

AG-2012-RO97803-40964	Sum of Profit 202.32	Sum of Sales 613.26	Sum of Quantity 2
AJ-2014-JL58359-41662	Sum of Profit 946.68	Sum of Sales 2.06K	Sum of Quantity 4
AL-2012-SC102302-40970	Sum of Profit 258.90	Sum of Sales 1.62K	Sum of Quantity 10

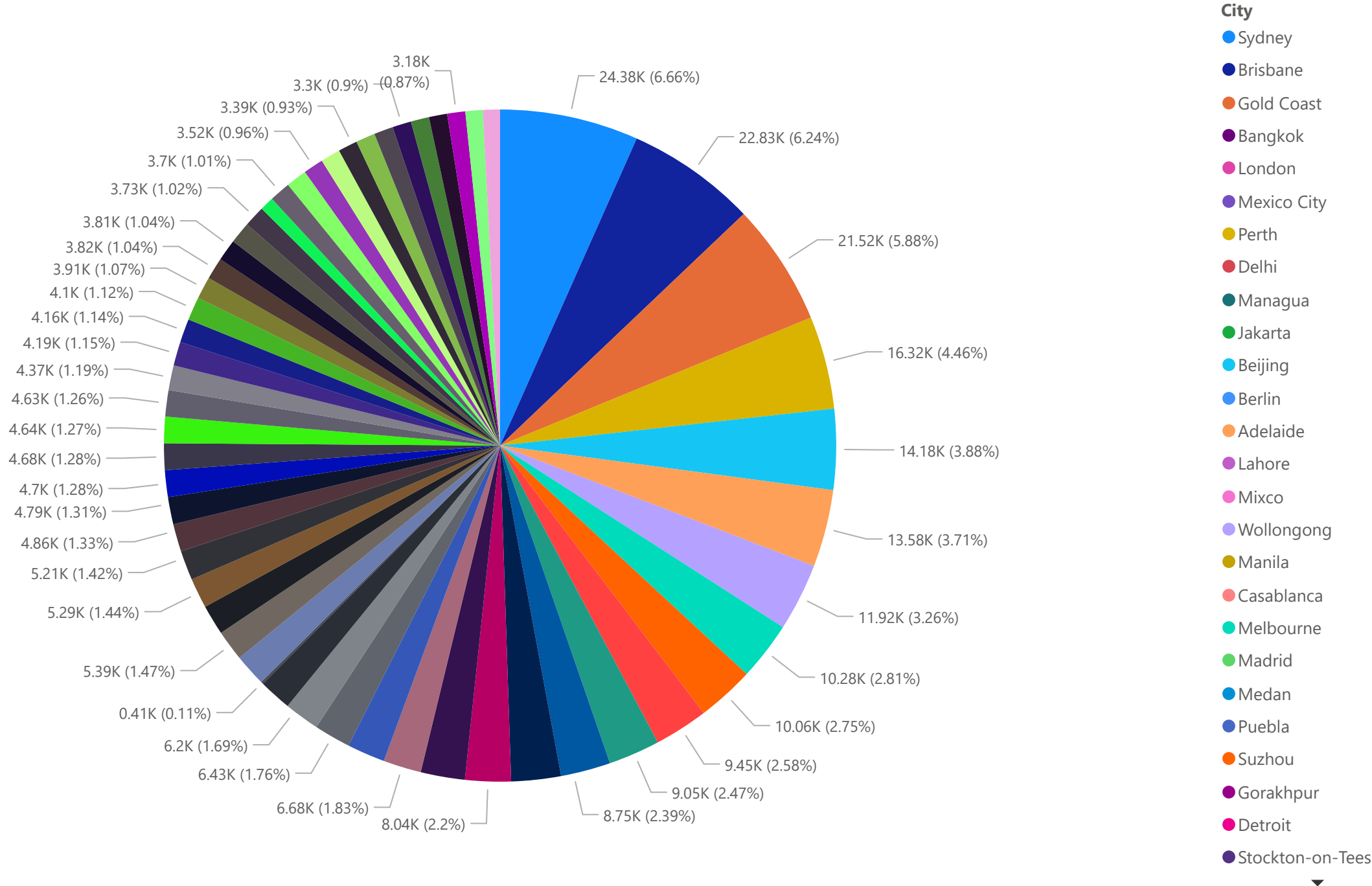
Context: This page presents a high-level overview of overall sales performance.

Insight: The West region leads in revenue, with Standard Class being the most common ship mode.

