

Insights

Q4 Generates the Highest Sales

- October to December contribute nearly 38% of annual sales, indicating strong seasonal demand.

Technology Leads in Sales, Office Supplies in Profit

- Technology generates the most revenue (\$836K), but Office Supplies yield the highest profit margin (43%).

Consumer Segment Dominates Revenue

- The Consumer segment accounts for 50.56% of total sales.

Standard Class is the Most Used Shipping Mode

- Over 59% of orders use Standard shipping.

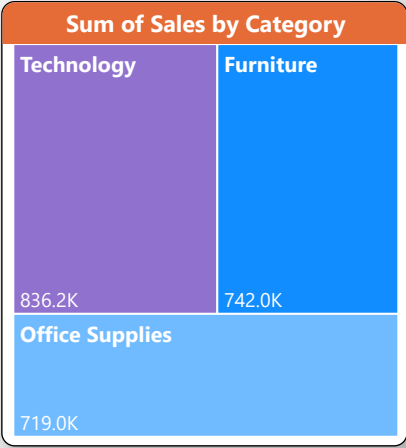
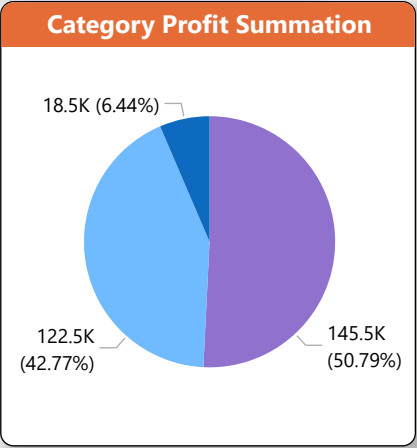
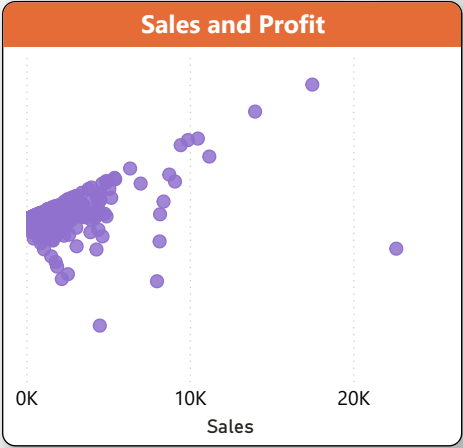
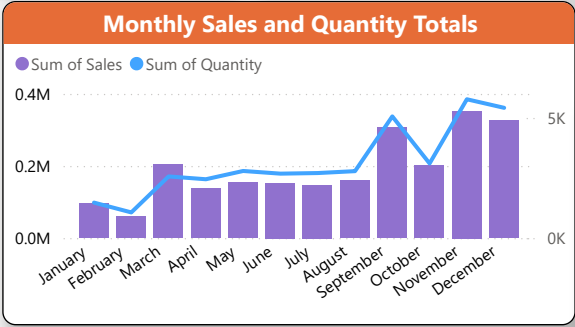
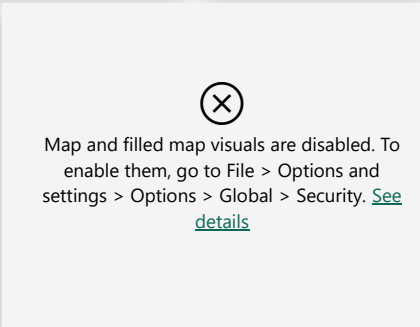
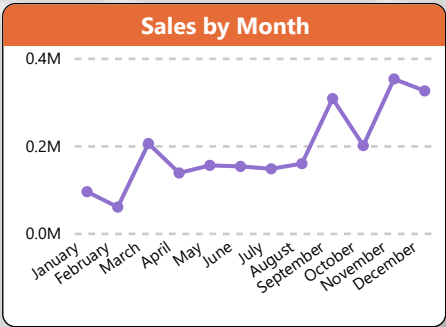
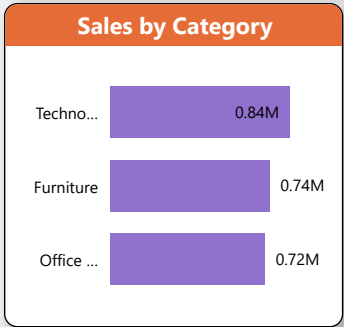
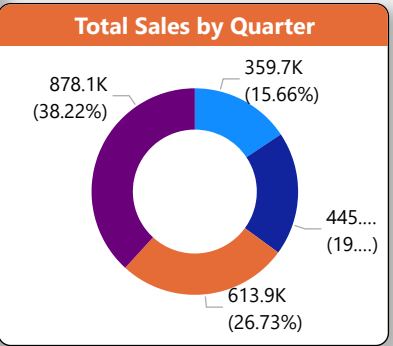
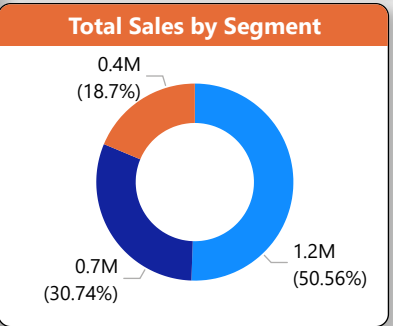
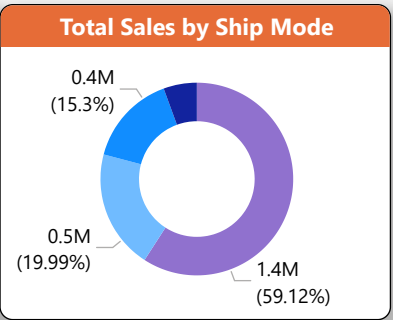
