

Year

2022

2023

2024

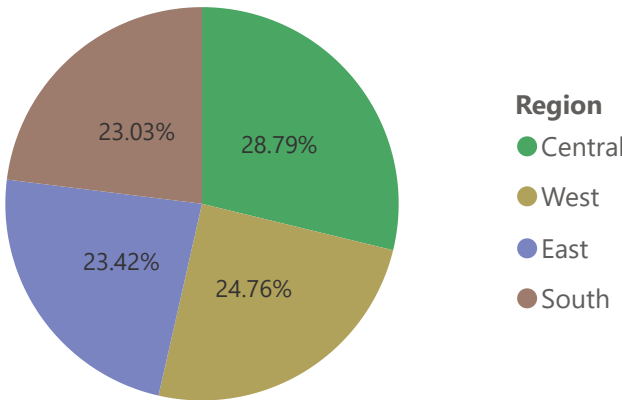
508.66K

Total Sales

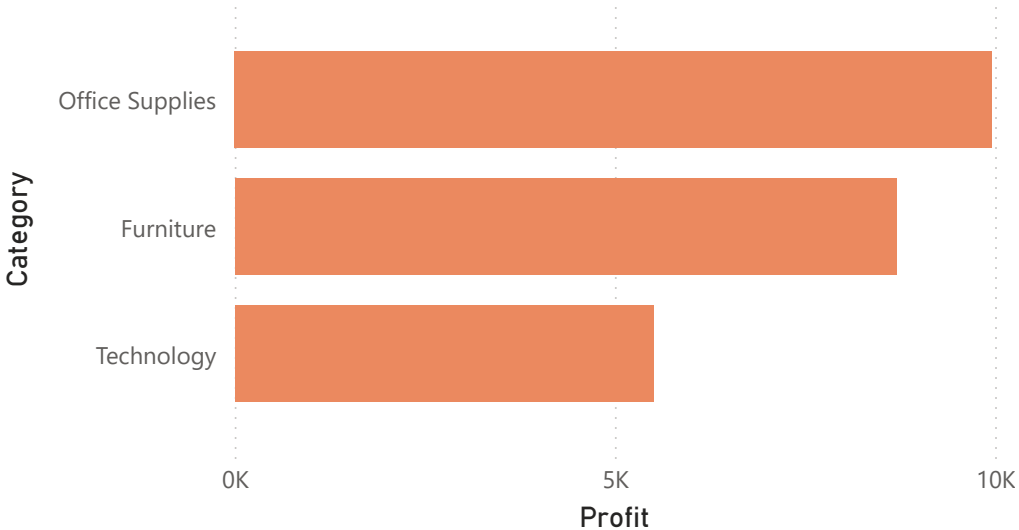
24.17K

Total Profit

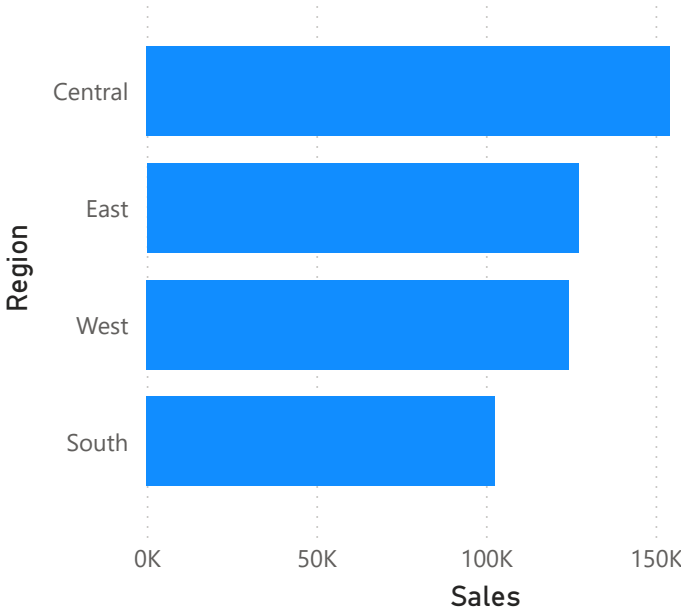
Profit Contribution by Region



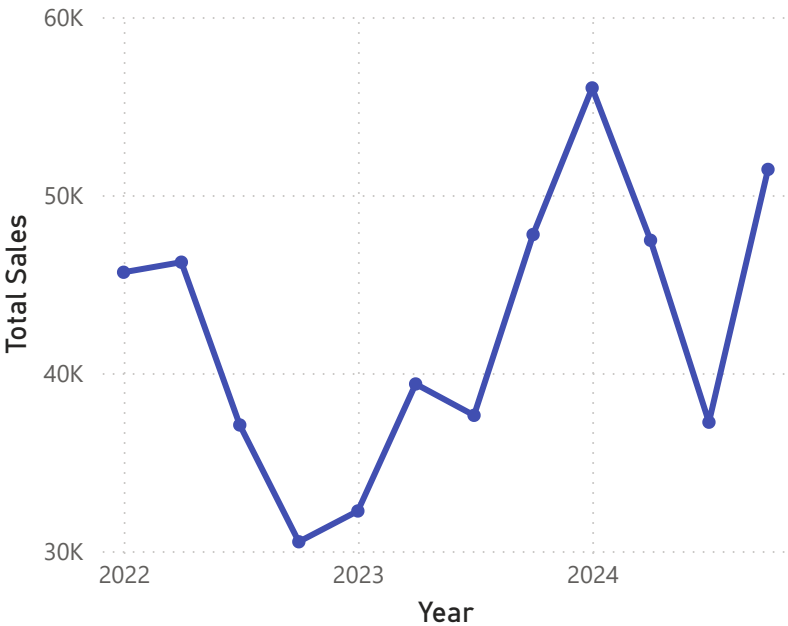
Profit by Category



Sales by Region

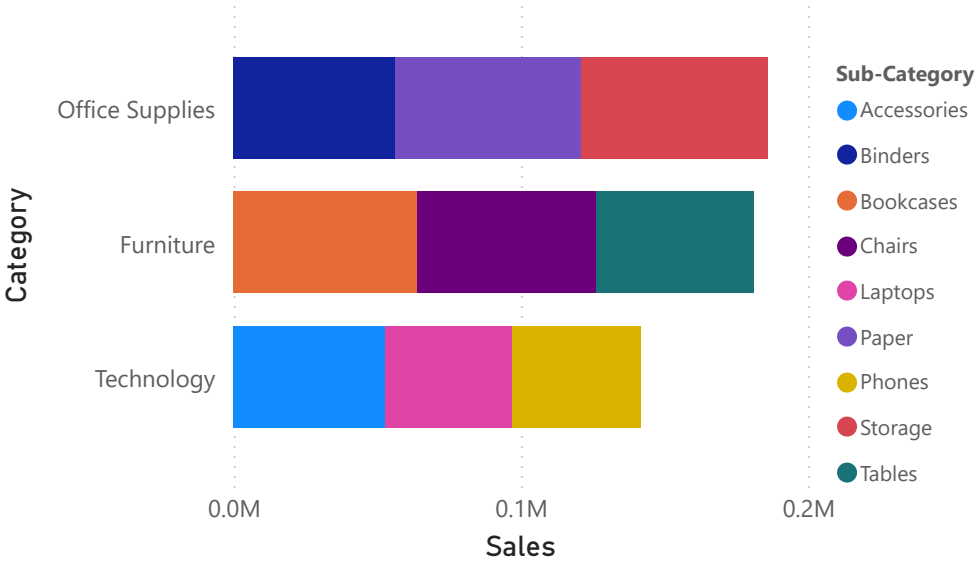


Sales Trend

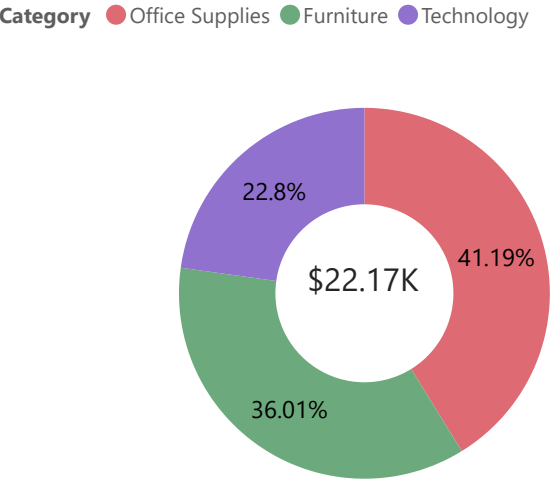


- Key Insights:
- Central region leads both sales and profit contribution
 - Office Supplies is the top profit-generating category
