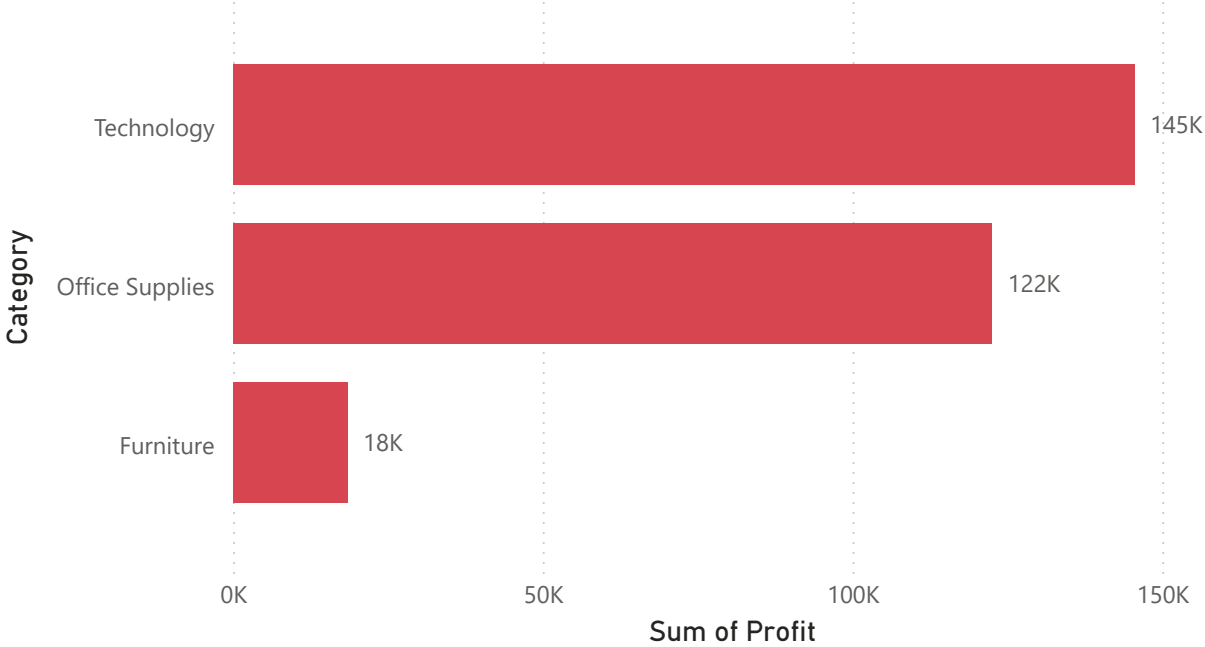


Sum of Profit by Category

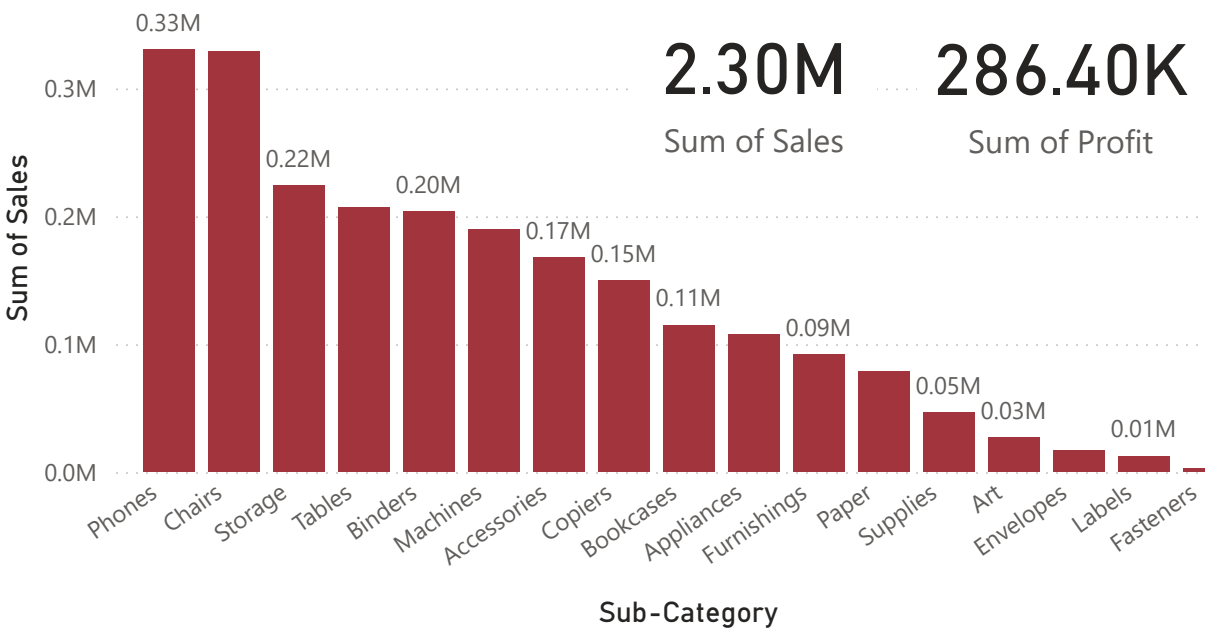


Sum of Profit by Order Date

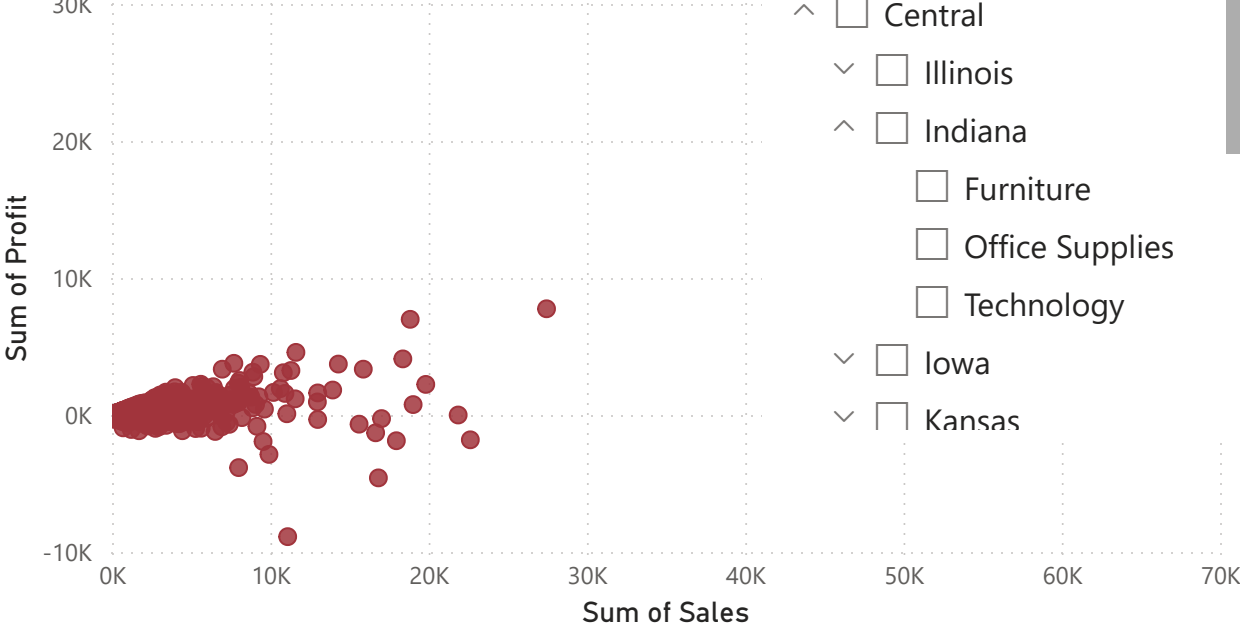


Sales & Profit Trends Over

Sum of Sales by Sub-Category



Sum of Sales and Sum of Profit by Product Name



## Sales and Profit Analysis Summary

### 1. Profit by Category

- **Technology** leads in profitability with **\$145K**.
- **Office Supplies** follows with **\$122K** in profit.
- **Furniture** lags significantly at just **\$18K** in profit.

### 2. Profit Trend Over Time

- There is a **declining trend in profits** over time, starting from a peak of **\$8.7K** in October 2015.
- Profits have steadily decreased, stabilizing around **\$1.8K - \$2.3K** per time period by 2017.

### 3. Sales by Sub-Category

- Highest sales are from **Phones (\$330K)**, **Chairs (\$320K)**, and **Storage (\$220K)**.
- Lowest performing sub-categories in sales include **Labels**, **Fasteners**, and **Art** (each below **\$50K**).
- Total sales amount to **\$2.30M**, with total profit at **\$286.40K**.

### 4. Product-Level Profitability

- A scatter plot of **Sales vs. Profit by Product Name** shows:
- Most products have modest profit margins.
- A few outliers show high sales but low or negative profit.
- The data indicates **opportunities to investigate low-margin or unprofitable high-selling products**.