

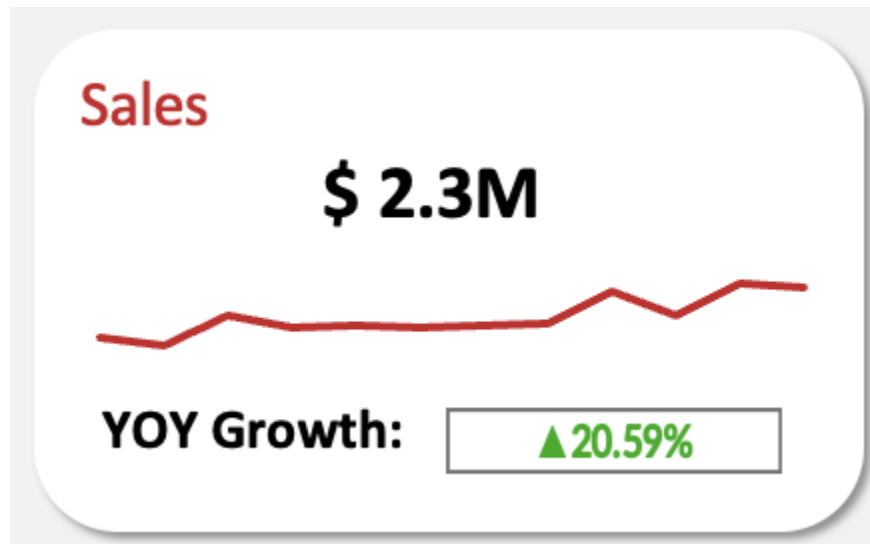


Staples Sales Dashboard Reporting (2021–2024)

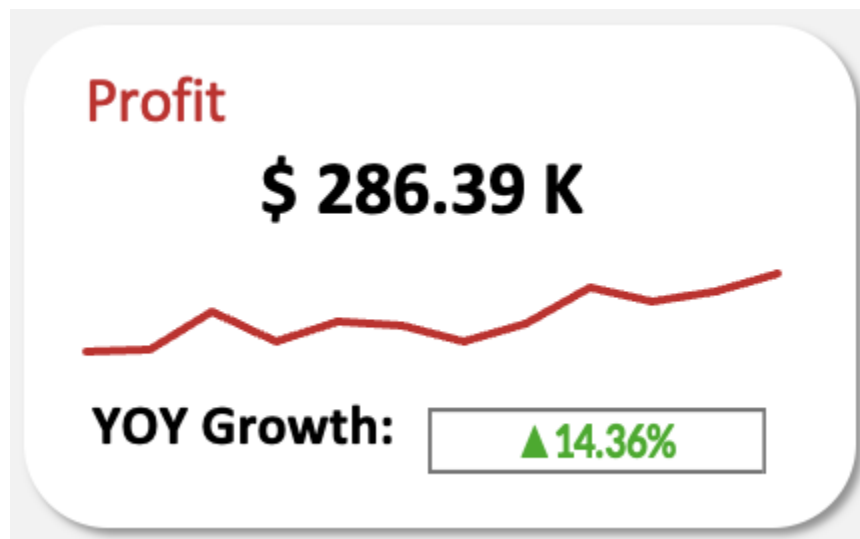
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1. Overall Business Performance

From 2021 to 2024, Staples achieved total sales of **\$2.3 million**, showing a strong **year-over-year growth of 20.59%**.



Profit also increased to **\$286.39 thousand**, reflecting a **14.36% year-over-year growth**.



The company fulfilled **9,991 orders**, representing a **28.59% increase over the previous year**, and sold a total of **37,864 items**, which is a **27.43% improvement year-over-year**.

of Quantities

37864



YOY Growth:

▲ 27.43%

of Orders

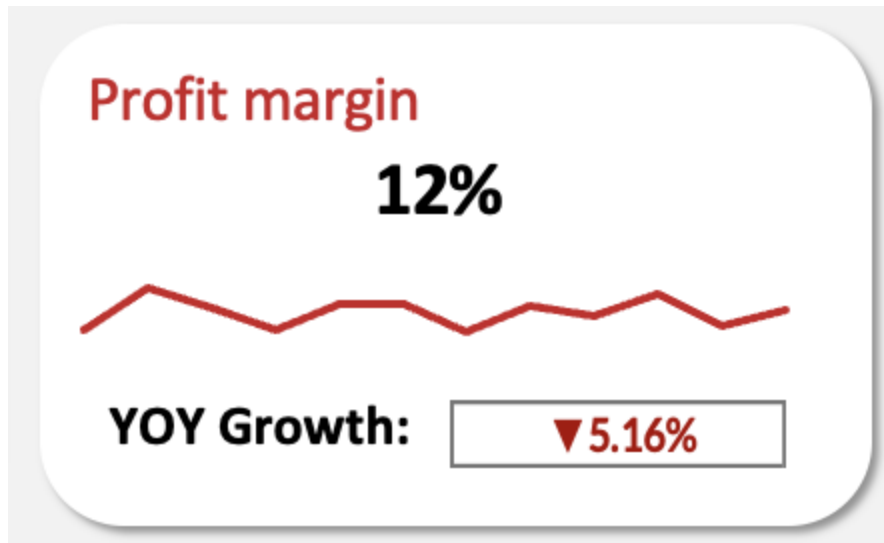
9991



YOY Growth:

