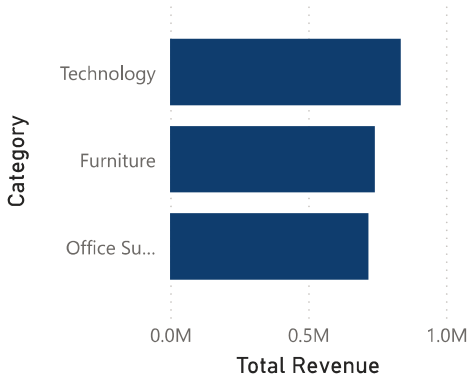
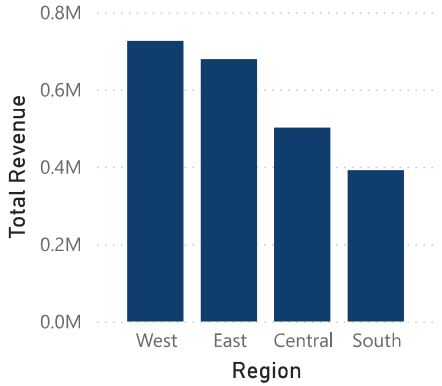
## Revenue by Category




## Revenue by Region




| Category | Total Revenue | Category Revenue % |
|---|---|---|
| Furniture | 7,41,432.04 | 32.3% |
| Office Supplies | 7,18,317.79 | 31.3% |
| Technology | 8,35,759.74 | 36.4% |
| **Total** | **22,95,509.57** | **100.0%** |

