

KPI Insights

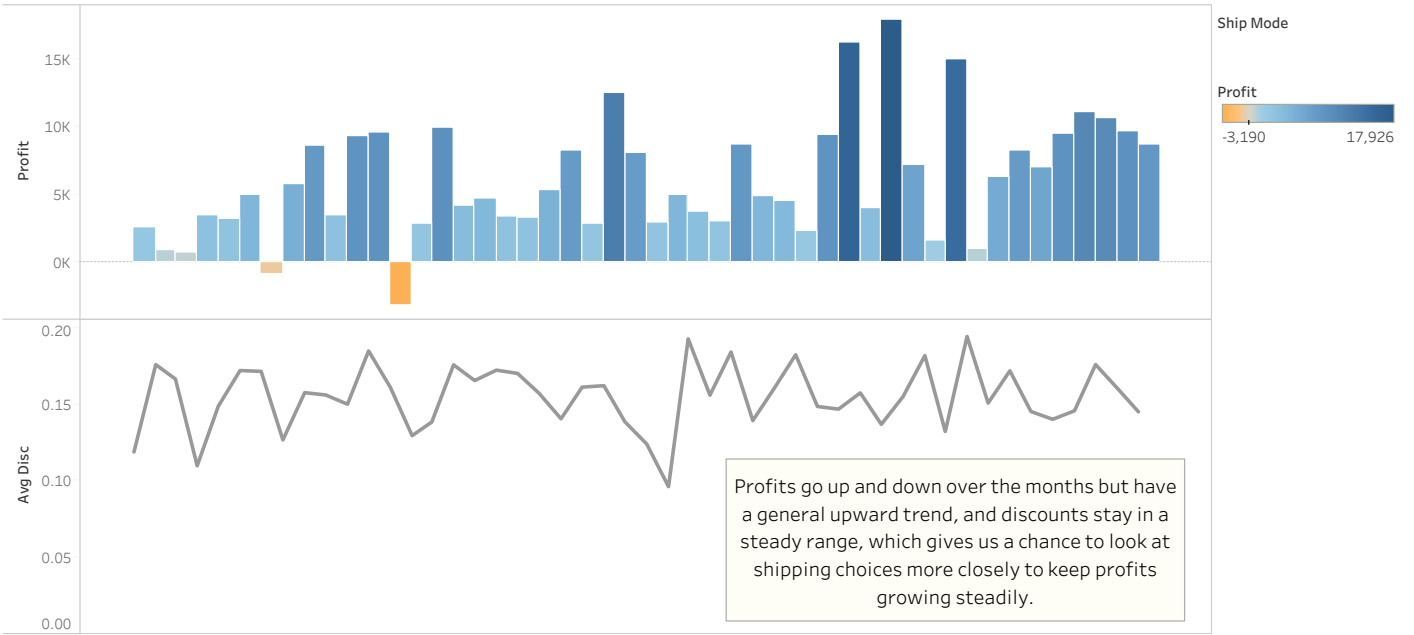
How much profit and sales have we generated so far?	How do profits and discounts vary over time for different shipping modes?	Which manufacturers are bringing in the most sales and profit?	Which states are leading in sales and by what categories?	Which product sub-categories ha..
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Profit	Sales	Avg. Discount
\$292,297	\$2,326,534	16%

So far we've made **\$292,297** in profit and **\$2,326,534** in sales, which shows good performance overall and gives us a base to think about how we can keep building on these numbers through better focus on our strong areas.

