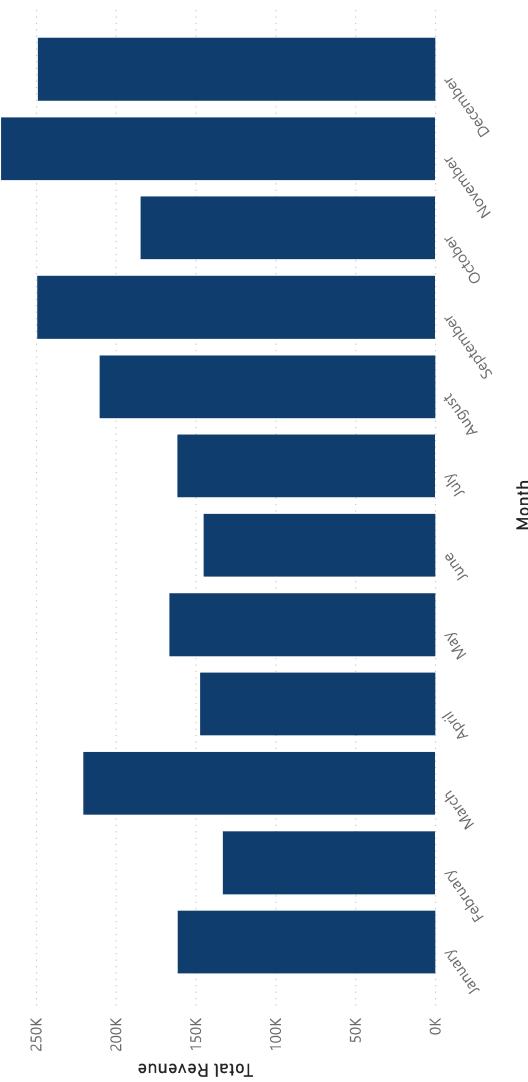
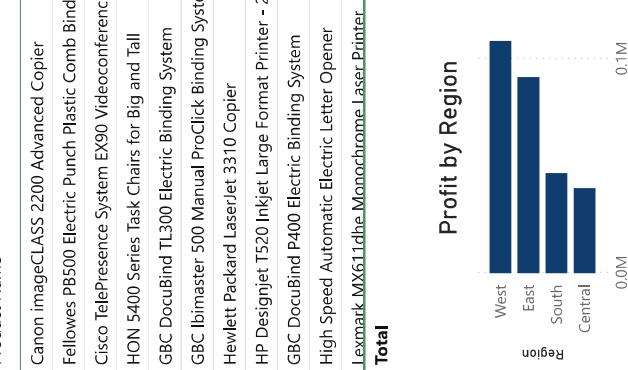


Profit by Category

Category	Profit
Technology	22.97K
Office Sup...	20.86K
Furniture	1.00K
Total	22.97K



Top 7 customers contribute 82% of revenue (Pareto 80/20)

Customer Name	Customer Revenue	Customer Revenue Rank	Cummulative Revenue %
Sean Miller	25,043.05	1	1.00
Tamara Chand	19,052.22	2	2.31
Raymond Buch	15,117.34	3	3.92
Tom Ashbrook	14,595.62	4	5.06
Adrian Barton	14,473.57	5	6.10
Ken Lonsdale	14,175.23	6	7.23
Sanjitt Chand	14,142.33	7	8.24
Hunter Lopez	12,873.30	8	10.06
Sanjit Engle	12,209.44	9	11.60
Christopher Conant	12,129.07	10	12.68
Todd Sumrall	11,891.75	11	13.93
Greg Tran	11,820.12	12	15.02
Becky Martin	11,789.63	13	16.06
Seth Vernon	11,470.95	14	17.50
Caroline Jumper	11,164.97	15	18.98
Clay Ludtke	10,880.55	16	20.48
Maria Etezadi	10,663.73	17	21.90
Karen Ferguson	10,604.27	18	23.02
Bill Shonely	10,501.65	19	24.24
Edward Hooks	10,310.88	20	25.69
Total	22,97,200.86	1	0.01

Key Insights (2026)

- 1) Technology is the top revenue category.
- 2) West is the best performing region; South is the weakest.
- 3) Revenue peaks in November and drops in January (Seasonality).
- 4) Top 7 customers contribute ~ 82% of revenue (concentration risk).
- 5) Phones show strong profit. Tables show profit leakage (high sales, low/negative profit).

Recommended Actions

- 1) Improve weak region performance (South):
Investigate discounts, shipping delays, and customer mix.
- 2) Fix profit leakage:
Review profit/discount strategies for low performing segments (e.g. Tables)
- 3) Reduce customer concentration risk:
Create retention plan for top customers and grow mid tier customers.

Metric Definitions & Validations

Metrics Used

1. **Total Revenue** = SUM(Sales)

2. **Total Profit** = SUM(Profit)

3. **Profit Margin %** = Total Profit / Total Revenue

4. **Orders** = DISTINCTCOUNT(Order_Id)

5. **AOV (Average Order Value)** = Total Revenue / Total Orders

6. **MoM Revenue Growth%** = (This Month Revenue - Previous Month Revenue) / Previous Month Revenue

7. **MoM Profit Growth %** = (This Month Profit - Previous Month Profit) / Previous Month Profit

Validation Checks (to ensure numbers are correct)

1. **Cross-check Revenue**

- Power BI Total Revenue matches Excel Pivot total revenue

2. **Orders logic**

- Orders = DISTINCTCOUNT(Order_Id) (not COUNT) to avoid duplicates

3. **Grain Check**

- Dataset grain is order-line level (one row per product per order)
- Avoid inflated totals when aggregating

4. **Date consistency**

- Order Date converted to proper Date type to avoid time-intelligence errors

5. **Sanity Checks**

- Revenue and Profit remain stable when slicers are applied
- No unexpected spikes from duplicate rows

Resume Notes (what I can confidently claim)

- Built Power BI dashboard with Revenue, Profit, Margin %, MoM Growth KPIs

- Used DAX measures (not calculated columns) to keep metric under correct filter context

- Validated metrics using Excel pivot cross-check + grain checks

- Delivered insights on category, region, and monthly trends