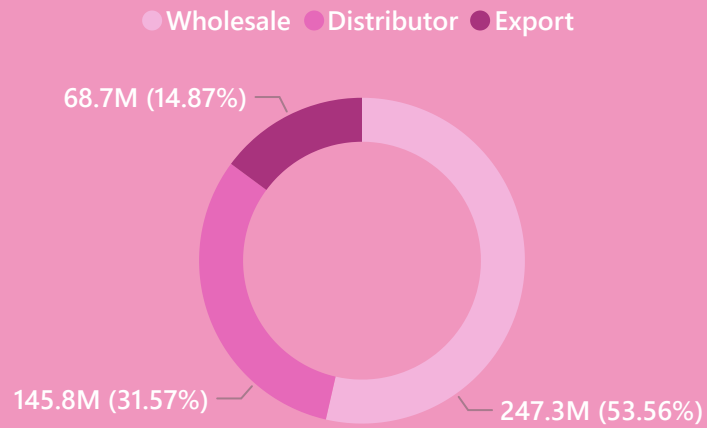
Revenue vs. Profitability of Customers



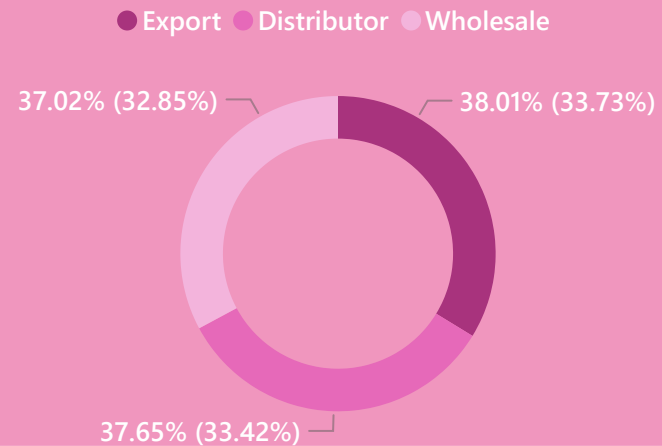
Revenue by Channels



Profit by Channels

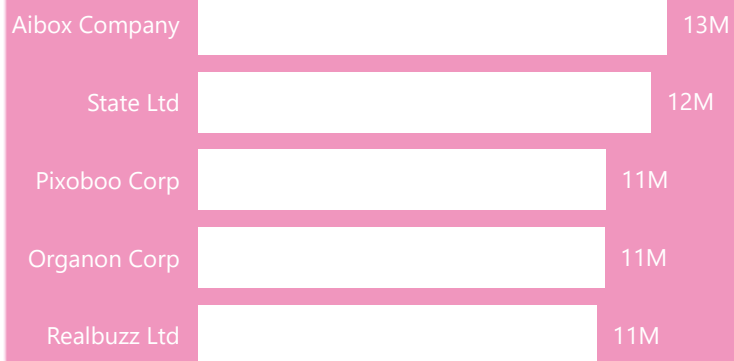


Profit by Channels

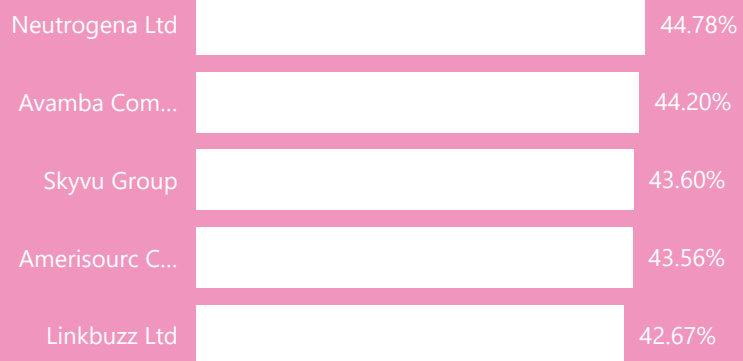


[Home](#)[Overview](#)[Product/Channel
Performance](#)[Geographic
Insights](#)

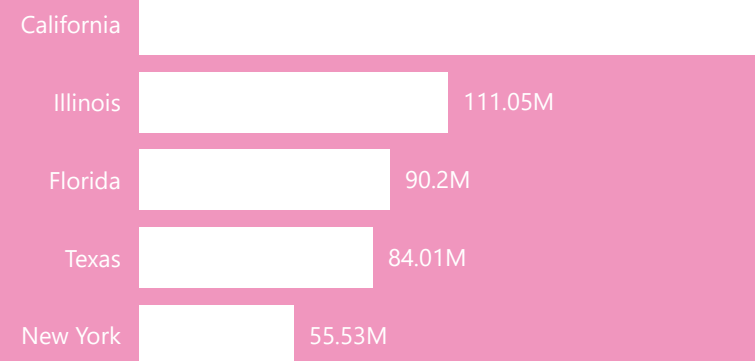
Customers by Revenue



Customers by Profit Margin %

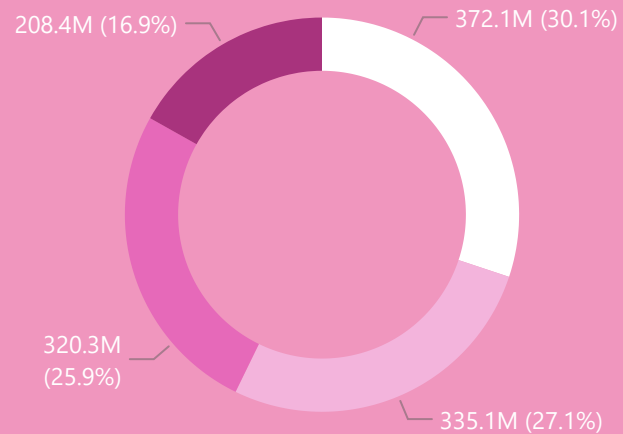


States by Revenue



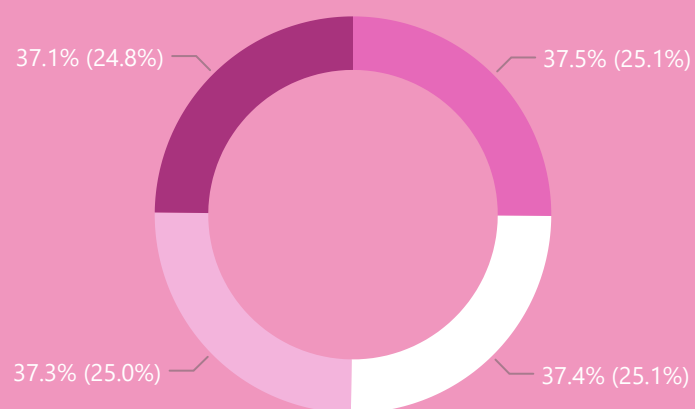
Total Revenue by Region

● West ● South ● Midwest ● Northeast



Profit Margin % by Region

● Midwest ● West ● South ● Northeast



Total Profit by State

