

Retail Performance Overview - Key KPIs & Regional Summary

\$2.30M

Total Sales

\$286.4K

Total Profit

38K

Total Quantity

12.47%

Profit Margin %

5009

Total Order

Year: All

2014

2015

2016

2017

Region: All

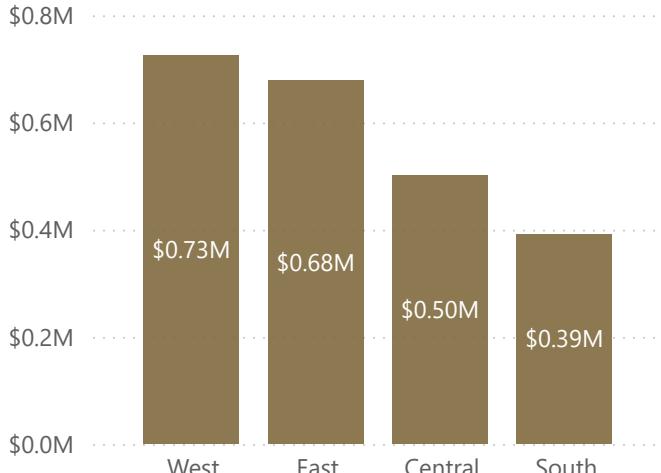
Central

East

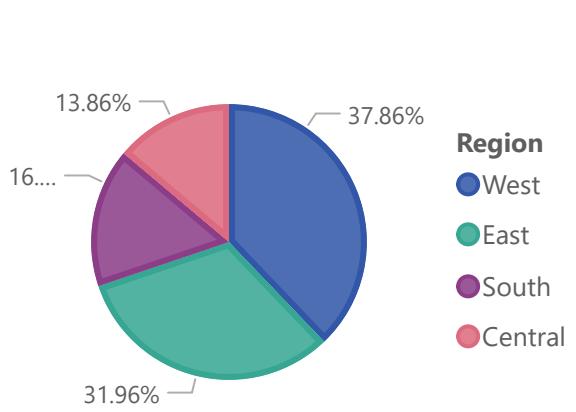
South

West

Sales by Region



Profit by Region



Sales by Month



Category, Sub-Category & Product Performance

\$2.30M

Total Sales

\$286.4K

Total Profit

12.9%

Avg Profit Margin by Segm...