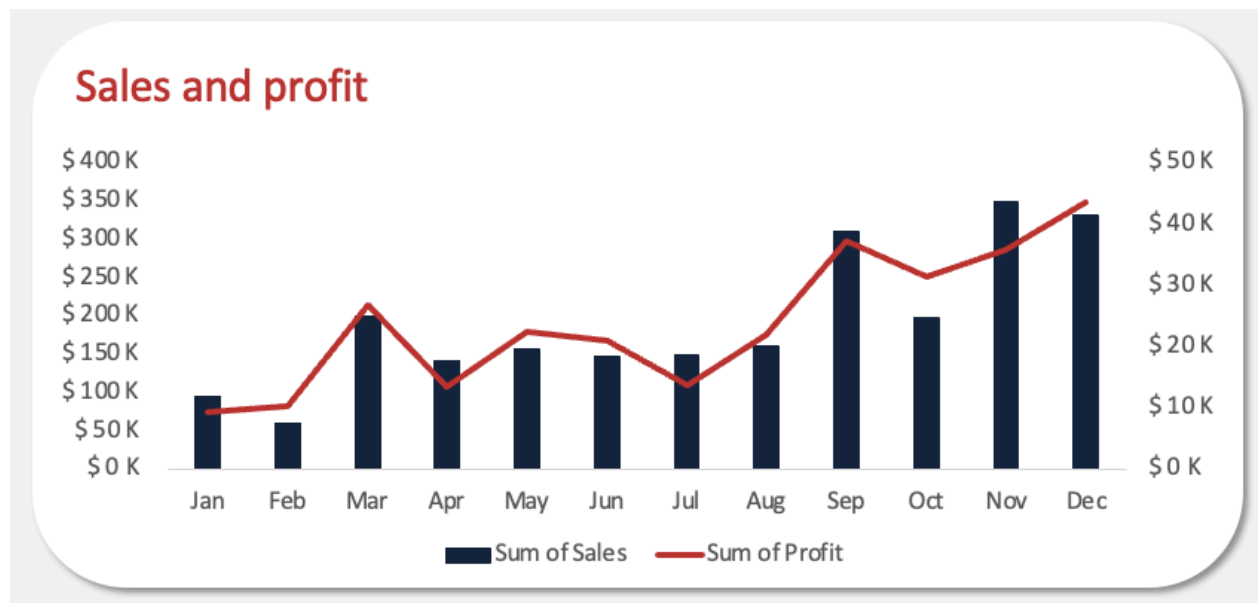
▲ 28.59%

However, the **profit margin declined to 12%**, making a **5.16% decrease**. This means that while sales and order volumes are growing rapidly, profits are not keeping pace, suggesting that costs or discounts might be rising faster than revenue.



In summary, Staples experienced healthy growth in sales and operations, but profitability efficiency needs attention.

2. Monthly Sales and Profit Trends



Sales and profit data show that performance tends to **peak between September and December**, especially during the **holiday season**, when both sales and profits rise sharply.

There are also **smaller increases** around **April and August**, which could be linked to **office restocking periods or back-to-school campaigns**.

This suggests that Staples' business is **seasonal**, and the company could benefit from **strategically planning promotions, inventory, and staffing** ahead of these high-demand months.

