

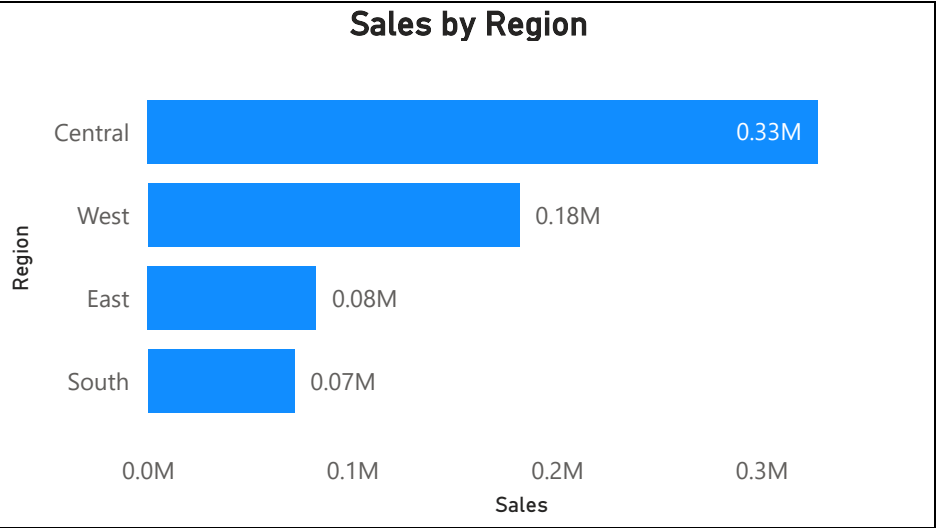
Sales vs Profit by Sub-Category

Insight:

Some sub-categories like Tables show high sales but low or negative profits, while Binders and Paper have both good sales and high profits.

Recommendation:

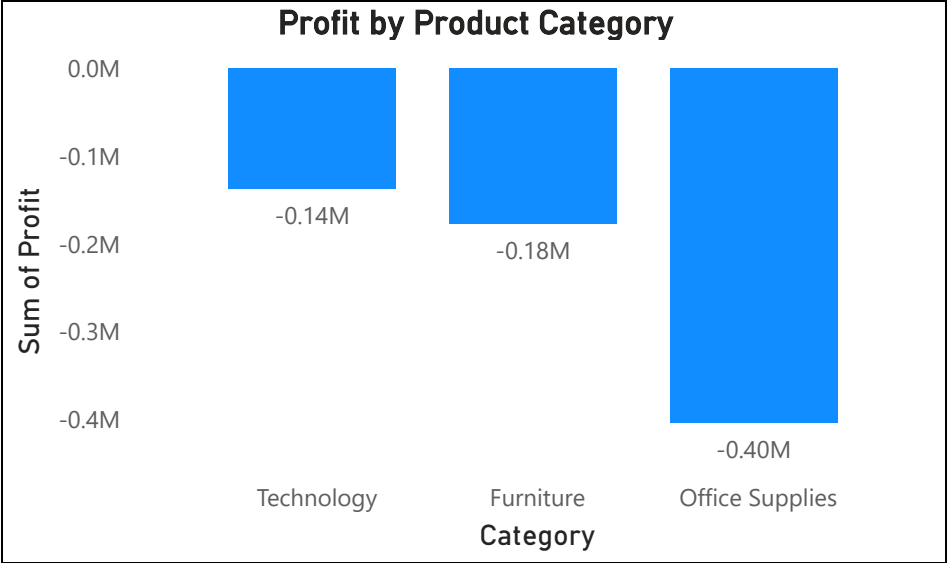
Reassess pricing and costs for low-profit items and consider promoting high-margin sub-categories to improve profitability.



Sales by Region

Insight:
The West region has the highest sales, while Central and South regions lag behind.

Recommendation:
Focus on marketing and customer engagement strategies in Central and South regions to drive growth.

