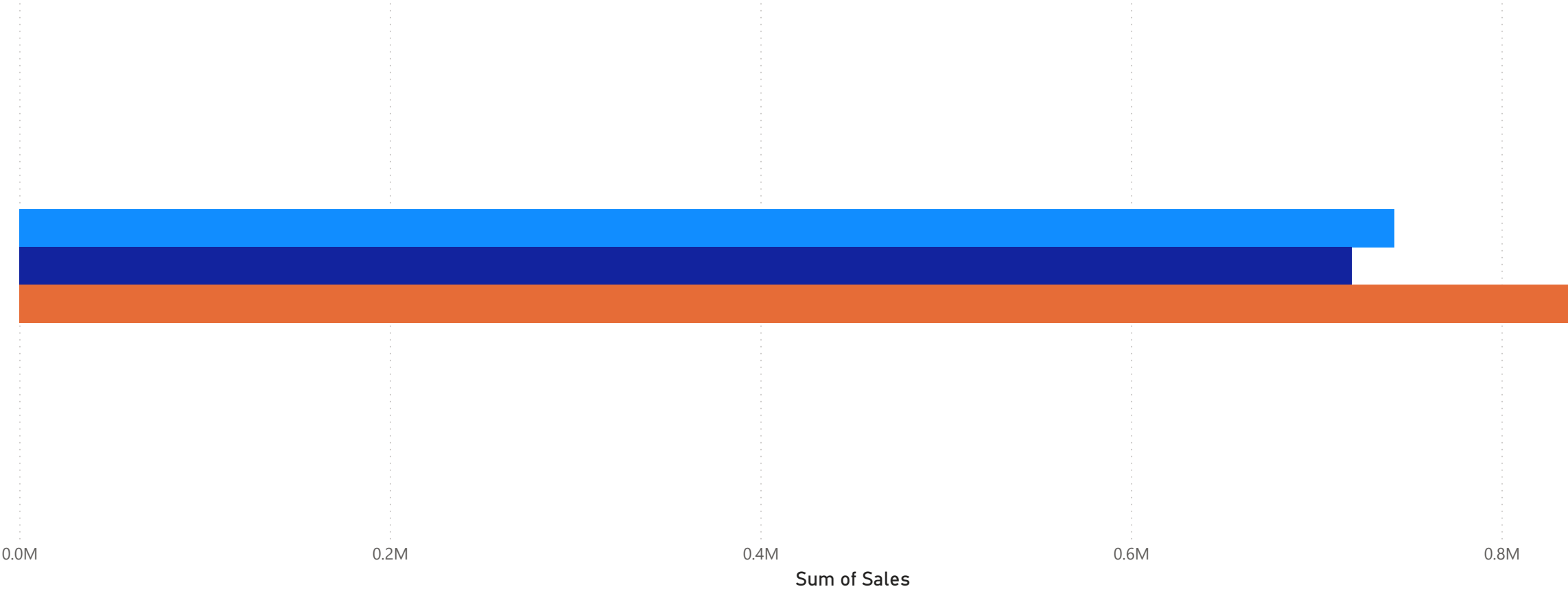


Sum of Sales by Category

Category Furniture Office Supplies Technology

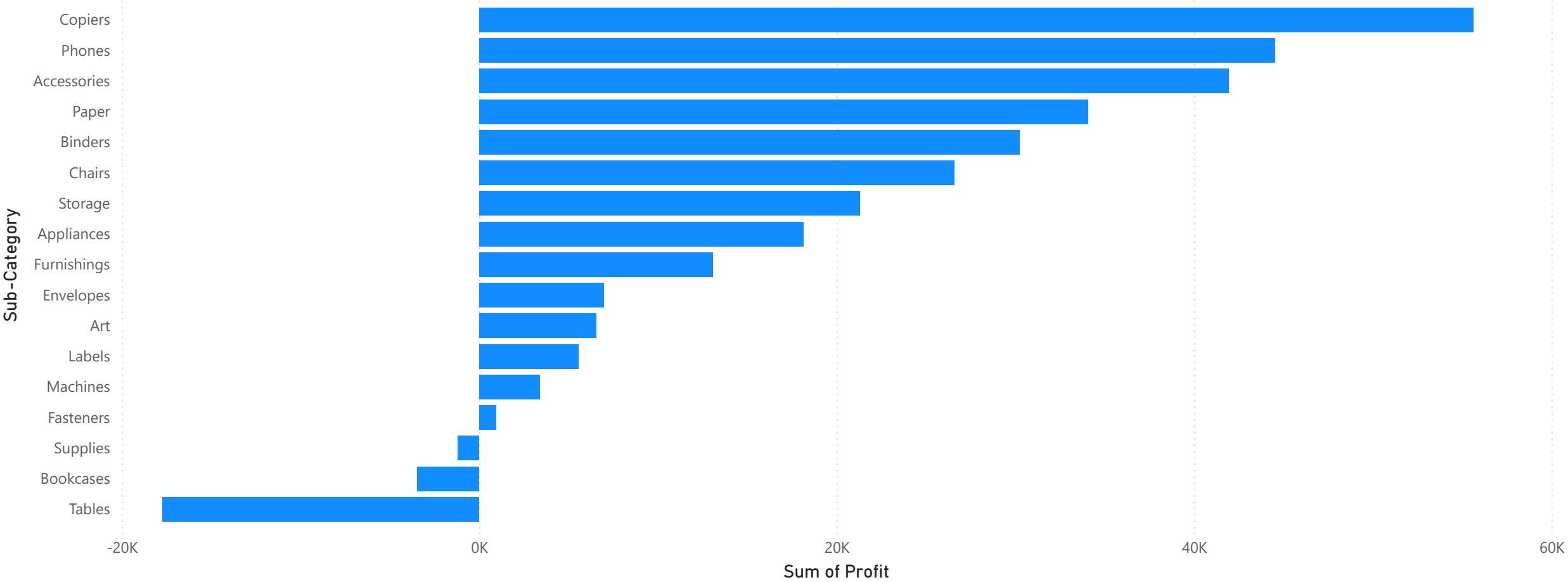


Sales by Category (Furniture, Office Supplies, Technology)

Insights:

Technology has the highest sales among all categories, indicating strong customer demand and high-value products. Furniture shows moderate sales performance, contributing steadily to overall revenue.

