



Sales Performance Overview

514K

Total Sales

92K

Total Profit

5491

Units Sold

18

Avg Profit Margin %

Product Category

Furniture

Office Supplies

Technology

Order Date

01-01-2023

01-01-2024

Region

Central

South

East

West

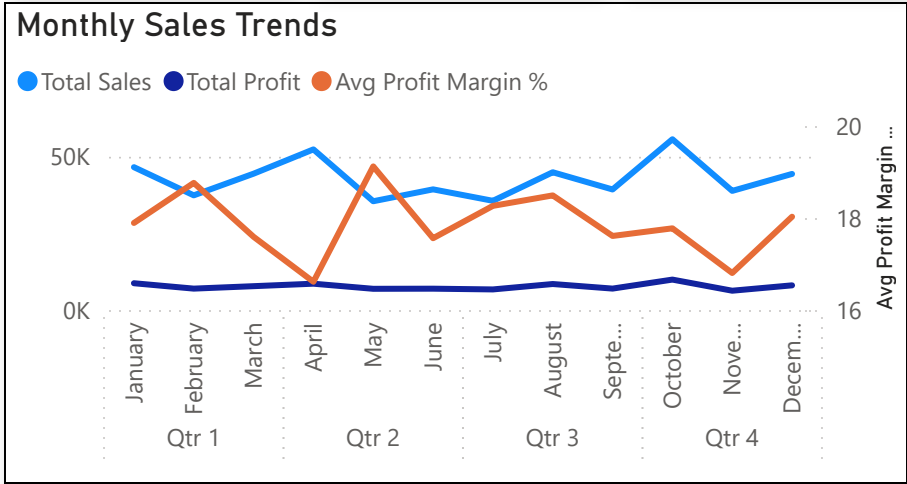
Customer Segment

Consumer

Home Office

Corporate

Small Business



Key Insights:

1. Overview:

Total sales of \$514K with a profit of \$92K (17.9% profit margin) and 5,491 units sold.

2. Monthly Trends:

Relatively stable sales throughout the year with slight peaks in March, May, and October.

3. Geographic Distribution:

Major sales concentration in Texas, California, and Illinois; whereas higher profit margin % in Florida and New York.

4. Product Performance:

Top 3 profit-generating products are from the categories of office supplies (Paper 20, Binder 42, Pens 57) with profit for each being a minimum of \$600.

5. Category by Segment:

The stacked bar chart shows all product categories (Furniture, Office Supplies, Technology) are popular across all customer segments, with Corporate and Home Office segments showing strong purchasing across categories.

Business Recommendations:

1. Seasonal Promotions:

Focus marketing efforts on historically slower months to even out sales performance.

2. Geographic Expansion:

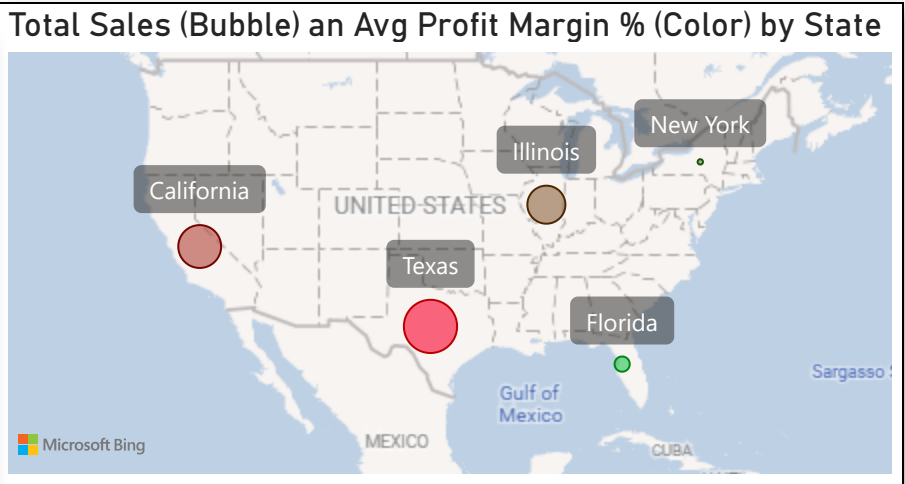
Investigate expansion opportunities in states with high profit margins but lower sales volumes (New York and Florida)

3. Product Focus:

Leverage high-profit items like Papers & Binders in marketing campaigns.

