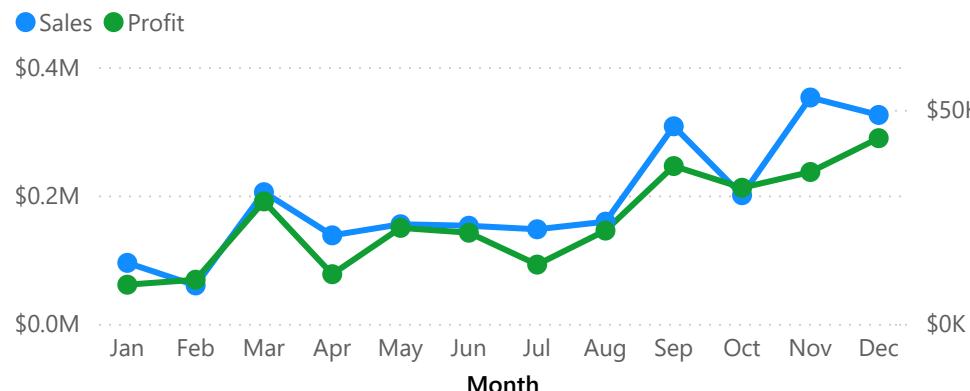
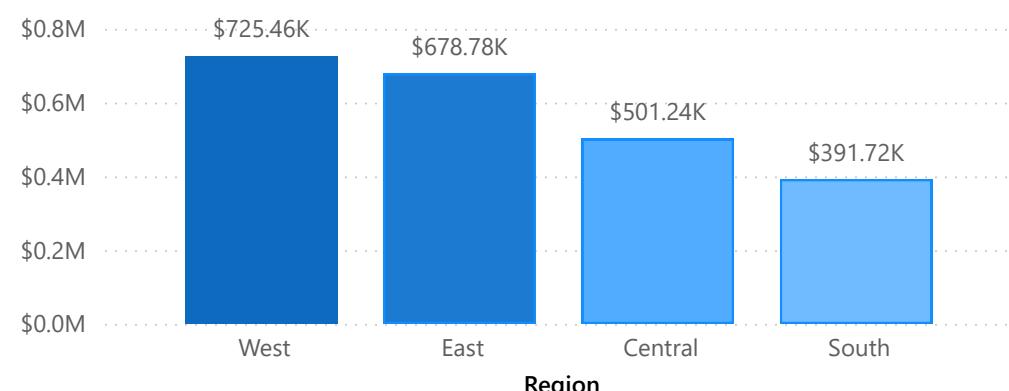
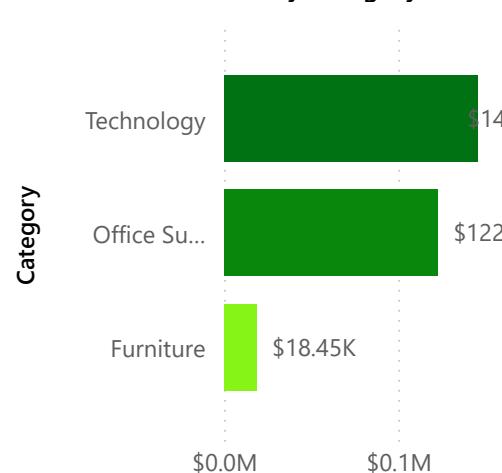


