

\$2.30M

Total Sale

38K

Total Quantity

\$286.40K

Total profit

\$1.97M

Total net sales

\$1.69M

Total Cost

City

All

State

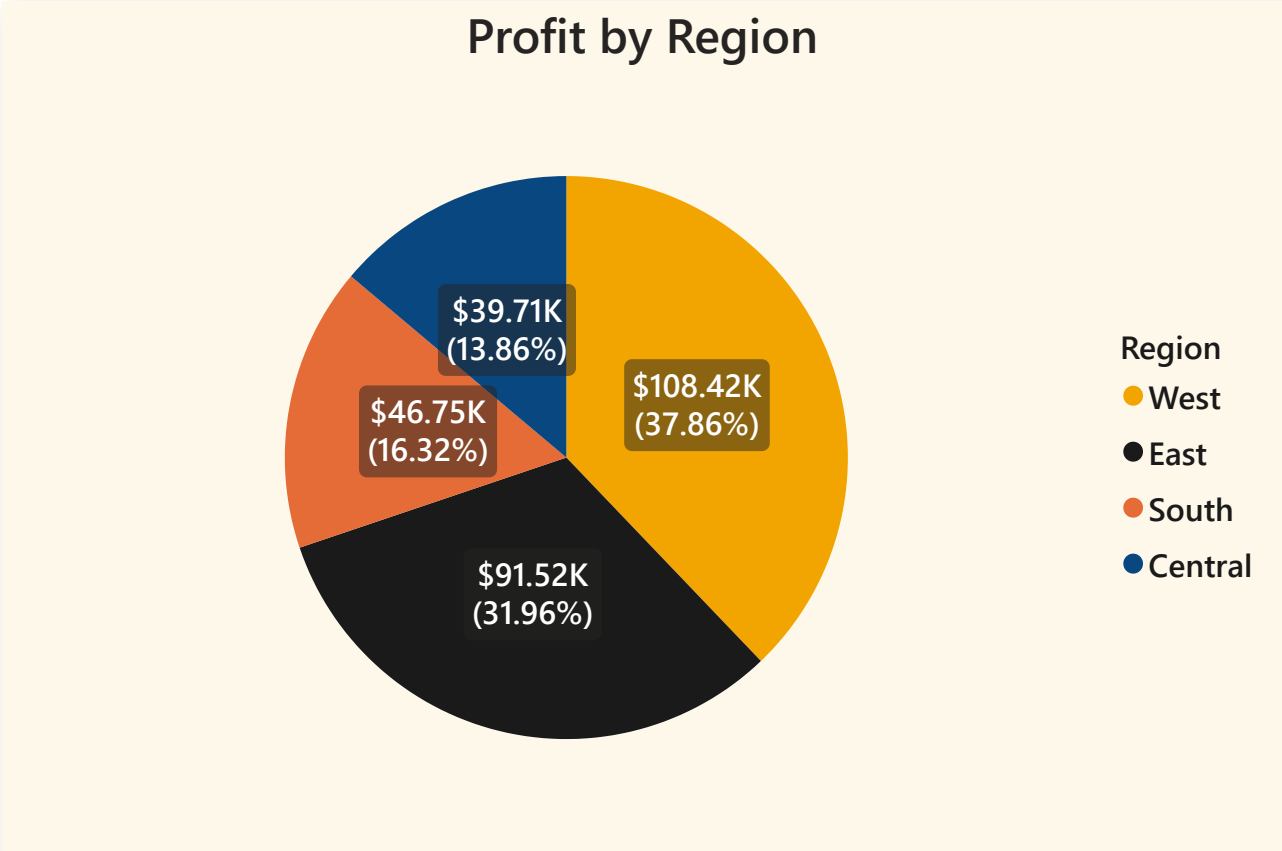
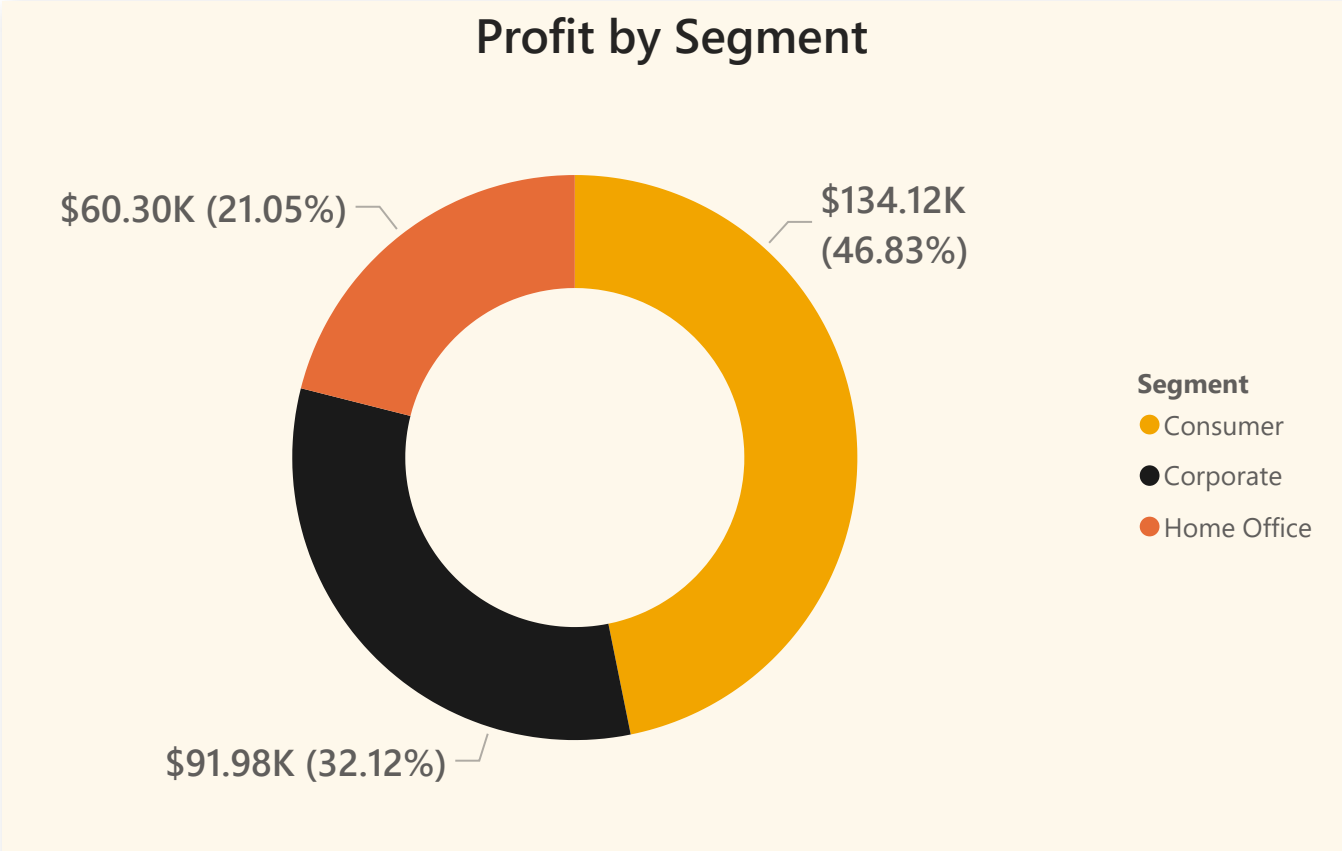