4. Cross-Selling Strategy:

Develop targeted cross-category promotions for each customer segment based on their existing purchasing patterns.



Top & Bottom Products by Total Profit

Paper 20

Binders 42

Pens 57

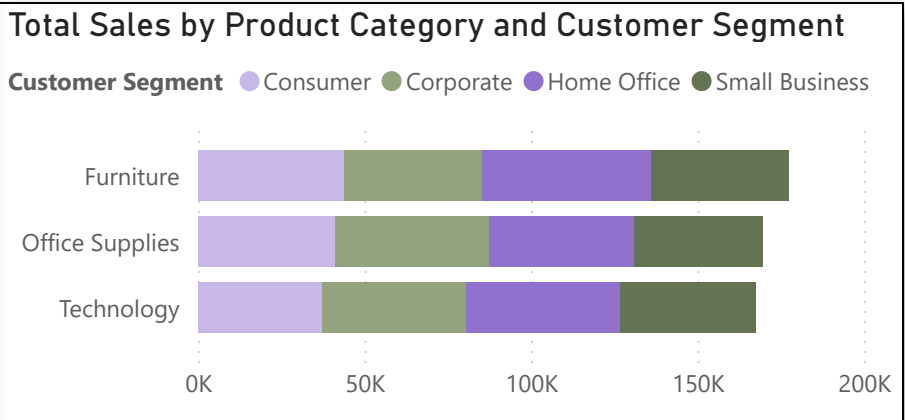
Order

Bottom

Top

N value

3





Product Profitability & Sales Analysis

681

Total Products

136

Avg Profit per Product

FURNITURE

Most Profitable Category

10%

Avg Discount Applied

Product Category

Furniture

Office Supplies

Technology

Order Date

01-01-2023

01-01-2024

Region

Central

South

East

West

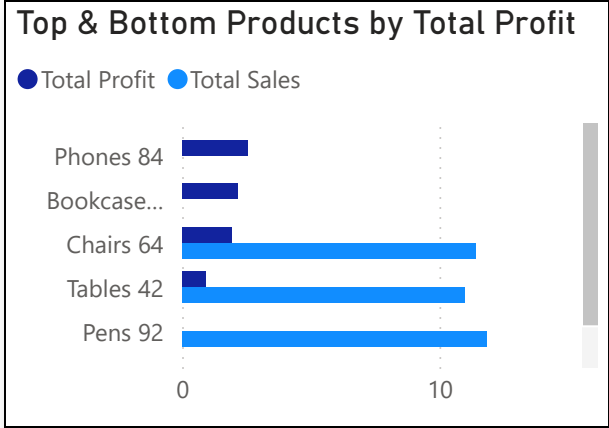
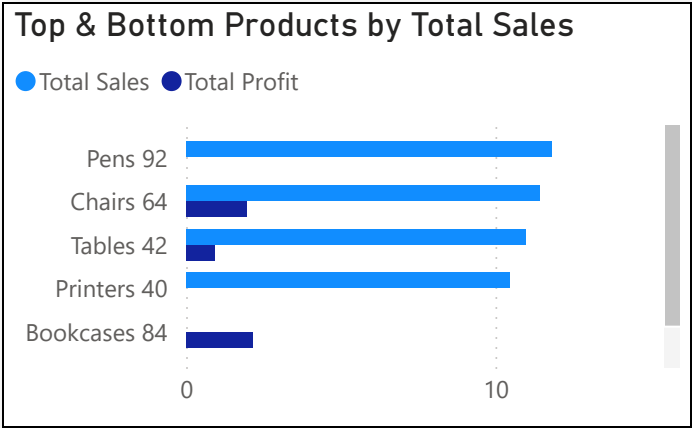
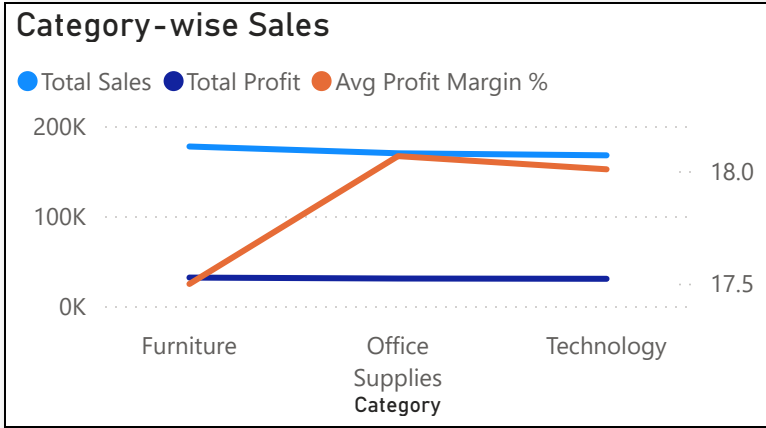
Customer Segment

