



Total Sales

108.84K✓

Goal: 108.73K (+0.1%)

Profit

16.37K

Sales Target

108.73K

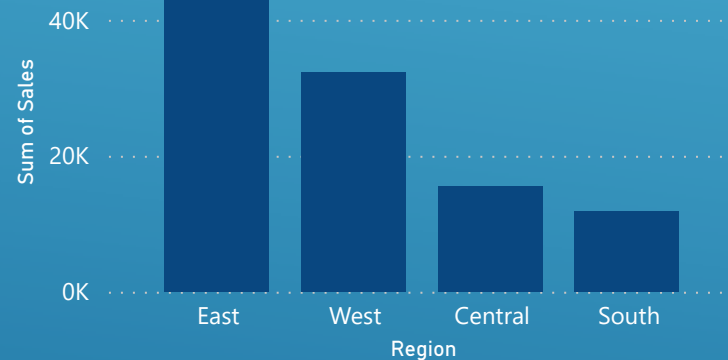
Ordered Quantity

1541

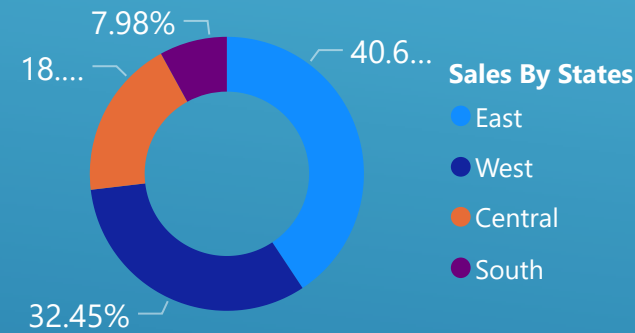
Year/ Quarter

2015

Sales By Region



Orders By Region



Discount

0.00

0.10

Order Priority

Sum of Sales

<input type="checkbox"/> High	56,179.31
<input type="checkbox"/> Low	40,008.19
<input type="checkbox"/> Not Specified	39,033.40
<input type="checkbox"/> Medium	27,284.58
<input type="checkbox"/> Critical	7,576.13

6" Cubicle Wall Clock, Black

7,257.76

0.08

Sum of Profit

Sum of Discount

GBC DocuBind TL300 Electric Binding System

7,257.76

0.08

Sum of Profit

Sum of Discount

Global Troy™ Executive Leather Low-Back Til...

