

Ferocite Analytics

2.30M

Total Sales

0.29M

Total Profit

38K

Quantity Sold

0.16

Average Discount

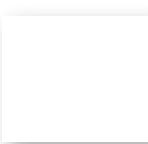
City	Sales
Chicago	48,539.54
Houston	64,504.76
Jacksonville	44,713.18
Los Angeles	1,75,851.34
New York City	2,56,368.16
Philadelphia	1,09,077.01
San Diego	47,521.03
San Francisco	1,12,669.09
Seattle	1,19,540.74
Springfield	43,054.34
Total	10,21,839.20

Product Name	Sales	Profit	Quantity
Canon imageCLASS 2200 Advanced Copier	61,599.82	25,199.93	20
Cisco TelePresence System EX90 Videoconferencing Unit	22,638.48	-1,811.08	6
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	27,453.38	7,753.04	31
GBC DocuBind P400 Electric Binding System	17,965.07	-1,878.17	27
GBC DocuBind TL300 Electric Binding System	19,823.48	2,233.51	37
GBC Ibimaster 500 Manual ProClick Binding System	19,024.50	760.98	48
Hewlett Packard LaserJet 3310 Copier	18,839.69	6,983.88	38
High Speed Automatic Electric Letter Opener	17,030.31	-262.00	11
HON 5400 Series Task Chairs for Big and Tall	21,870.58	0.00	39
HP Designjet T520 Inkjet Large Format Printer - 24" Color	18,374.90	4,094.98	12
Total	2,44,620.20	43,075.06	269