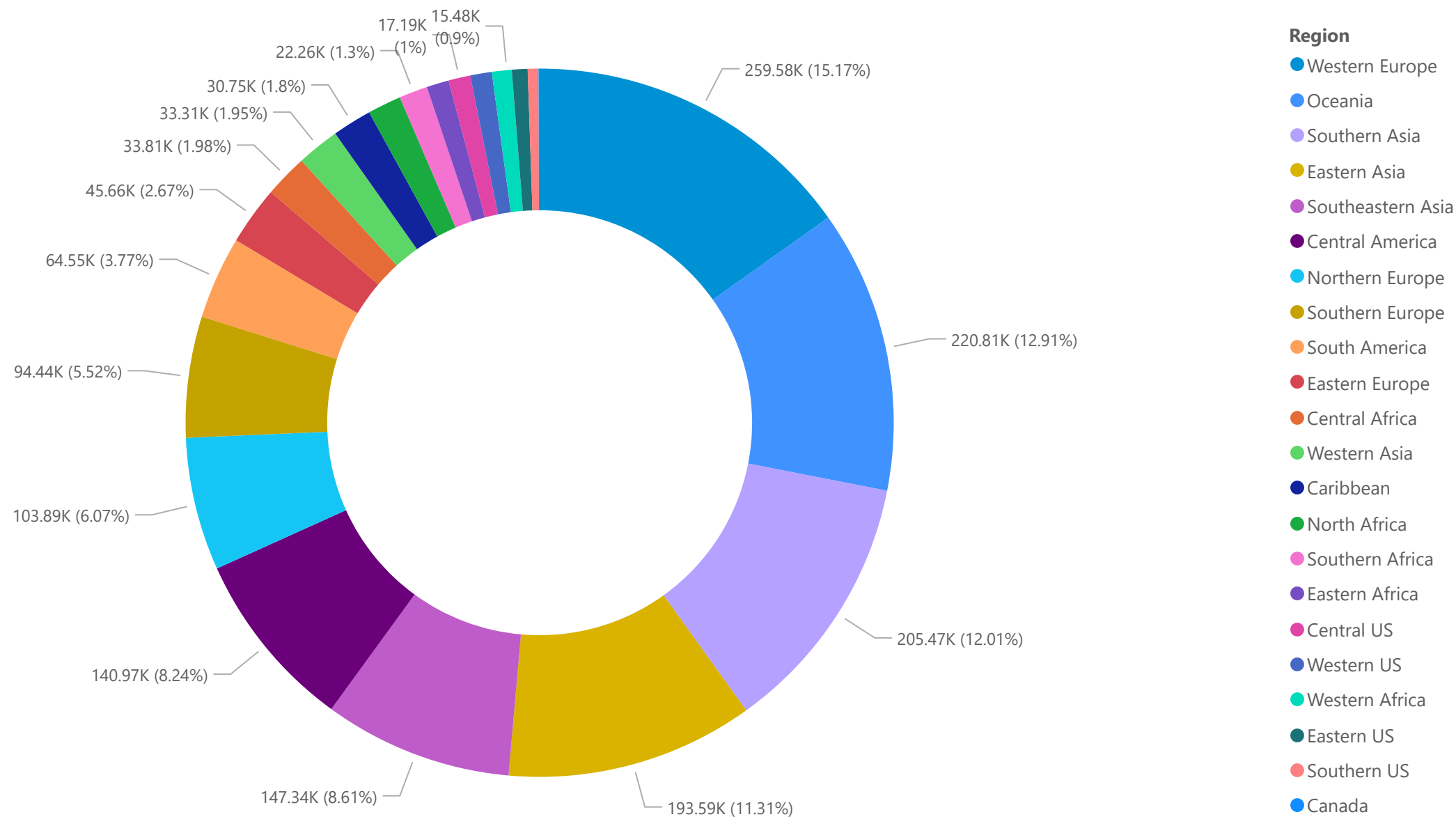
Recommendation: Investigate the shipping cost impact across regions and explore opportunities to scale what's working in the West.



