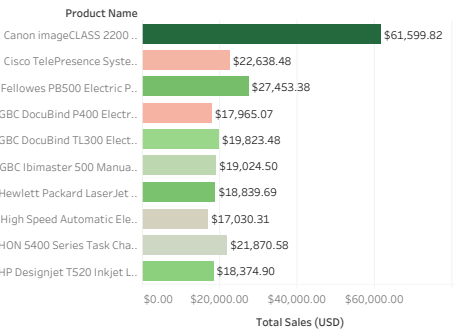


Story 1

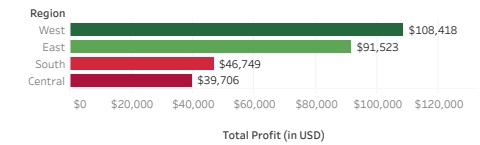
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| Overview of Sales & Profit by Region | Monthly Sales Performance | Best-Selling Products | Geographic Profitability | Q1 - Profit by Region | Summary and Recommendations |
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Sales and Profit Analysis Dashboard

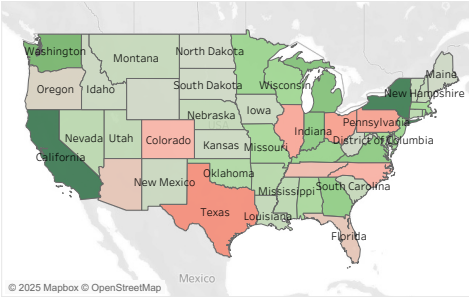
Top 10 Products by Sales and Profitability



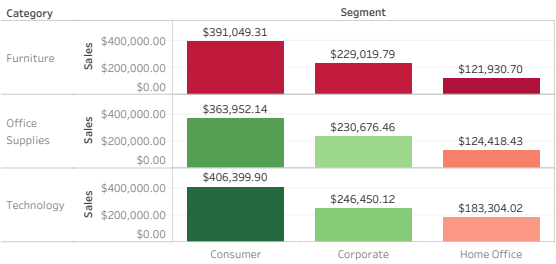
Regional Profit Analysis



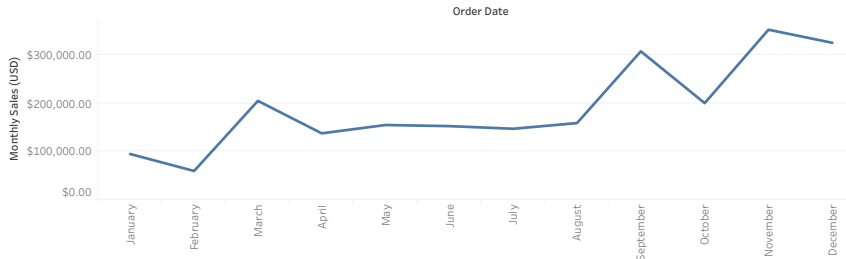
Profit by State (Map View)



