

Total Sales

1.14M

Total Profit

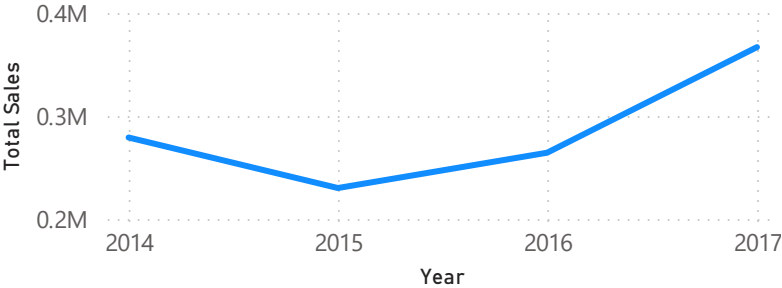
128.37K

Profit Margin

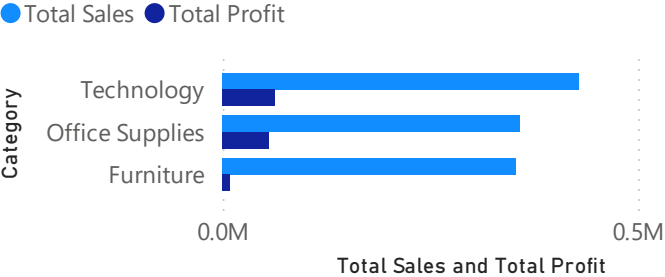
0.11

Profit Margin

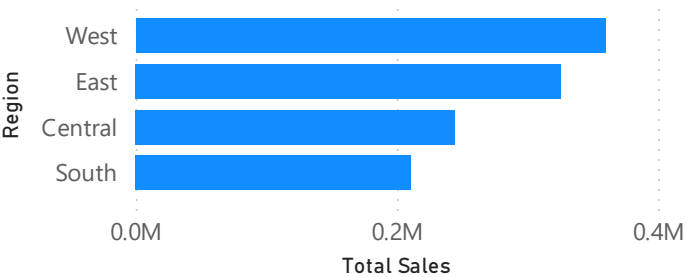
Total Sales by Year



Total Sales and Total Profit by Category



Total Sales by Region



Product_Name	Total Sales	Total Profit
Martin Yale Chadless Opener Electric Letter Opener	12,492.16	-1,382.47
Lexmark MX611dhe Monochrome Laser Printer	16,829.90	-4,589.97
Ibico EPK-21 Electric Binding System	11,339.94	1,701.00
High Speed Automatic Electric Letter Opener	8,187.65	327.51
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	8,134.33	2,414.89
Cubify CubeX 3D Printer Triple Head Print	7,999.98	-3,839.99
Cisco TelePresence System EX90 Videoconferencing Unit	22,638.48	-1,811.08
Canon imageCLASS 2200 Advanced Copier	21,699.94	8,959.98
Bady BDG101FRU Card Printer	9,279.89	1,327.99
3D Systems Cube Printer, 2nd Generation, Magenta	9,099.93	2,365.98
Total	1,27,702.20	5,473.84

key insights

1. Technology category contributes the highest sales and profit
2. West region leads overall sales performance.
3. Top 10 products generate a significant share of total revenue.

Region

All

Category

All

Order_Date

04-01-2014

30-12-2017