

Report

Sunday, June 22, 2025 6:18 PM

1. Executive Summary:

This report provides an overview of sales targets across different regions, sales contributions from various customer segments, and profit performance by product category based on the provided data visualizations.

2. Regional Sales Performance (Based on Sum of Sales Target by Region):

This chart illustrates the allocated sales targets across five distinct regions: West, East, Central, North, and South.

- The **West** region holds the highest sales target, slightly exceeding \$3 million.
- The **East** region follows closely behind, with a target just under \$3 million.
- **Central** and **North** regions have comparable sales targets, both around \$2.5 million.
- The **South** region has the lowest sales target, approximately \$1.75 million.

3. Customer Segment-wise Sales Contribution (Based on Sum of Sales Amount by Customer Segment):

This chart displays the total sales amount contributed by different customer segments: Consumer, Corporate, Home Office, and Small Business.

- Each segment (Consumer, Corporate, Home Office, and Small Business) contributes nearly an identical amount, hovering just under \$20 million.
- There is no single dominant customer segment, suggesting a balanced revenue stream from all customer types.