Sum of Profit by Sub-Category

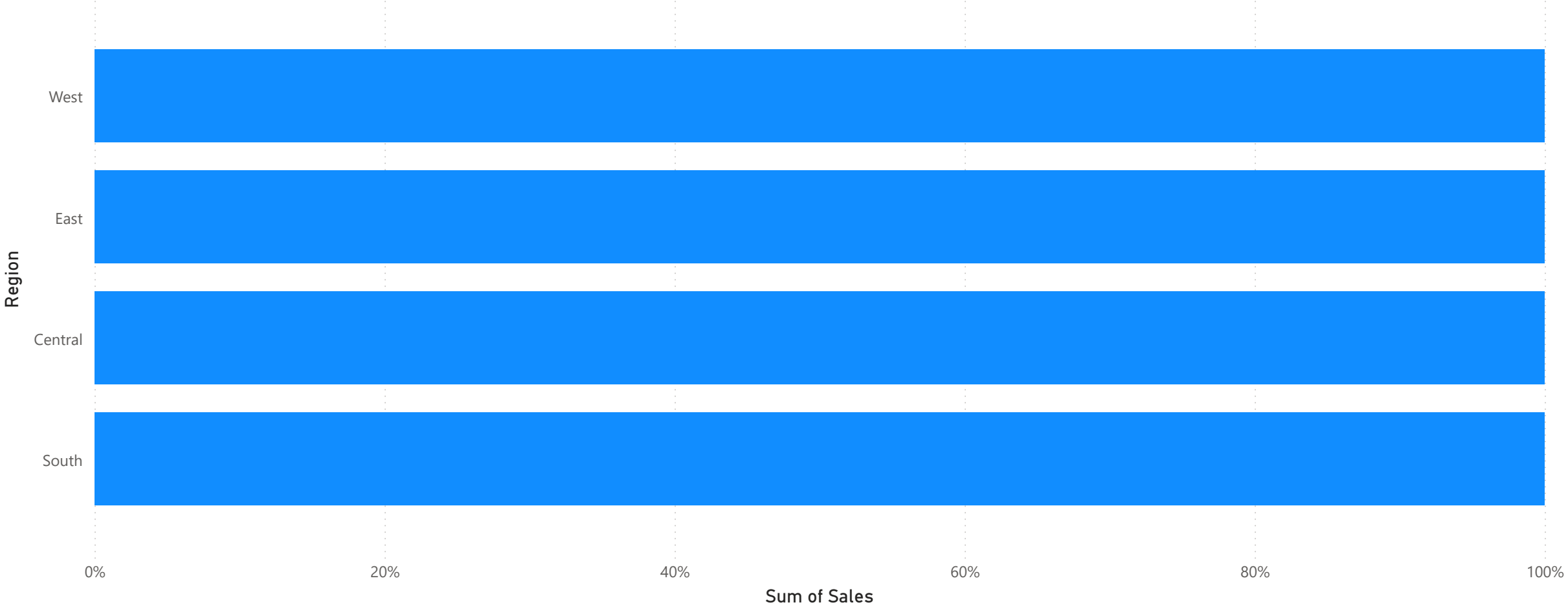


Profit by Sub-Category

Insights:

Copiers generate the highest profit, making it the most valuable sub-category financially. Phones, Accessories, Paper, and Binders also deliver strong profits. Several sub-categories such as Tables, Bookcases, and Supplies show negative profits, indicating losses. Immediate action is needed to improve pricing, reduce discounting, or reconsider inventory for the loss-making sub-categories.