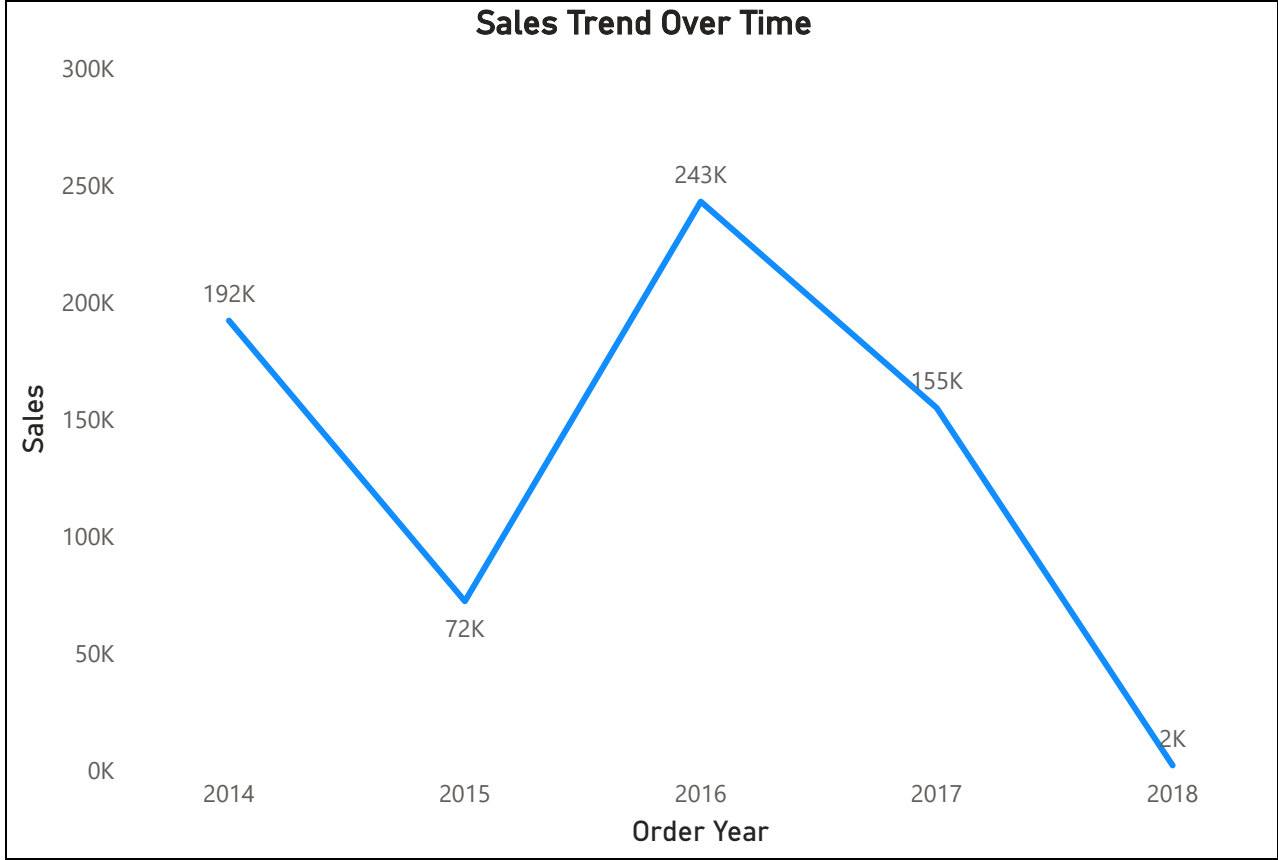


Profit by Product Category

Insight:
Technology category contributes the highest profit, followed by Office Supplies. Furniture has the lowest profit margins.

Recommendation:
Prioritize marketing and bundling of Technology products. Analyze supply chain or discounting strategies in Furniture.

Sales Trend Over Time



Sales Trend Over Time (Order Date)

Insight:

Sales consistently spike towards the end of the year,,

Recommendation:

Plan for seasonal campaigns and stock-up in advance to maximize revenue during high-sales months.

Category

- Furniture
- Office Supplies
- Technology

Region

- Central
- East
- South
- West

Sales by Segment

Category ● Furniture ● Office Supplies ● Technology

The map displays sales data for the United States, categorized by segment: Furniture (light blue), Office Supplies (dark blue), and Technology (orange). The states are color-coded based on these categories. For example, Washington, Oregon, California, Colorado, Texas, and Florida are in Furniture; Minnesota, Iowa, Illinois, Michigan, Indiana, Ohio, Pennsylvania, New York, New Jersey, Delaware, Maryland, Virginia, North Carolina, and South Carolina are in Office Supplies; and Arizona, Nevada, Idaho, Montana, Wyoming, Nebraska, Kansas, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Georgia, and South Carolina are in Technology. The map also shows neighboring countries like Canada, Mexico, and the Gulf of Mexico, along with major cities and bodies of water.