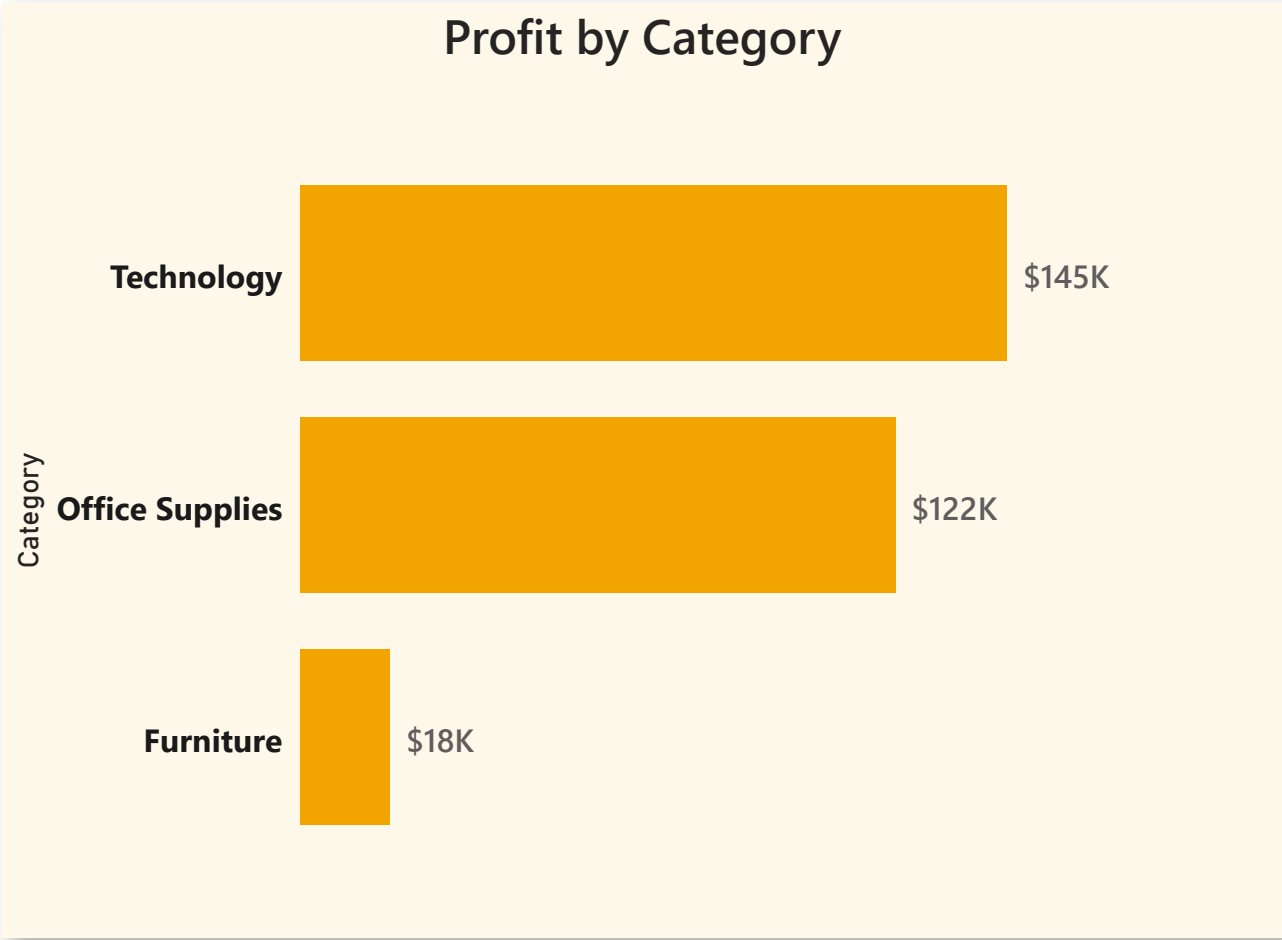
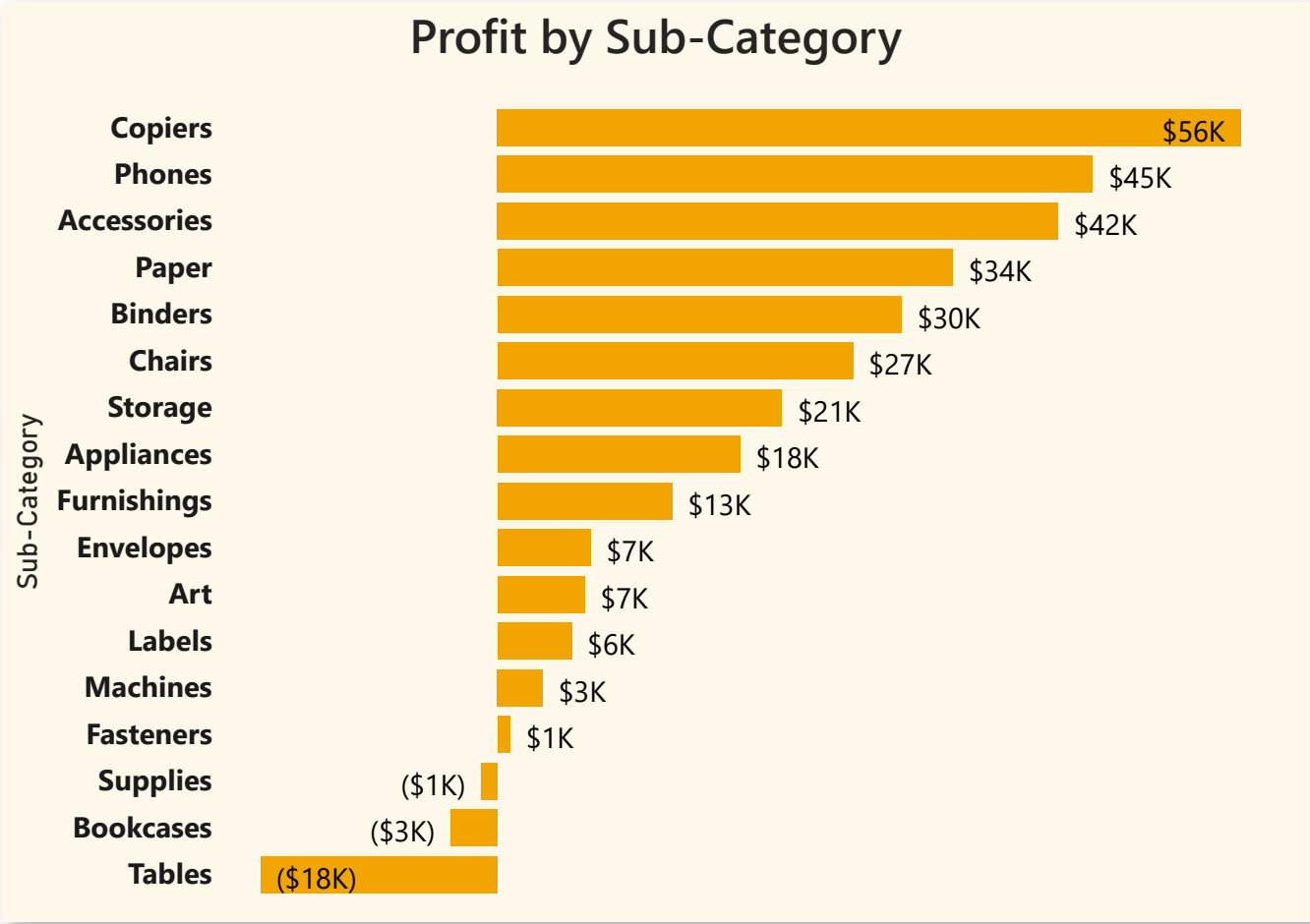
All