4,390.37

0.02

Sum of Profit

Sum of Discount

Canon P1-DHIII Palm Printing Calculator

3,886.90

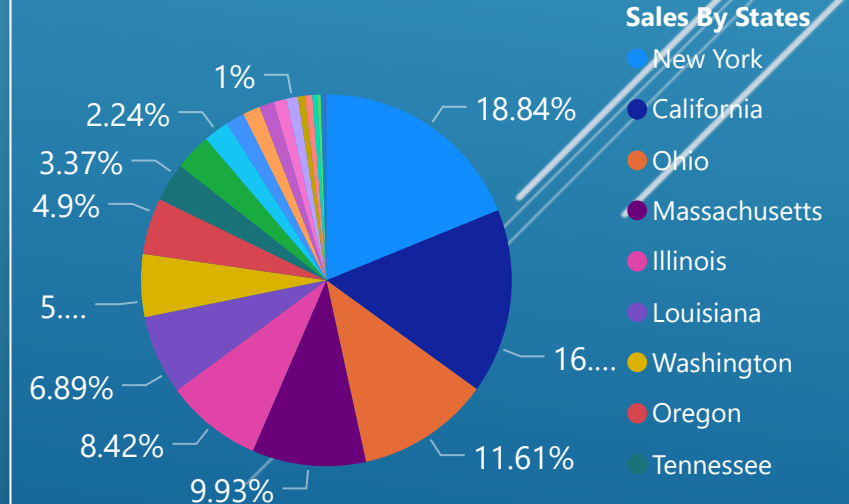
0.24

Sales By Order Ids

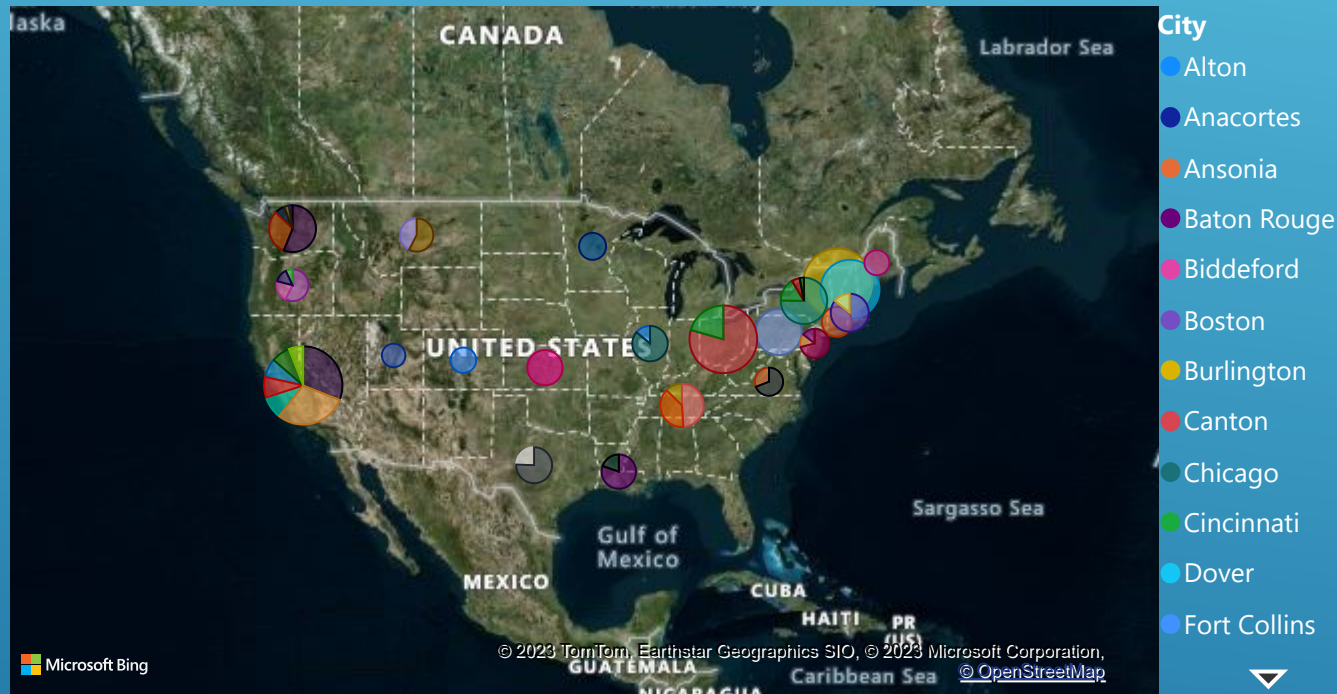
Order ID Sum of Sales

37537	15,943.48
55713	15,943.48
87364	10,818.98
87366	10,818.98
3397	10,740.57
42599	10,740.57
44231	8,940.74
87463	7,106.72
90193	6,362.85
90596	6,045.23
90597	6,045.23

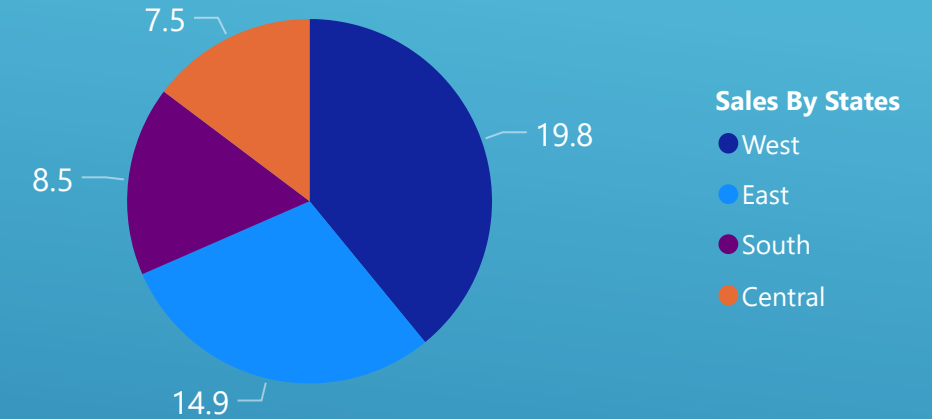
Sales By Region



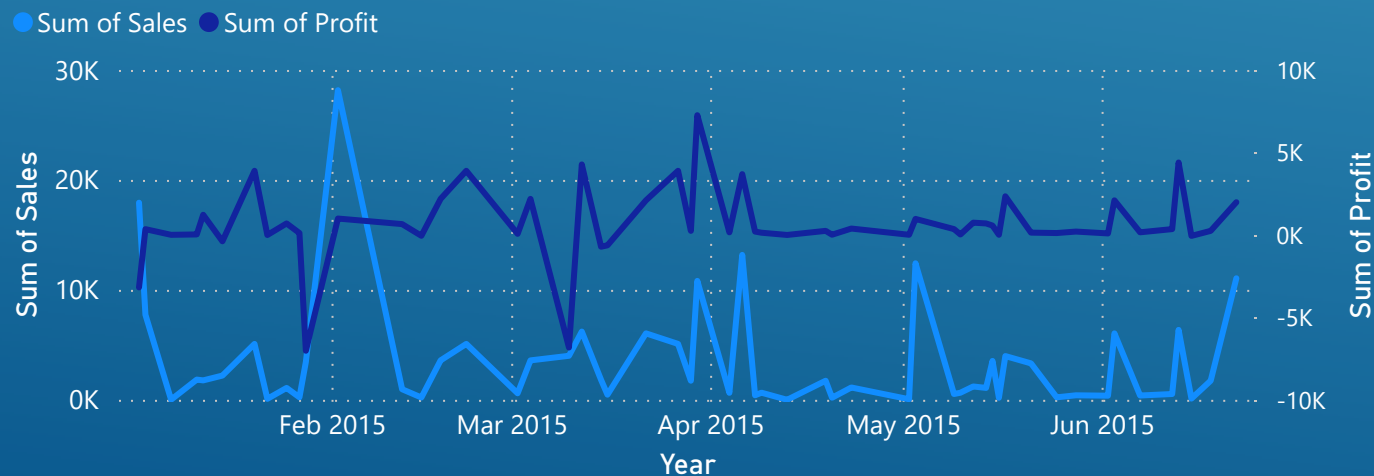
Average Shipping Cost and Total Profit By State & City



Product based Margin By Region



Sales and Profit By Month/Year



Findings/ Insights

- 1.High Order Priority East region has generated Highest total Sales which is 34,033.71K
- 2.Lowest sales generated by Central Region which is 529.24K.
- 3.West is giving good margin which is 19.8 and near about 500 orders
- 4.In Vermont State, San Gabriel City has highest average shipping cost.
- 5.February month has highest sales and less profit.

Recommendation

The store manager can consider the following strategies:

- ✓ Increase marketing and product offerings in the East region to maintain or increase sales.
- ✓ Analyze and address the reasons for low sales in the Central region.
- ✓ Focus on increasing orders in the West region with good margins.
- ✓ Analyze and optimize shipping costs for cities in Vermont State.