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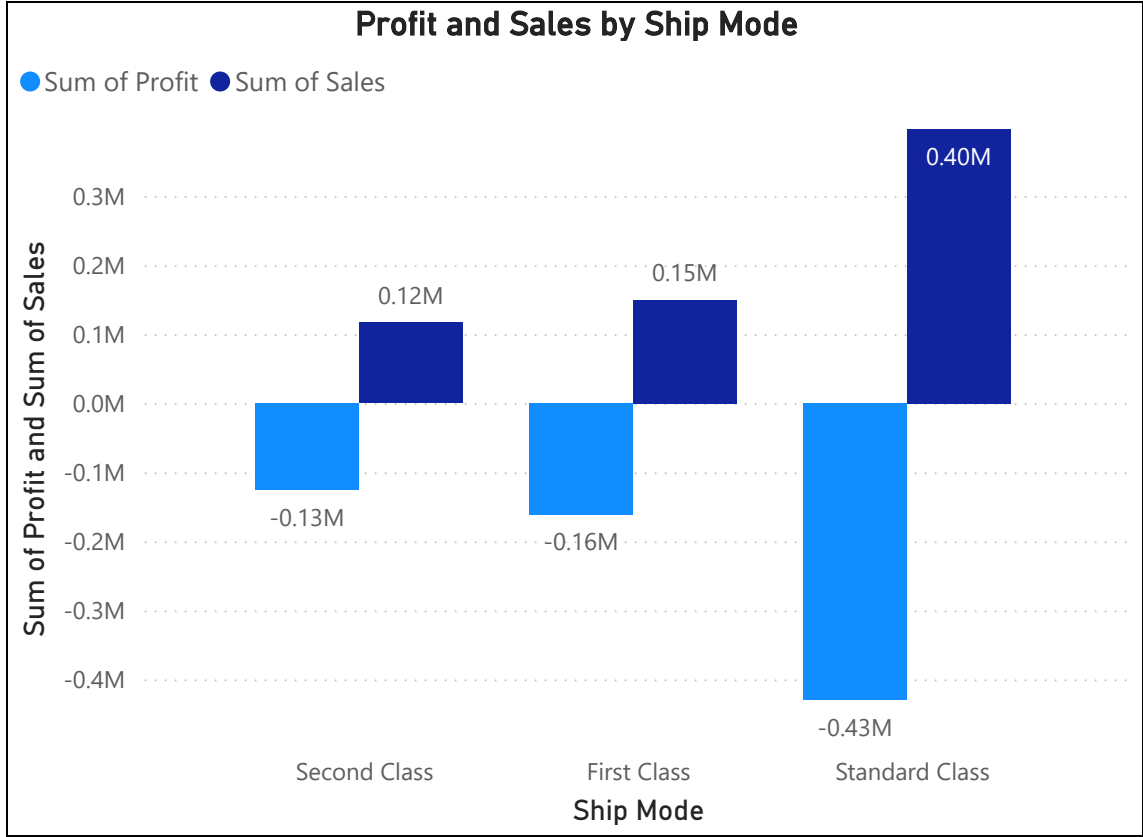
Sales by Segment

Insight:
The Consumer segment leads in sales, followed by Corporate and Home Office.

Recommendation:
Explore targeted offers for Corporate and Home Office customers to balance segment-wise revenue.

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Profit and Sales by Ship Mode

Insight:
Standard Class and Second Class have the most orders, but First Class yields better profit per order.

Recommendation:
Promote First Class shipping with offers or bundles to improve overall profitability without compromising delivery efficiency.

Key Insights

Technology category has the highest profit, while Furniture has lower profit margins.

- West and East regions show the strongest sales performance.
- Chairs and Phones are leading in sub-category sales.
- High sales don't always mean high profit – some products with great sales show losses.
- Corporate and Consumer segments are the best-performing customer groups.
- A few states consistently show negative profits and need special attention.
- The sales trend increases toward the end of the year, indicating seasonal growth.

Business Recommendations

- Focus marketing on profitable sub-categories like Phones & Copiers
- Improve strategy in underperforming states
- Reduce discounts or costs in categories with negative profit
- Invest more in Corporate and Consumer customer segments
- Prepare for end-of-year peak sales periods with extra inventory