Executive Sales Overview



→

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

Sales and Profit by State
Profit by Category
Top 10 Products


Product Name	Sales
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

Dashboard Filters
Year

All

Region

All

Month

All

Category

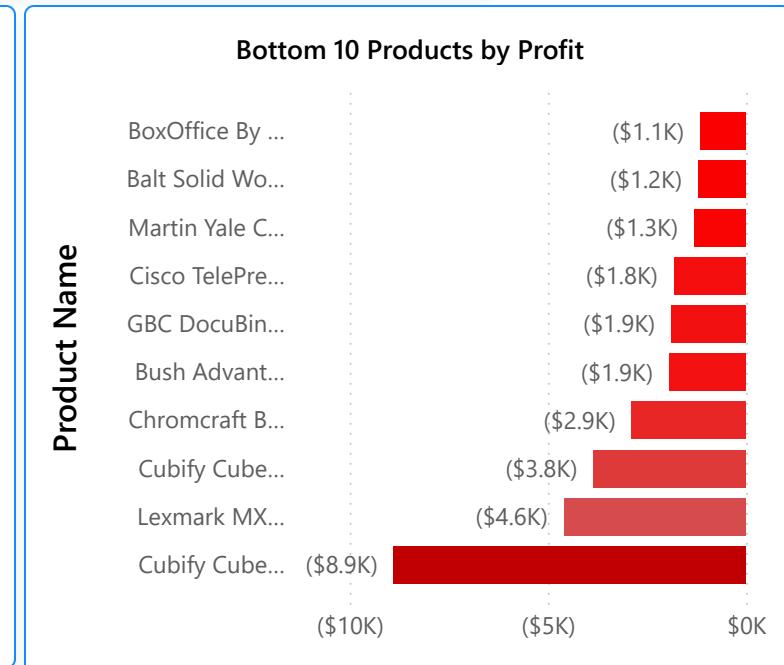
