

Year

2022

2023

2024

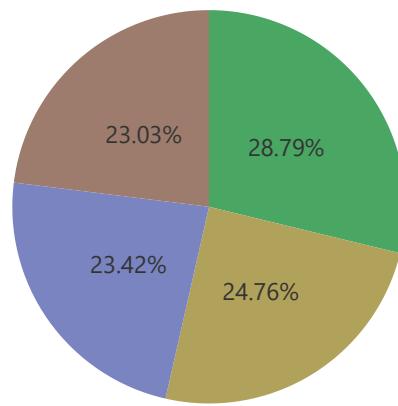
508.66K

Total Sales

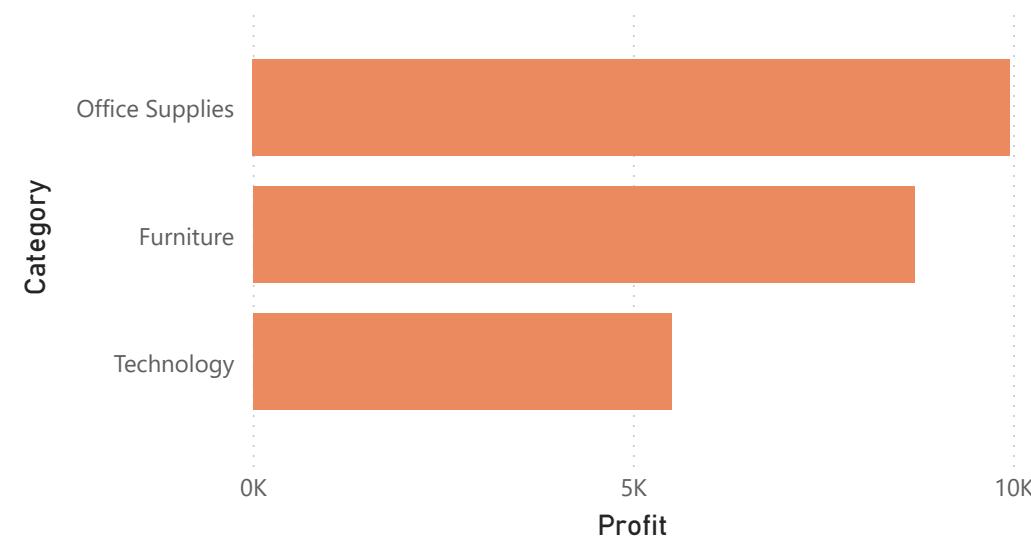
24.17K

Total Profit

### Profit Contribution by Region



### Profit by Category

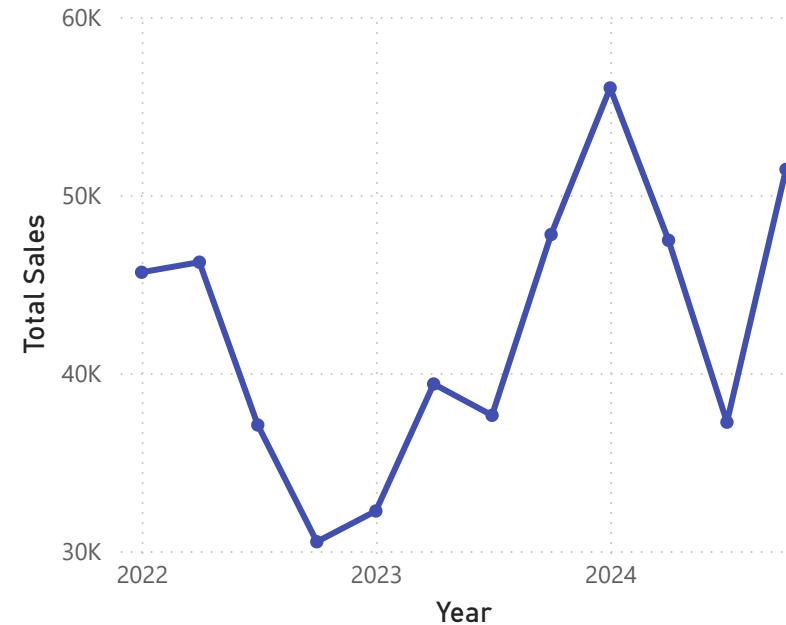


### Sales by Region

Region



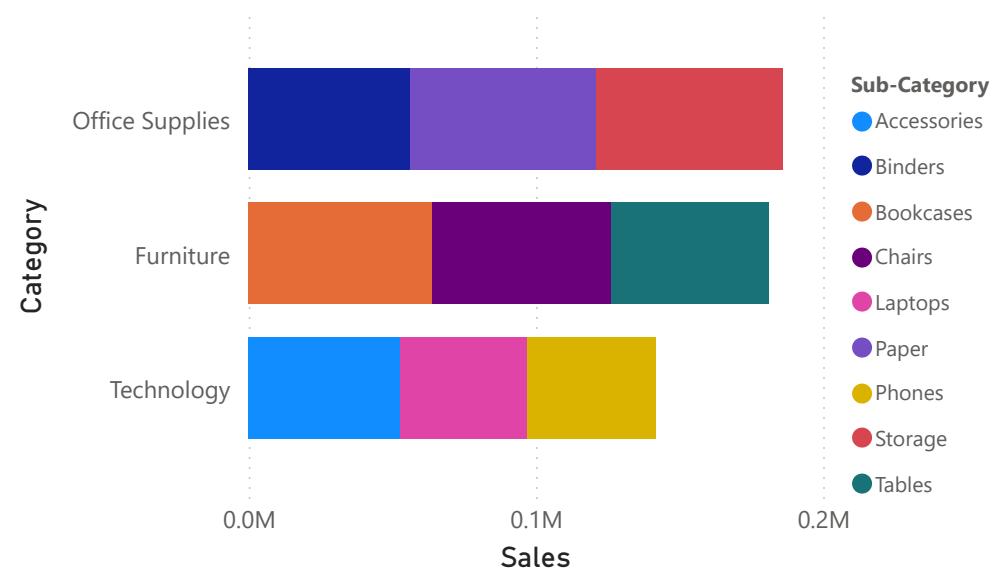
### Sales Trend



### Key Insights:

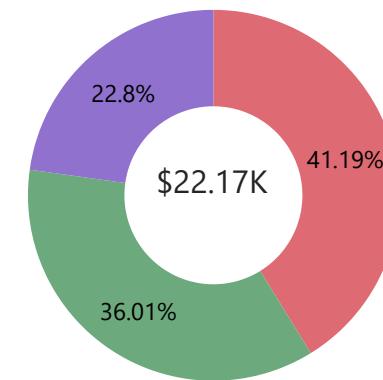
- Central region leads both sales and profit contribution
- Office Supplies is the top profit-generating category
- Sales peaked in 2024, showing strong upward momentum
- South region has the lowest overall sales contribution

## Sales by Category and Sub-Category



## Total Profit by Category

Category ● Office Supplies ● Furniture ● Technology



## 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