\$322.6K

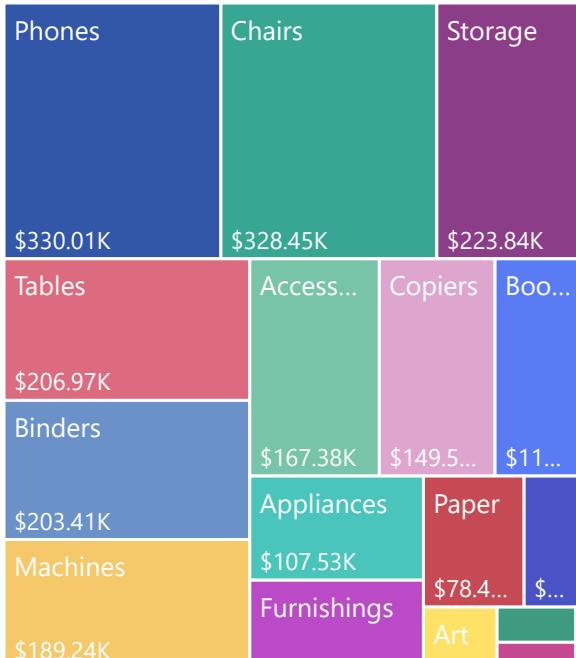
Total Discount

15.62%

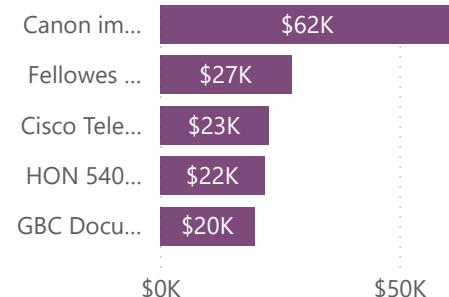
Average Discount %



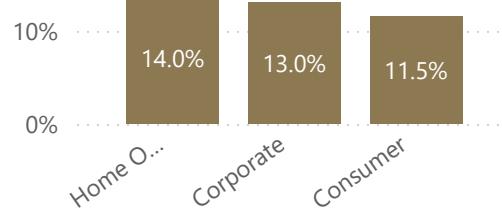
Total Sales by Sub-Category



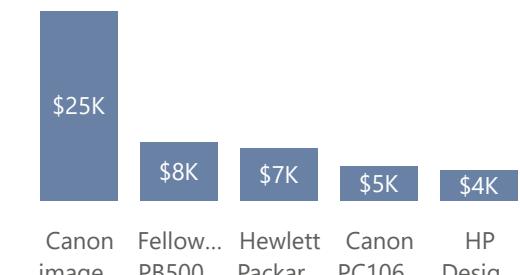
Total Sales by ProductName



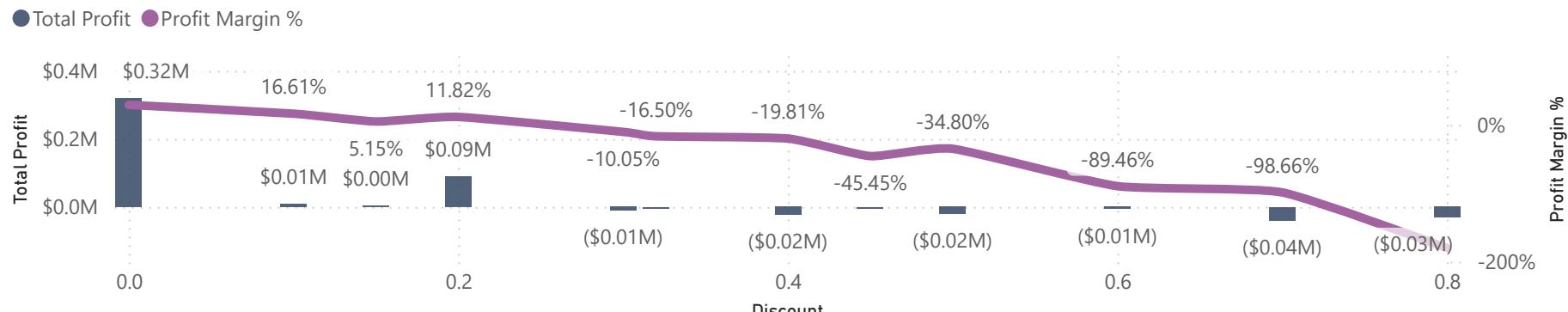
Avg Profit Margin by Segment



Total Profit by ProductName



Total Profit and Profit Margin % by Discount





Sales, Profit & Discount Analysis (Category & Yearly View)