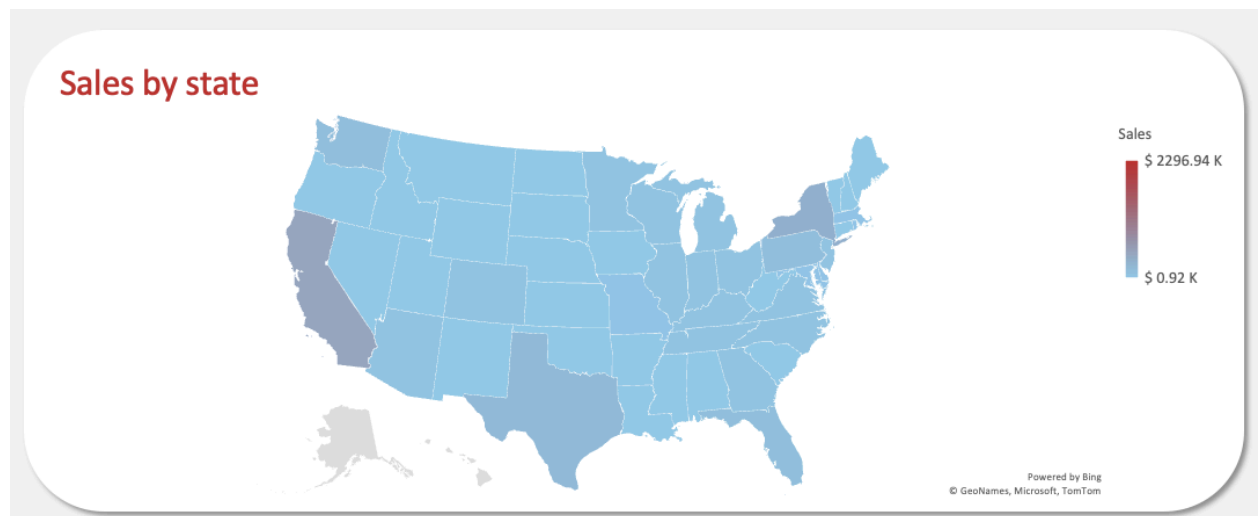
3. Category-Wise Profit



Among the three main product categories, **Technology** generated the **highest profit at \$145.45K**, accounting for **about 51% of total profits**. **Office Supplies** followed with **\$122.46K (approximately 43%)**, while **Furniture** contributed only **\$18.47K (around 6%)**.

This suggests that **Technology products** are the **key profit driver** for Staples, while **Furniture** is **underperforming** and may require **pricing adjustments, marketing support, or new product offerings** to improve profitability.

4. Sales by State



The geographic sales map shows darker areas, indicating higher sales, and lighter areas, indicating lower sales.

Highest Sales States (\$2.3M):

The West (California) is clearly the state with the highest sales, as it is colored in the darkest shade, corresponding to the top of the sales scale. New York and likely Massachusetts and New Jersey in the Northeast also appear to have significantly higher sales than the majority of the country, indicated by their darker red shading.

Mid-to-High Sales States

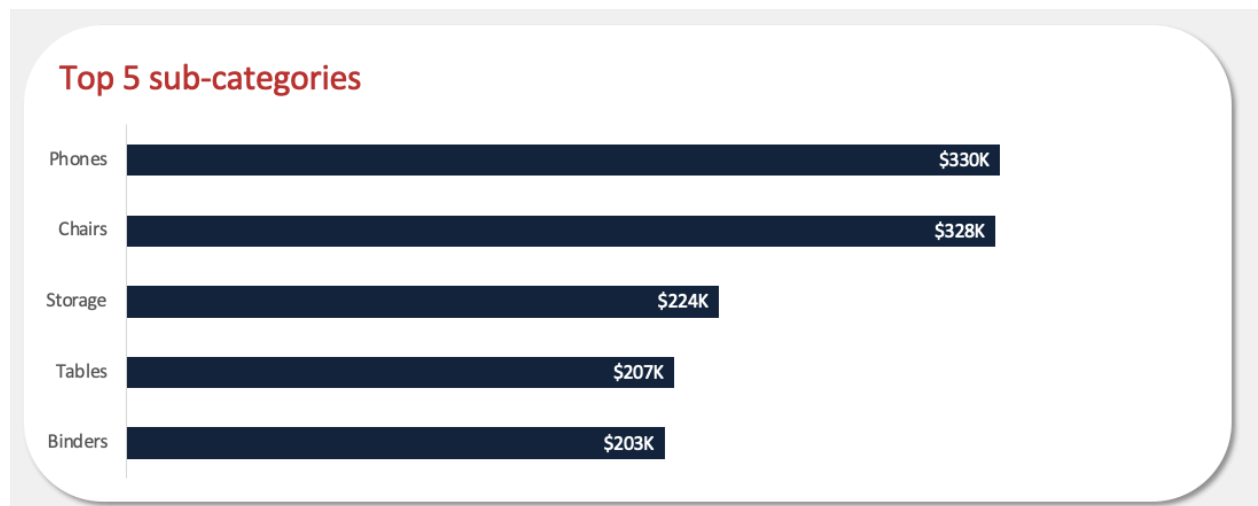
Several states in the South and Southwest, such as Texas, Washington, and possibly Florida and a few others, show a medium- to-darker blue shade, suggesting they fall in the upper-mid range of sales.

Lowest Sales States (\$0.92K)

A large portion of the Midwest, or the Central regions, is colored in the lightest pale blue, indicating the lowest sales figures on the map.

This regional imbalance suggests that Staples could focus on expanding marketing efforts, optimizing logistics, or strengthening partnerships in underperforming regions to capture untapped market potential.

5. Top 5 Sub-Categories by Sales



Phones and chairs are the **strongest revenue contributors**, indicating high consumer demand.

Staples could take advantage of this by **bundling these items** with complementary products (such as office accessories or technology add-ons) to increase average order value and customer retention.

6. Segment Overview

The Consumer and Corporate segments appear to drive the majority of sales.

Meanwhile, the Home Office segment, although smaller, shows potential for growth given the continued trend of hybrid and remote work.

Staples could further develop targeted strategies and personalized campaigns for home office customers to boost engagement and revenue in this area.

7. Solutions and Recommendations

Although sales are growing, the profit margin is shrinking. Staples should analyze its pricing strategy, discount structure, and cost management to protect profitability.

Since sales peak in the last quarter of the year, the company should plan marketing campaigns, promotions, and inventory around that period.

The company continues investing in the Technology category and explores ways to expand its success to other categories.

The Furniture category could benefit from promotional offers, product redesigners, or targeted advertising.

The company should increase its sales presence in the Midwest and Central regions through regional campaigns or improved delivery options.