

Sum of Sales and Sum of Profit by Region

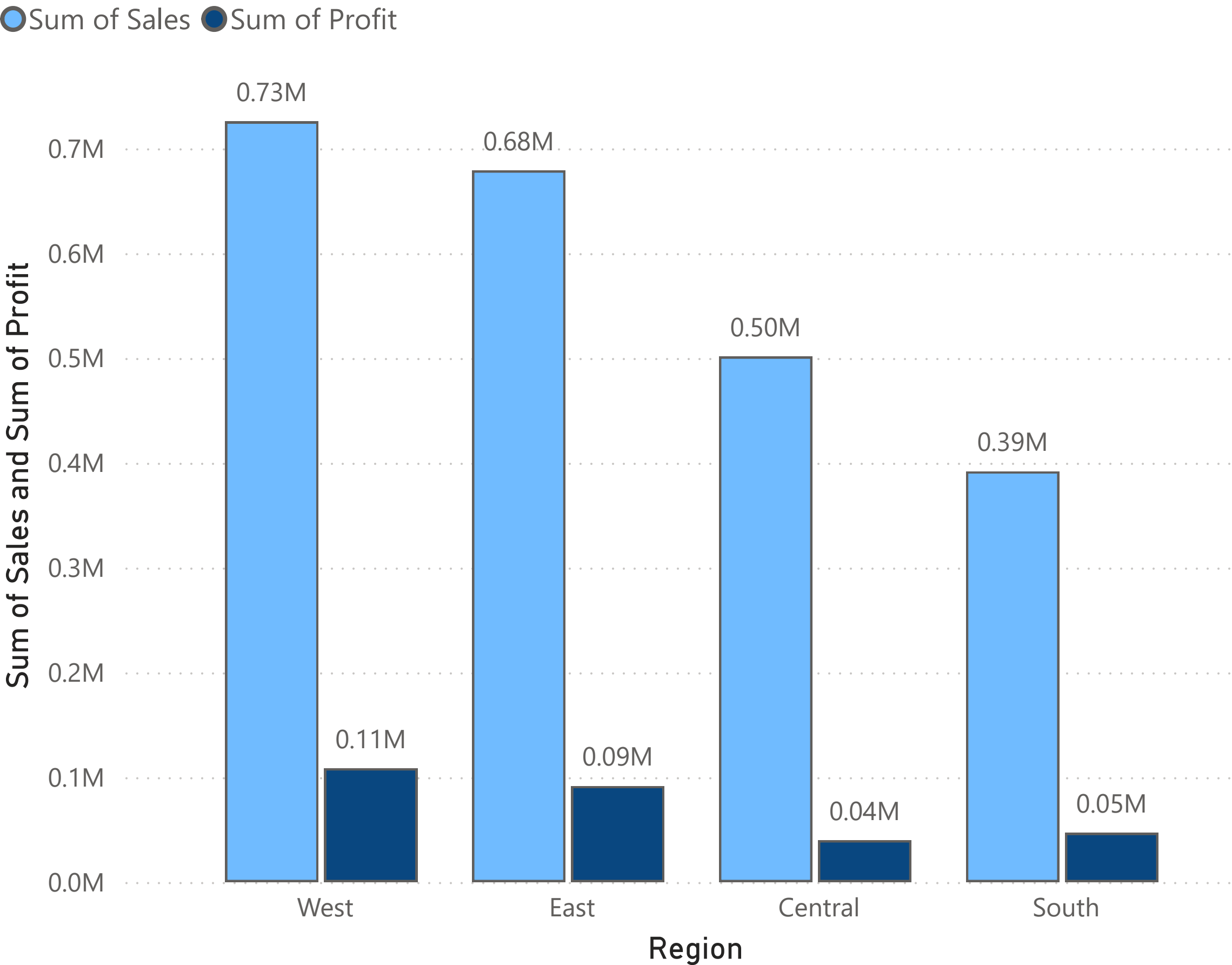


Chart: Sales & Profit by Region

This chart displays total Sales and Profit across each region Business optimizing•

- 1.West region is the top performer with the highest Sales \$733K) and Profit \$111K.
- 2.East has strong Sales (\$678K) but relatively lower Profit (\$79K) — potential efficiency issues.
- 3.Central region has moderate Sales \$501K) but very low Profit \$44K — investigate discounting or costs.
- 4.South is the lowest performer in both Sales and Profit — needs strategic attention.

Recommendation:Focus on optimizing Central and South, and replicate West’s successful practices in other regions.