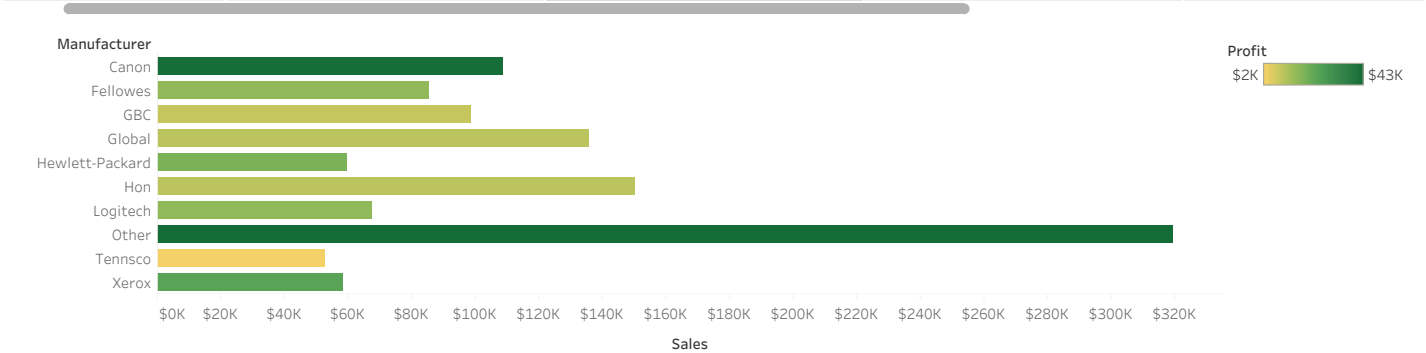
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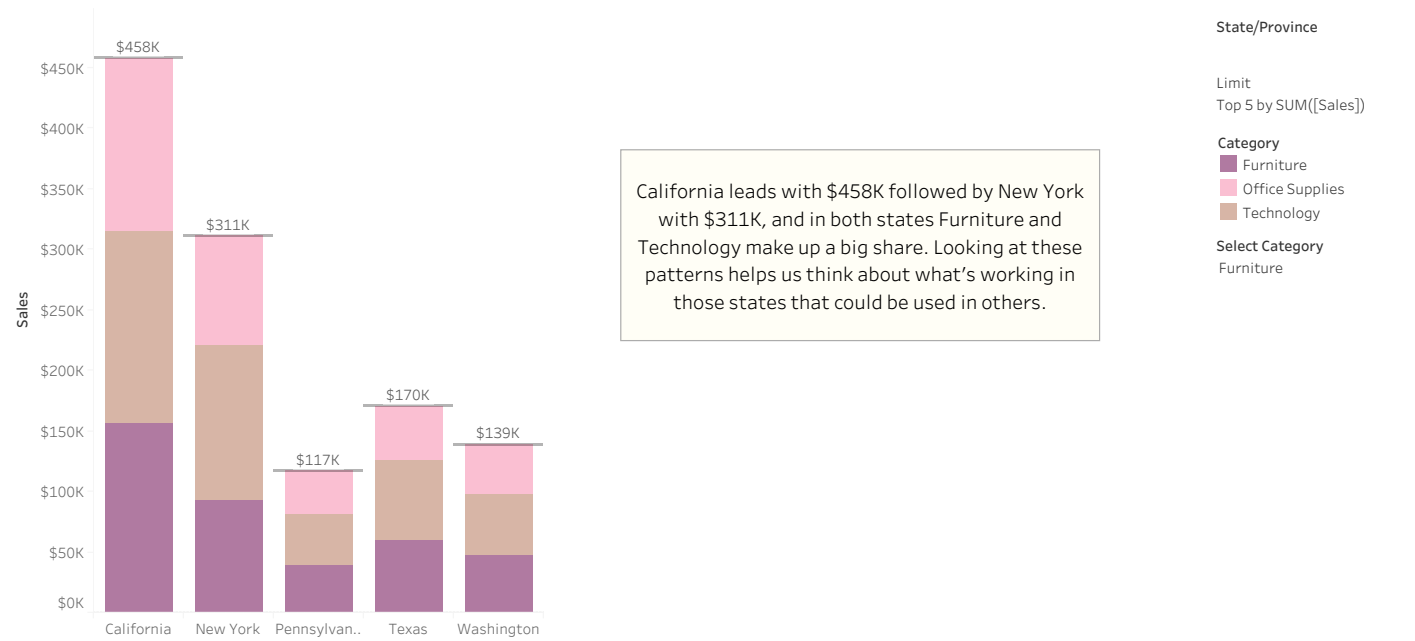
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Canon, Logitech, and the "Other" category drive the majority of profit. In contrast, manufacturers like Tennsco and Fellowes show low or no profit despite generating sales. There's opportunity to renegotiate contracts or phase out low-performing vendors.

