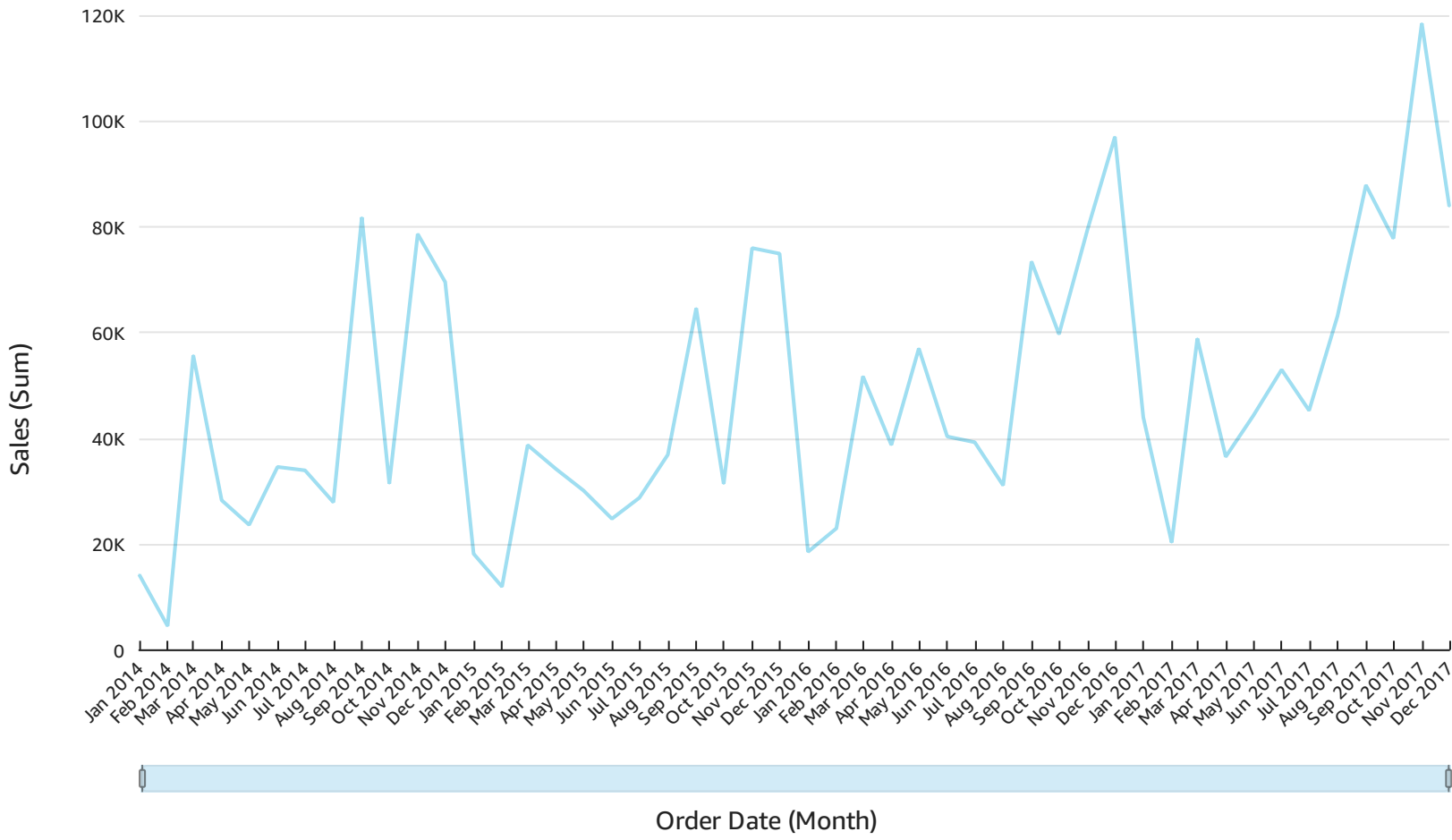


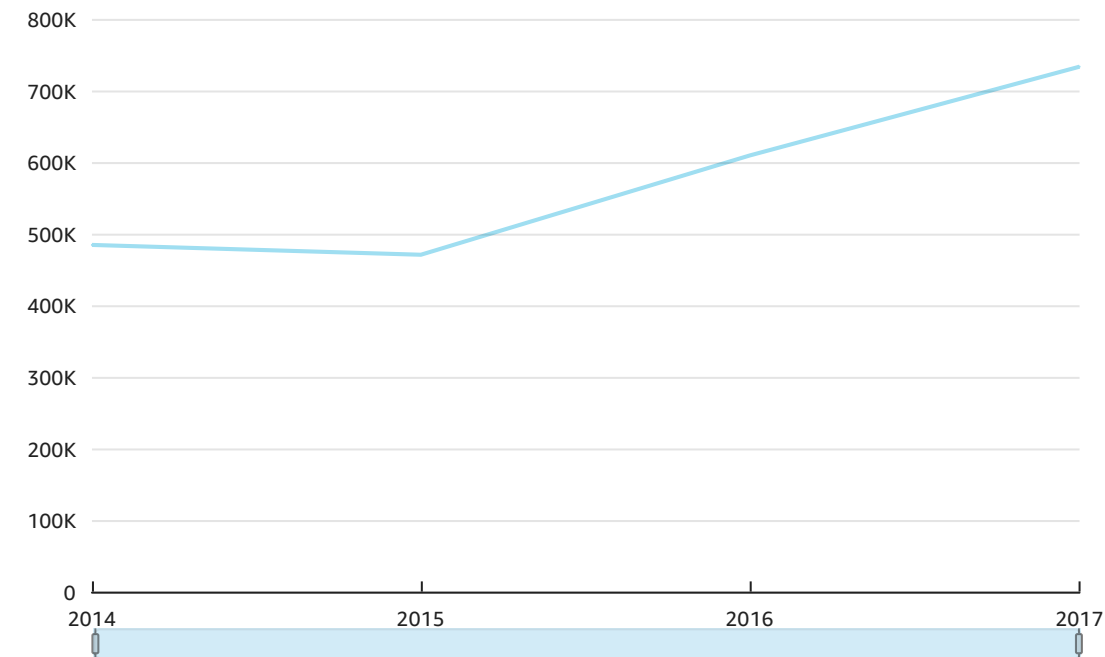
SALES PERFORMANCE ANALYSIS

- **Monthly Trends:** Sales fluctuate significantly month-to-month, indicating seasonal trends and promotional efforts. The sales peak refers to the high-demand periods.
- **Yearly Trends:** The steady increase of the line from 2014 to 2017 shows consistent business growth, and the upward trend shows successful strategies and market expansion over the years.
- **Sales by Sub-Category:** Binders and Paper are top-selling among all the sub-categories, with more than 1000 sales.
- **Profitability by product name:** Most of the products were profitable except for a few items like "Lexmark MX611dhe Monochrome Laser Printer" with -4589.973 loss and "Cubify Cubex 3D Printer Double Head Print" with -8879.9704 loss, which should be reviewed again for either discontinuing or re-pricing.
- **Profit and Discount by Sub-Category:** "Copiers" and "Paper" are the most profitable sub-categories. Discounts play an impactful role, highlighting the need for promotional planning.