Category

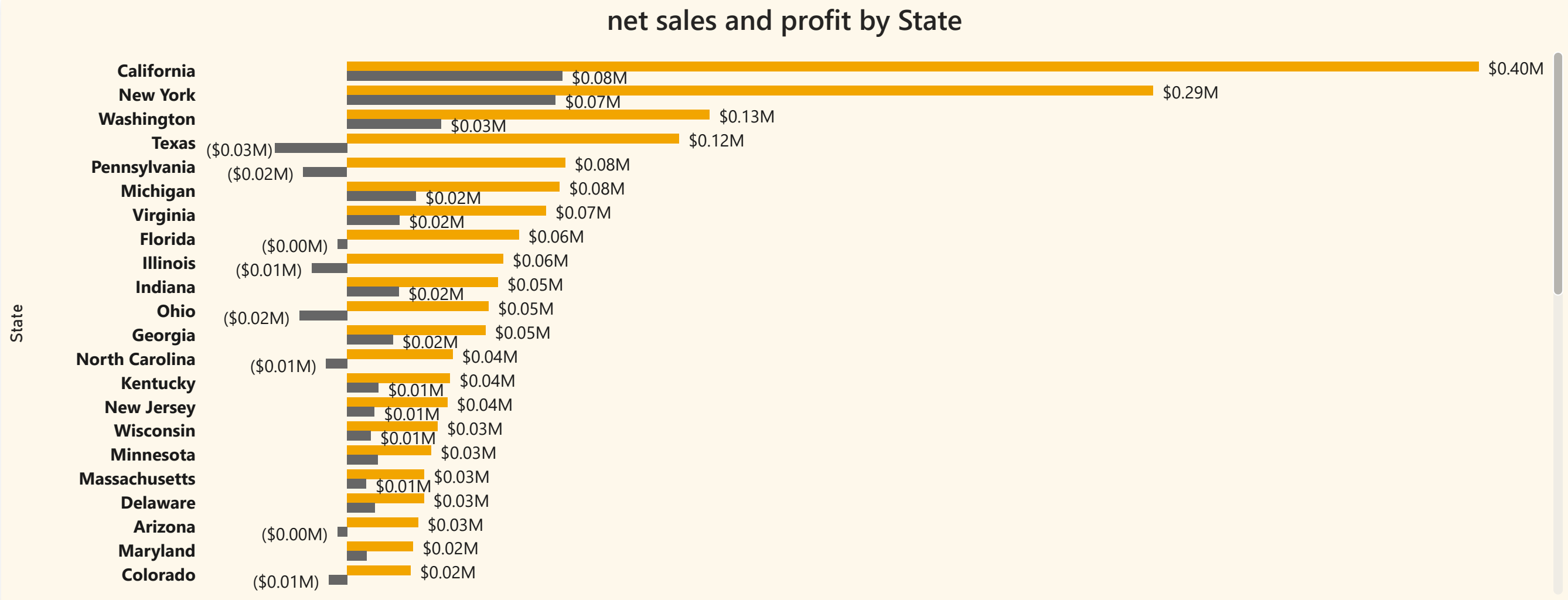
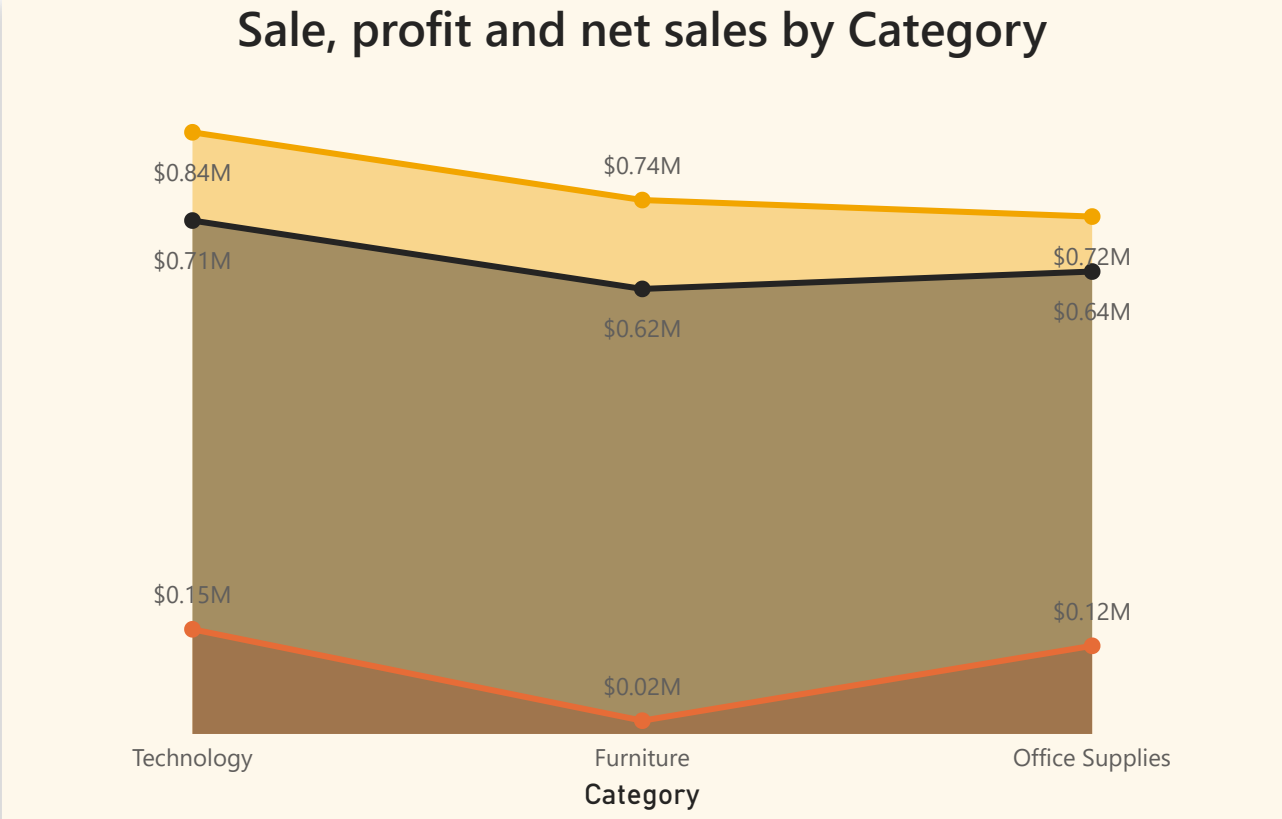
All

