

# 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

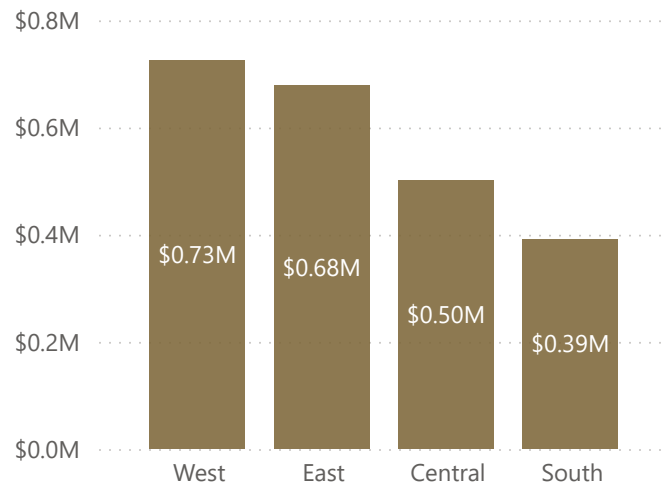
Central

East

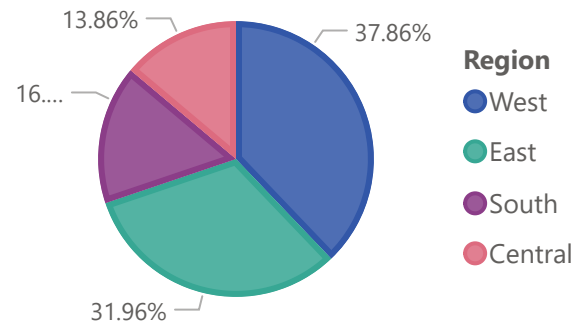
South

West

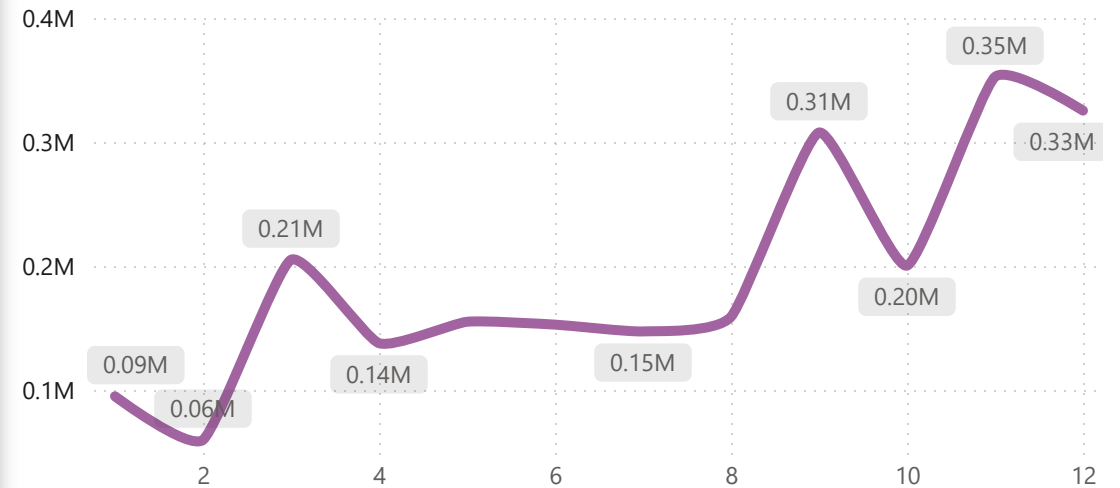
Sales by Region



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%

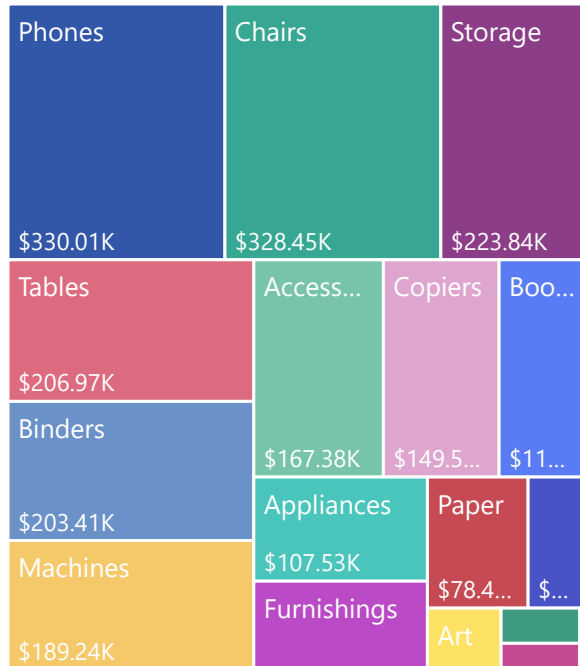
Average Discount %

Category: All

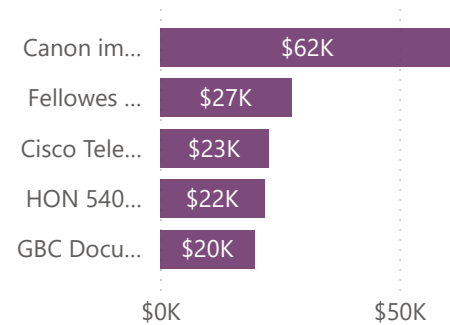
Furniture

Office Supplies

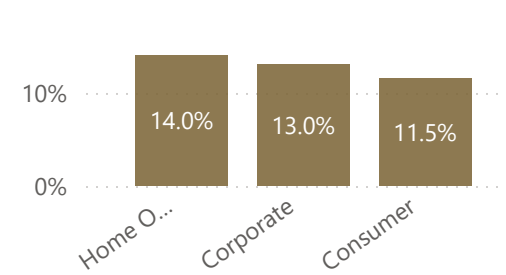