Region

All

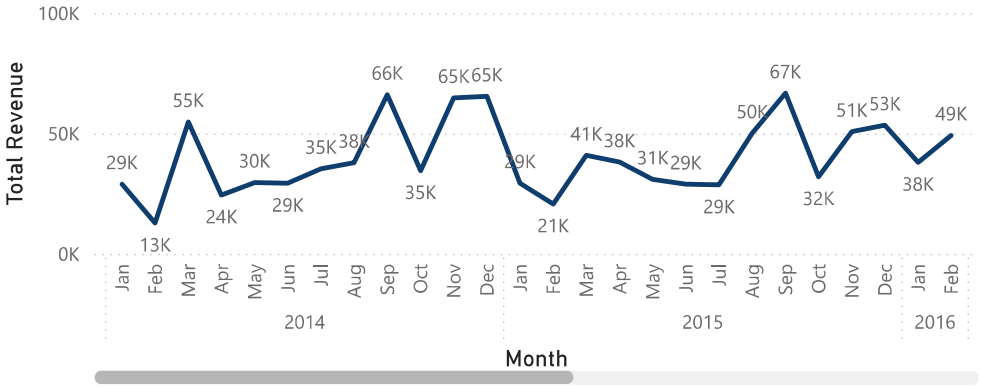
Category

All

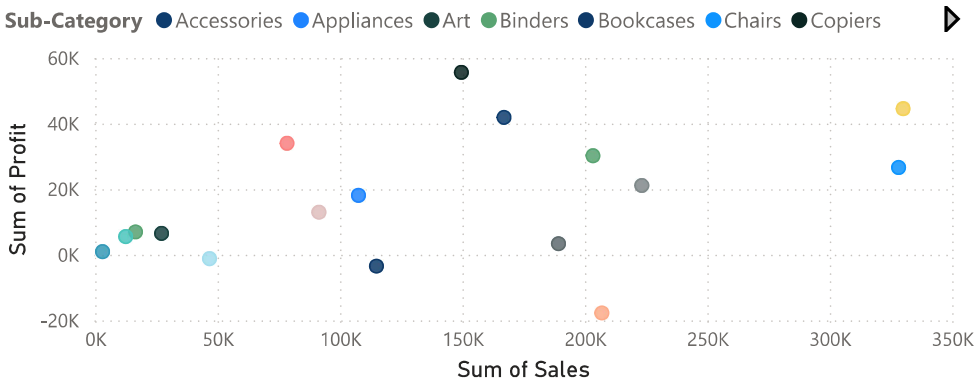
**286.01K**
Sum of Profit

**2.30M**
Total Revenue

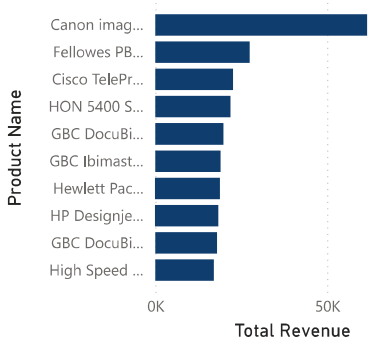
## Monthly Revenue Trend



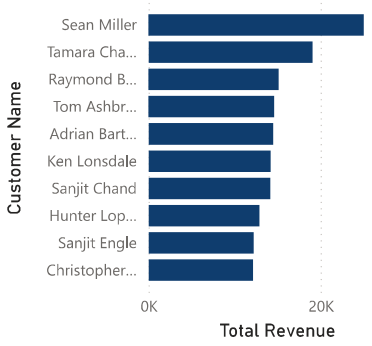

## Sales vs Profit (Profit leakage check)



## Top 10 products by revenue

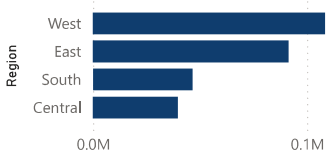



## Top 10 Customers by revenue

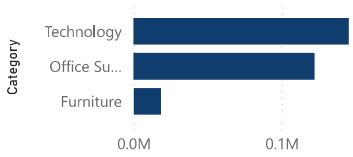



| Product Name | Total Revenue |
|---|---|
| Canon imageCLASS 2200 Advanced Copier | 61,599.82 |
| Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind | 27,453.38 |
| Cisco TelePresence System EX90 Videoconferencing Unit | 22,638.48 |
| HON 5400 Series Task Chairs for Big and Tall | 21,870.58 |
| GBC DocuBind TL300 Electric Binding System | 19,823.48 |
| GBC Ibimaster 500 Manual ProClick Binding System | 19,024.50 |
| Hewlett Packard LaserJet 3310 Copier | 18,839.69 |
| HP Designjet T520 Inkjet Large Format Printer - 24" Color | 18,374.90 |
| GBC DocuBind P400 Electric Binding System | 17,965.07 |
| High Speed Automatic Electric Letter Opener | 17,030.31 |
| Lexmark MX611dhe Monochrome Laser Printer | 16,829.90 |
| **Total** | **22,95,509.57** |