Sum of Sales by City and Country

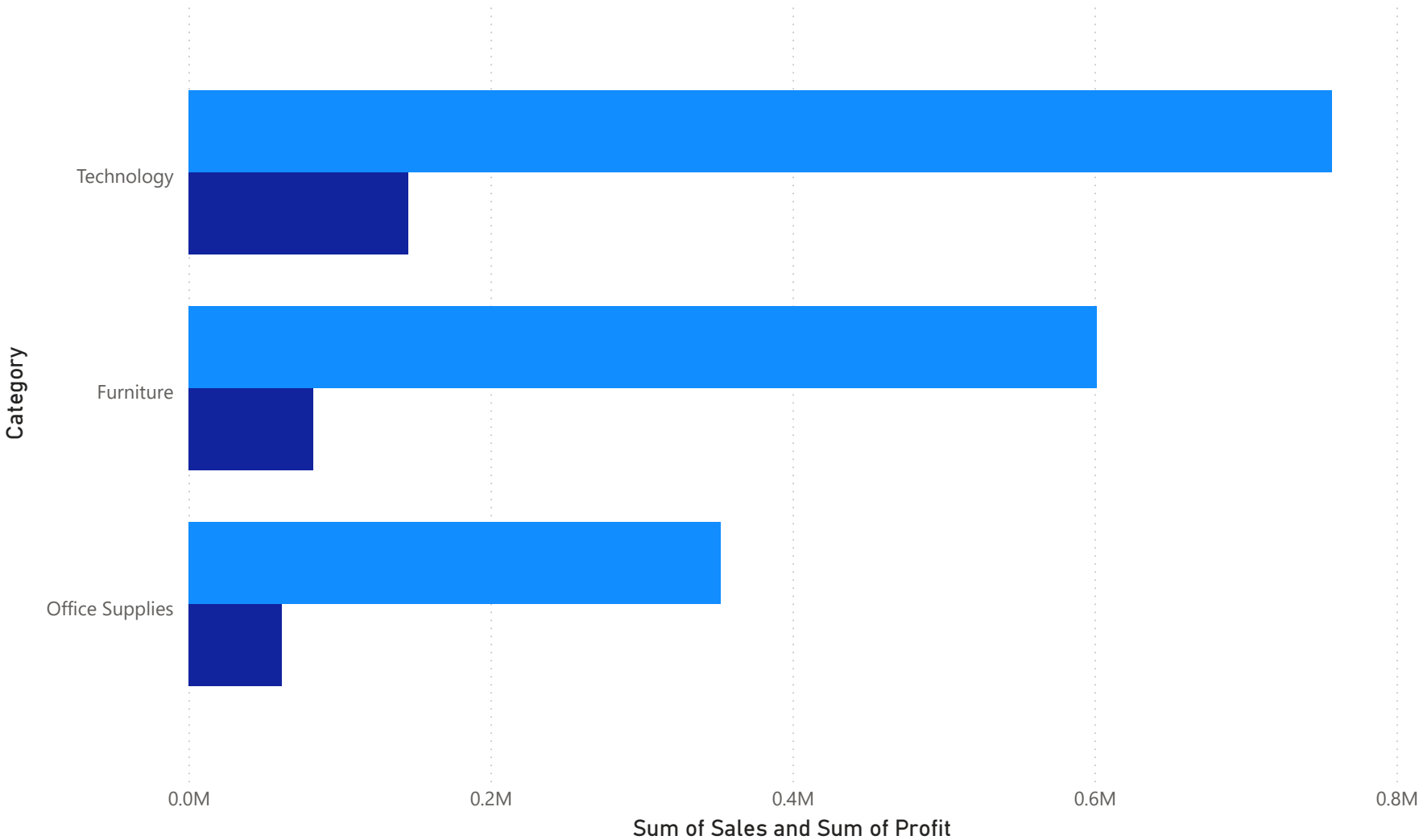


Sales by region



"Sales vs Profit by Category"