Ship Mode

All



Sub-Category	Total Sale	Total Quantity	Total profit	Total net sales	Total Cost
Accessories	\$167,380.32	2976	\$41,936.64	\$157,578.32	\$115,641.68
Appliances	\$107,532.16	1729	\$18,138.01	\$100,041.86	\$81,903.86
Art	\$27,118.79	3000	\$6,527.79	\$25,297.96	\$18,770.17
Binders	\$203,412.73	5974	\$30,221.76	\$159,667.65	\$129,445.89
Bookcases	\$114,880.00	868	(\$3,472.56)	\$94,079.41	\$97,551.96
Chairs	\$328,449.10	2356	\$26,590.17	\$278,634.30	\$252,044.14
Copiers	\$149,528.03	234	\$55,617.82	\$131,528.30	\$75,910.47
Envelopes	\$16,476.40	906	\$6,964.18	\$15,302.41	\$8,338.23
Fasteners	\$3,024.28	914	\$949.52	\$2,783.99	\$1,834.47
Furnishings	\$91,705.16	3563	\$13,059.14	\$82,996.21	\$69,937.07
Labels	\$12,486.31	1400	\$5,546.25	\$11,836.96	\$6,290.71
Machines	\$189,238.63	440	\$3,384.76	\$142,472.65	\$139,087.89
Paper	\$78,479.21	5178	\$34,053.57	\$73,414.94	\$39,361.37
Phones	\$330,007.05	3289	\$44,515.73	\$281,914.11	\$237,398.38
Storage	\$223,843.61	3158	\$21,278.83	\$210,645.64	\$189,366.81
Supplies	\$46,673.54	647	(\$1,189.10)	\$43,650.67	\$44,839.77
Total	\$2,297,200.86	37873	\$286,397.02	\$1,974,618.73	\$1,688,221.70



- => Profit wise south and central Region need more focus.
- => Some of the states are doing good net Sale wise but their profits are 0 such as Texas, North Carolina, Ohio and Pennsylvania etc...
- => net sales and profits wise the technology category perform excellent then Office Suppliers perform Very good and Furniture category is good.
- => some of the sub-category need focus because profit wise they are not performing well.
- => By observing the net sales and cost KPI we need to optimize our cost.