

Executive Summary

 Sales, Profitability & Retention Overview – Filterable by Region, Segment, Date

Date

1/1/2021

12/31/2025

Segment

Consumer

Corporate

Home Office

Region

East

South

North

West

Total Sales

125K



Total Profit

29K



Retention Rate %

1.00



Return Rate %

0.40



Profit Margin %

0.23




Total Orders

4



“ Top Highlights”

 **Best Region:**
North (₹91K Sales,
20K - Total Profit)

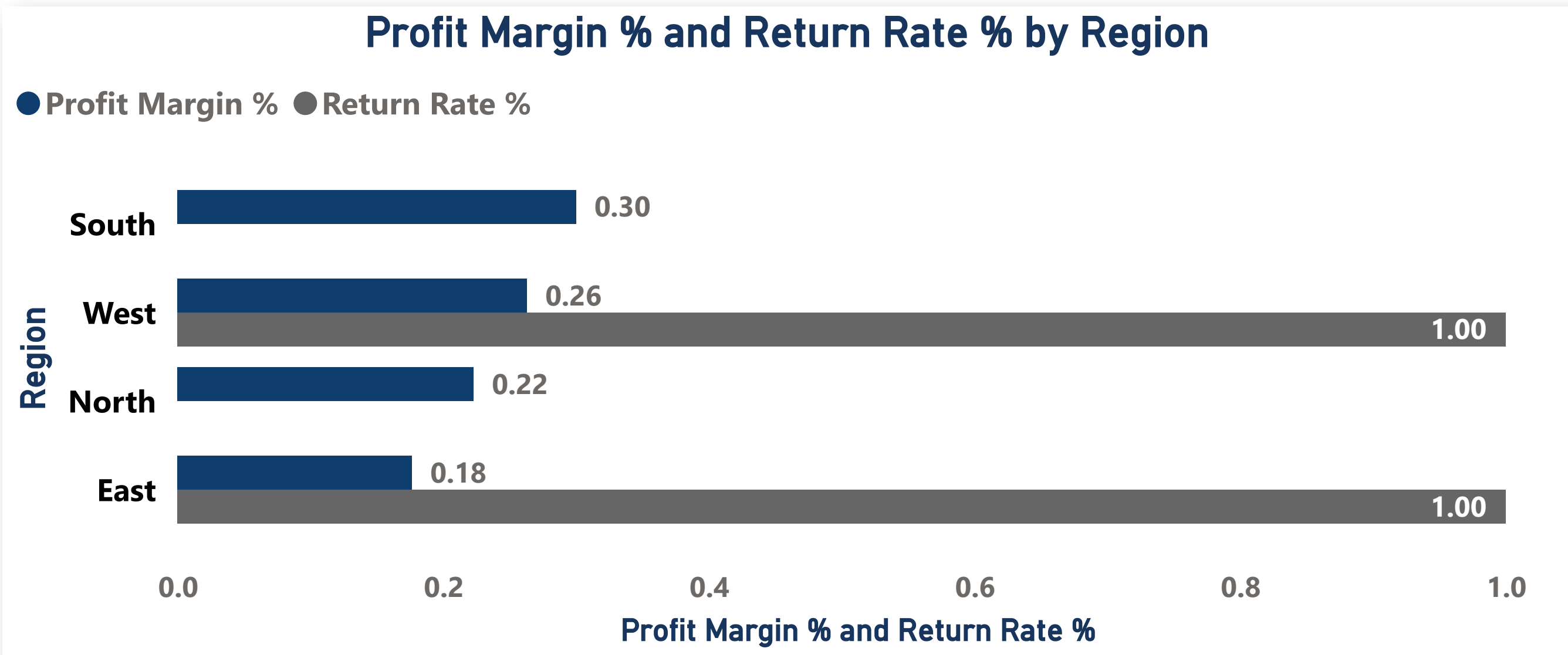
 **Low Retention :**
Corporate -Null
(Needs more
attention)

 **Focus Area:**
Home Office
Profit Margin -
0.18%

Region-wise Profitability



Profitability, Return Rate & Top Customers by Region



"Invest where margins are growing, and act where returns are rising."