Sum of Sales and Sum of Profit by Segment

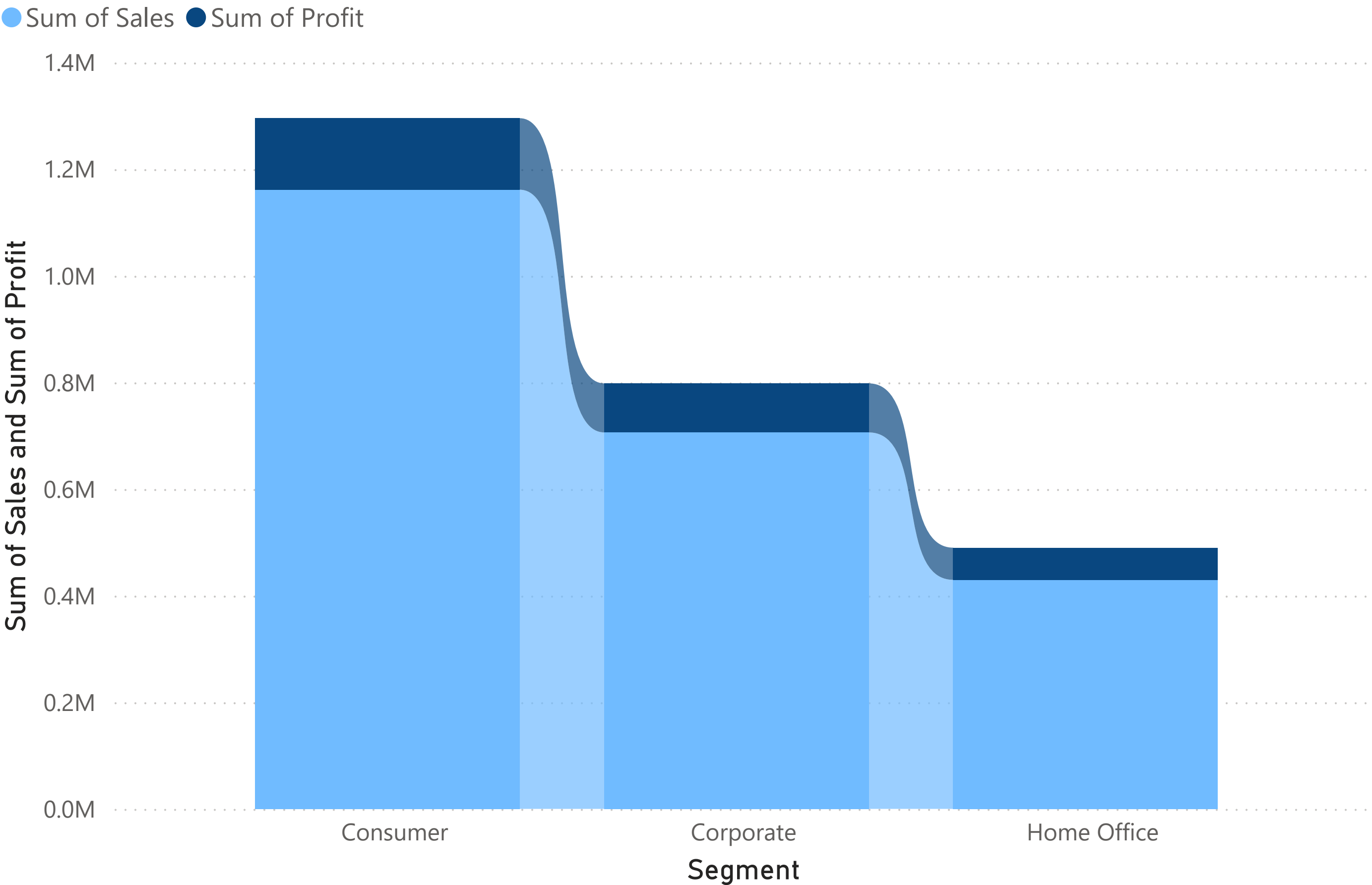


Chart: Sales & Profit by Segment

This Waterfall chart highlights segment-wise contribution to overall Sales and Profit (Consumer, Corporate, Home Office).

Business Insights:

- 1.Consumer segment delivers the highest Sales (~\$1.3M) and strong Profit — your core customer base.
- 2.Corporate performs moderately well but has room to grow through targeted marketing or offers.
3. Home Office lags in both Sales and Profit — possibly a weak product fit or under-served group.