## Total Sales by Sub-Category



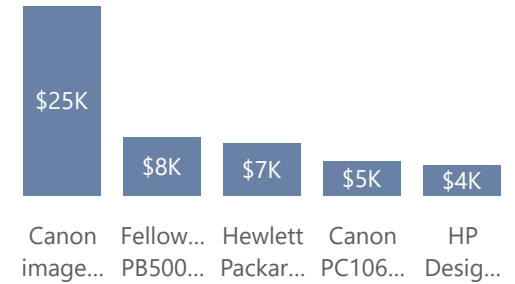
## Total Sales by ProductName



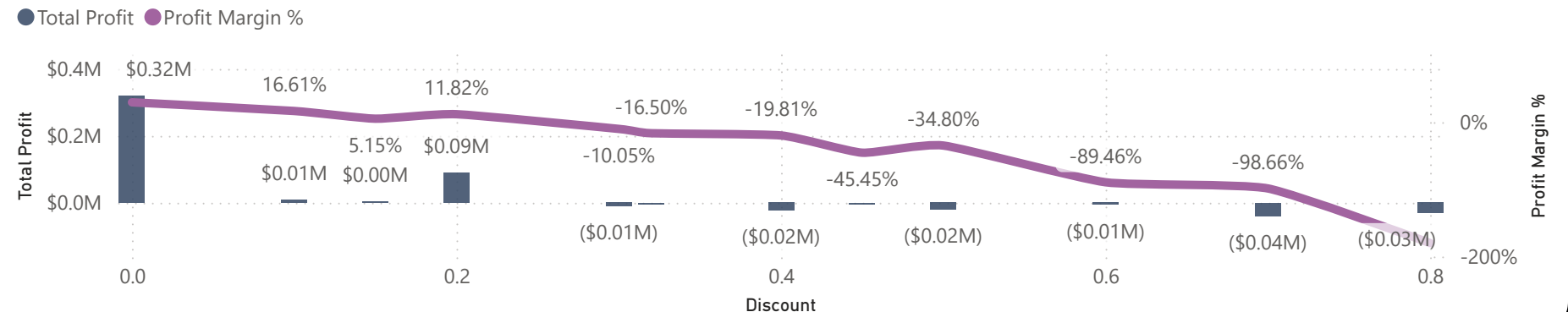
## Avg Profit Margin by Segment



## Total Profit by ProductName



## Total Profit and Profit Margin % by Discount





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

Year: All

2014

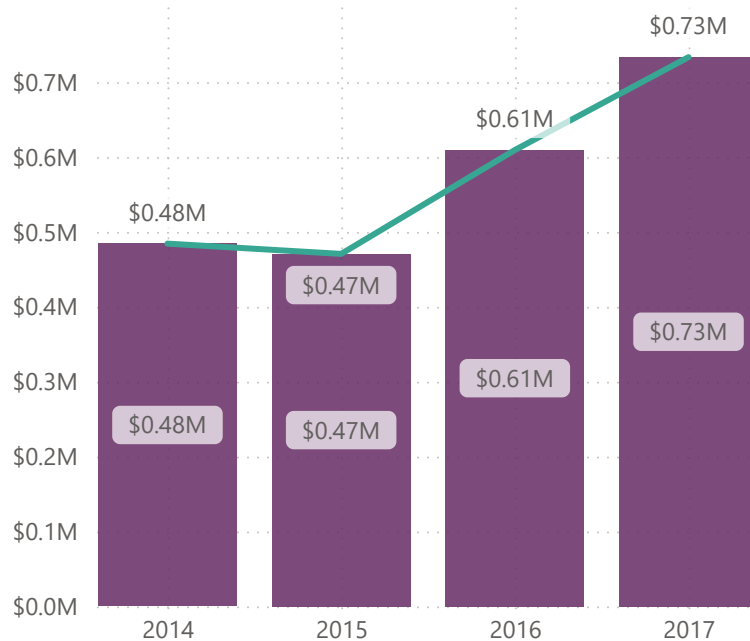
2015

2016

2017

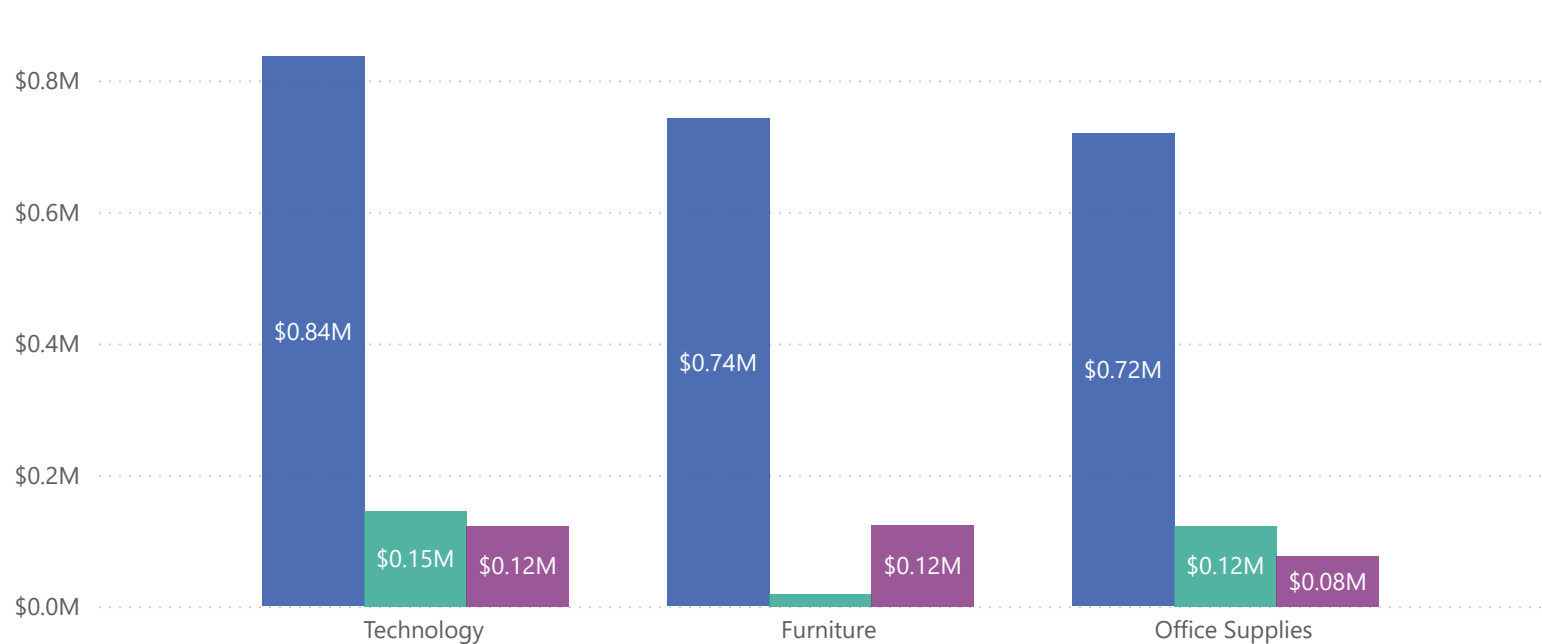