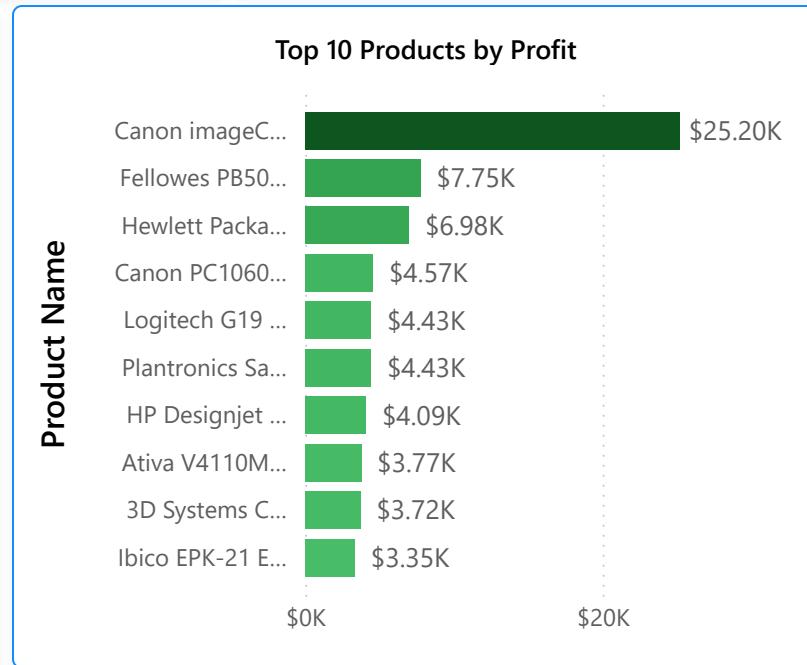
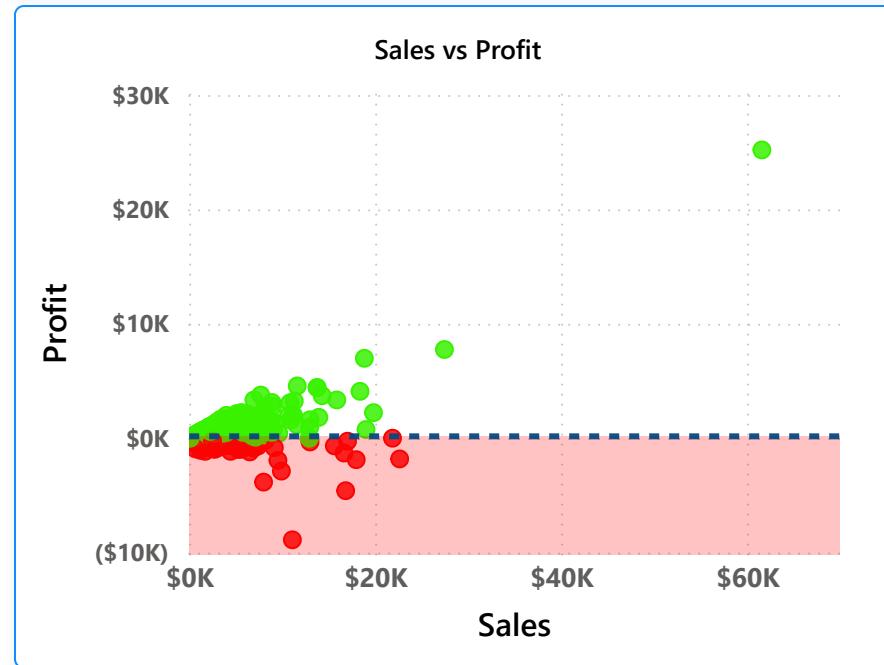
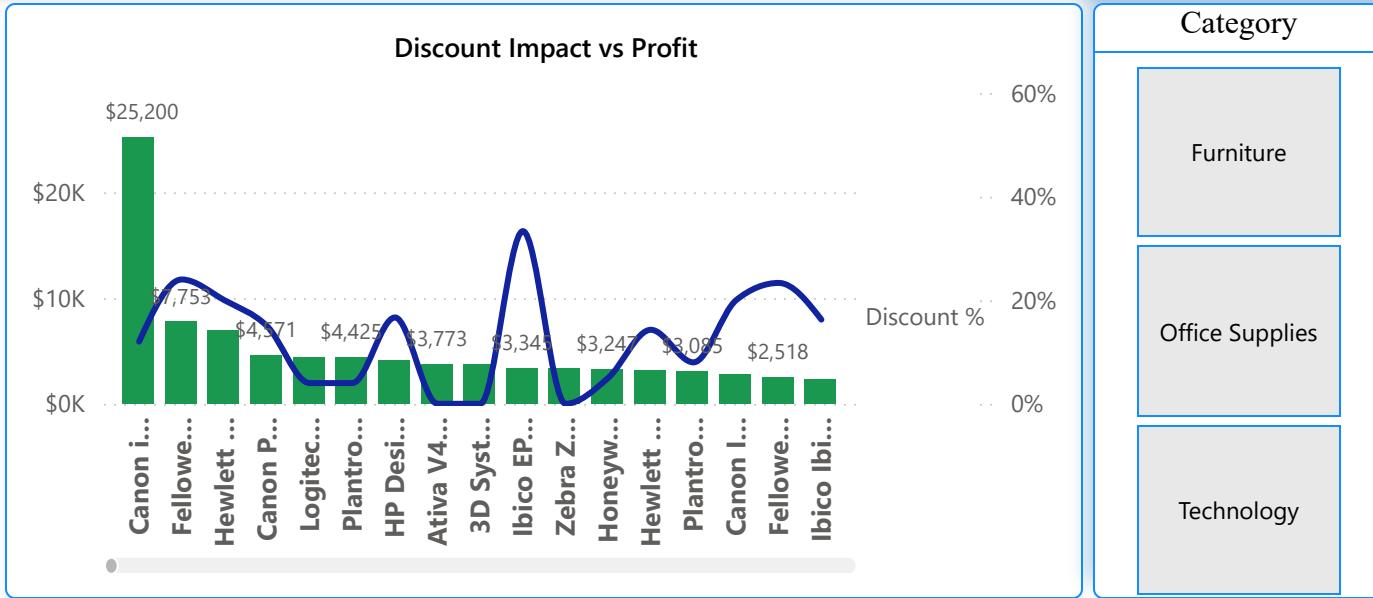
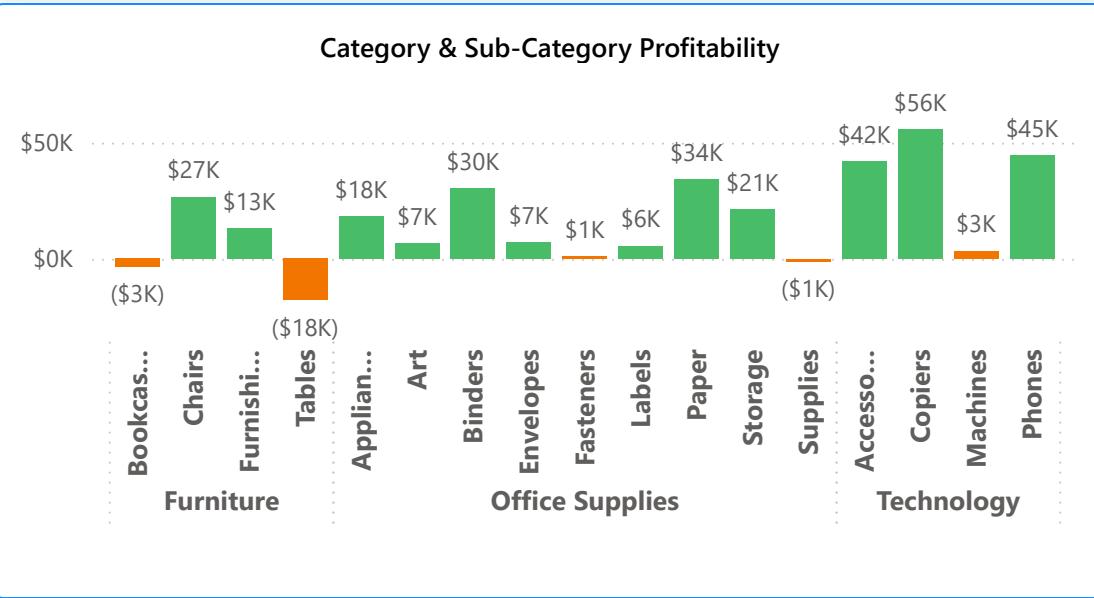
All

