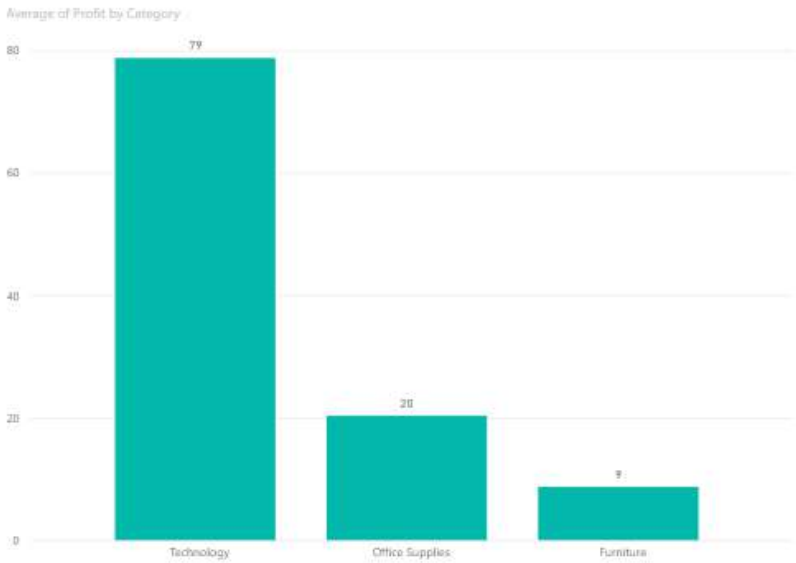


Profit vs Discount by Category



Furniture has highest discount and lowest profit – revise discount policy.

Filters on this page

Add data fields

Filters on all pages

Add data fields

Profit by Customer Segment

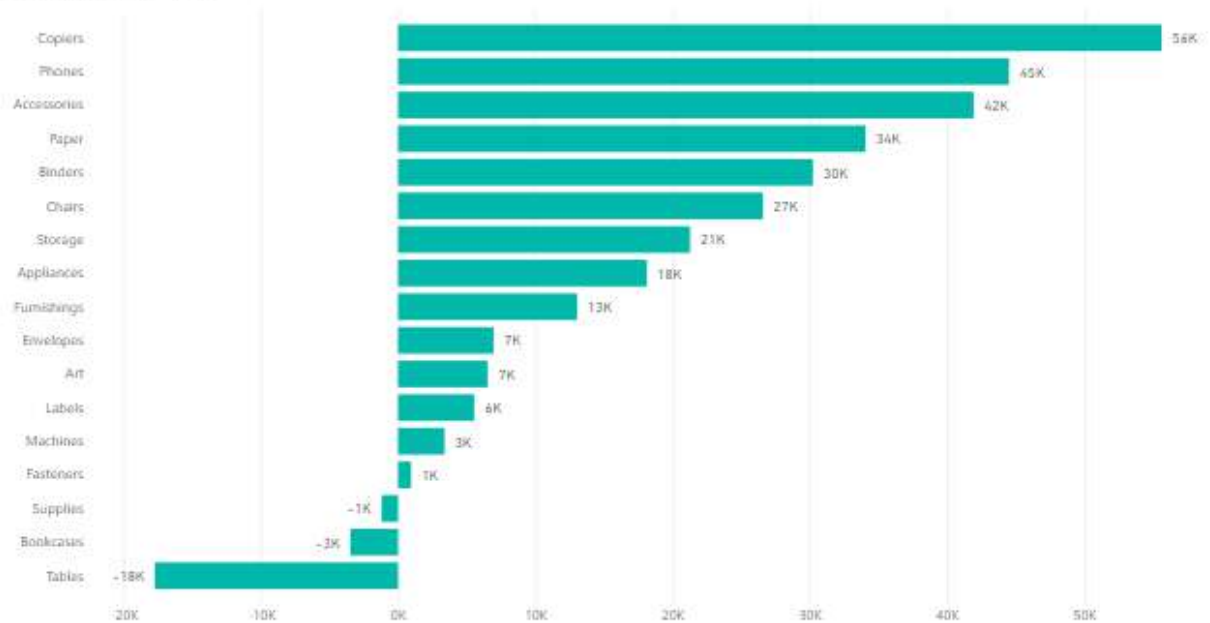
Sum of Profit by Segment



Corporate clients contribute most to profit – potential for growth focus.

Sub-Category Performance by Profit

Sum of Profit by Sub-Category



Tables and Bookcases show negative profits – may need pricing strategy

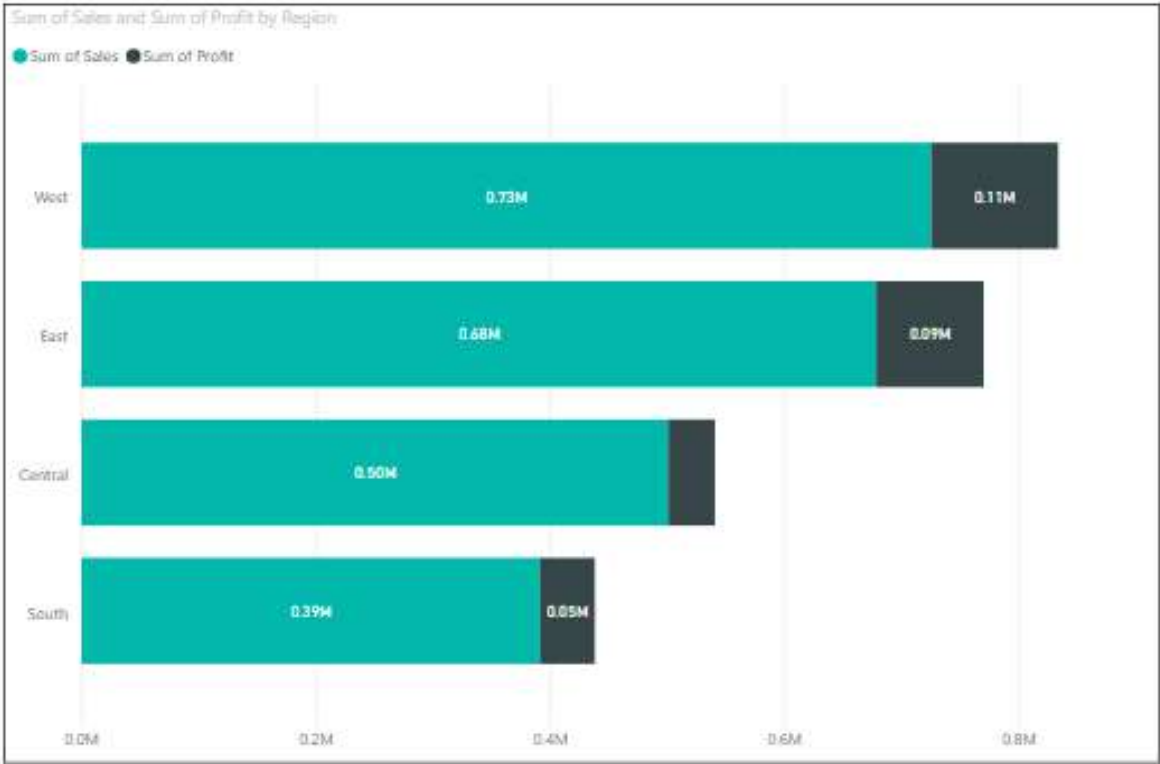
Monthly Sales Trend

Sum of Sales by Year, Quarter and Month



Sales increase during Q4 each year – suggests holiday season impact.”

Regional Sales and Profit Comparison



Despite high sales in West, profit margins are lower needs cost review.