Recommendation:Double down on Consumer, nurture Corporate, and consider repositioning for Home Office to improve results.

Sum of Sales by Month

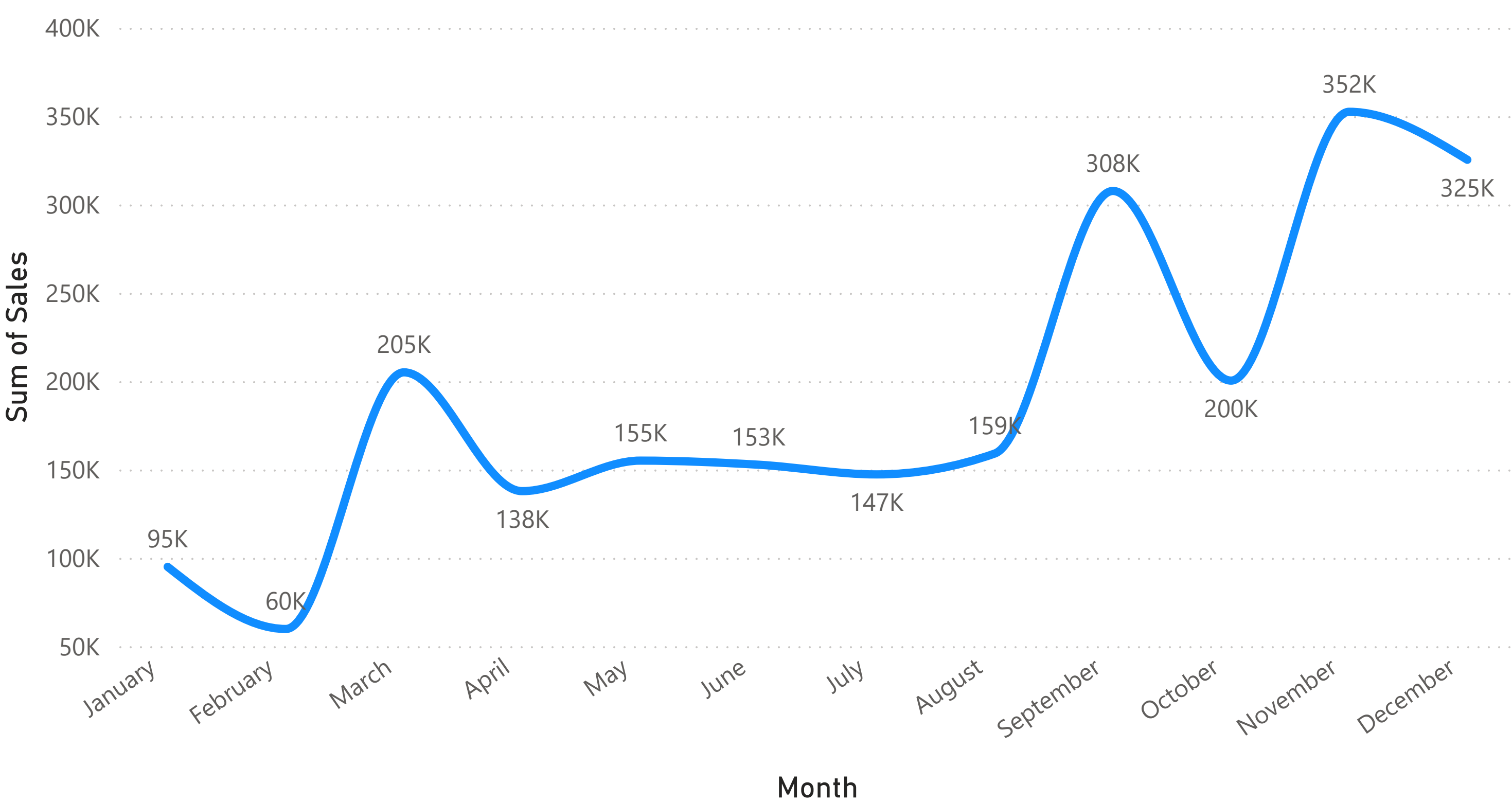


Chart: Sum of Sales by Month

This line chart reveals monthly sales trends across the year, highlighting seasonality and key performance spikes.

Business Insights:

- 1.Sales show a steady upward trend, with noticeable spikes in April (~205K), September (~308K), and November-December (~352K, ~325K).
- 2.January (~55K) and February (~93K) are the lowest-performing months — typical post-holiday slump.
- 3. The year-end surge is likely driven by promotions or holiday demand.