Return Flag

All



Product & Category Performance Analysis

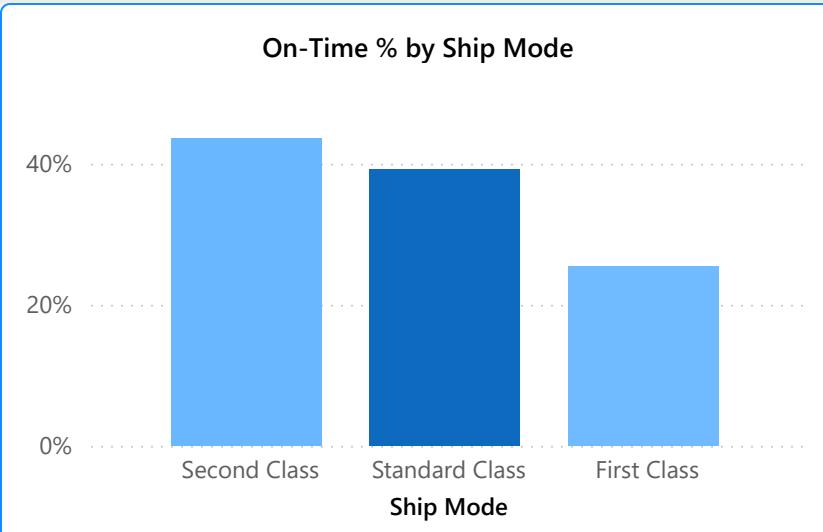
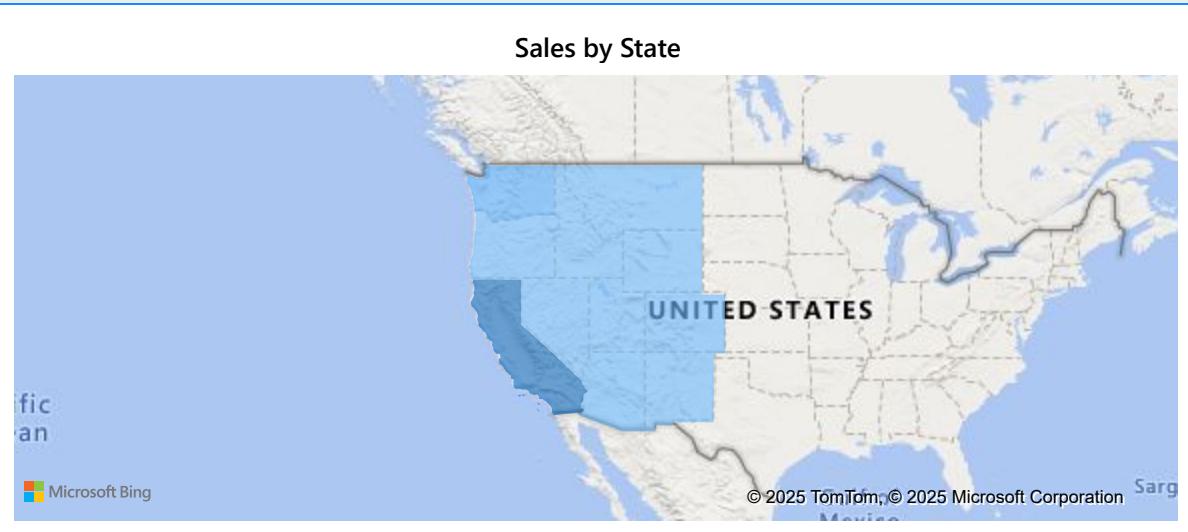


