

Executive Sales Overview



Total Sales
\$2.3M

Profit
\$286.40K

Profit Margin %
12%

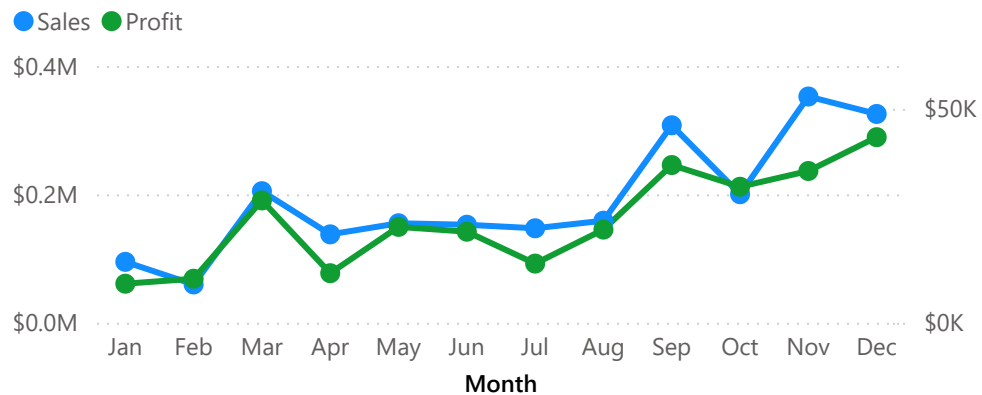
Order Count
5009

Avg Order Value
459

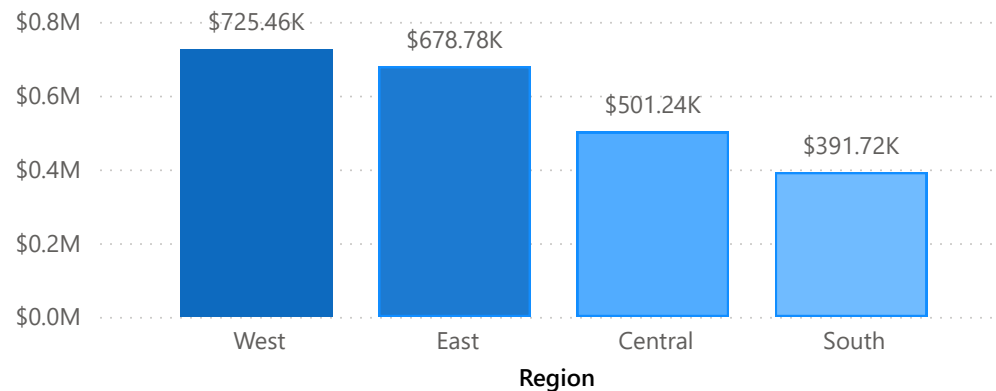
On-Time %
35%

Return %
26%

Monthly Sales & Profit Trend



Sales by Region



Dashboard Filters

Year

All

Region

All

Month

All

Category

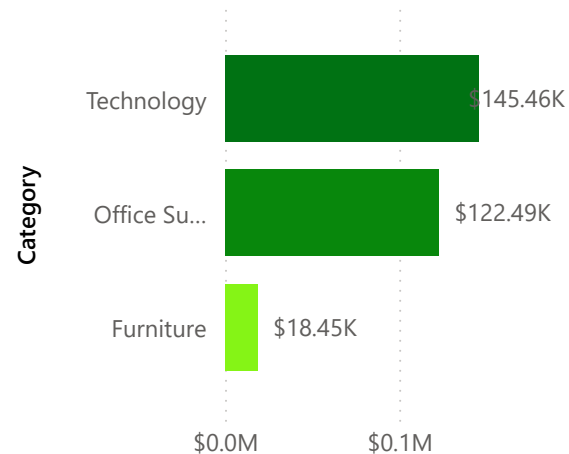
All

Return Flag

All

Sales and Profit by State

Profit by Category



Top 10 Products

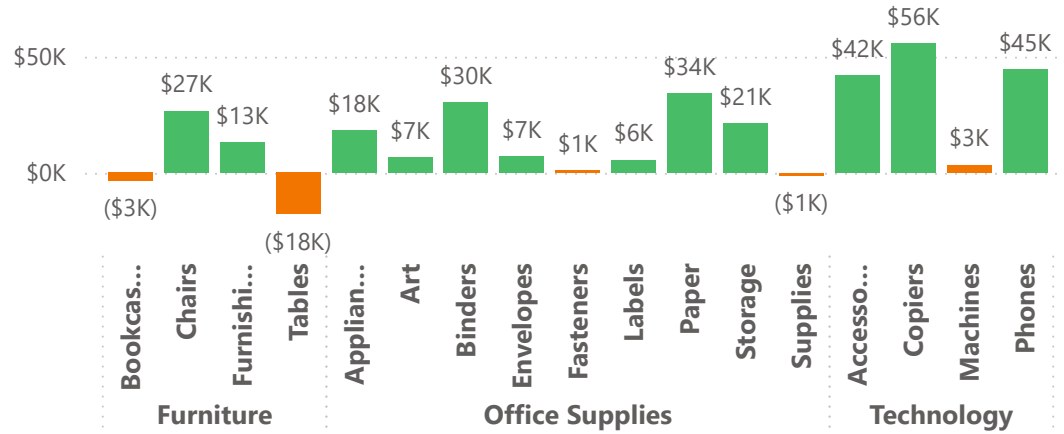
Product Name	Sales (\$K)
Canon ima...	\$61.60K
Fellowes PB...	\$27.45K
Cisco TeleP...	\$22.64K
HON 5400 ...	\$21.87K
GBC DocuB...	\$19.82K
GBC Ibimas...	\$19.02K
Hewlett Pa...	\$18.84K
HP Designj...	\$18.37K
GBC DocuB...	\$17.97K
High Speed...	\$17.03K