Customer_Id	Region	Total Profit
101	North	20375
102	South	6300
103	East	1800
104	West	500
Total		28975



Key Regional Insights



South Region has the highest Profit Margin (0.30%) — most profitable zone.



West Region has the highest Return Rate (1%) — needs quality check.

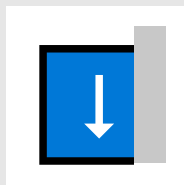


East Region shows rising profitability trend — improving performance worth further investment.

Product Performance

📌 See what’s selling best! Dive into product sales and profits — sliced by segment or region

 **Interactive Filters**
— Slice by Segment & Region



Region

All

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Sub_Category	Total Profit
Accessories	375
Chairs	6300
Computers	20000
Monitors	1800
Stationery	500
Total	28975



Strategic Insights



Computers lead in sales
Generated ₹90K — highest
among all sub-categories.
⚠ Stationery & Accessories lag
behind

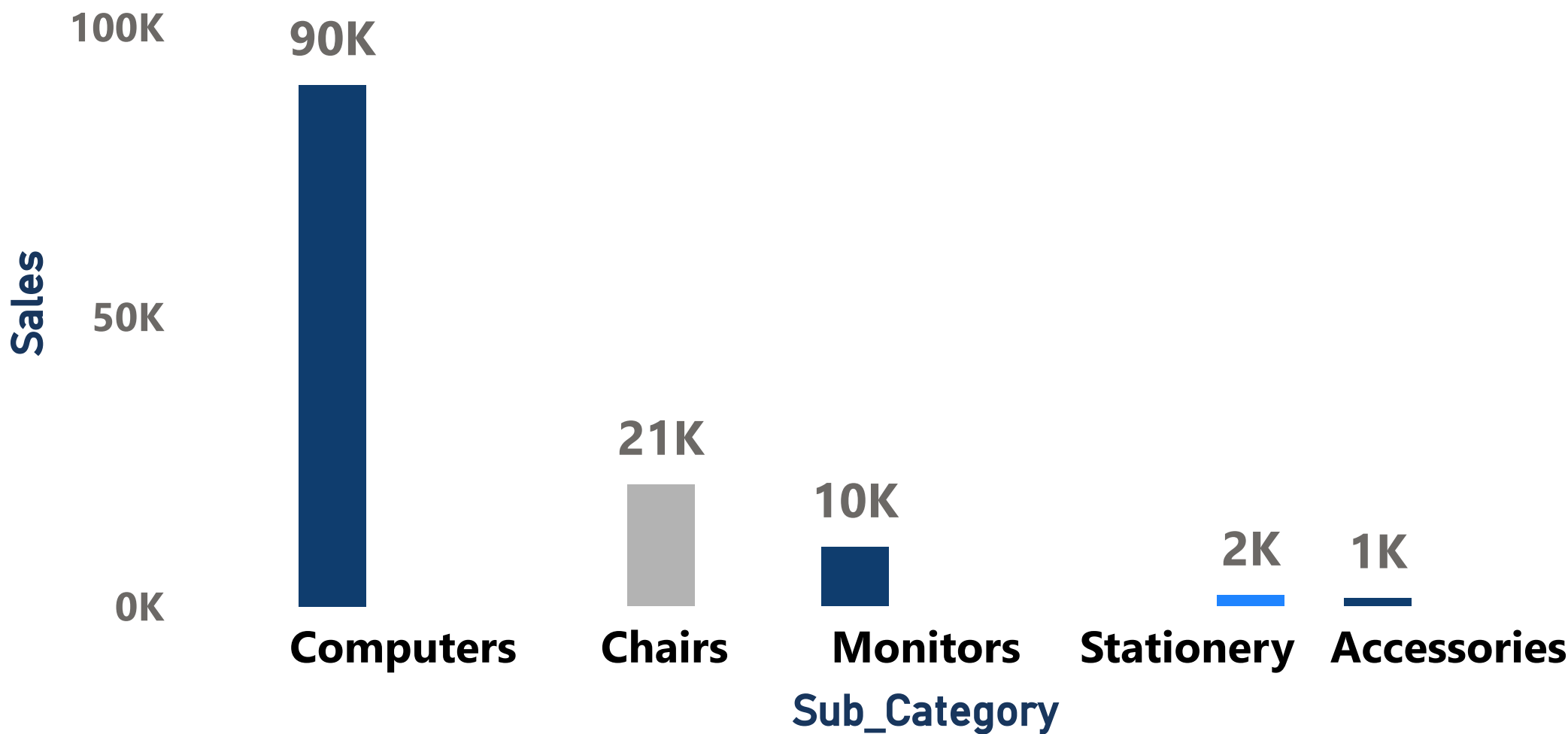


Uneven sub-category
performance

Sales vary from ₹90K to ₹1K,
with profit differences too —
needs better visibility and focus.

Sales by Sub_Category and Category

Category ● Electronics ● Furniture ● Office Supplies

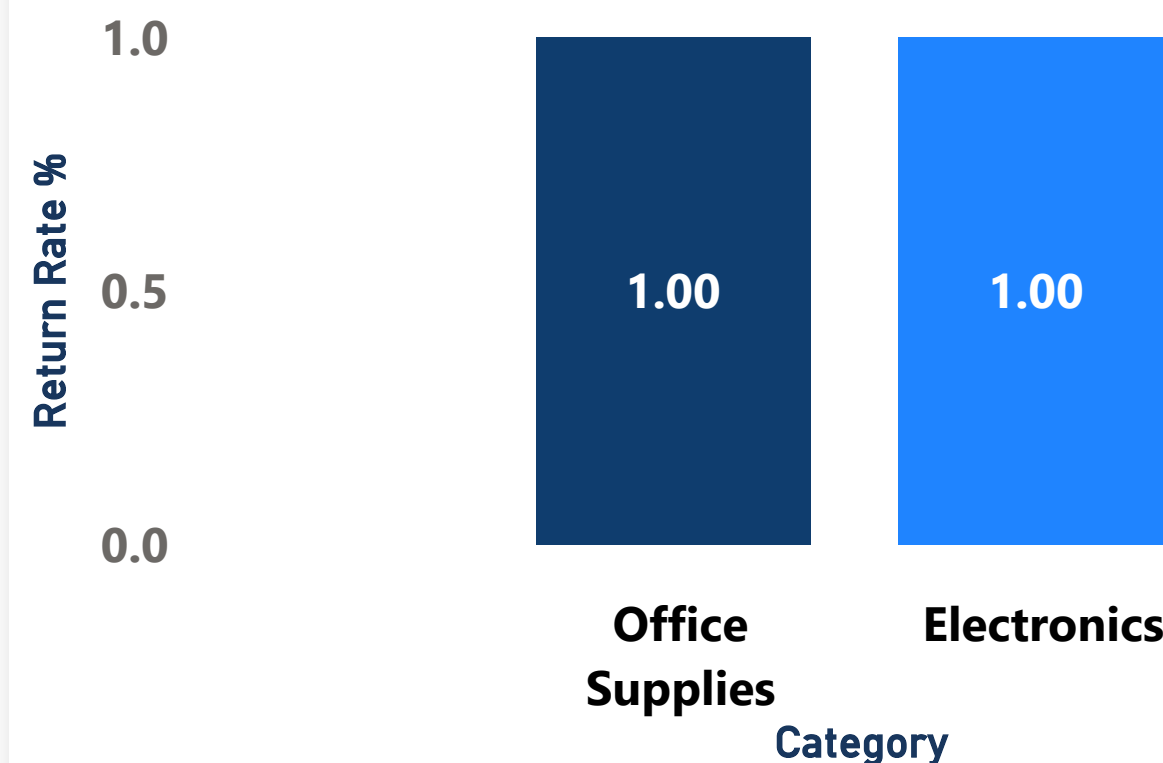


Returns Analysis

📌 High return rates can hide major product or delivery issues — let's find and fix them