Consumer

Home Office

Corporate

Small Business



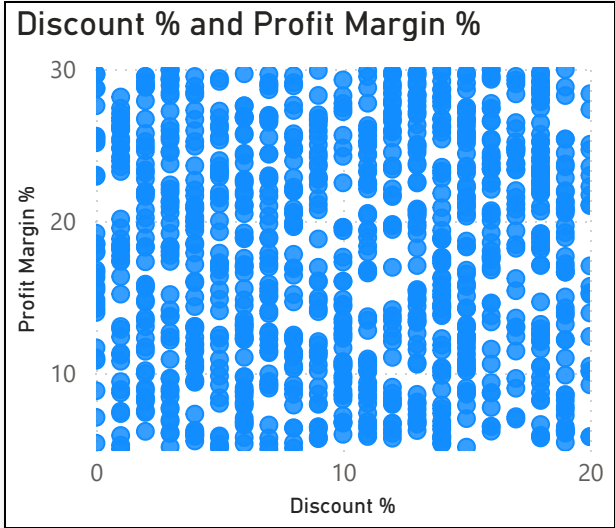
Order

Bottom

Top

N value

4



Key Insights:

1. **Overview:** 681 total products with average profit of \$136 per product and 10% average discount applied.

2. **Category Performance:** Furniture is the most profitable category overall.

3. **Sales vs. Profit:** Notable discrepancy between sales and profit margin for Furniture products, particularly Sofa (Furniture) which have high sales but low profit.

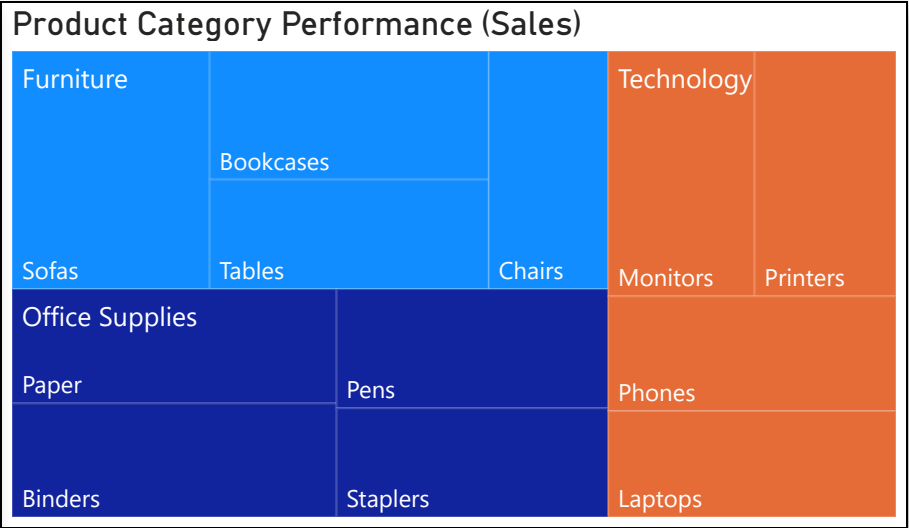
4. **Discount Impact:** No clear conclusion can be drawn regarding discount impact on profit margin %.

5. **Category Breakdown:** Sales performance of subcategories: Bookcases, Sofas, and Tables dominate Furniture, while Technology features Monitors, Printers, and Phones.

Business Recommendations:

1. **Optimize Discount Strategy:** Review discount policies for products like Sofas, Paper and Chairs which have high sales to boost profits.

2. **Product Mix Adjustment:** Consider phasing out or repricing low-margin products, especially in the Furniture category.