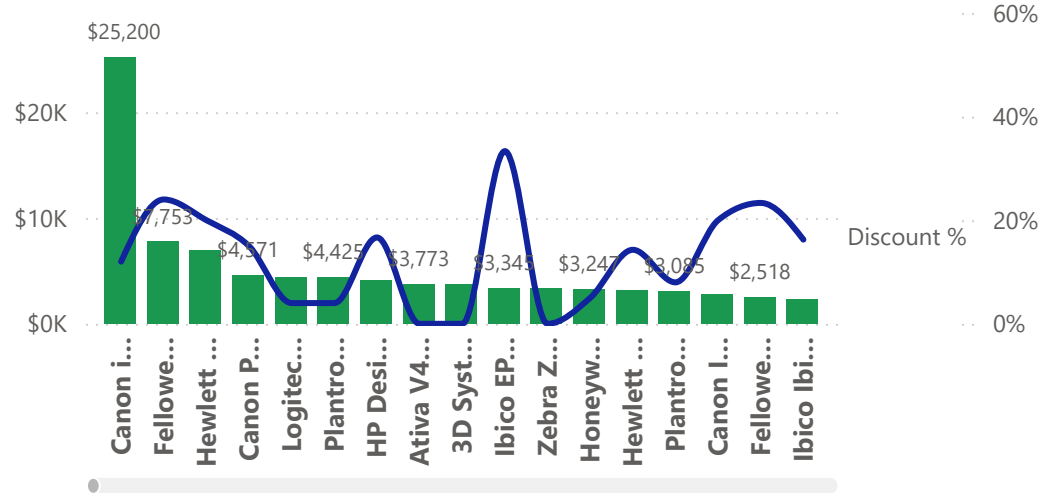
Product & Category Performance Analysis



Category & Sub-Category Profitability



Discount Impact vs Profit



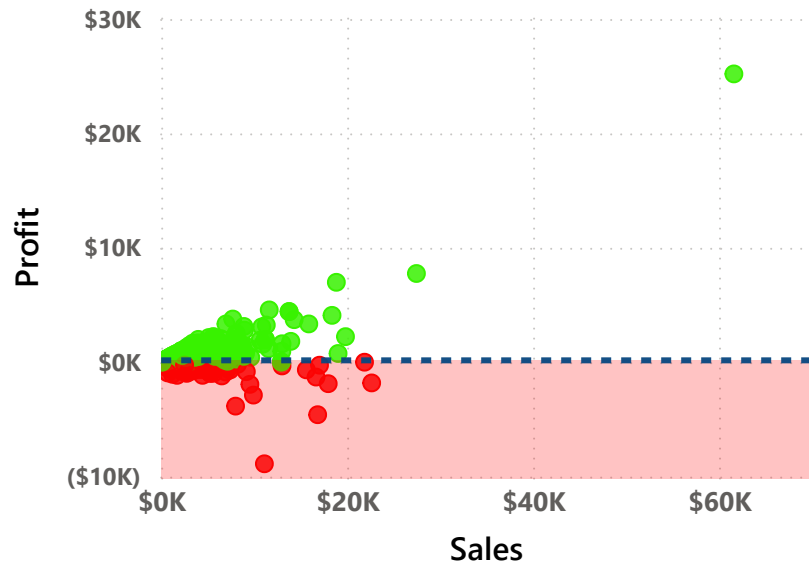
Category

Furniture

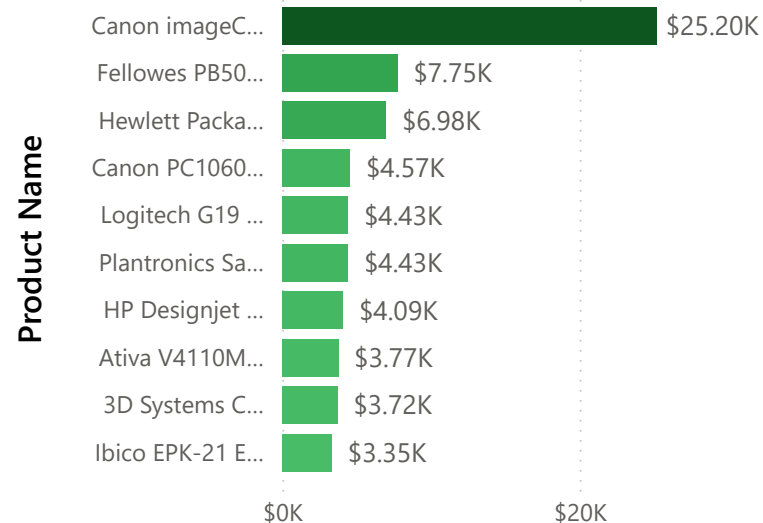
Office Supplies

Technology

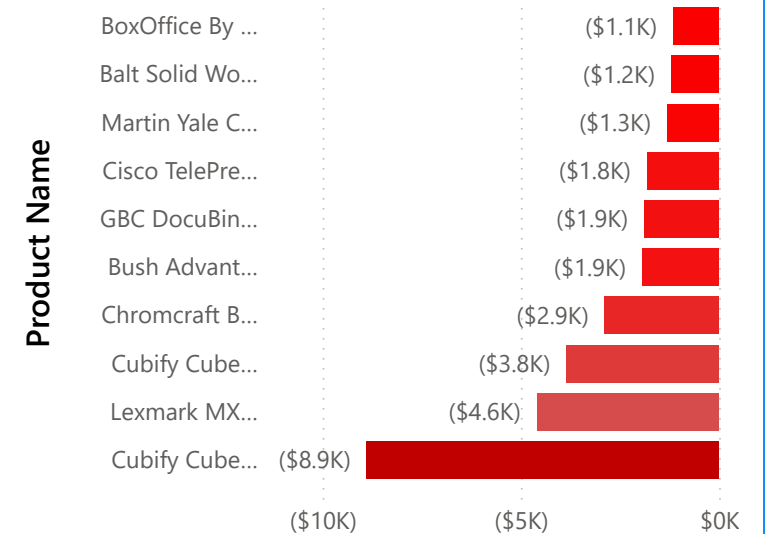
Sales vs Profit



Top 10 Products by Profit



Bottom 10 Products by Profit

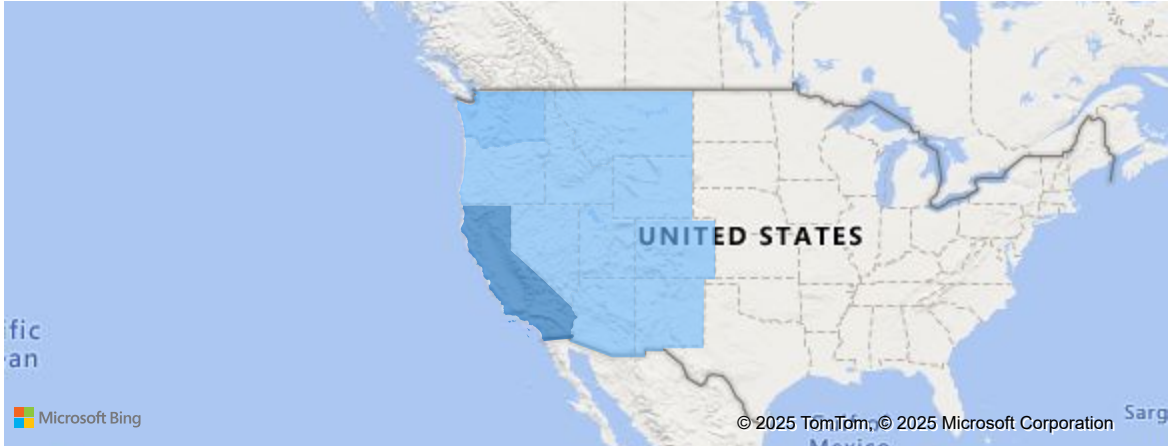




