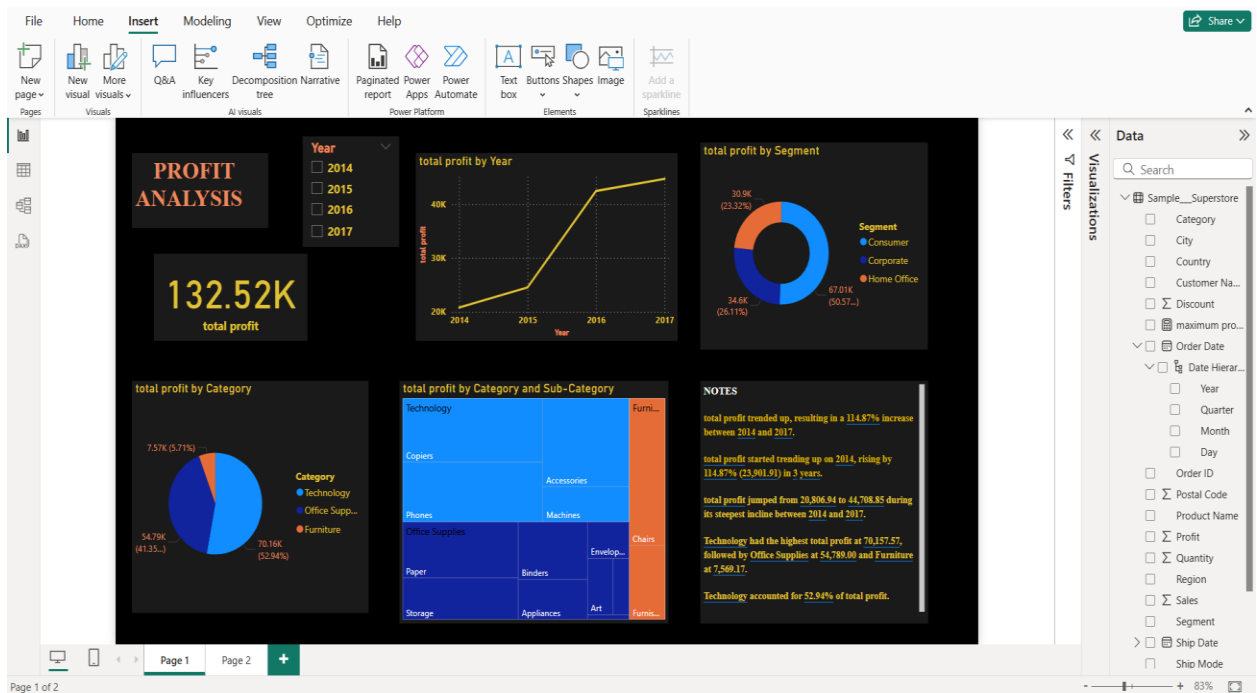


DATA VISUALIZATION

1.Profit Analysis



Key Metrics & Visuals:

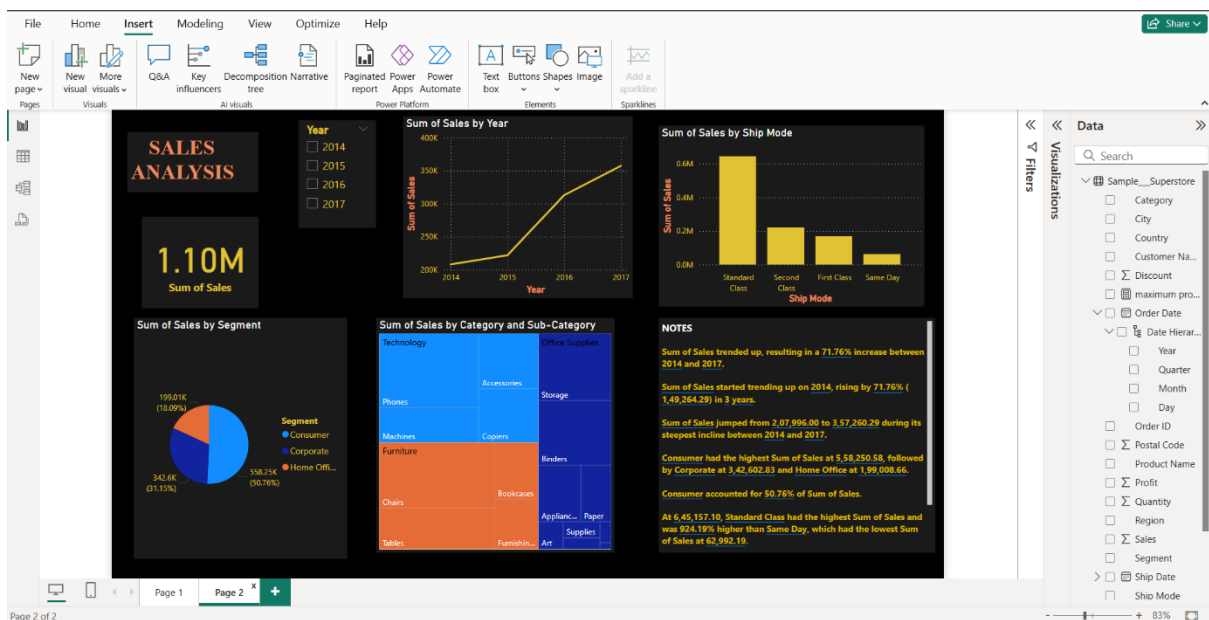
- **Total Profit: 132.52K**
- **Profit Trend by Year:** A line graph shows consistent growth, especially a sharp rise after 2015.
- **Profit by Segment:**
 - Consumer: 67.01K (50.57%)
 - Corporate: 34.6K (26.11%)
 - Home Office: 30.9K (23.32%)
- **Profit by Category:**
 - Technology: 70.16K (52.94%)
 - Office Supplies: 54.79K (41.35%)
 - Furniture: 7.57K (5.71%)
- **Profit by Category & Sub-Category:** A treemap highlights Technology and Office Supplies as leading contributors.
- **Insights (NOTES section):**
 - Profit increased by **114.87%** from 2014 to 2017.
 - The steepest growth occurred between **2015 and 2016**.

- **Technology** led in profit, followed by Office Supplies and Furniture.

Summary:

- total profit trended up, resulting in a 114.87% increase between 2014 and 2017.
- total profit started trending up on 2014, rising by 114.87% (23,901.91) in 3 years.
- total profit jumped from 20,806.94 to 44,708.85 during its steepest incline between 2014 and 2017.
- Technology had the highest total profit at 70,157.57, followed by Office Supplies at 54,789.00 and Furniture at 7,569.17.
- Technology accounted for 52.94% of total profit.

2. Sales Analysis



Key Metrics & Visuals:

- **Total Sales: 1.10M**
- **Sales Trend by Year:** Continuous upward trend with major growth from 2015 onward.
- **Sales by Ship Mode:**
 - Standard Class leads significantly (645K)
 - Same Day has the lowest (62.99K)
- **Sales by Segment:**
 - Consumer: 558.25K (50.76%)

- Corporate: 342.6K (31.15%)
- Home Office: 199.01K (18.09%)
- **Sales by Category & Sub-Category:** Treemap indicates strong sales in Technology, especially Phones and Accessories.
- **Insights (NOTES section):**
 - Sales increased **71.76%** from 2014 to 2017.
 - Consumer segment was the top contributor.
 - Standard Class shipping mode dominated, with **924.19%** higher sales than Same Day.

Summary:

- Sum of Sales trended up, resulting in a 71.76% increase between 2014 and 2017.
- Sum of Sales started trending up on 2014, rising by 71.76% (1,49,264.29) in 3 years.
- Sum of Sales jumped from 2,07,996.00 to 3,57,260.29 during its steepest incline between 2014 and 2017.
- Consumer had the highest Sum of Sales at 5,58,250.58, followed by Corporate at 3,42,602.83 and Home Office at 1,99,008.66.
- Consumer accounted for 50.76% of Sum of Sales.
- At 6,45,157.10, Standard Class had the highest Sum of Sales and was 924.19% higher than Same Day, which had the lowest Sum of Sales at 62,992.19.
- Across all 4 Ship Mode, Sum of Sales ranged from 62,992.19 to 6,45,157.10.