Category

- Furniture
- Office Supplies
- Technology



Geography & Operations Performance



Total Returns
247

Total On-Time Deliveries
575

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%

Region

- Central
- East
- South
- West

State

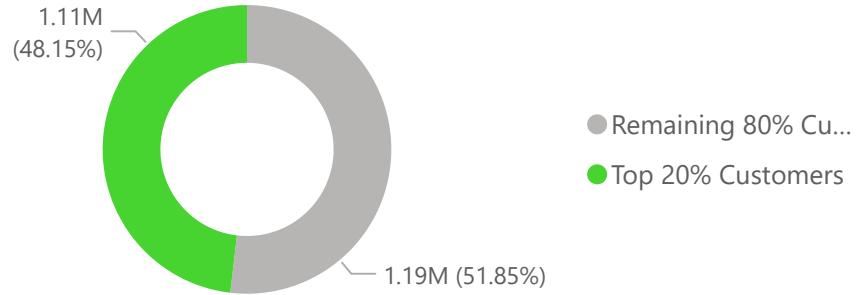
- All



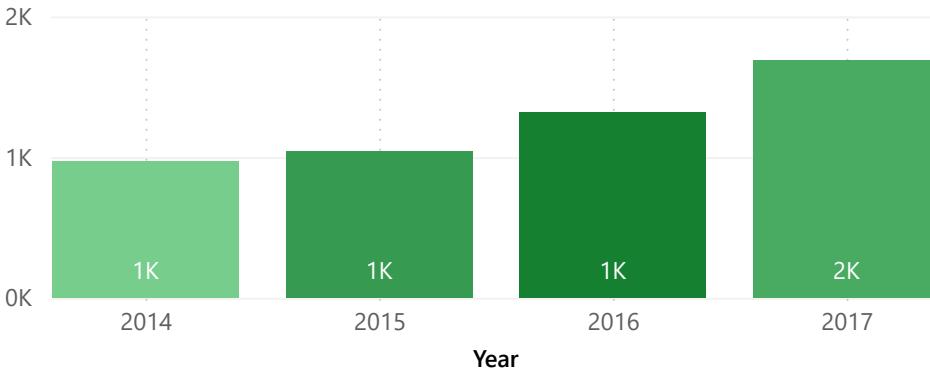
Customer Insights Dashboard



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



Orders by Year – Growth in Customer Activity



Returning Customers %

83%

#1 Customer: Sean Miller

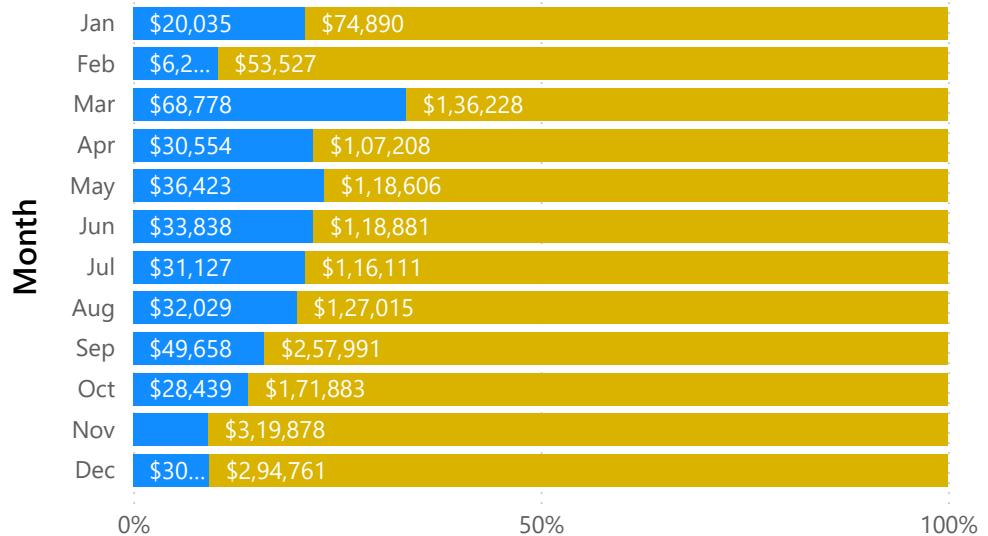
\$25.04K

Top 10 % Contribution

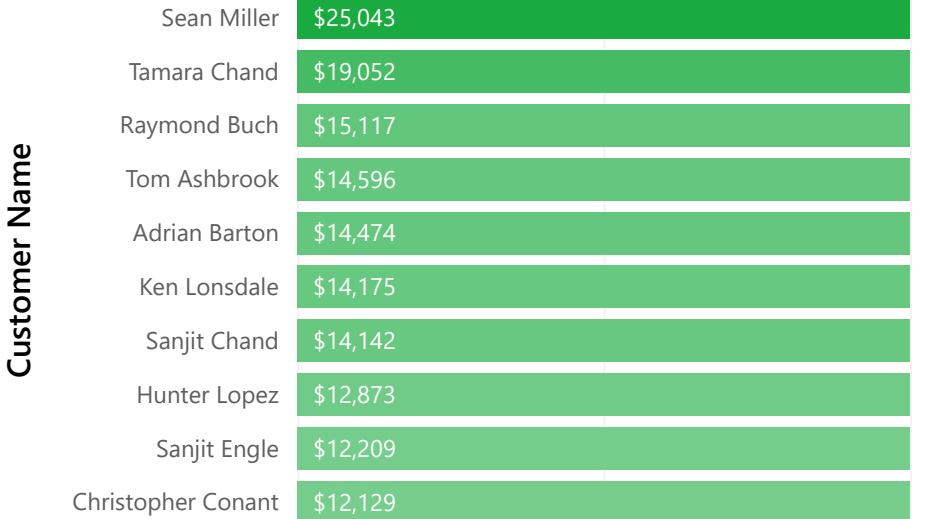
1%

Customer Mix – New vs Returning

● New Customer ● Returning Customer



Top 10 Customers by Sales



Dashboard Filters

Customer Type

- New Customer
- Returning Customer

Year

All