 - Sales peaked in 2024, showing strong upward momentum
 - South region has the lowest overall sales contribution

Sales by Category and Sub-Category



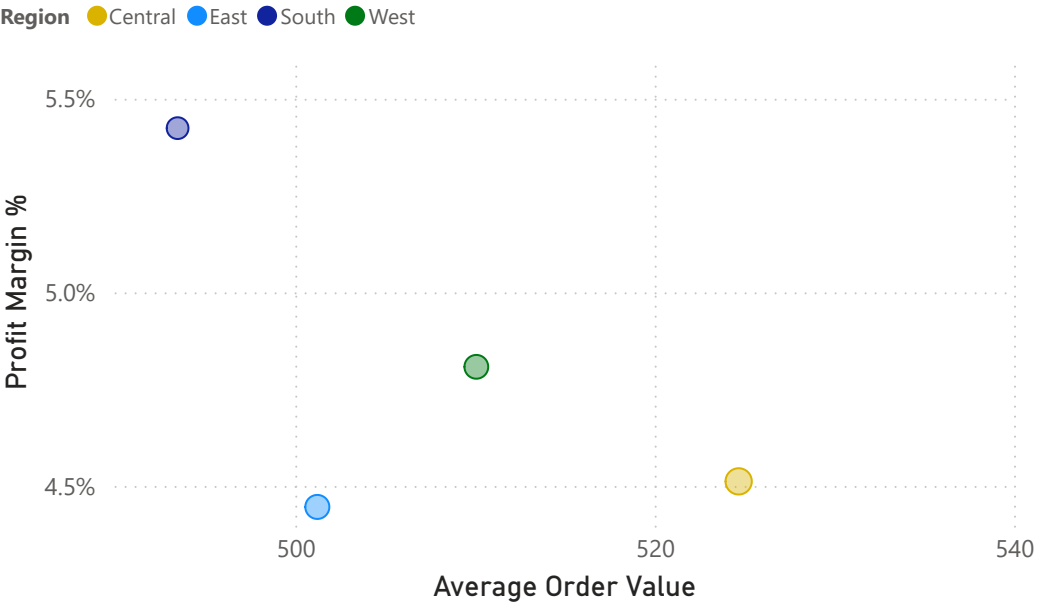
Total Profit by Category



Key Insights:

- Office Supplies are the most profitable product category
- Technology shows strong sales volume but weaker margins
- The South region maintains higher profitability with lower order values
- Larger orders do not always equate to higher profit margins

Order Value vs Profitability by Region



Top 5 Products by Sales