Sum of Sales by Region



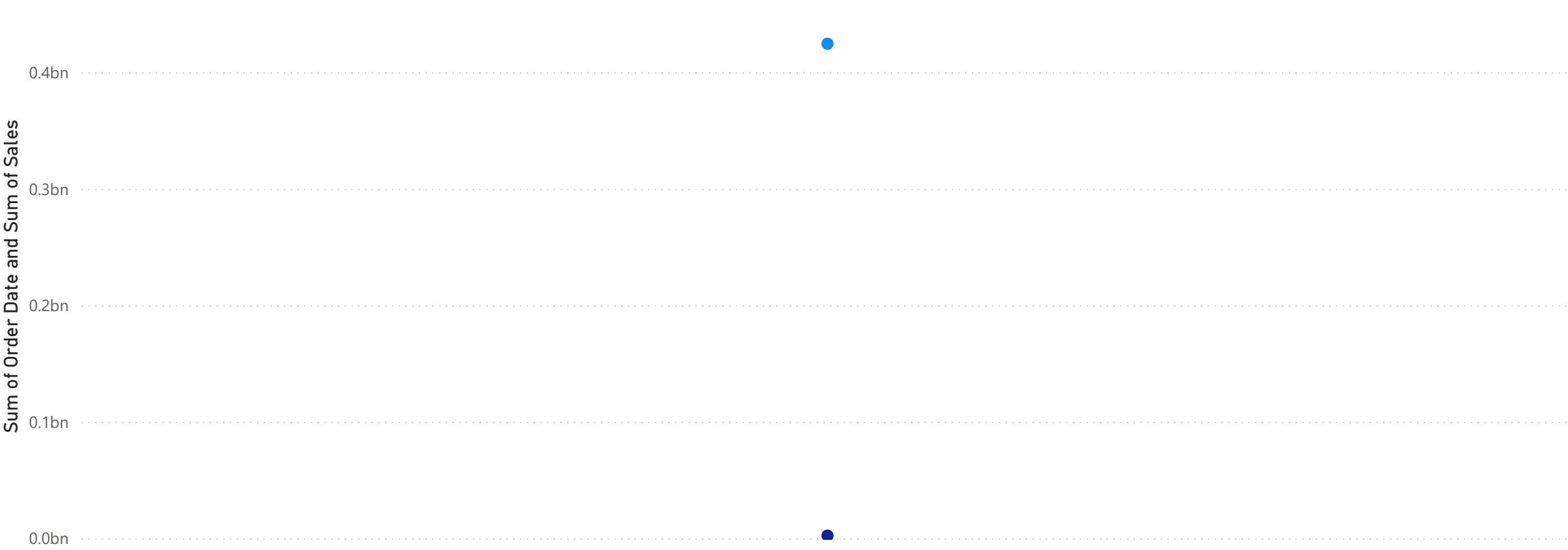
Sales by Region (West, East, Central, South)

Insights:

- The West region has the highest sales, indicating strong market presence and customer demand.
- The East region performs well and contributes significantly to revenue.
- Central region shows average performance with room for improvement.
- The South region has the lowest sales, highlighting an opportunity to improve customer reach and marketing strategy there.