Customer Segment Analysis

441

Total Customers

514

Avg Purchase Value

HOME OFFICE

Highest Value Segment

67

Repeat Order %

Product Category

Furniture

Office Supplies

Technology

Order Date

01-01-2023

01-01-2024

Region

Central

South

East

West

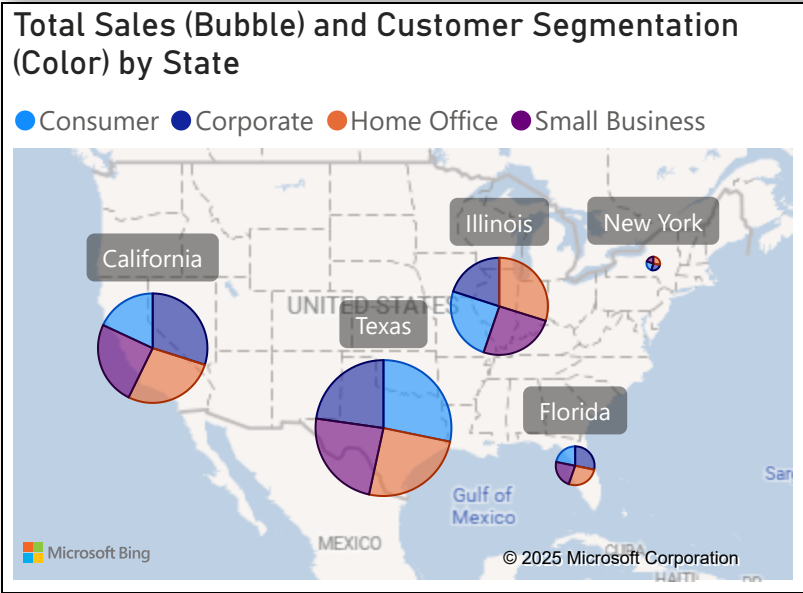
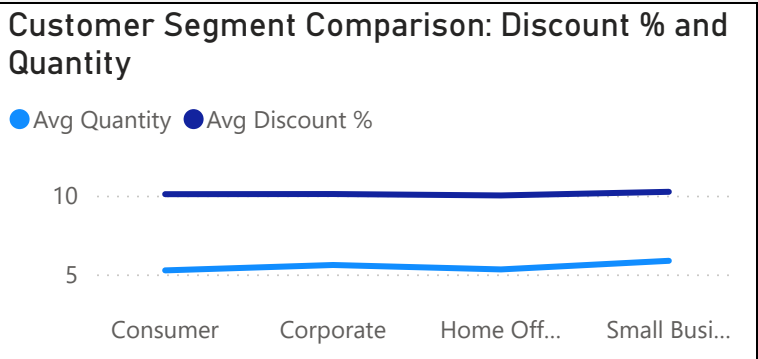
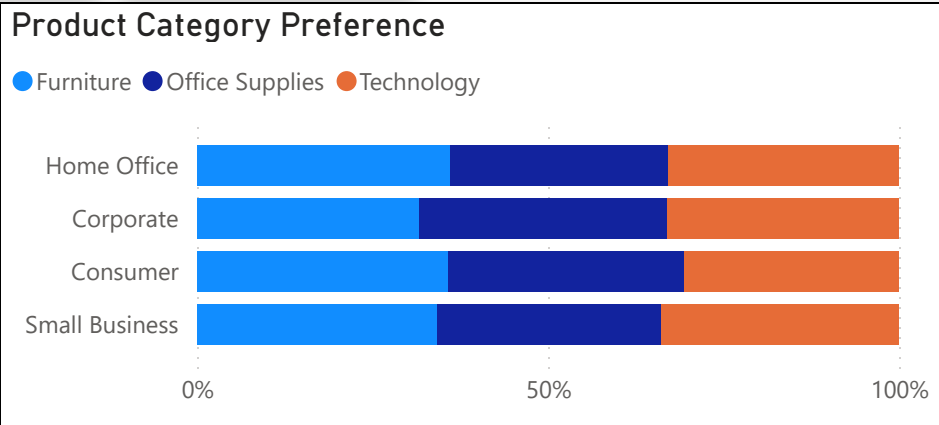
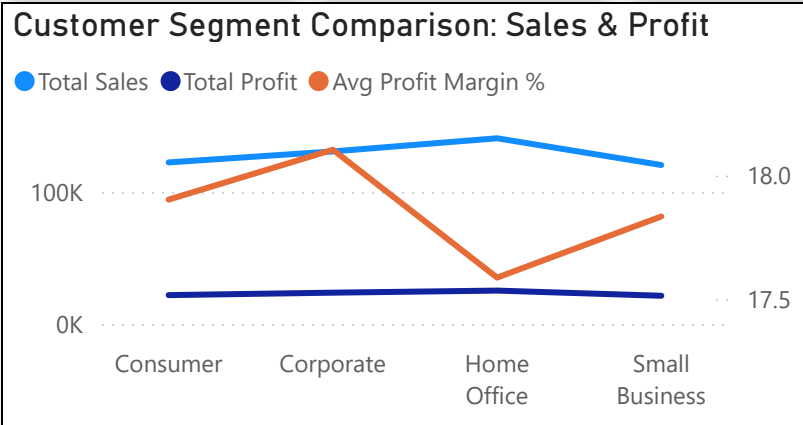
Customer Segment