Recommendation:Leverage this trend to allocate more inventory and marketing budget during Q4. Consider running targeted campaigns in low-sales months to stabilize performance.

Sum of Profit by Ship Mode

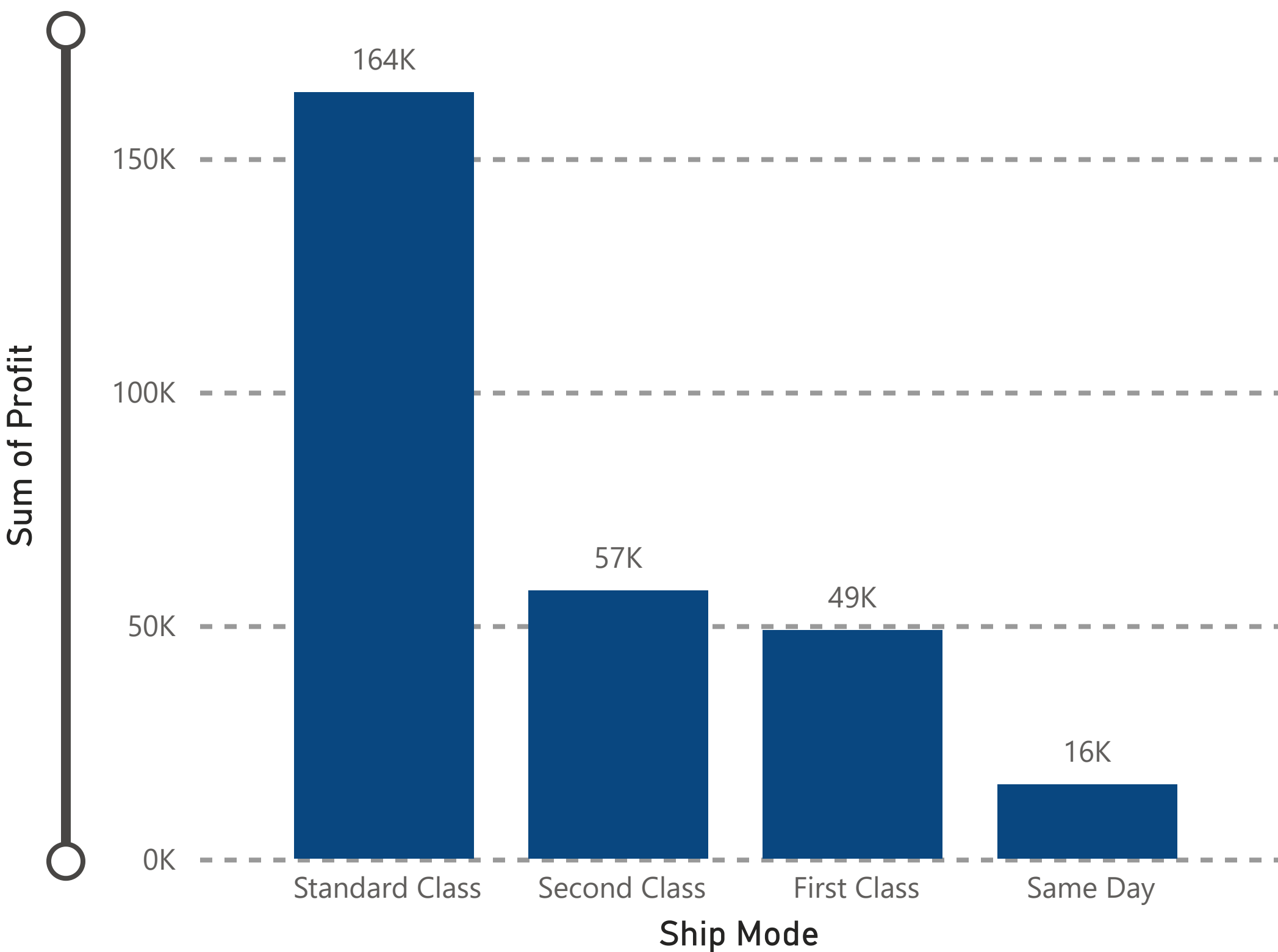


Chart: Sum of Profit by Ship Mode

This bar chart displays profitability across different shipping methods.

Business Insights:

- 1.Standard Class is the most profitable mode (~164K) — reliable and cost-effective.
- 2.Second Class and First Class generate moderate profit (~57K and ~49K).
- 3.Same Day delivery yields the lowest profit (~16K) — likely due to high costs and lower margins.