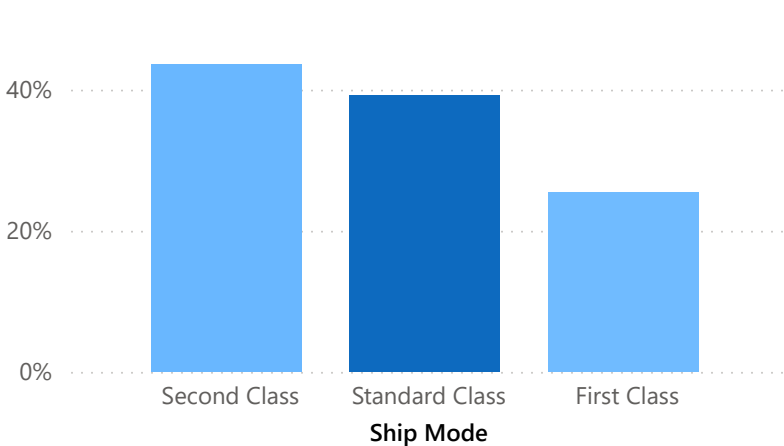
Geography & Operations Performance



Sales by State



On-Time % by Ship Mode



Total Returns

247

Total On-Time Deliveries

575

Dashboard Filters

Region

- ☐ Central
- ☐ East
- ☐ South
- ☒ West

State

All



City Leaderboard

City	Sales	Profit	Profit Margin %
Anaheim	₹ 4,57,688	₹ 76,381	17%
Antioch	₹ 4,57,688	₹ 76,381	17%
Apple Valley	₹ 4,57,688	₹ 76,381	17%