● Sum of Sales ● Sum of Profit

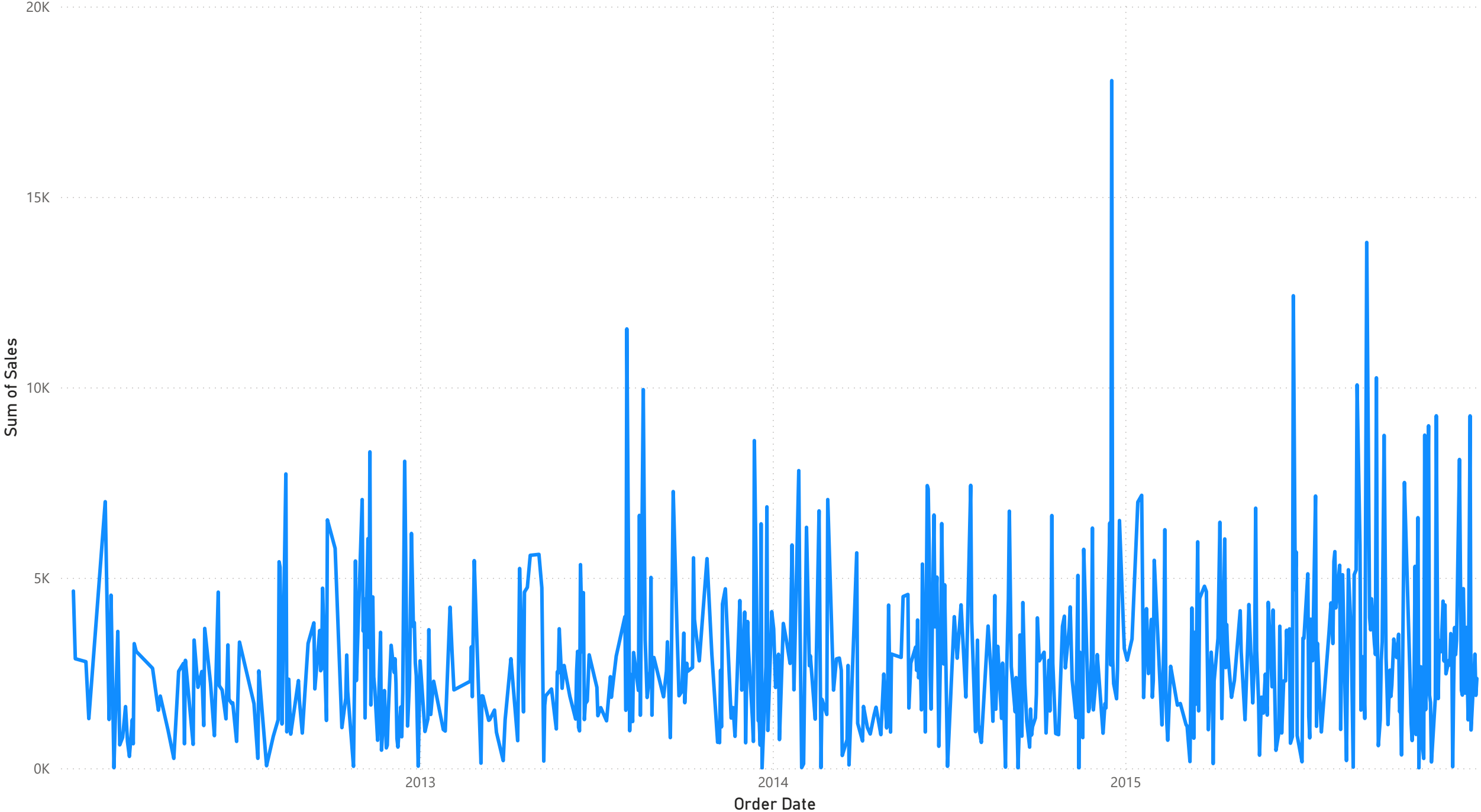


Context: Analyzing category-wise sales and profit trends.

Insight: Office Supplies show consistent sales, while Technology peaks during Q4. Furniture struggles in profitability.

Recommendation: Reevaluate Furniture discounting or supply chain costs. Focus Q4 marketing efforts on Technology products.