Recommendation:Encourage customers toward Standard Class shipping with discounts or default settings. Re-evaluate pricing strategy for Same Day to improve profitability.

Sum of Sales and Sum of Profit by Sub-Category

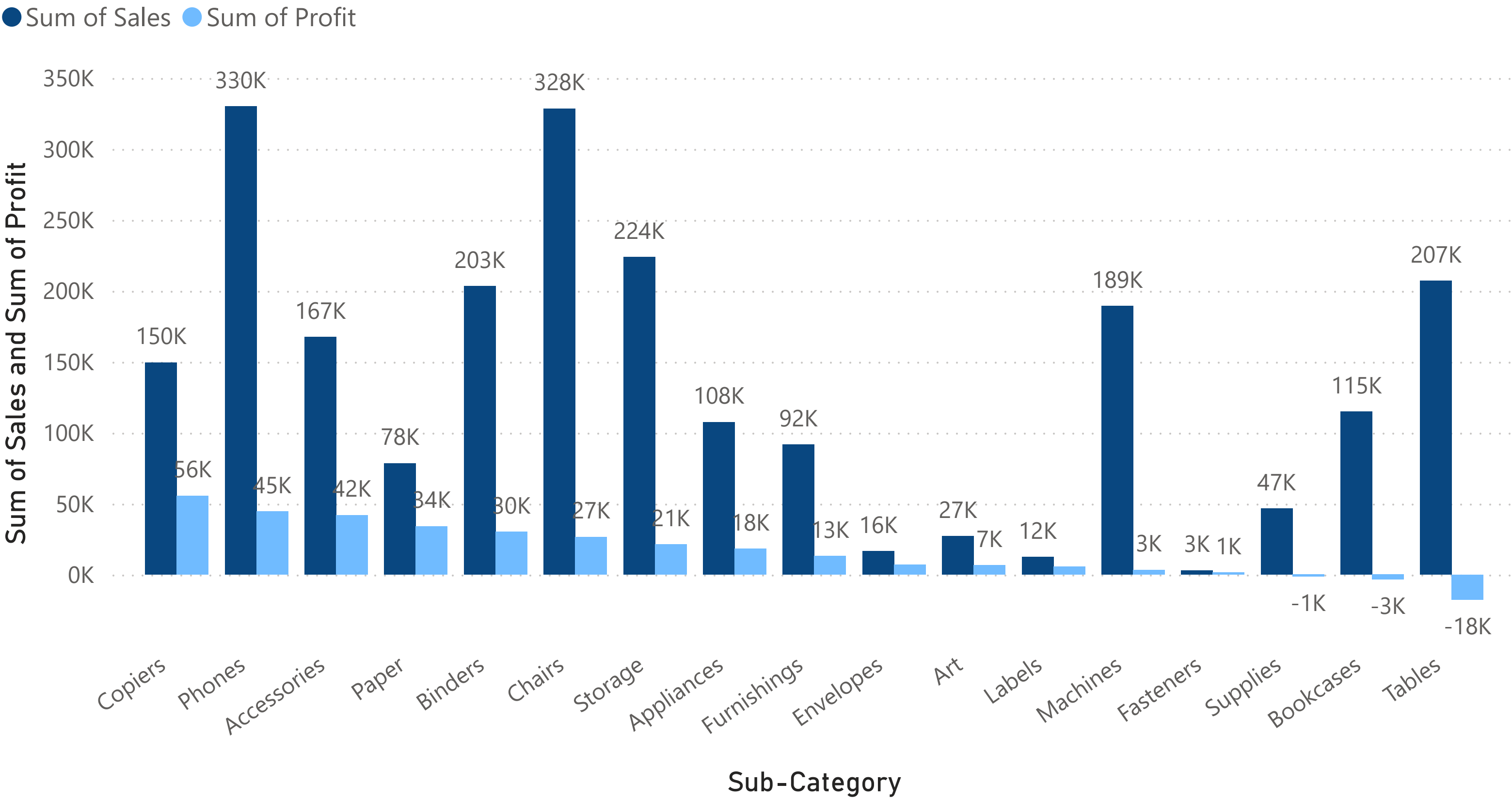


Chart: Sum of Sales and Profit by Sub-Category

This bar chart shows the combined sales and profit for various product sub-categories.