Profit Overview

Sales Overview

Executive Summary



Profit

Year

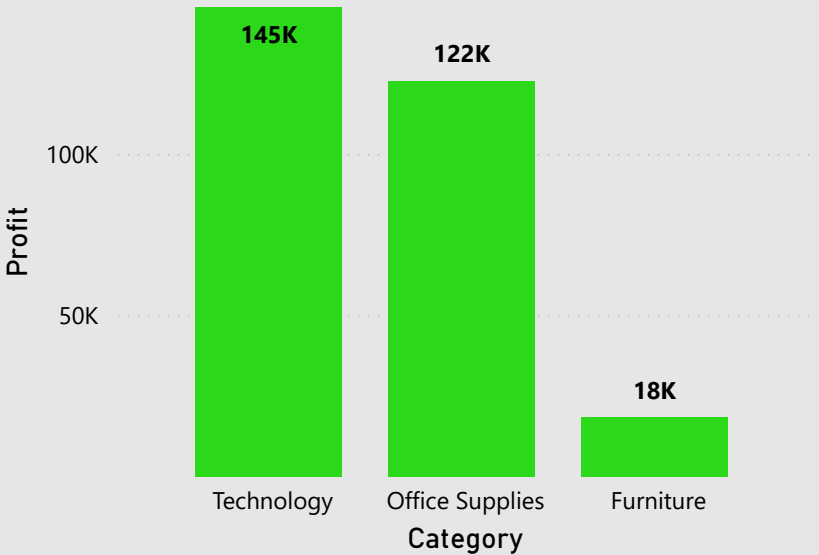
2014

2015

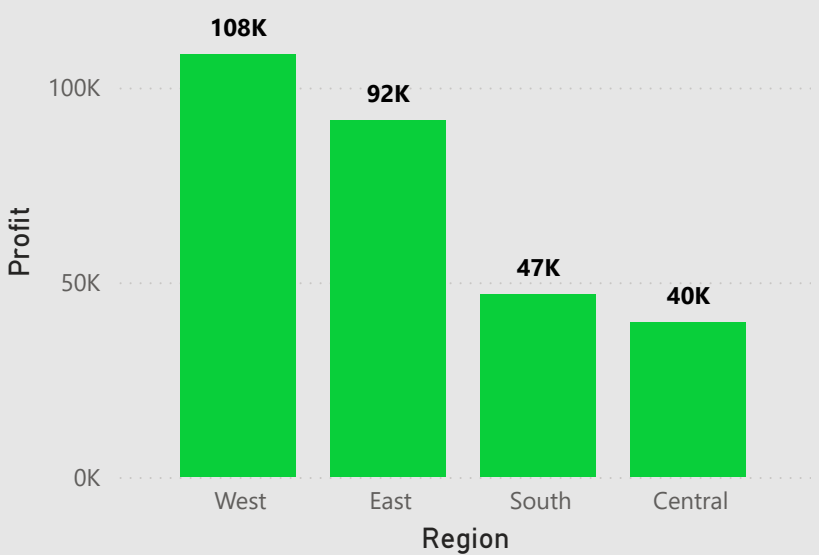
2016

2017

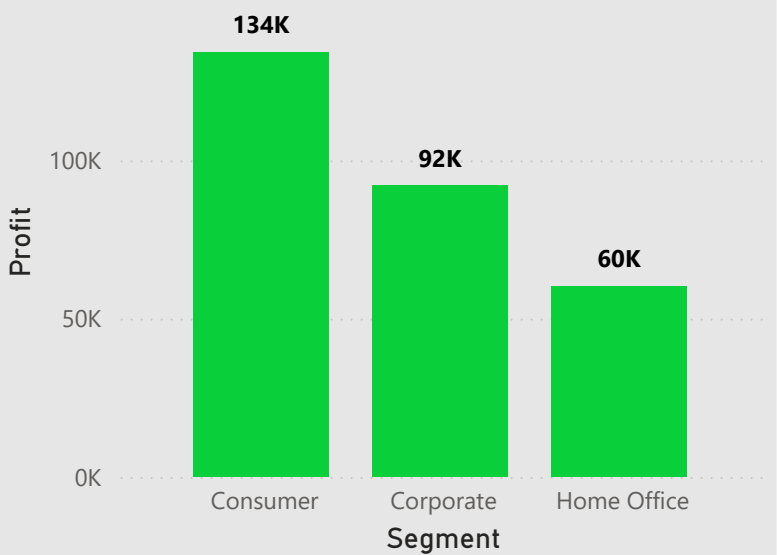
Profit by Category



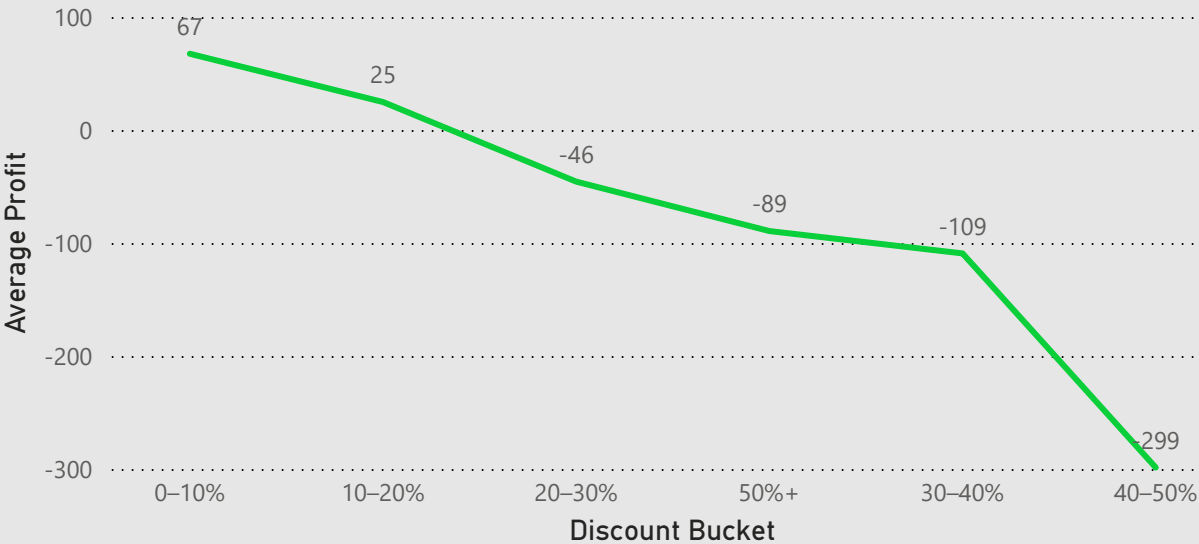
Profit by Region



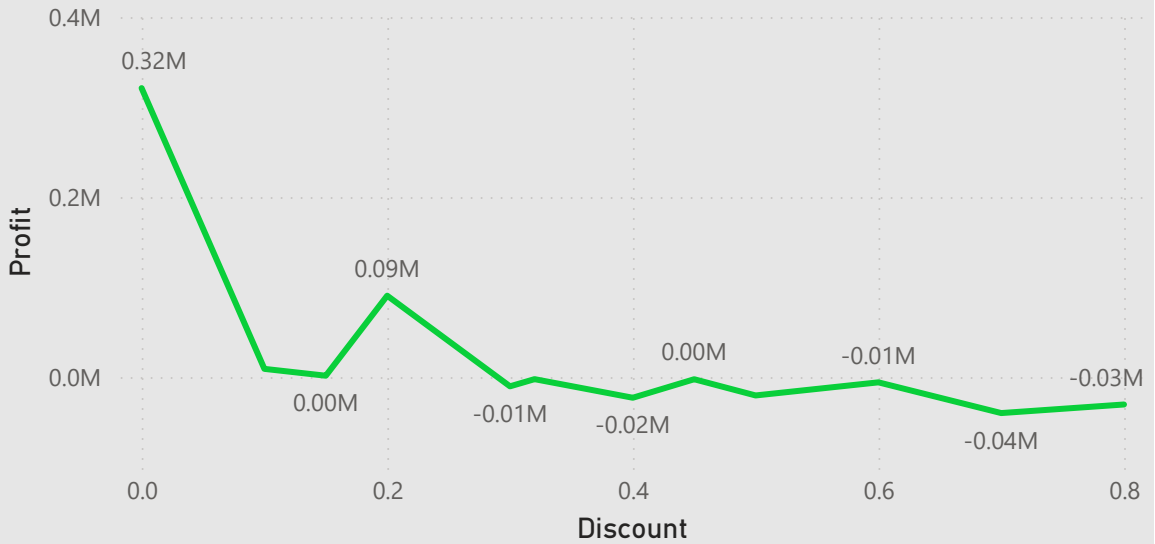
Profit by Segment



Average Profit by Discount Range

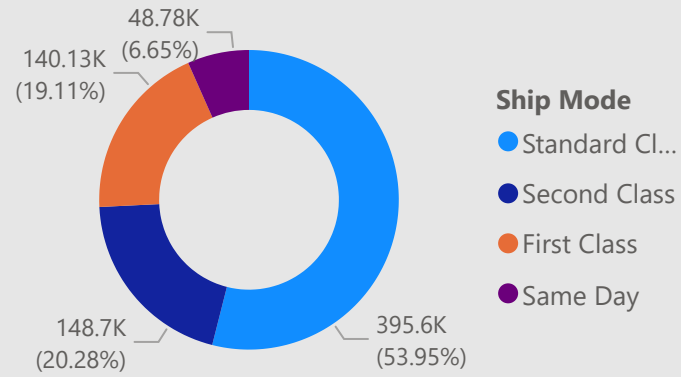


Profit by Discount

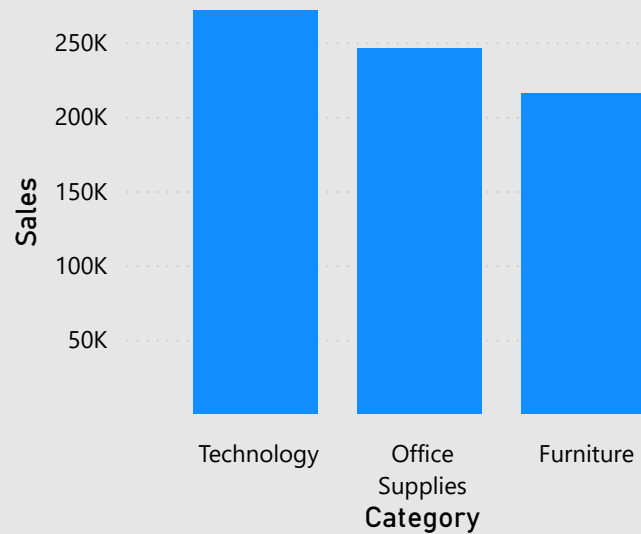


Sales

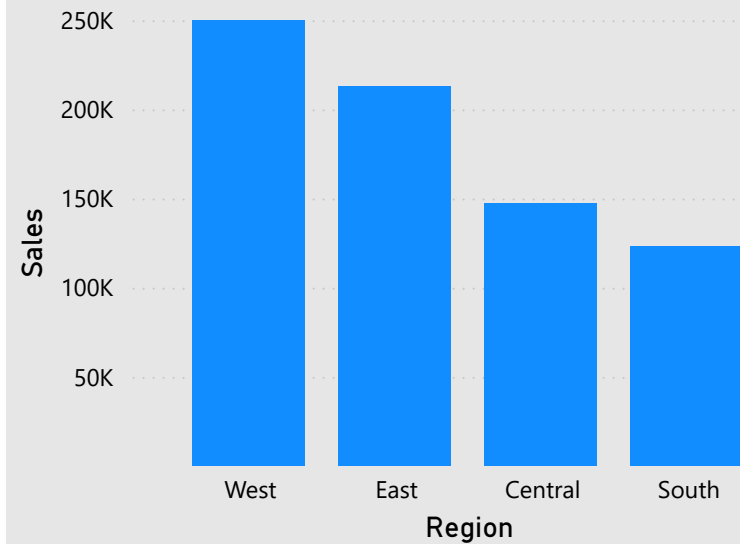
Sales by Ship Mode