Consumer

Home Office

Corporate

Small Business



Key Insights:

- Overview:** 441 total customers with an average purchase value of \$514. Home Office is the highest-value segment, with a 67% repeat order rate overall.
- Segment Comparison:** Home Office and Corporate segments show the highest sales values; Corporate and Consumers show higher profit margin %, though all segments have comparable profit ratios. Small Business shows highest quantity purchased.
- Category Preferences:** All segments show balanced purchasing across categories, with slight preference variations (Home Office favors Furniture slightly more).
- Seasonal Patterns:** The heat map indicates strong purchasing in February, April, September, and December across segments.
- Customer Segmentation by State:** Customer segment distribution seems to be stable across all states. Each segment has a significant presence in all states.
- Discount and Quantity:** Uniform discount (10%) are provided and similar amount of products (5-6) are purchased across all segments.

Business Recommendations:

- Targeted Marketing:** Develop targeted campaigns for the Home Office segment,

Customer Segment Buying Patterns

Month	Consumer	Corporate	Home Office	Small Business	Total
January	465.7	541.8	535.5	569.2	472.8
February	538.8	494.5	467.8	531.0	530.2
March	491.6	483.83	529.31	539.08	503.95
April	514.2	483.83	529.31	539.08	503.95
May	483.83	529.31	539.08	503.95	514.2
June	483.83	529.31	539.08	503.95	514.2
July	483.83	529.31	539.08	503.95	514.2
August	483.83	529.31	539.08	503.95	514.2
September	483.83	529.31	539.08	503.95	514.2
October	483.83	529.31	539.08	503.95	514.2
November	483.83	529.31	539.08	503.95	514.2
Total	483.83	529.31	539.08	503.95	514.2



