

# Business Summary Report – Sales Analysis

## Overall Performance

Total Sales: █2.29 Million  
Total Profit: █0.29 Million  
Profit Margin: 12.47%  
Total Orders: 5,009  
Total Customers: 793

## Category-wise Performance

Category	Sales (█)	Profit (█)	Insight
Technology	836K	145K	Highest growth & profit driver
Office Supplies	719K	122K	Stable & high margin
Furniture	742K	18K	Low profitability – needs review

## Key Business Recommendations

- Focus investment on Technology and Office Supplies
- Revisit pricing and discount strategy for Furniture
- Strengthen customer retention programs
- Monitor discounts to protect margins