

SALES ANALYSIS

Central

East

South

West

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Cards

COD

Online

Furniture

Office
Supplies

Technology

Total Sales

1.6M

Total Profits

175K

Sales Qty

22K

Avg Delivery Time

4

Customer Count

773

Total Orders

3003

Product Categories

3

Product Sub- Categories

17

Segment	Sales	Qty	Profit	Customer Count
Consumer	753K	11K	81K	1528
Corporate	510K	7K	58K	915
Home Office	303K	4K	36K	560
Total	1,566K	22K	175K	3003

Ship Mode	Avg Delivery Days
Same Day	0
First Class	2
Second Class	3
Standard Class	5

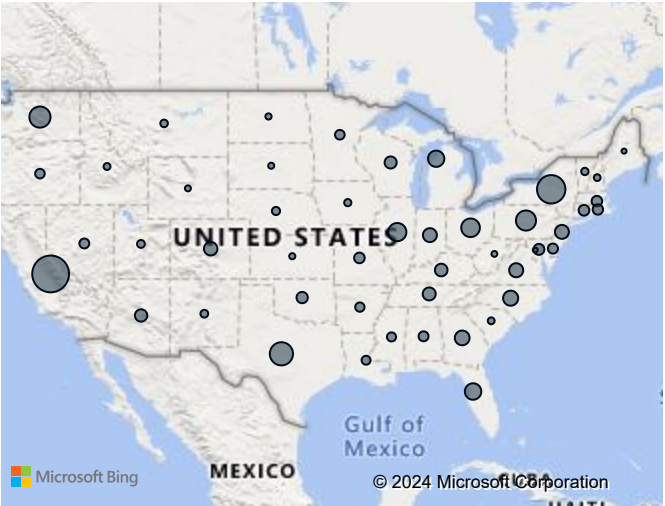
Sales by Category

Technology 0.47M

Office Supplies 0.64M

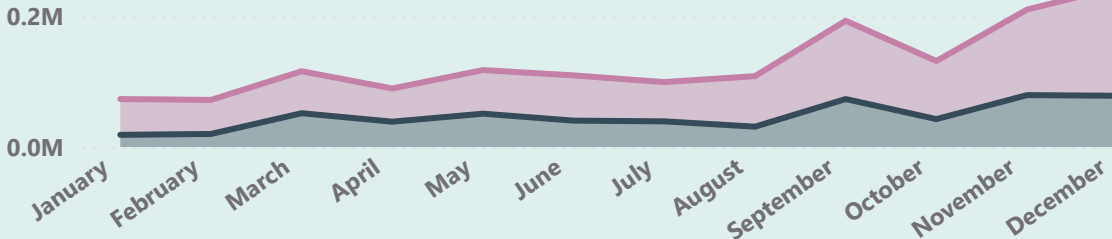
Furniture 0.45M

Sales by State



Sales

Year ● 2019 ● 2020



Profit by Category

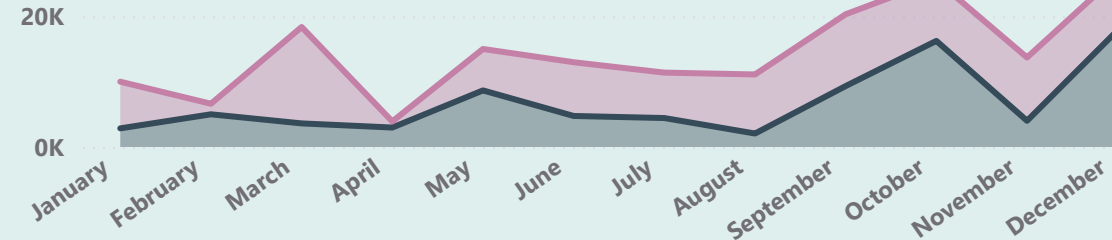
Technology 90K

Office Supplies 75K

Furniture 10K

Profits

Year ● 2019 ● 2020



Qty by Category

Technology 18%

Office Supplies 61%

Furniture 21%

Top 5 - Loss Making Products

Category	Sub-Category	profit_margin
Furniture	Tables	-9%
Office Supplies	Supplies	-5%
Furniture	Bookcases	-1%
Technology	Machines	0%
Office Supplies	Fasteners	4%

Top 5 - Profit Making Products

Category	Sub-Category	profit_margin
Technology	Copiers	72%
Office Supplies	Paper	21%
Office Supplies	Envelopes	21%
Technology	Accessories	21%
Office Supplies	Appliances	16%