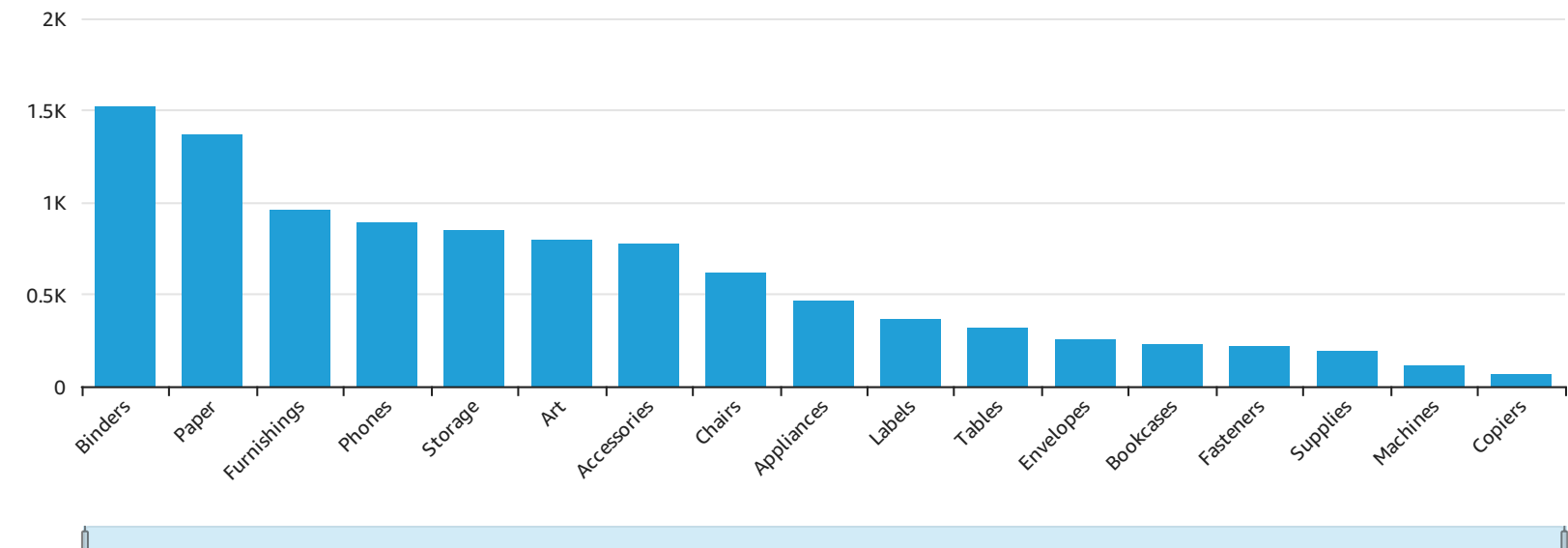
Sum of Sales by Order Date



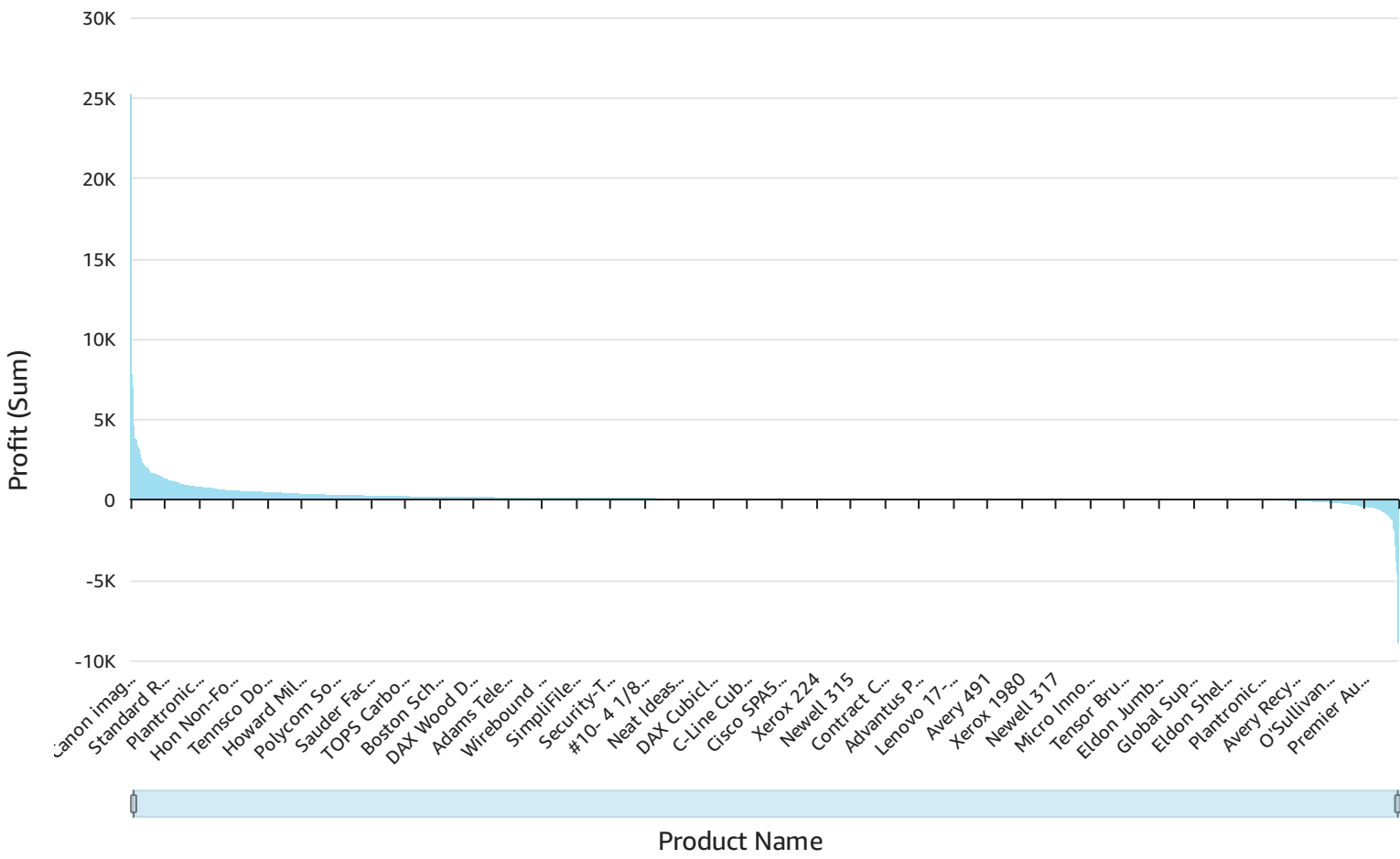
Sum of Sales by Order Date



Count of Sales by Sub-category



Sum of Profit by Product Name



Sum of Profit and Sum of Discount by Sub-category