Geographic Sales Distribution & Analysis

SOUTH

Top Performing Region

TEXAS

Most Profitable State

5

States

Product Category

Furniture

Office Supplies

Technology

Order Date

01-01-2023

01-01-2024

Region

Central

South

East

West

Customer Segment

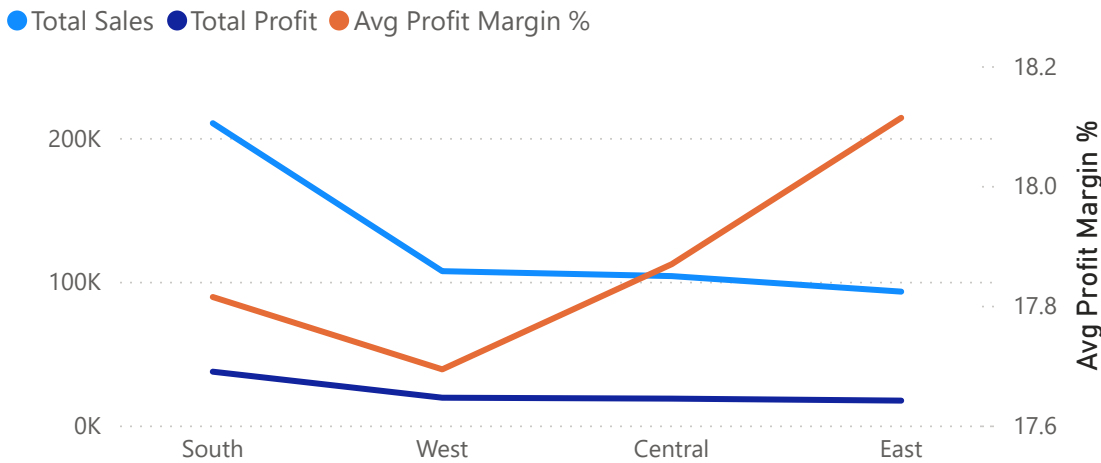
Consumer

Home Office

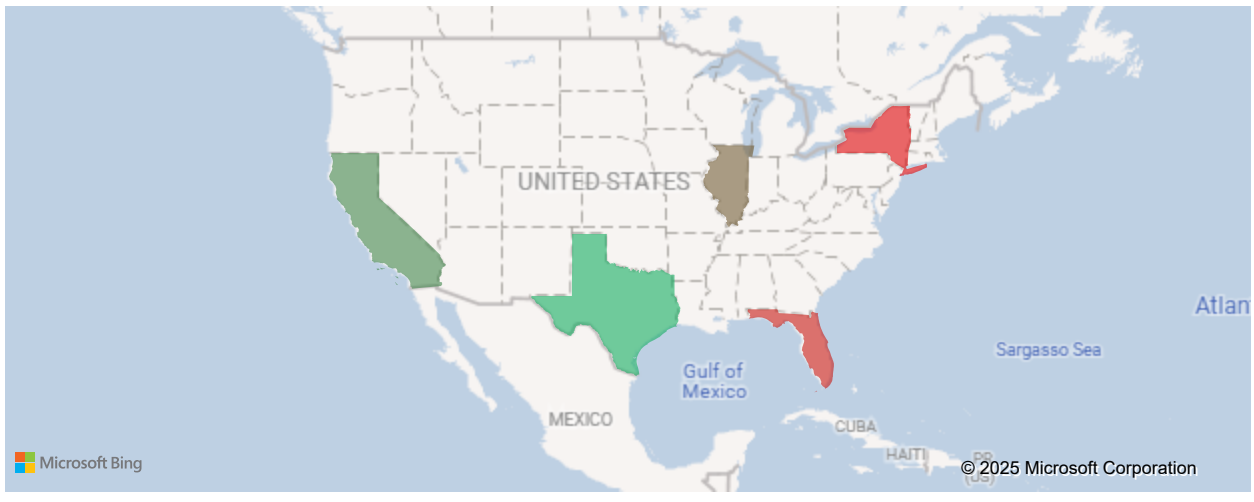
Corporate

Small Business

Regional Sales Trends



Profit Distribution



Key Insights:

- Overview:** South is the top performing region by sales volume. Out of the 5 states, Texas is the most profitable state.
- Regional Sales Trends:** The South has the highest sales but not the highest profit margin percentage. East region shows the highest profit margin percentage despite lowest sales volume. Central region has sales volume towards the lower side and stands in the middle when it comes to profit and profit margin, when compared to other regions.
- Region Performance Comparison:** The South significantly outperforms other regions in both sales and profit. The West, Central, and East regions have much closer performance to each other. Profit is proportionally smaller than sales across all regions.
- Profit Distribution Map:** Several states stand out with higher profitability (Texas, New York, Florida, California, Illinois). Other states appear to have minimal or potentially negative profitability.

Business Recommendations:

- Geographic Expansion Plan:** Develop a focused strategy to increase penetration in underperforming states, particularly those adjacent to successful markets. Protect and grow the Texas market as it's a critical profit center. Focus on increasing sales volume in high-profit-margin regions (East).
- Balance across regions:** Heavy reliance on the South region and specifically Texas could be a risk factor if economic conditions change in these areas. Establish presence in other states to increase both sales and profit.
- Targeted Marketing:** Conduct deeper analysis on best-performing customer segments in high-profit regions. Develop targeted marketing campaigns for specific customer segments in underperforming regions.
- Optimization:** Review pricing and discount strategies across regions to optimize profit without sacrificing sales volume.