Category vs Segment

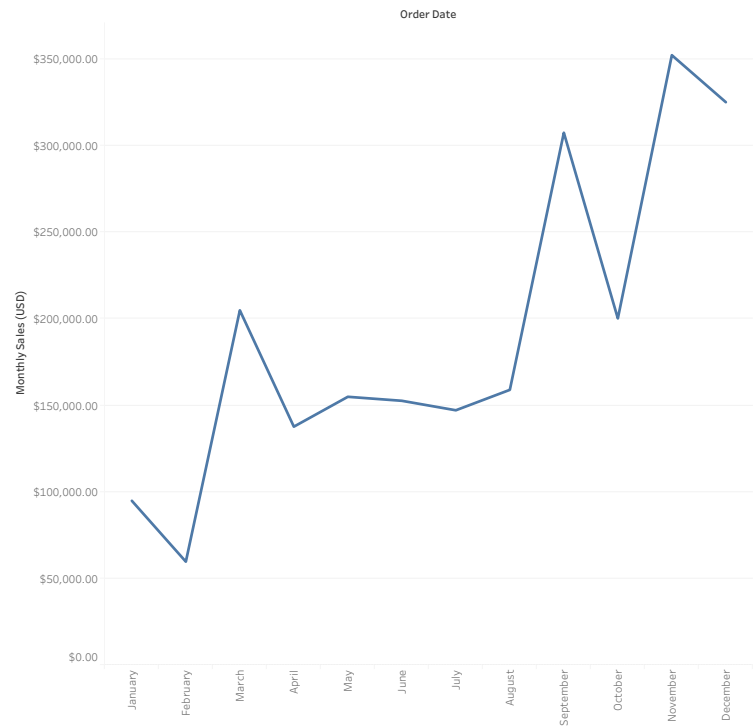


Monthly Sales Trend



Story 1

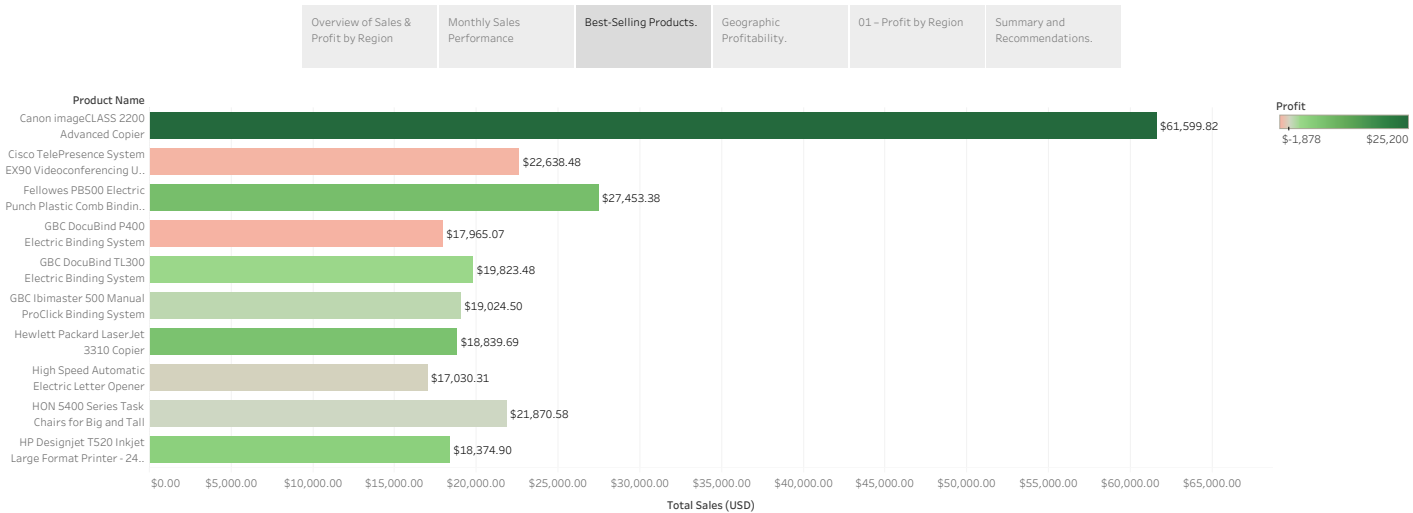
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| Overview of Sales & Profit by Region | Monthly Sales Performance | Best-Selling Products. | Geographic Profitability. | Q1 - Profit by Region | Summary and Recommendations. |
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Business Summary:
This interactive dashboard provides a consolidated overview of key performance indicators across sales, profit, customer segments, and product categories. Users can explore trends over time, performance by state, and product-level contribution to revenue.

Strategic Insight:
Use this view as a foundational reference for identifying performance patterns and selecting areas for deeper analysis.