Sum of Order Date and Sum of Sales

● Sum of Order Date ● Sum of Sales

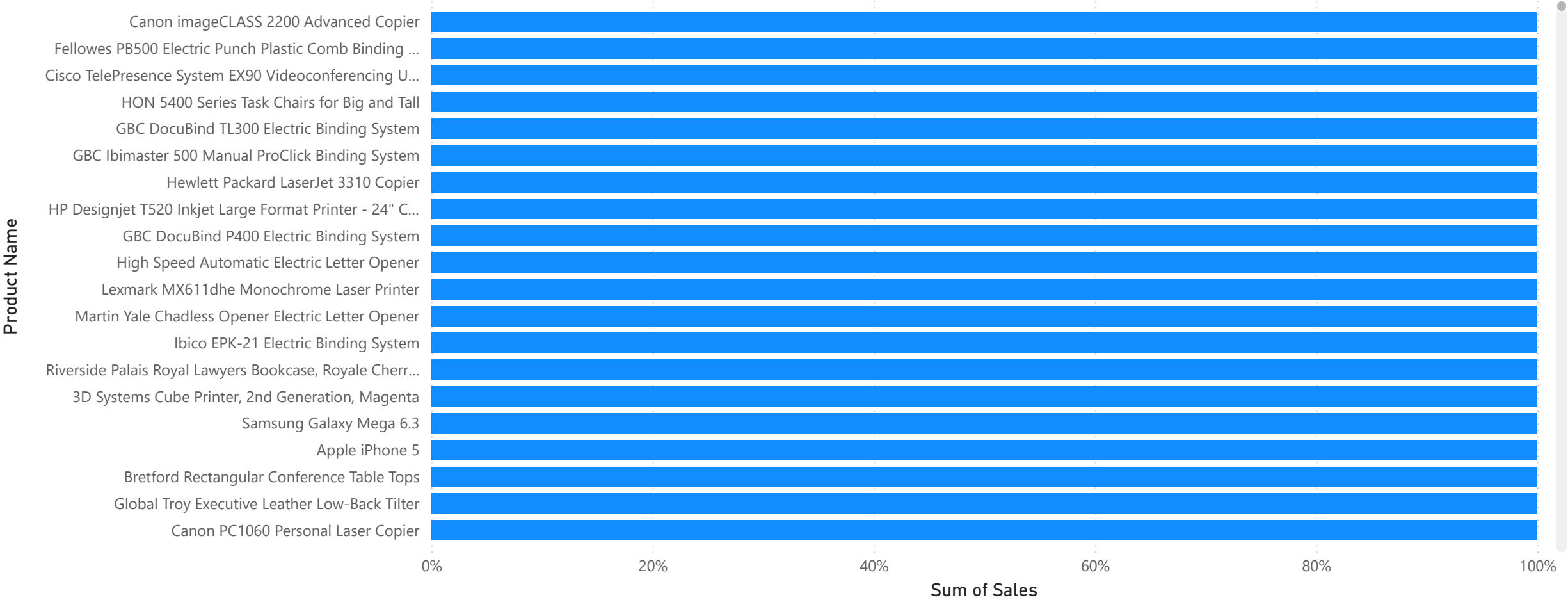


Sales by Product Name

Insights:

A few top products contribute a large share of total sales, showing high product dependency.
Many products generate low sales individually, indicating a long-tail distribution.
The business can analyze top-selling products for inventory prioritization and promotional strategies.
Low-selling products may require rebranding, bundling, or removal from the catalog.