Sum of Sales by Order Date



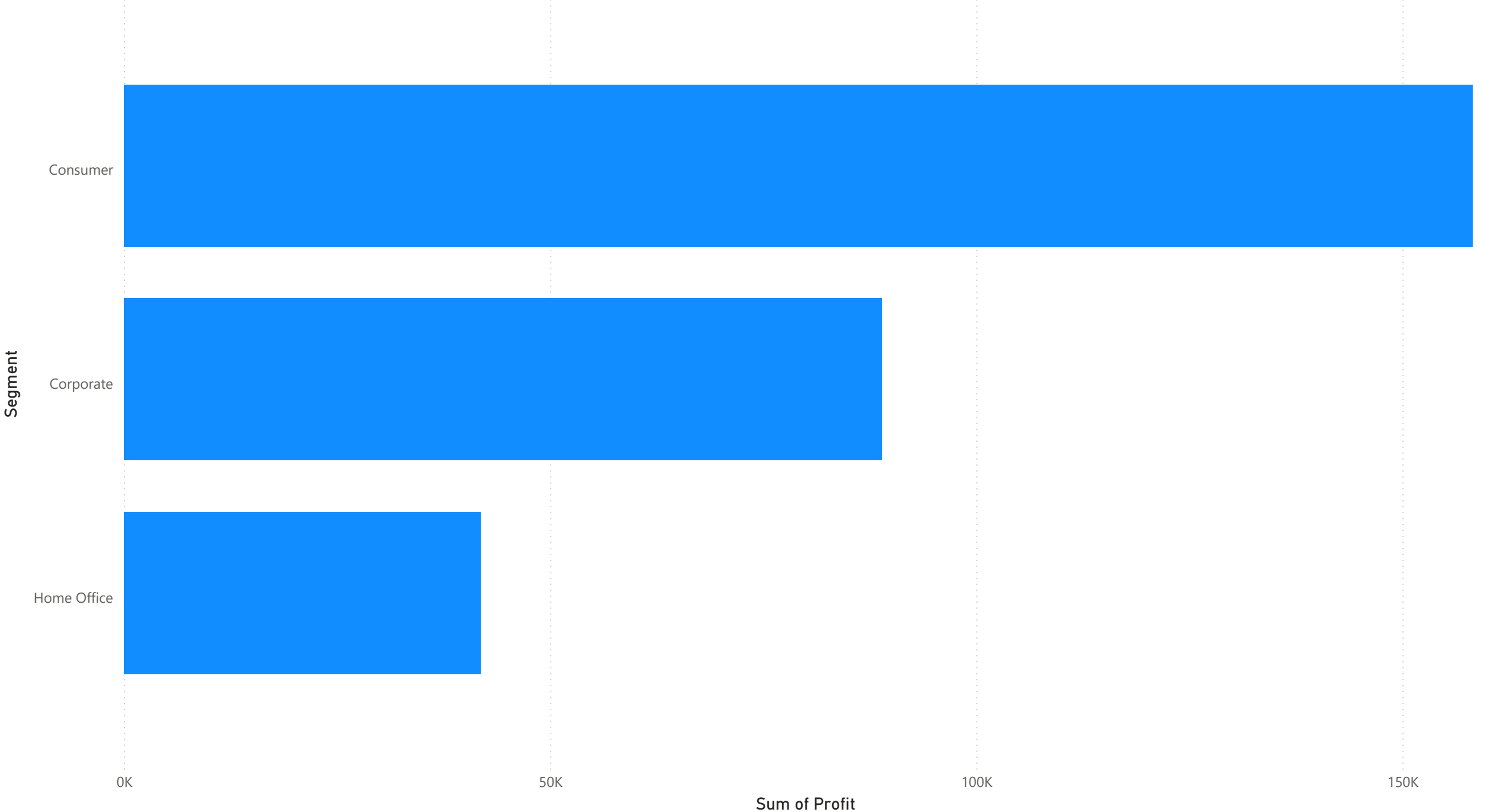
Sum of Sales	Customer Name
12,871.07	Dave Poirier
12,800.38	Vivek Grady
11,465.85	Adam Bellavance
11,294.06	Fred Hopkins
10,705.87	Dave Brooks
10,565.05	John Huston
10,367.92	Brad Norvell
9,904.74	Anne McFarland
9,548.94	Susan Pistek
9,370.46	Chuck Sachs
9,364.35	Maria Bertelson
9,298.98	Cynthia Arntzen
9,233.28	Alan Dominguez
8,746.14	Katherine Nockton
8,589.85	Patrick O'Donnell
8,468.58	Liz Carlisle
8,452.59	Alan Hwang
8,359.68	Carol Adams
8,304.77	Aimee Bixby
8,251.18	Tom Ashbrook
8,238.57	Brian Stugart
8,164.54	Eugene Hildebrand
8,141.07	Barry Franz
8,081.50	Charles McCrossin
8,038.68	Phillip Breyer
8,036.88	Jane Waco
8,013.82	Jennifer Ferguson
7,958.58	Patrick Jones
7,744.63	Ellis Ballard
7,698.50	Joy Bell-
7,696.08	Nick Zandusky
16,93,664.23	

Context: Identifies top customers and how different segments perform.

Insight: The Corporate segment generates higher profit per customer.

Recommendation: Target high-value corporate clients with loyalty programs or exclusive deals.

Profit by Customer Segment



Segment

- ☒ Consumer
- ☐ Home Office



Sum of Profit and Sum of Discount_Bin



Context: Examines how discounts and shipping affect profitability.

Insight: Higher discounts often result in lower or negative profit. High shipping costs are clustered in certain orders.

Recommendation: Optimize discount strategies and explore alternate shipping methods for cost-heavy orders.