## Profit by Region




## Profit by Category




**244.62K**
Top 10 Products Rev

**10.66%**
Top 10 Products %

**5009**
Total Orders

**458.28**
AOV

**793**
Total Customers

**2.89K**
Revenue per customer

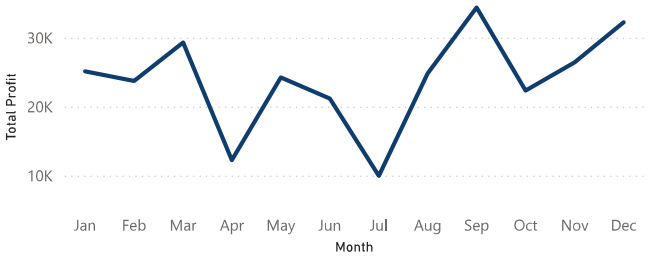
**286.01K**
Total Profit

**12.46%**
Profit Margin %

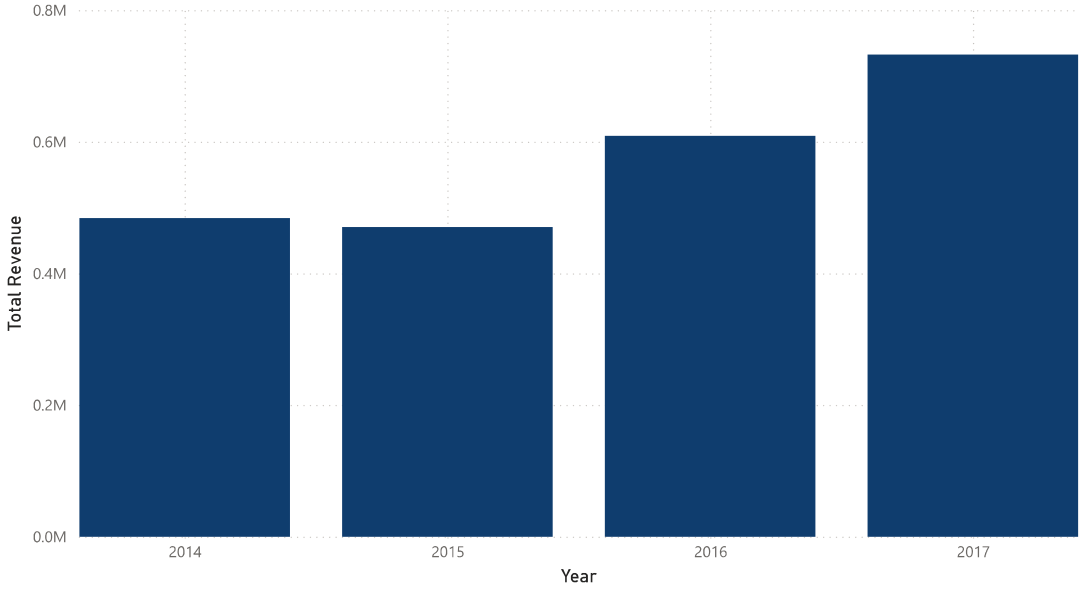
**2.66%**
MoM Profit Growth %

**2.54%**
MoM Revenue Growth %

## Total Profit by Month

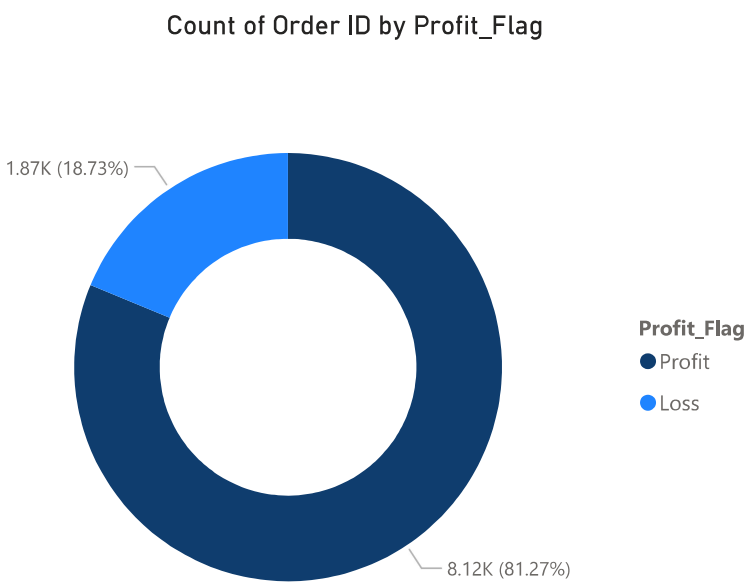


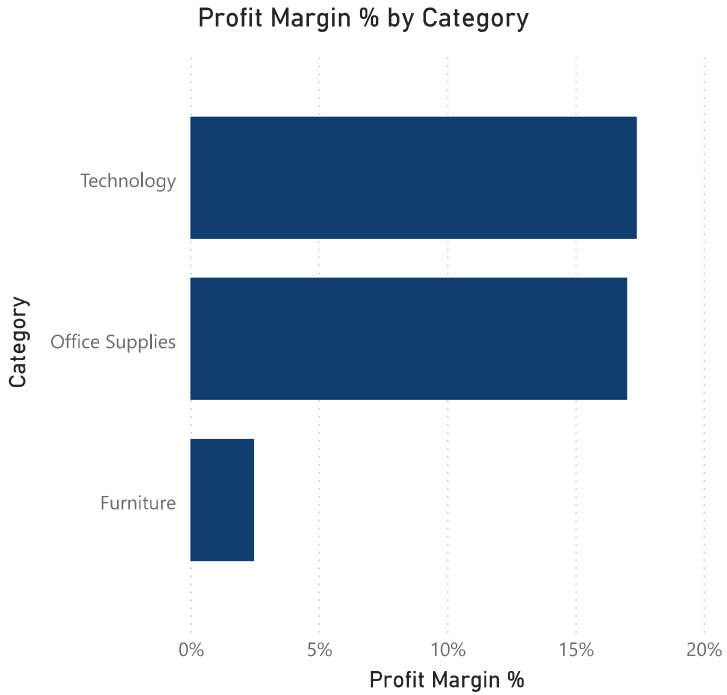

## Revenue Trend by year and month



# 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 |
| Sanjit 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** | **22,95,509.57** | **1** | **0.01** |


Count of Order ID by Profit_Flag
1.87K (18.73%)
8.12K (81.27%)
Profit_Flag
Profit
Loss


Profit Margin % by Category
Technology
Office Supplies
Furniture
Category
0%
5%
10%
15%
20%
Profit Margin %

## 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