Bakersfield	₹ 4,57,688	₹ 76,381	17%
Brentwood	₹ 4,57,688	₹ 76,381	17%
Burbank	₹ 4,57,688	₹ 76,381	17%
Total	₹ 7,25,458	₹ 1,08,418	15%

Return Rate % by Category & State

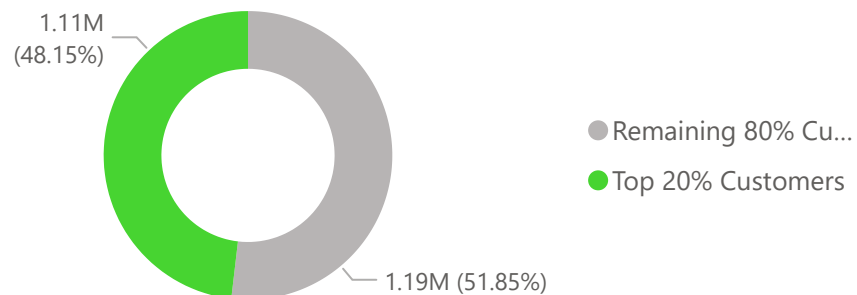
State	Furniture	Office Supplies	Technology	Total
Arizona	51%	50%	32%	53%
California	23%		5%	10%
Colorado	49%	47%	37%	52%
Nevada	13%			4%
New Mexico			13%	5%
Oregon	65%	41%	43%	52%
Washington	11%		6%	6%
Total	25%	7%	10%	15%