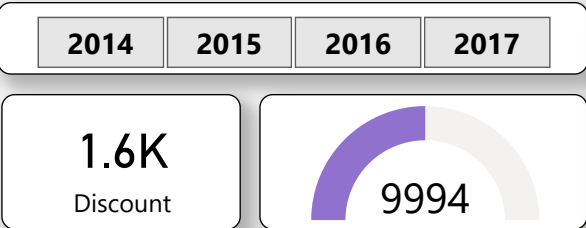
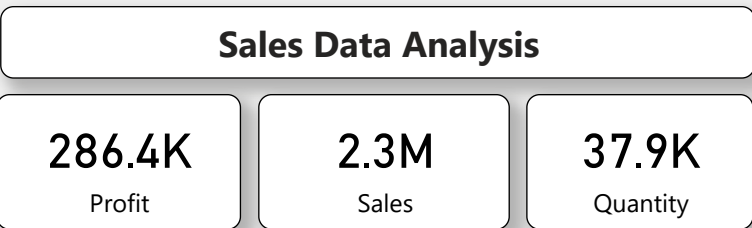
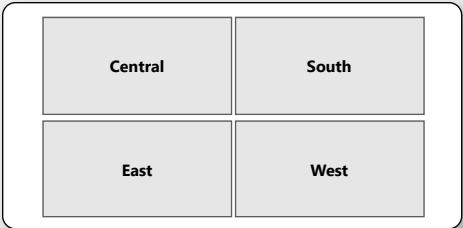
Positive Sales-Profit Correlation with Exceptions

- Sales and profit generally increase together, but some high-sale products yield low profit.

Top Products Drive a Disproportionate Share of Revenue

- Products like Canon imageCLASS 2200 and Cisco TelePresence systems are top performers.

Sales and profit peaked in 2017, outperforming all previous years, indicating strong business growth and market traction during that period.



Product Name	Sum of Sales
Canon imageCLASS 2200 Advanced Copier	61599.8
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	27453.4
Cisco TelePresence System EX90 Videoconferencing Unit	22638.5
HON 5400 Series Task Chairs for Big and Tall	21870.6
GBC DocuBind TL300 Electric Binding System	19823.5
GBC DocuBind TL300 Electric Binding System	19823.5
Total	244620.2