Business Insights:

- Copiers (~328K sales, ~150K profit) and Phones (~330K sales, ~106K profit) are top performers with strong profit margins.
- Tables (~207K sales, -\$17K profit) and Bookcases (~47K sales, -\$3K profit) generate high or moderate sales but result in losses.
- Supplies, Binders, and Accessories show modest sales but some profitability issues, indicating inconsistent performance.

Recommendation: Double down on promoting Copiers, Phones, and Chairs. Conduct a cost analysis for Tables and Bookcases — explore options like price revision, supplier renegotiation, or bundling strategies.

| State | Furniture | Office Supplies | Technology | Total |
|----------------------|-----------|-----------------|------------|------------|
| Alabama | 1,231.39 | 1,257.63 | 3,297.80 | 5,786.83 |
| Arizona | -2,744.92 | -795.50 | 112.50 | -3,427.92 |
| Arkansas | 781.46 | 1,965.79 | 1,261.44 | 4,008.69 |
| California | 9,162.97 | 37,748.38 | 29,470.04 | 76,381.39 |
| Colorado | -2,683.13 | -373.14 | -3,471.58 | -6,527.86 |
| Connecticut | 1,226.28 | 1,504.28 | 780.93 | 3,511.49 |
| Delaware | 870.71 | 2,867.62 | 6,239.05 | 9,977.37 |
| District of Columbia | 350.08 | 60.94 | 648.56 | 1,059.59 |
| Florida | -2,254.98 | -1,675.13 | 530.80 | -3,399.30 |
| Georgia | 2,049.46 | 9,800.93 | 4,399.66 | 16,250.04 |
| Idaho | 533.97 | 200.66 | 92.10 | 826.72 |
| Illinois | -9,076.29 | -8,354.16 | 4,822.56 | -12,607.89 |
| Indiana | 2,181.28 | 5,200.78 | 11,000.88 | 18,382.94 |
| Iowa | 520.04 | 345.41 | 318.37 | 1,183.81 |
| Kansas | 36.97 | 624.49 | 174.99 | 836.44 |
| Kentucky | 3,210.99 | 3,832.07 | 4,156.64 | 11,199.70 |
| Louisiana | 685.99 | 495.09 | 1,015.02 | 2,196.10 |
| Maine | 33.94 | 169.51 | 251.03 | 454.49 |
| Maryland | 1,905.83 | 3,802.47 | 1,322.88 | 7,031.18 |
| Massachusetts | 1,000.07 | 2,000.00 | 1,755.75 | 6,755.82 |
| Total | 18,451.27 | 122,490.80 | 145,454.95 | 286,397.02 |

Chart: Profit Heatmap by State and Category

This matrix table with conditional formatting highlights profit distribution by category (Furniture, Office Supplies, Technology) across states.

Business Insights:

- Texas, New York, and California are top total profit contributors (~18K–24K+), especially strong in Technology.
- Colorado stands out with high negative Furniture profit (-9.6K) but positive gains in Technology.
- States like Arizona, Arkansas, and Ohio show losses across multiple categories, particularly Office Supplies and Furniture.

Recommendation: Focus marketing in top-performing states while identifying turnaround strategies in red-flag states like Colorado and Ohio. Customize product offerings by state — prioritize Technology in high-profit states and reassess Furniture category performance in low-profit zones.

Summary & Recommendations

Top 3 Business Insights

Consumer segment is the most profitable, contributing \$134K+ in total profit.

Copiers, Phones, and Accessories are the top-performing sub-categories, with Copiers alone generating \$55.6K+ in profit.

The West Region leads all others with \$108K+ in profit, outperforming even East by a significant margin.

Underperforming Segments/Products

The “Tables” sub-category is the weakest performer, incurring a loss of over \$17K.

Bookcases and Supplies also show negative or minimal profitability.

While the Central Region has decent sales, it trails in profitability compared to others, contributing only \$39.7K, the lowest among regions.

Operational Improvements

Same Day shipping, used in only 5.4% of orders, generates just \$15.8K in profit — consider reducing its usage to cut logistics costs.

In contrast, Standard Class dominates with nearly 60% usage and over \$164K in profit — a more cost-effective default.

Discounts >30% lead to steep losses (avg. profit = −\$156), while low discounts ($\leq 10\%$) are the most profitable (avg. profit = \$67+). Reconsider aggressive discounting strategies.

Recommendations

Prioritize marketing and product availability in top sub-categories like Copiers and Phones.

Investigate root causes behind Tables’ poor performance — price, vendor, or customer satisfaction.

Shift more orders to Standard Class shipping, and review Same Day orders for necessity.

Set discount caps near 20% to protect margins without severely impacting sales.