

# 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