

















## Data

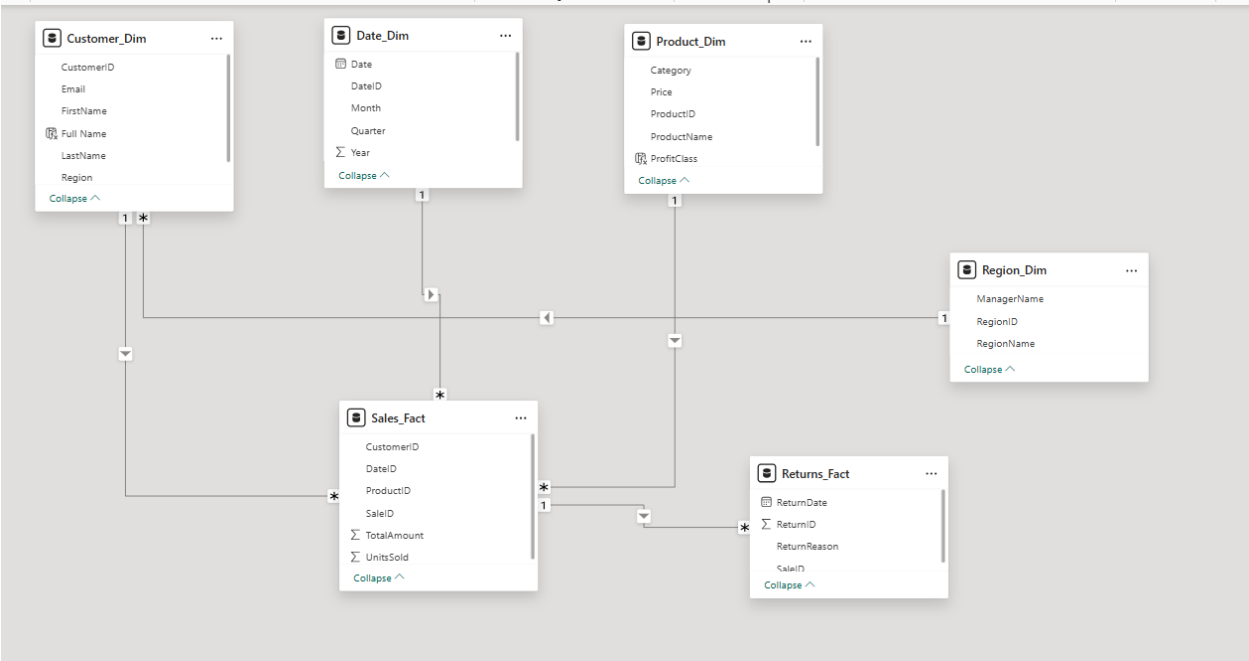


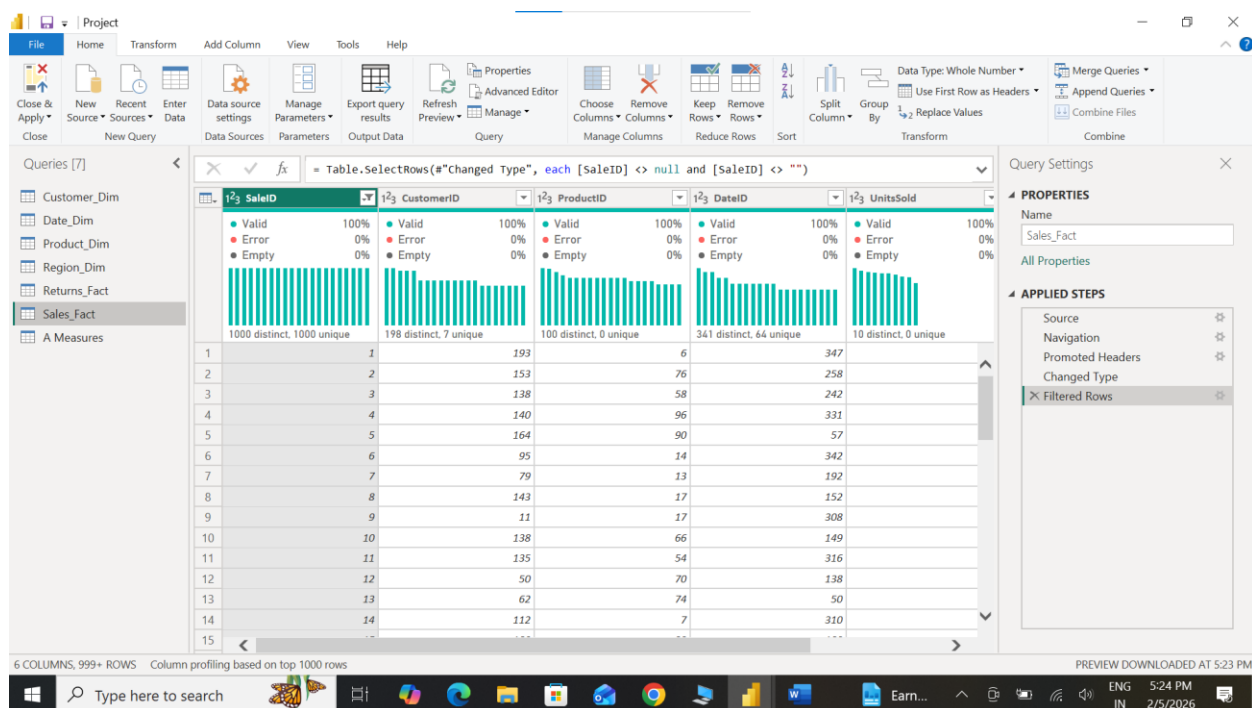
 Search

### ▼ A Measures



-  Average Sales per Customer  
Column1
-  Customer Count
-  High Margin Sales
-  High Value Customers
-  Sales KPI
-  Sales MOM
-  Sales per Customer
-  Sales Value
-  Sales YOY
-  Sales YTD
-  Total Customers
-  Total Orders
-  Total Profit
-  Total Quantity
-  Total Returns





## INSIGHTS :-

Total Sales stand at 844.02K, showing strong overall revenue performance.

Total Profit is 545.79K, indicating a healthy profit margin.

The business processed 1000 total orders, reflecting steady demand.

50 returns suggest a low return rate, which is operationally positive.

Sales show a consistent downward trend over months, needing attention.

Highest monthly sales were around 90K, later dropping to 27K.

This decline may indicate seasonality or reduced customer engagement.

Top 5 customers contribute 88.1% of total sales concentration.

Brent Green is the highest contributing customer (11.45K).

High dependency on few customers increases business risk.

South region leads sales, followed closely by North.

East region has the lowest sales contribution.

Regional imbalance shows scope for East & West market expansion.

Office Supplies dominate sales (35.92%) among categories.

Furniture and Technology contribute almost equally to revenue.

Category mix is well-balanced, reducing over-reliance on one segment.

Jeremy (Manager) leads sales performance among managers.

Sales distribution among managers is fairly even, indicating good team effort.

Year slicer shows data comparison across 2024 and 2025.

Overall, focus areas should be sales trend recovery, regional growth, and customer diversification.