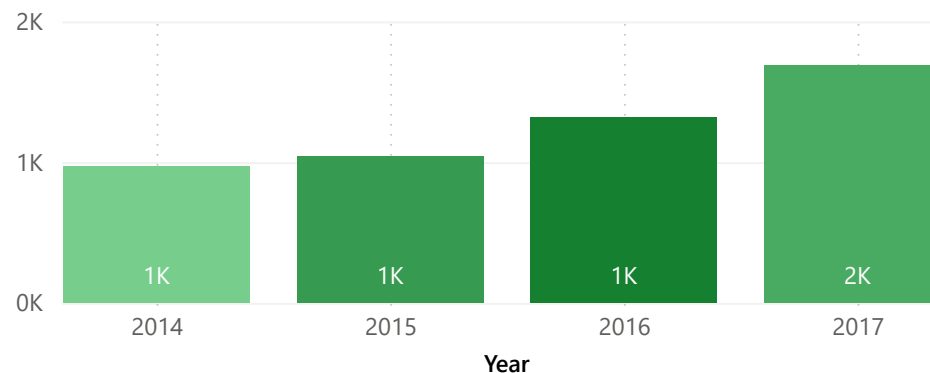
Customer Insights Dashboard



Top 20% Customers (VIP) drive 48% of Total Sales



Orders by Year – Growth in Customer Activity



Returning Customers %

83%

#1 Customer: Sean Miller

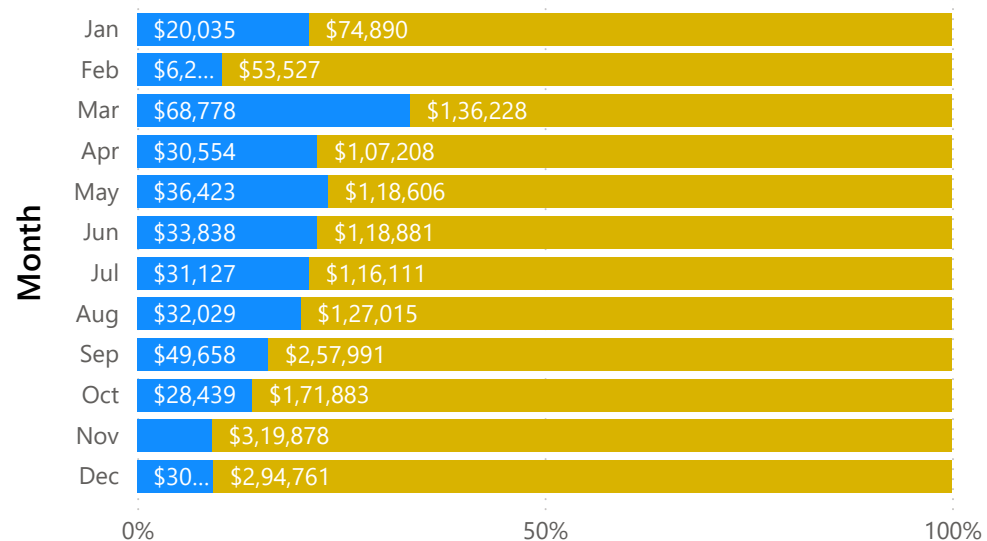
\$25.04K

Top 10 % Contribution

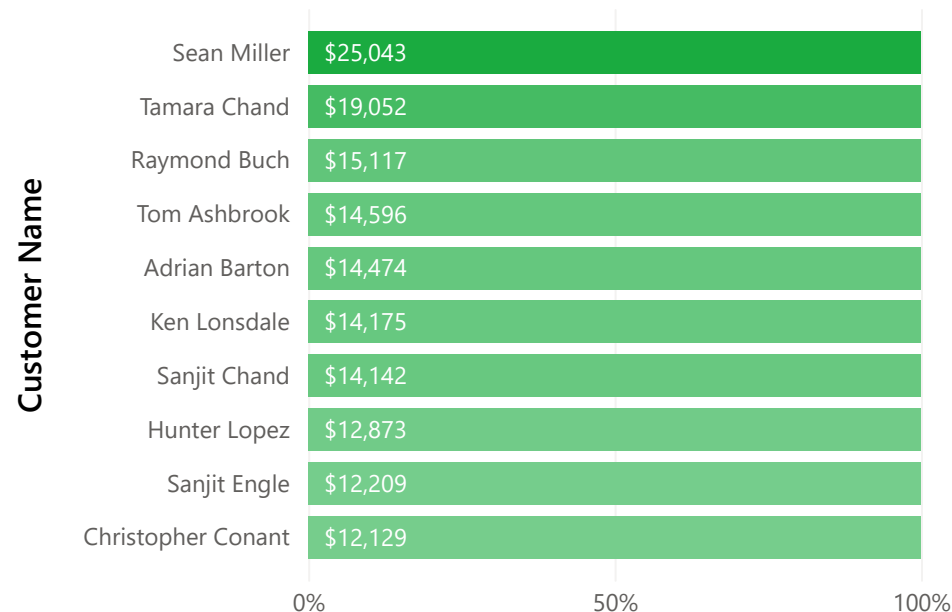
1%

Customer Mix – New vs Returning

● New Customer ● Returning Customer



Top 10 Customers by Sales



Dashboard Filters

Customer Type

- ☐ New Customer
- ☐ Returning Customer

Year

All