



# Executive Overview

Year

All

Region

All

Category

All

\$2.3M

Total Sales

\$286.4K

Total Profit

12.47%

Profit Margin

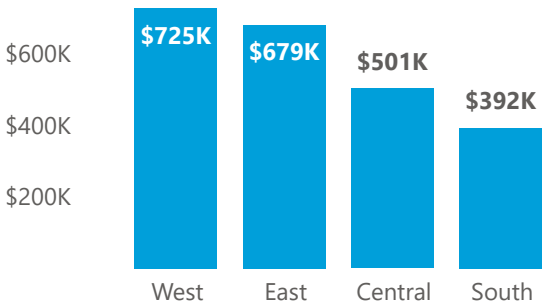
5009

Total Orders

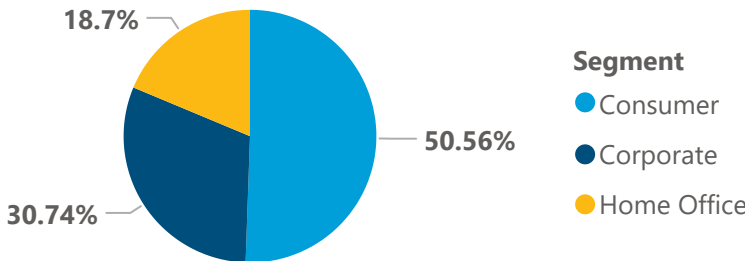
3.96

Average Shipping Time

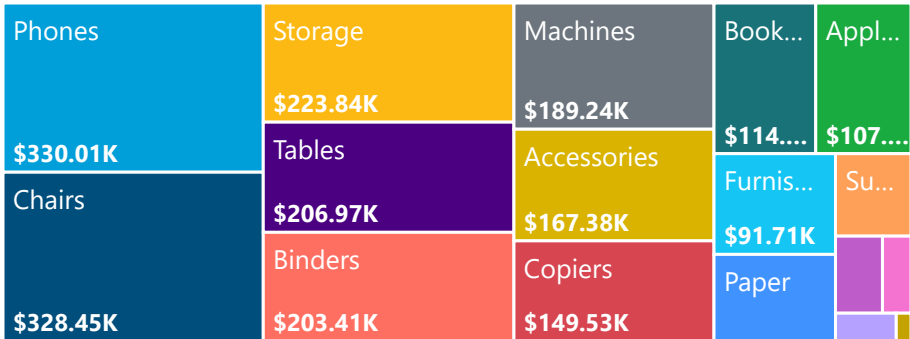
## Sales by Region



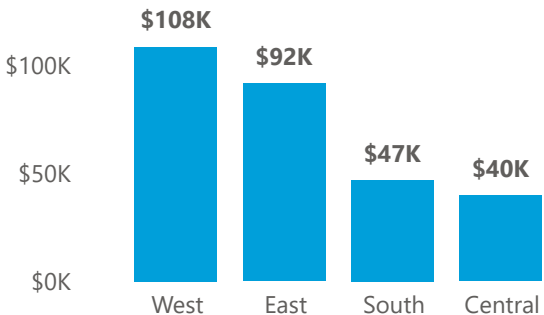
## Sales by Segment



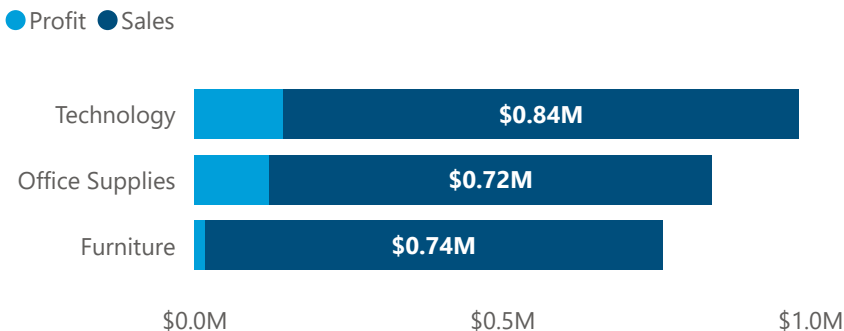
## Sales by Sub-Category



## Profit by Region



## Profit vs Sales by Category



## Key Insights:

- ▶ West is the most profitable region; Central and South lag behind
- ▶ Consumer segment dominates sales at over 50%
- ▶ Technology drives revenue, but Furniture has thinner margins
- ▶ Sub-category distribution highlights Phones and Chairs as top performers

# Logistics & Loss Analysis

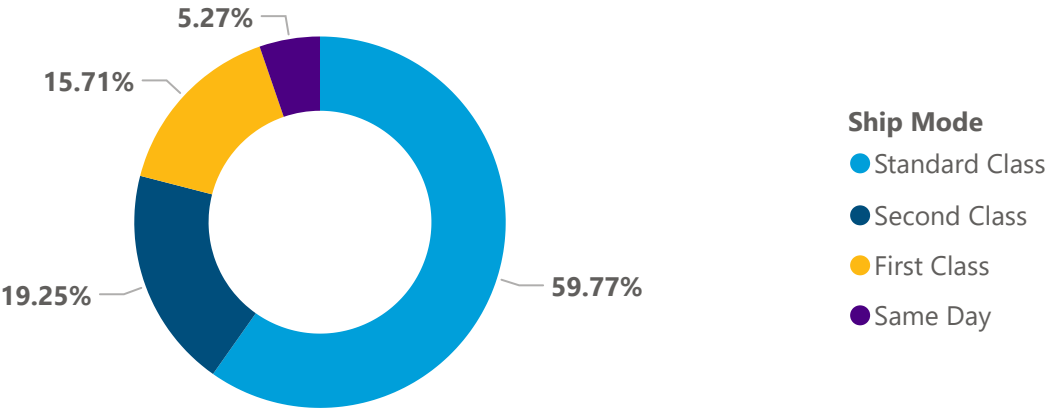
## Top 10 Products by Negative Profits

Product Name	Sales	Profit
Cubify CubeX 3D Printer Double Head Print	\$11,099.96	-\$8,879.97
Lexmark MX611dhe Monochrome Laser Printer	\$16,829.90	-\$4,589.97
Cubify CubeX 3D Printer Triple Head Print	\$7,999.98	-\$3,839.99
Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	\$9,917.64	-\$2,876.12
Bush Advantage Collection Racetrack Conference Table	\$9,544.73	-\$1,934.40
GBC DocuBind P400 Electric Binding System	\$17,965.07	-\$1,878.17
Cisco TelePresence System EX90 Videoconferencing Unit	\$22,638.48	-\$1,811.08
Martin Yale Chadless Opener Electric Letter Opener	\$16,656.20	-\$1,299.18
Balt Solid Wood Round Tables	\$6,518.75	-\$1,201.06
BoxOffice By Design Rectangular and Half-Moon Meeting Room Tables	\$1,706.25	-\$1,148.44
Total	\$120,876.96	-\$29,458.37

## Average Shipping Time by Region (Days)



## Ship Mode Usage Breakdown



## Key Insights:

- *Standard Class dominates with nearly 60% usage.*
- *Several tech products incur high losses.*
- *Shipping times vary slightly across regions, but Central takes the longest.*

*Note: Filters applied on Page 1 also affect this page*