Sum of Sales by Product Name

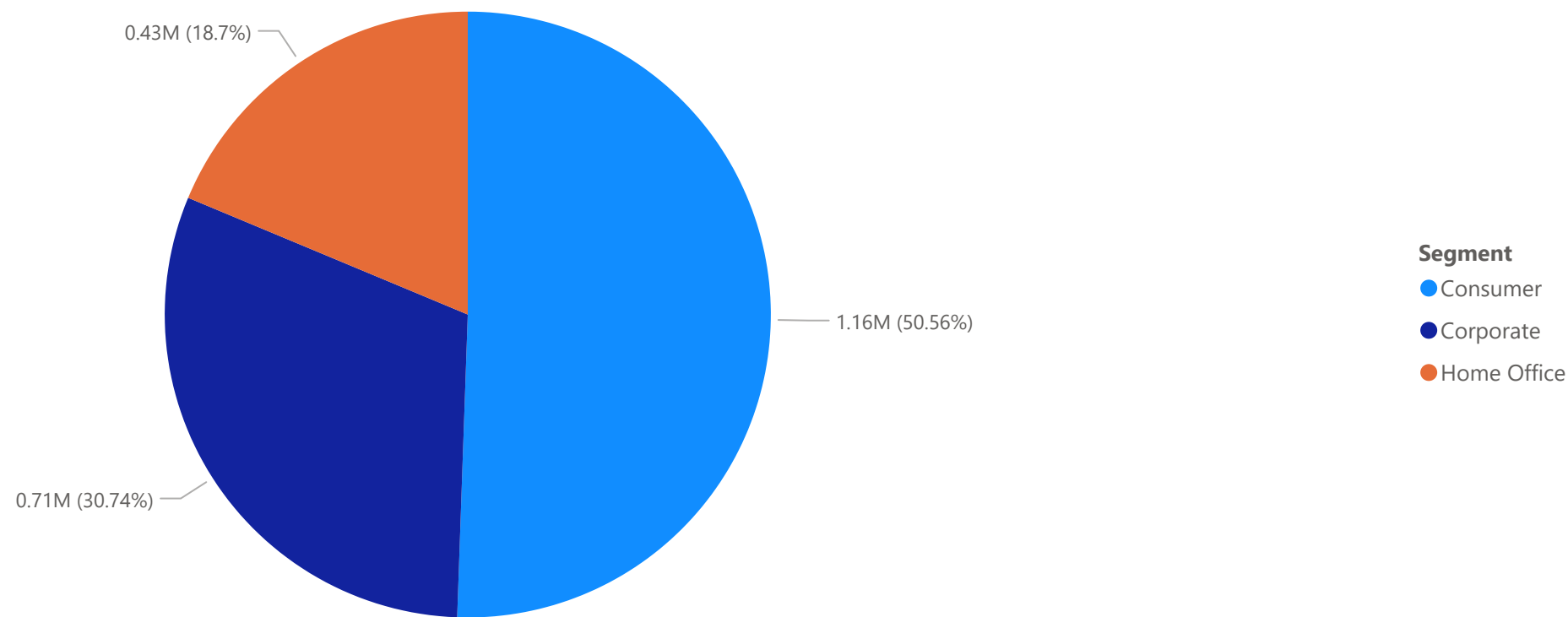


Sum of Sales by Product Name

Insights:

Only a few products generate very high sales.
Most products have very low sales individually.
The company is highly dependent on top-selling items.
Low-selling products may need promotion, bundling, or removal

Sum of Sales by Segment



Sales by Segment

Insights:

The Consumer segment contributes the highest sales.
Corporate segment follows closely with strong revenue.
Home Office is the lowest-performing segment and might need targeted offers or discounts to boost sales.

Summary: Visual Storytelling Report

1. Overall Sales Performance

Sales are primarily driven by the Technology category, which outperforms Furniture and Office Supplies. This indicates a strong customer preference for tech-related products.

2. Category & Sub-Category Insights

Technology shows the highest revenue.

Copiers lead in profit, making them the most profitable sub-category.

Sub-categories like Tables and Bookcases show negative profitability, suggesting potential issues in pricing or discounting.

3. Regional Insights

The West region is the top performer in sales and significantly outperforms other regions.

The South region has the lowest revenue, revealing a market weakness and opportunity for improvement.

East and Central regions perform moderately.

4. Product Insights

A small number of products generate a large share of sales, indicating strong market leaders.

Many products contribute minimal revenue, showing potential for product optimization or withdrawal.