

Sales Dashboard

37.87K
Sum of quantity

2.30M
Total Revenue

286.40K
Total Profit

12.47
Profit Margin

category

All

region

All

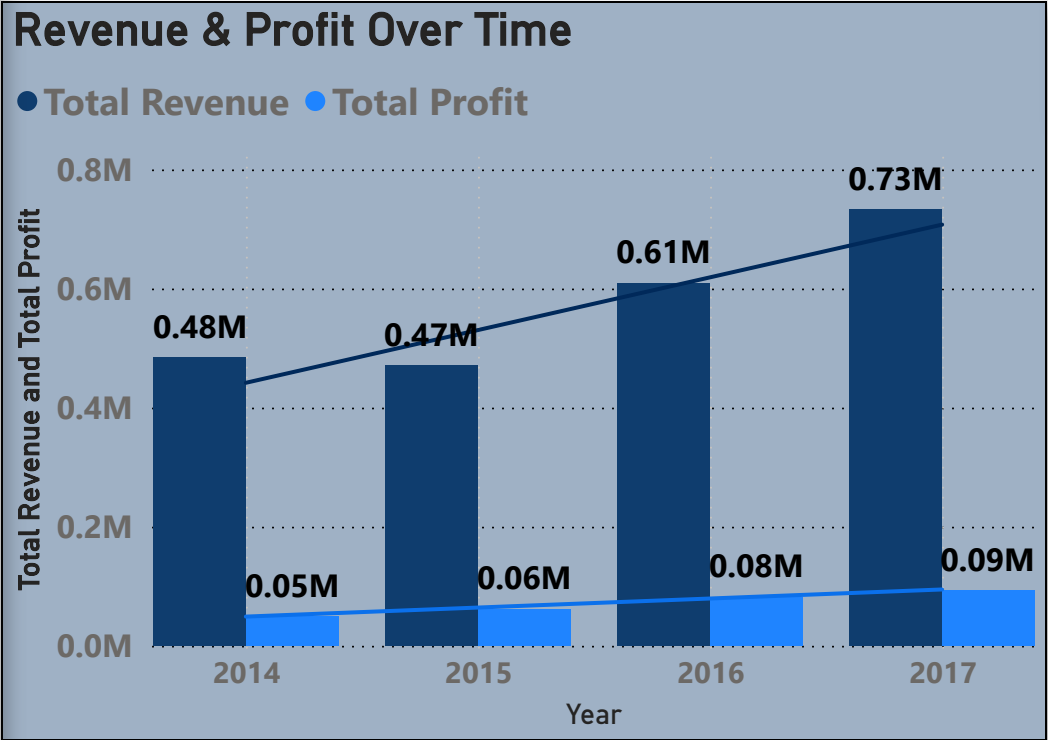
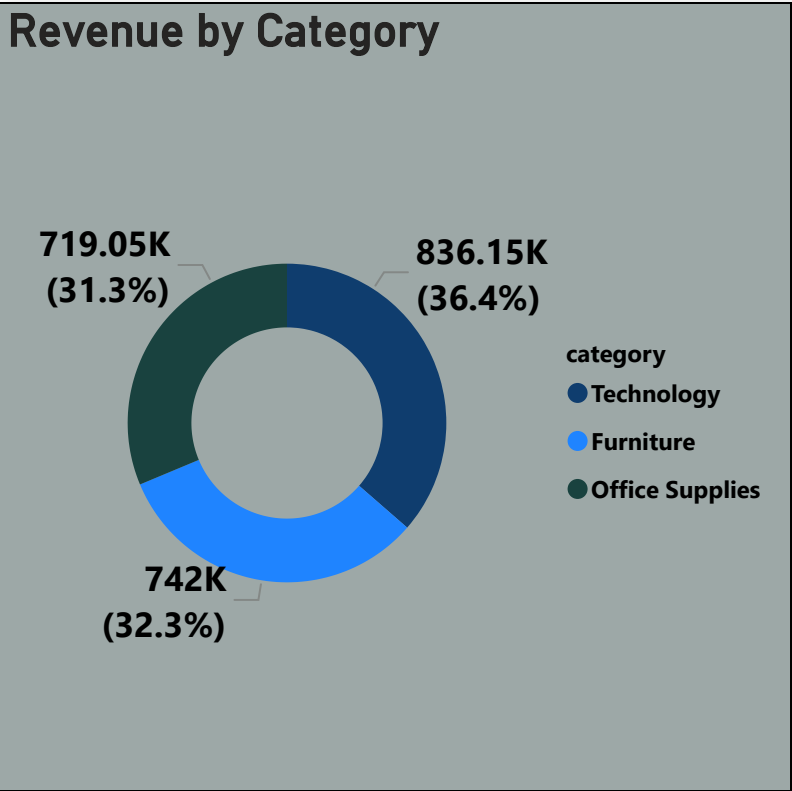
order_date

1/3/2014 12/30/2017

OverView

Profit by Region

| region | Profit Margin | Total Revenue |
|---------|---------------|---------------|
| Central | 7.92 | 501,239.88 |
| East | 13.48 | 678,781.36 |
| South | 11.93 | 391,721.90 |
| West | 14.94 | 725,457.93 |
| Total | 12.47 | 2,297,201.07 |



| category | Total Profit | Profit Margin |
|-----------------|--------------|---------------|
| Furniture | 18,451.25 | 2.49 |
| Office Supplies | 122,490.88 | 17.04 |
| Technology | 145,455.66 | 17.40 |
| Total | 286,397.79 | 12.47 |

The Technology category contributed 60% to the profit growth over the past 4 years.

The West region generated 38% of the total profit, largely due to high-margin products.