Story 1



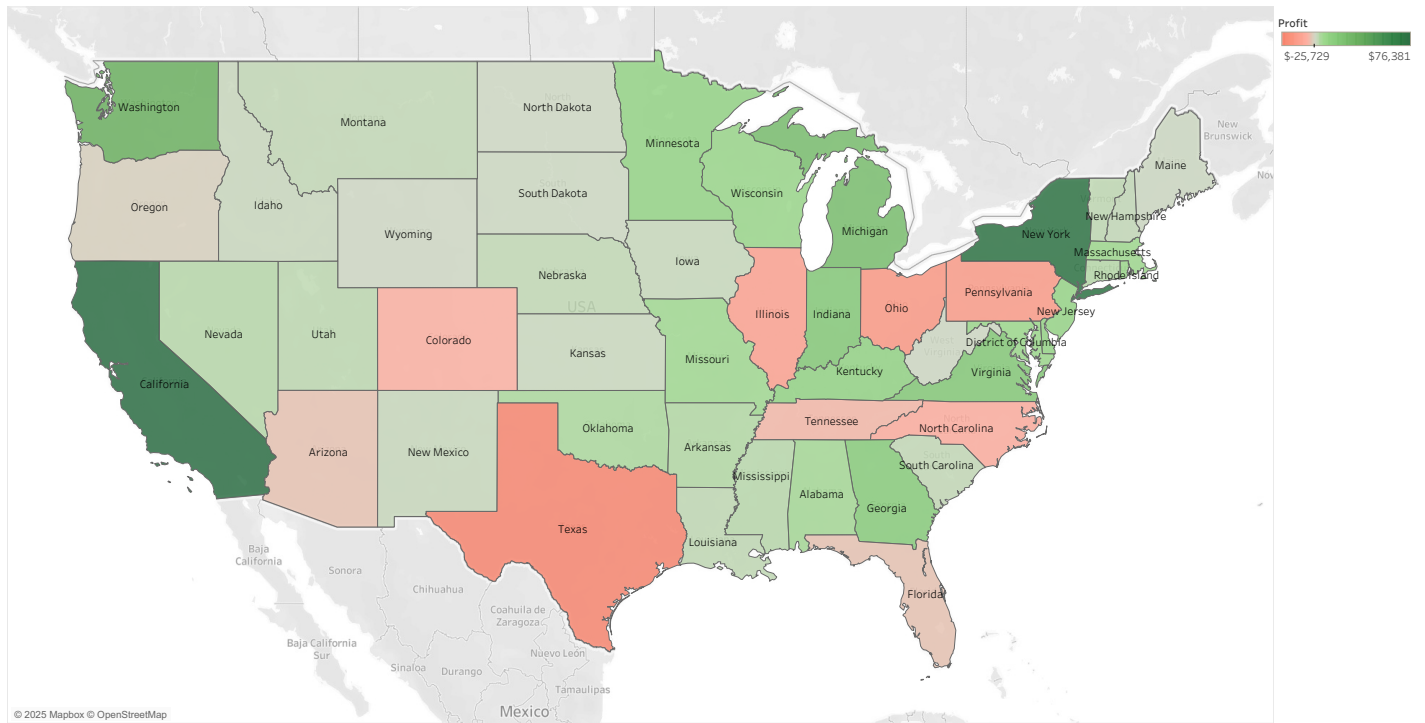
Business Summary:
The visualization ranks the top 10 products based on total sales, offering insights into revenue and profit contribution at the product level.

Insight:
A small group of products contributes disproportionately to revenue. High-profit items like Canon printers and GBC binding machines stand out. However, some high-volume items generate lower margins.

Recommendation:
Prioritize inventory and marketing around high-margin bestsellers. Re-evaluate pricing or cost structure for high-sales, low-profit products to maximize profitability.

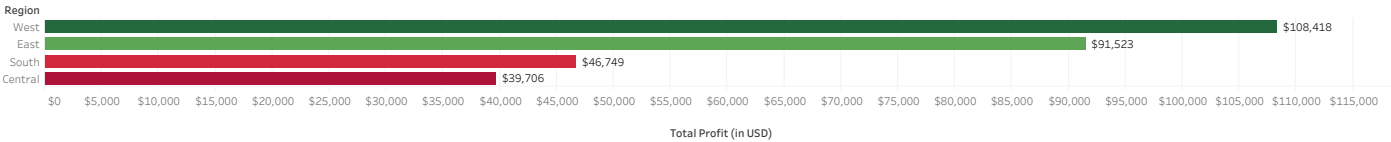
Story 1

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| Overview of Sales & Profit by Region | Monthly Sales Performance | Best-Selling Products | Geographic Profitability | Q1 - Profit by Region | Summary and Recommendations |
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Story 1

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| Overview of Sales & Profit by Region | Monthly Sales Performance | Best-Selling Products. | Geographic Profitability. | 01 - Profit by Region | Summary and Recommendations. |
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Business Summary:

The line chart presents monthly sales trends over time. It highlights consistent seasonal peaks and troughs across multiple years.

Insight:

Sales consistently peak during the fourth quarter, particularly in November, indicating strong year-end demand. Lower activity is observed in February and July.

Recommendation:

Optimize marketing strategies and inventory planning for Q4. Develop mid-year promotional strategies to counteract recurring declines.

Story 1

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| Overview of Sales & Profit by Region | Monthly Sales Performance | Best-Selling Products. | Geographic Profitability. | Q1 - Profit by Region | Summary and Recommendations. |
|--------------------------------------|---------------------------|------------------------|---------------------------|-----------------------|------------------------------|

- 📌 Key Takeaways:
- Sales peak in Q4, especially November
 - Technology dominates all customer segments
 - Top 10 products drive 35% of total profit
 - Western states are profit centers; central US lags
- 📌 Recommendations:
- Increase mid-year promotions to balance revenue
 - Reprice low-margin high-sales products
 - Expand operations in top-performing states
 - Offer product bundles tailored to customer segments