Sales Trends

OCT

Best Sales Month

OCT

Most Profitable Month

MAY

Month with Highest Avg Profit Margin %

Product Category

Furniture

Office Supplies

Technology

Order Date

01-01-2023

01-01-2024

Region

Central

South

East

West

Customer Segment

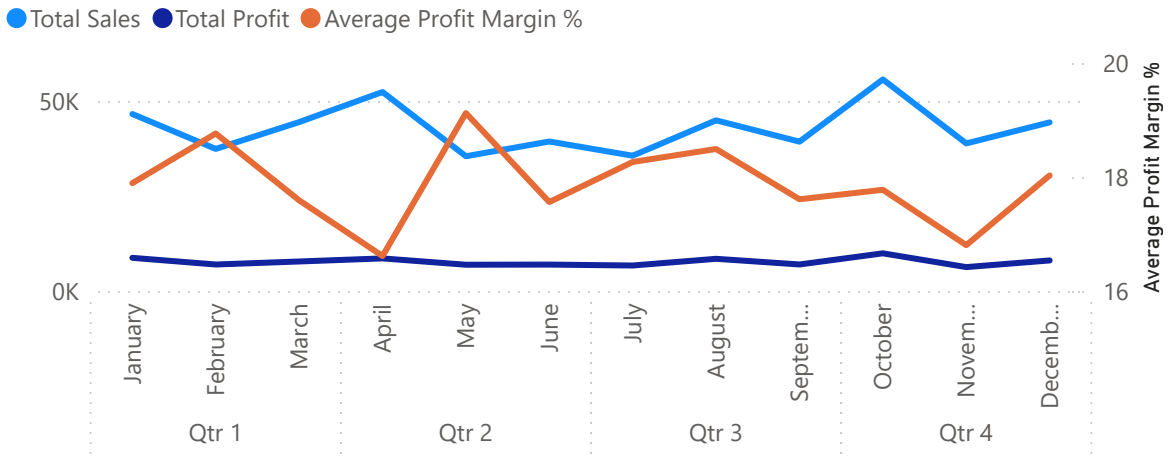
Consumer

Home Office

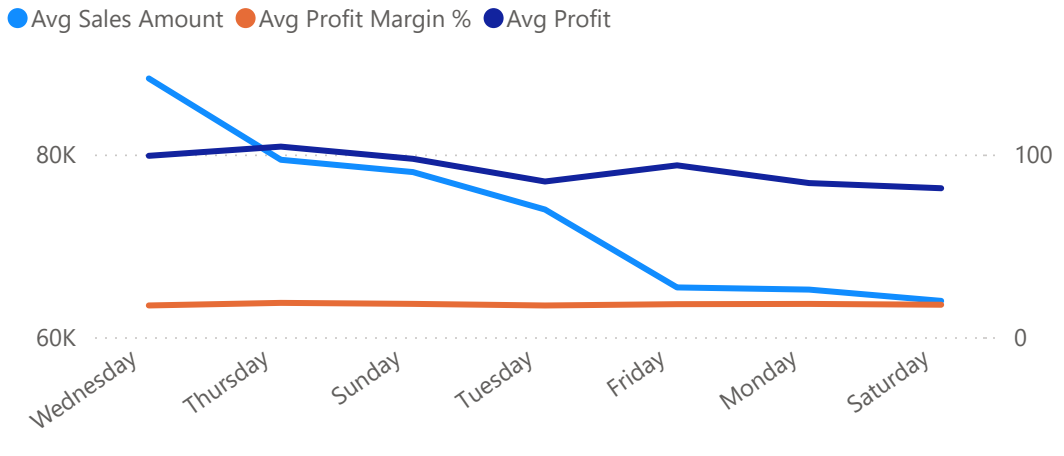
Corporate

Small Business

Monthly Sales Trends



Day of the Week Sales Analysis



Key Insights:

- Overview:** October is both the best sales month and most profitable month - This suggests a strong seasonal pattern, possibly related to early holiday shopping or fiscal year-end purchasing. May has the highest average profit margin percentage - Interestingly, while October generates more total sales and profit, May offers better profit efficiency.
- Monthly Sales Trends:** Sales (blue line) peak in April and October, showing cyclical patterns throughout the year. Profit (orange line) doesn't always correlate directly with sales, indicating variable profit margins across different periods. Q1 shows growing sales but inconsistent profits. Q3 (July-September) shows a gradual increase in both metrics. Q4 begins strong but shows a slight decline in December.
- Day of Week Sales Analysis:** Wednesday is the highest sales day followed by Thursday. Weekend days (Saturday and Sunday) show mixed performance, with Sunday performing better than Saturday. Monday and Friday have the lowest

Business Recommendations:

- Seasonal Strategy Refinement:** Implement targeted promotions during slower months (January, February, July) to balance annual revenue flow. Study October's success factors (product mix, pricing, or promotions) and apply learnings to other months.
- Day-of-Week Sales Optimization:** Introduce special Monday and Friday promotions to boost typically lower-performing days. Analyze staffing and customer service levels across weekdays to ensure consistent customer experience.
- Product Category Management:** Analyze which product categories drive May's high profit margins and consider promoting these products year-round.