

13M

Total Sales

1.47M

Total Profit

0.12

Profit Margin %

| Product.Name | Total Sales | Total Profit |
|----------------------------------------------------|-------------|--------------|
| Samsung Smart Phone, Cordless | 48654 | -198.09 |
| Office Star Executive Leather Armchair, Adjustable | 50667 | 4,710.98 |
| Nokia Smart Phone, with Caller ID | 47880 | 9,465.33 |
| Nokia Smart Phone, Full Size | 71904 | 9,938.20 |
| Motorola Smart Phone, Full Size | 73159 | 17,027.11 |
| Hon Executive Leather Armchair, Adjustable | 58200 | 5,997.25 |

| | | |
|-------|--------|-------------|
| Total | 625561 | 1,05,728.14 |
|-------|--------|-------------|

Region

- ☐ Africa
- ☐ Canada
- ☐ Caribbean
- ☐ Central
- ☐ Central Asia
- ☐ East
- ☐ EMEA

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

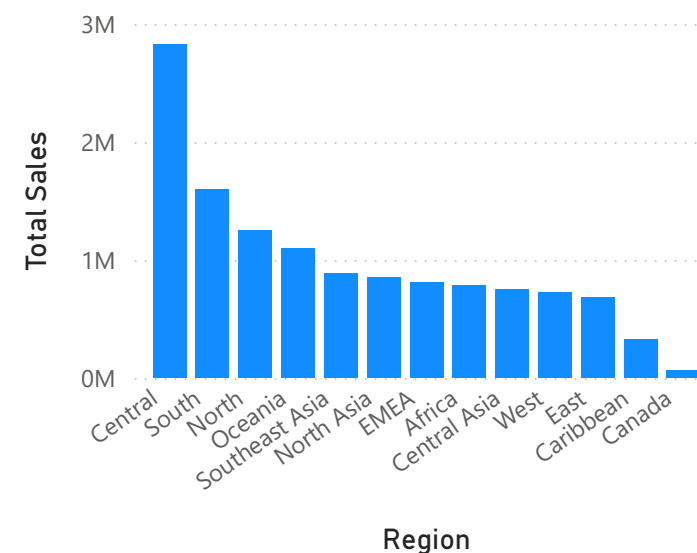
Order.Date

01-01-2011

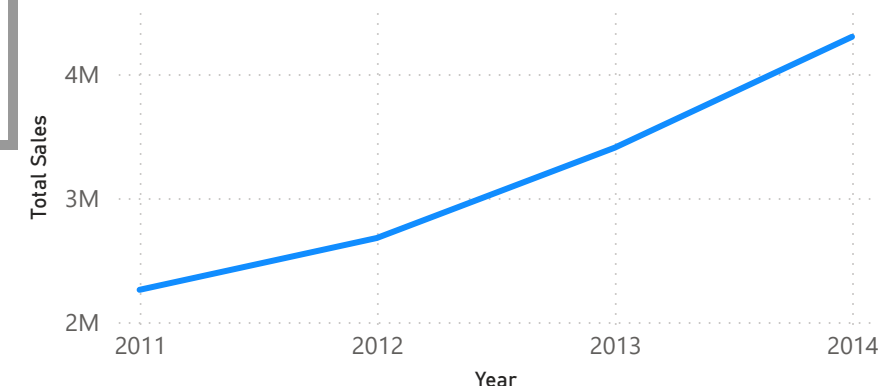
31-12-2014

Global Superstore - BI Dashboard

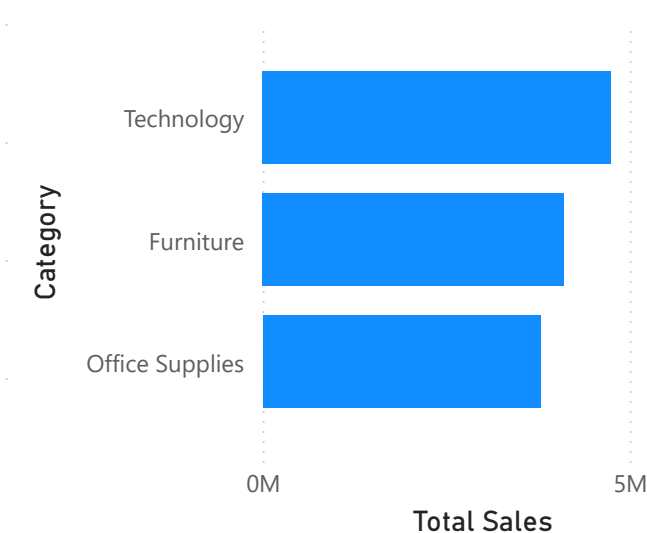
Total Sales and Sum of Profit by Region



Total Sales by Year



Total Sales by Category



- 1. Technology is the highest revenue-generating category, contributing significantly to overall sales and profit.**
- 2. Sales show a steady upward trend over time, indicating consistent business growth with seasonal spikes toward year-end.**
- 3. The West region outperforms other regions in total sales, while certain regions show lower profitability, highlighting optimization opportunities.**