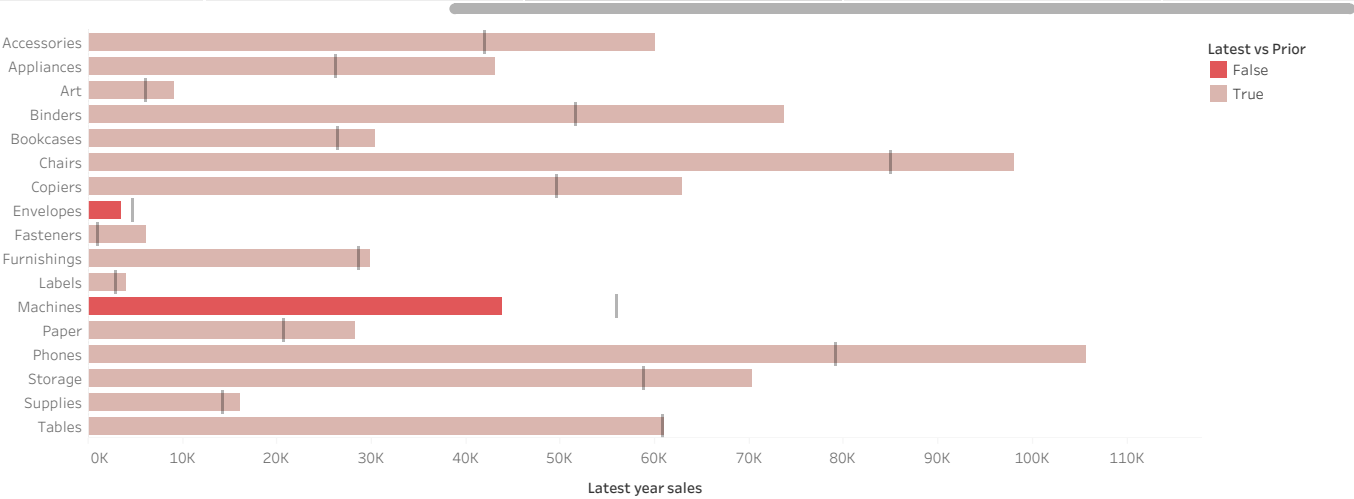
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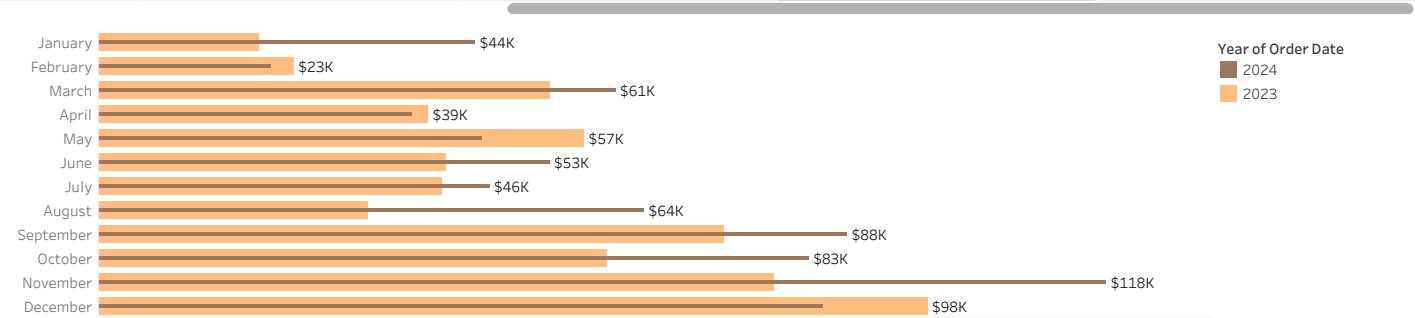
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Chairs, Copiers, and Binders have grown a lot compared to last year, while some like Envelopes have stayed close to last year's levels, showing us which areas we could push more attention to balance things out.

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The 2024 bars show stronger months than 2023, especially September, November, and December, with November peaking at about \$118K. It also highlights that some of the earlier months are lighter, so there's room to plan promotions or new campaigns there

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Overall, **sales** and **profits** are **growing**, with certain **states**, **product categories**, and **manufacturers** **doing really well**, and the patterns in the visuals show where there's still room to build on these strong results.