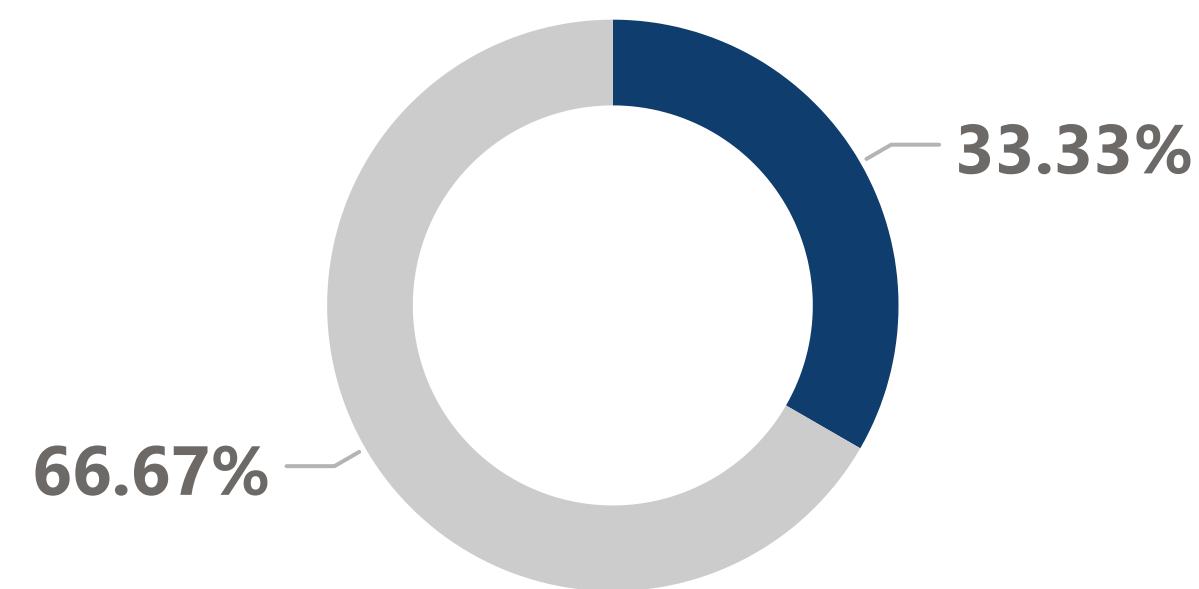
Return Rate % by Category and Region

Region ● West ● East



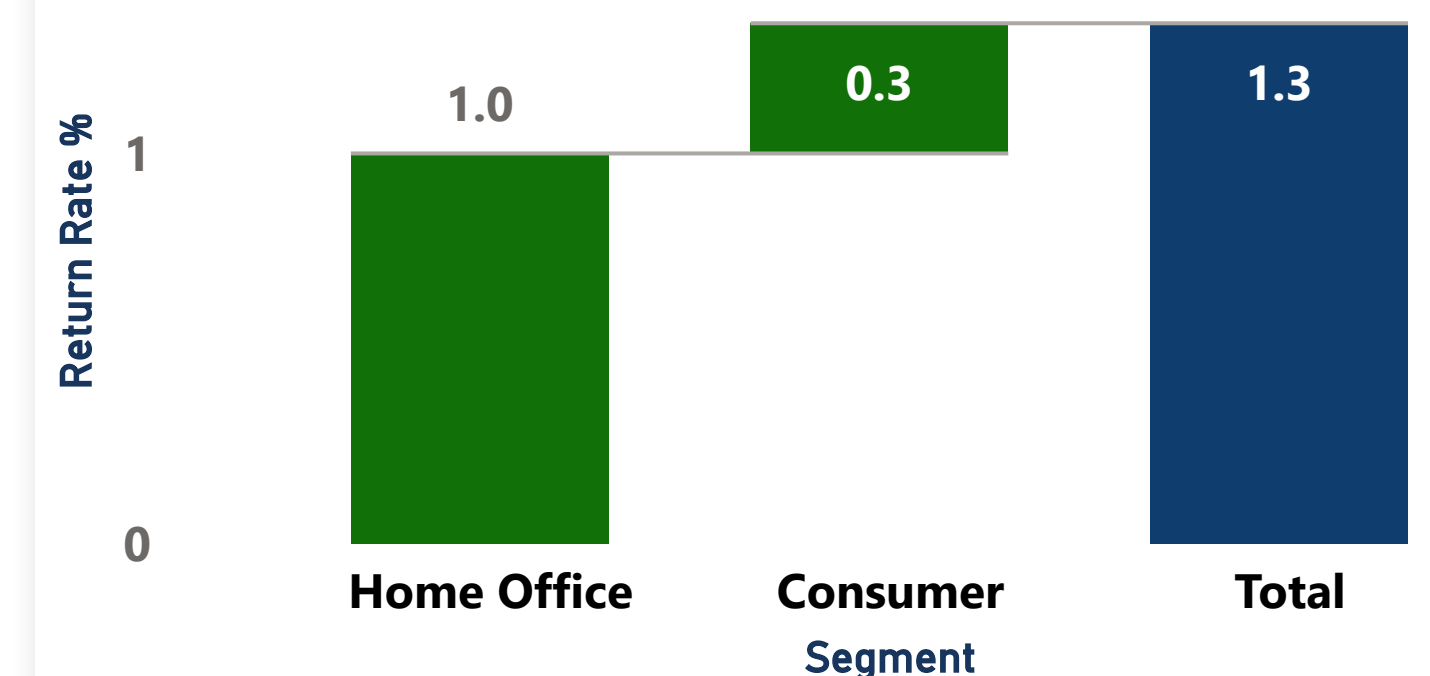
% Returned Orders VS Total Orders

● % Returned Orders ● VS Total Orders



Return Rate % by Segment

● Increase ● Decrease ● Total



⚡ Instant Insights ↴

🔴 **Critical Alert:**
100% returns in *Office Supplies (West) & Electronics (East)* — critical red flag

⚠️ **Rising Trend:**
Consumer segment return rate rising → needs closer review

📅 Select Order Date



Order_Date

- ☐ Thursday, Jun...
- ☐ Saturday, Jun...
- ☐ Monday, June ...
- ☐ Wednesday, J...



Executive Insight Summary

Insights, Profitability, Red Flags & Actions Points

📌 Section 1: Key Business Insights ↓

- 💻 **Top Product: Computers** – ₹90K sales
- 🌍 **Best Region: North** – ₹91K sales | ₹20K profit
- 🚨 **High Returns: 100% in Office (West) & Electronics (East)**
- 📦 **Low Retention: Corporate segment** – 0% repeat

📌 Section 2: 💰 Where Profits Are Being Lost ↓

- 📄 **Accessories & Stationery** bring lowest profit – under ₹1K
- 📍 **East Region** has lowest profit margin – just 0.18%
- 🚩 **Returns in West & East** causing profit leakage

📌 Section 4: 🔄 Retention Suggestions ↓

- 📉 **Retention drops** in recent months
- 🏢 **Corporate segment: 0% repeat buyers**
- 🔄 **Most returns** from one-time buyers
- 🎯 **Boost loyalty** in East & Corporate zones

📌 Section 3: 🌍 Target Segments or Regions ↓

- 📍 **East & West: High sales, low profit**
- 👤 **Corporate: 0% repeat rate**
- 🕒 **Office Supplies (West): 100% returns**
- 🔍 **Accessories: Low margin** despite sales

📌 Section 5: 🚨 Anomalies or Red Flags ↓

- 🔴 **100% returns** in Office & Electronics
- 📉 **East** has sales but nearly 0 profit
- 🏢 **Corporate** shows no returning customers
- 📄 **Accessories: High sales, near-zero profit**

📌 Section 6: ✅ Final Strategic Recommendations ↓

- ✅ **Fix returns** in West & East
- ✅ **Reprice** low-margin items
- ✅ **Boost retention** in Corporate & East

💬 "Fix what's leaking. Invest where it grows."
(Returns down → Profits up → Customers loyal)