Year: All

2014

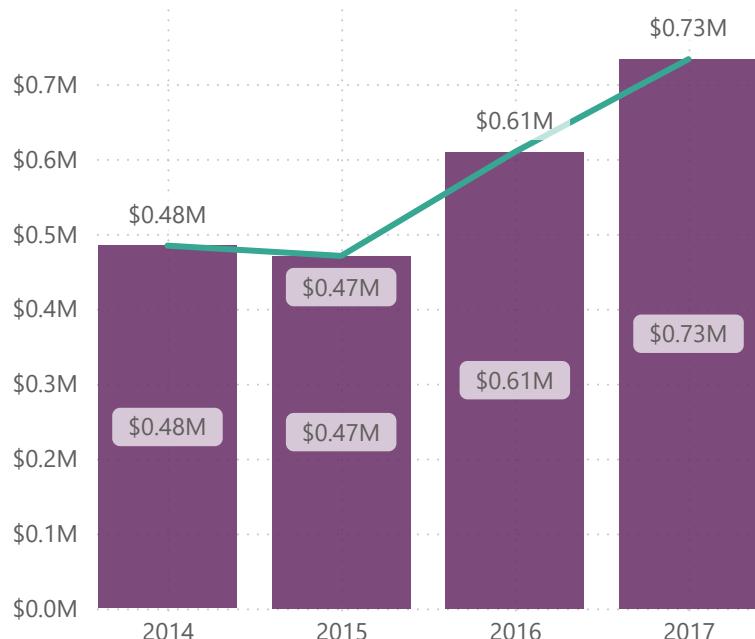
2015

2016

2017

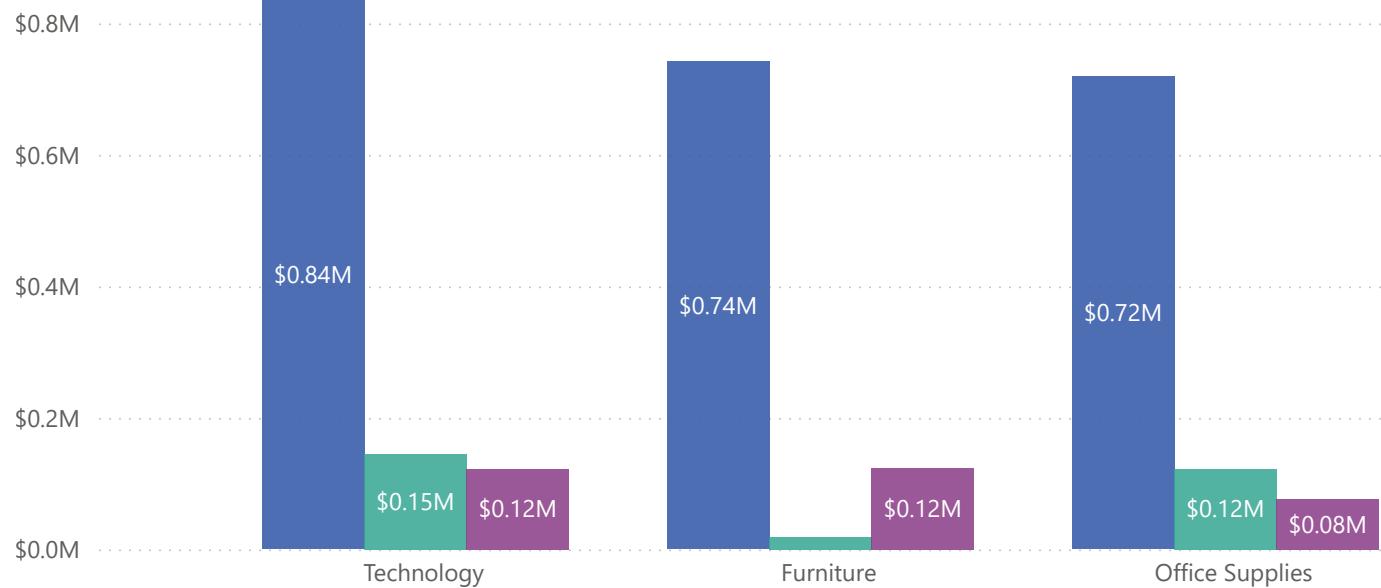
Total Sales and Total Sales by Year

● Total Sales ● Total Sales



Total Sales, Total Profit and Total Discount by Category

● Total Sales ● Total Profit ● Total Discount





Customer Segments, Shipping Modes & Regional Profitability

793

Total Customers

\$2.9K

Sales per Customer

\$286.4K

Total Profit

3.96

Avg Shipping Duration

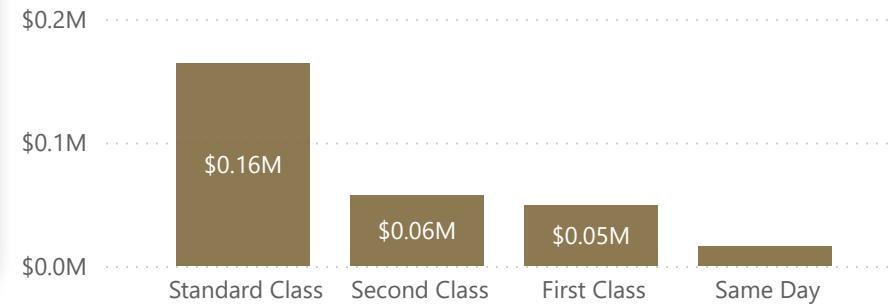
\$57.2

Profit Per Order

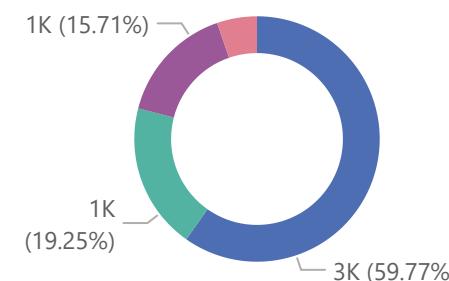
Region: All

- Central
- East
- South
- West

Total Profit by ShipMode



Total Order by ShipMode



Category: All

- Furniture
- Office Supplies
- Technology

Total Sales and Total Profit by CustomerName



Segment: All

- Consumer
- Corporate
- Home Office

Key Insights



(Executive summary of profitability, sales, and operational insights)

1. Profitability & Margins 💰

- 🚫 Furniture discounts are eroding profits — discounts exceed profit by 6x.
- 🏠 Home Office segment leads in profitability with a **14.3% margin**.
- ⚠️ Certain SKUs (Cisco EX90, GBC P400, HON 5400 Chairs) are loss-making and require immediate attention.

2. Regional Performance 🌎

- 📈 West and East regions drive the strongest revenue and profit growth.
- 👥 Some sales reps prioritize volume over profitability, impacting overall margin.

3. Operational & Logistics

Impact 🛡️

- 🚚 Same Day shipping increases costs and reduces net profit — pricing or policy adjustments are needed.

4. Product & Category Trends 🛒

- 💻 Technology and Office Supplies are top-performing categories in both revenue and margin.