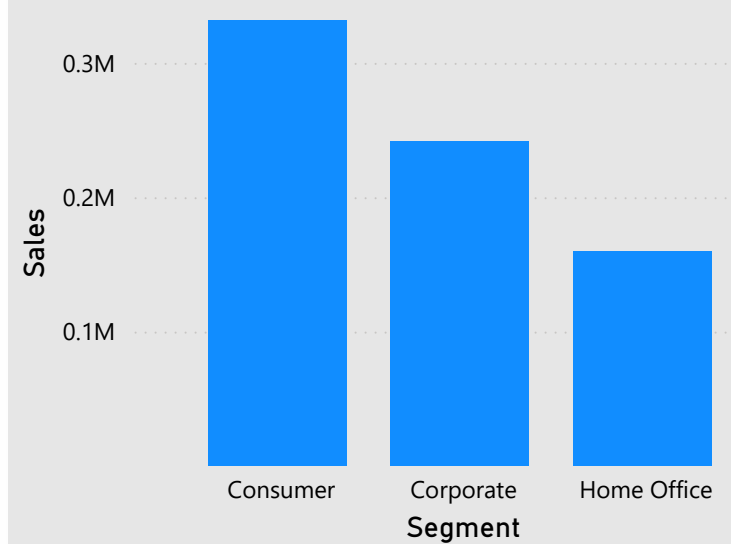
Sales by Category



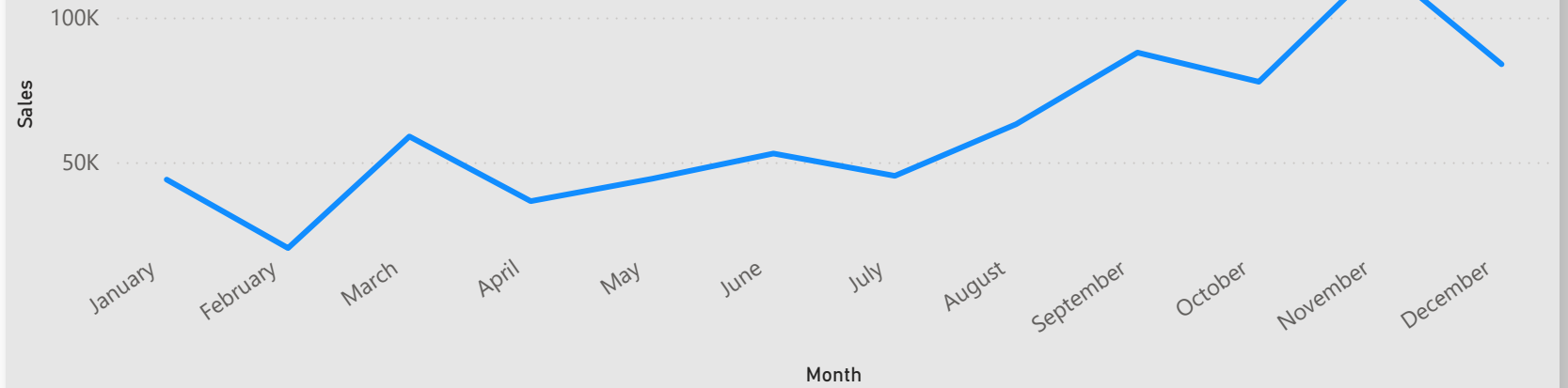
Sales by Region



Sales by Segment



Sales by Month



Year

2014

2015

2016

2017

Key Insights

- ◆ **1. Discount directly impacts profitability**

Categories with discounts above 20% start showing a decline in profit margins. Profit becomes negative beyond 40% discount range.

- ◆ **2. Low-discount segments are the most profitable**

The strongest profit zones lie in the 0–10% discount bucket. Even slight discounts still maintain healthy profit.

- ◆ **3. High discount drives volume but not profit**

*Sales volume may increase at higher discount ranges (20%+), but profit per sale declines, leading to **negative ROI**.*

- ◆ **4. Discounting isn't equally effective across categories**

Technology products show better profit stability even with moderate discounts, while Furniture goes into heavy loss beyond 20% discount.

- ◆ **5. Suggested Business Decision**

Introduce differentiated discount bands — e.g., 0–10% for Furniture and Office Supplies, 10–15% max for Tech to maintain profit health.

28.66

Average Profit

0.23K

Average Sales