## Total Sales and Total Sales by Year

● 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

Ava Shipping Duration

\$57.2

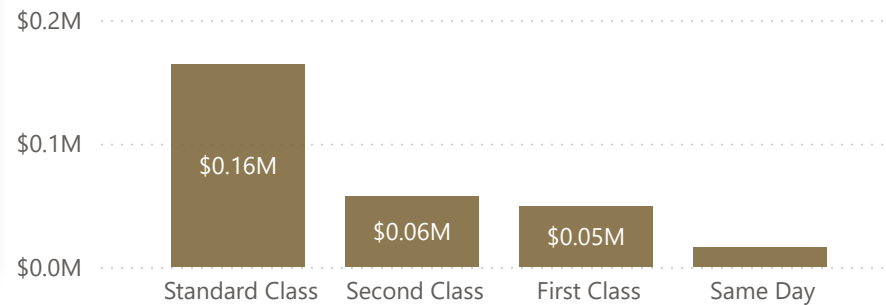
Profit Per Order

Region: All

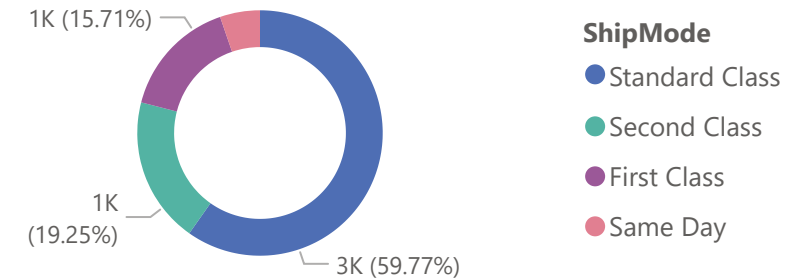


- ☐ Central
- ☐ East
- ☐ South
- ☐ West

### Total Profit by ShipMode



### Total Order by ShipMode

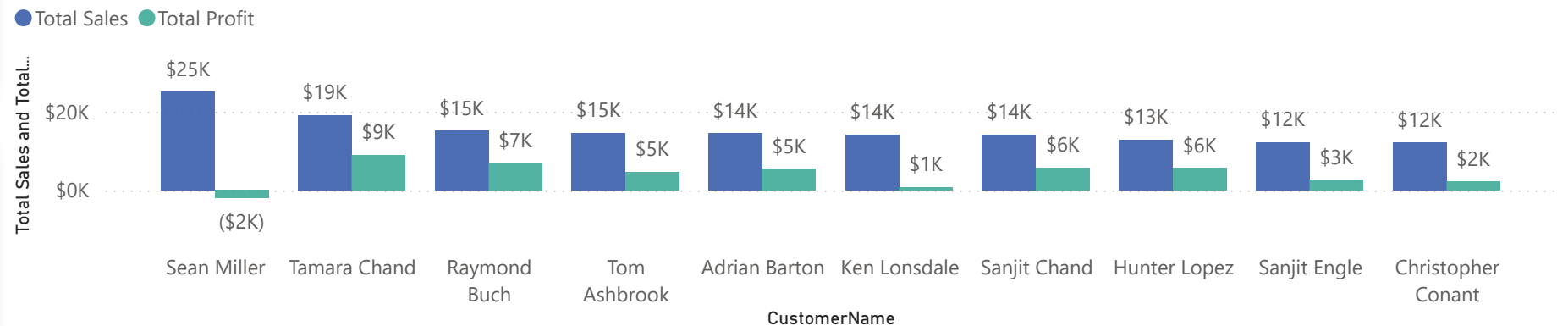


Category: All



- ☐ 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

## 3. Operational & Logistics Impact ⚙️

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

## 5. Discounting & Incentive Insights 🎯

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

## 2. Regional Performance 🌐

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

## 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.


✅ 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 6×.


 **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.