- 📅 Seasonal demand peaks in Months 9, 11, and 12 offer opportunities for targeted campaigns.

5. Discounting & Incentive Insights



- 🚩 Excessive discounting negatively affects profitability across multiple categories.
- 🏆 Current sales incentives reward volume more than margin, misaligning rep priorities.

Focus on profit-first strategies

💰, optimize discounts 💰, adjust incentives 🏹, and target high-margin customers 🏠 🌎 to maximize growth 📈 and profitability 💼.

Business Recommendations



(Actionable steps for immediate fixes, quick wins, and strategic initiatives)

💡 Immediate Fix (0–30 Days)

🚫 Stop heavy discounting in **Furniture** — discounts exceed profit by 6x.

🔍 Audit negative or zero-profit **SKUs** (Cisco EX90, GBC P400, HON 5400 Chairs).

🎯 Coach low-margin reps (e.g., Sean Miller) and shift focus from sales volume to profit contribution.

🚚 Review Same Day shipping — apply surcharges or minimum order rules to protect profit.

⚙️ Quick Wins (Next 60–90 Days)

📊 Set category-level discount thresholds to ensure minimum margin.

🏡 Prioritize **Home Office customers** (highest profit margin 14.3%) with loyalty or bundle offers.

🌐 Double down on **West & East regions** — strong revenue and margin leaders.

⭐ Incentivize reps on **profit + sales**, not just revenue, to encourage quality deals.

🚀 Strategic Actions (3–6 Months)

💼 Re-price or discontinue **unprofitable SKUs** after full margin analysis.

🧭 Build margin monitoring **dashboard tiles** (Discount-to-Profit ratio, Negative-Margin SKU alerts).

📈 Reinvest in **top-performing categories (Technology, Office Supplies)** for sustained growth.

📅 Plan seasonal campaigns around Months 9, 11, and 12 (peak sales) to capitalize on year-end demand.