



Retail Performance Overview - Key KPIs & Regional Summary

Overview

Categories & Products

Sales & Profit

Customers & Shipping

Key Insights

Recommendations

\$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

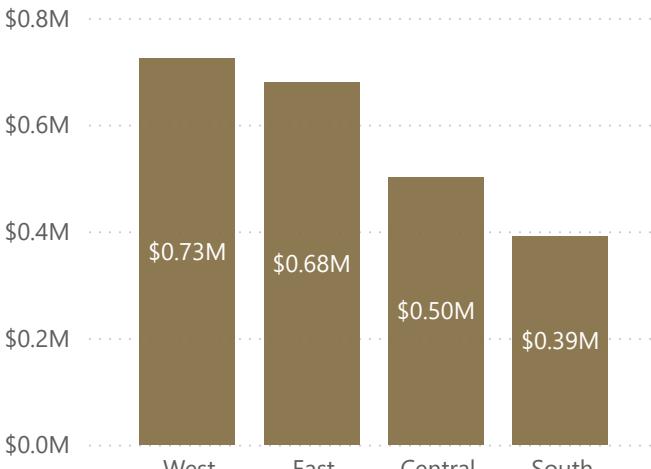
Central

East

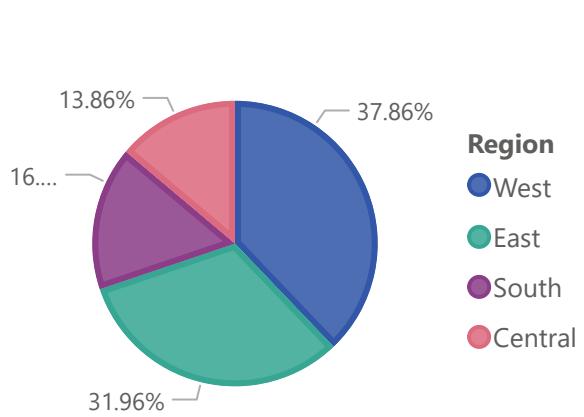
South

West

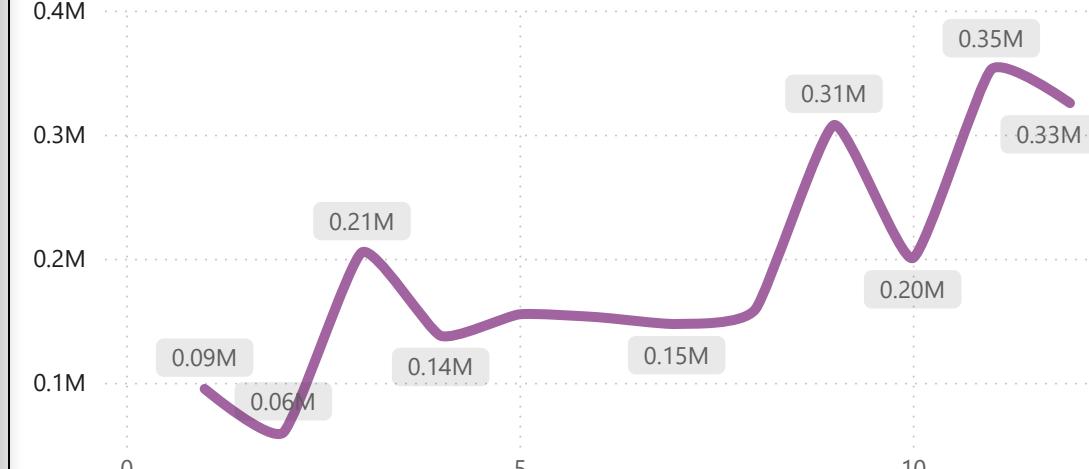
Sales by Region



Profit by Region



Sales by Month



Category, Sub-Category & Product Performance

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\$2.30M

Total Sales

\$286.4K

Total Profit

12.9%

Avg Profit Margin by Segment

\$322.6K

Total Discount

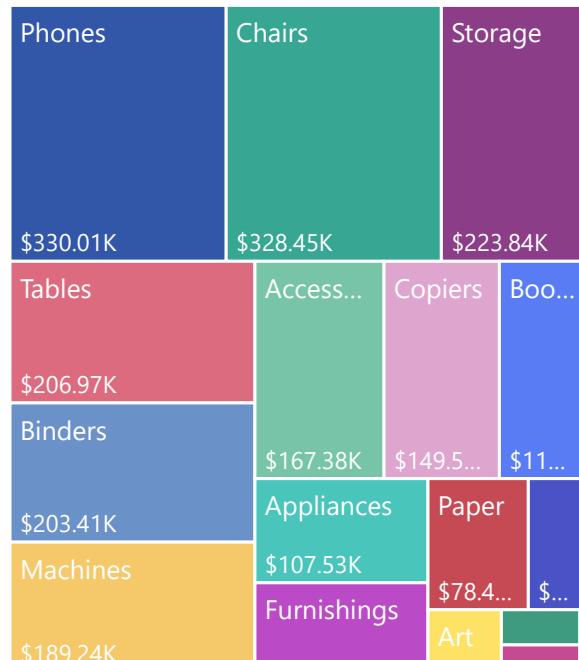
15.62%

Average Discount %

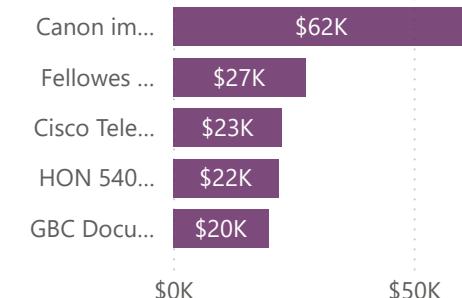
Category: All

Furniture Office Supplies

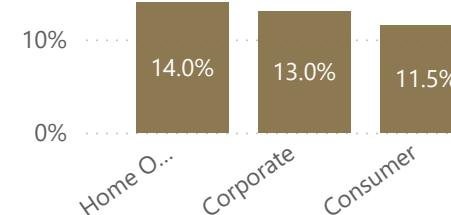
Total Sales by Sub-Category



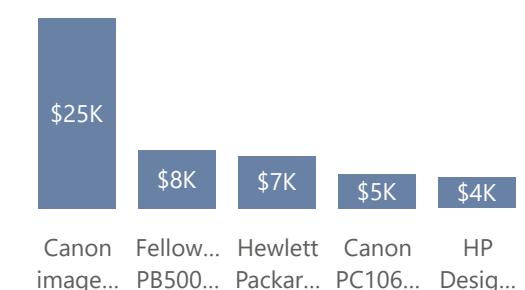
Total Sales by ProductName



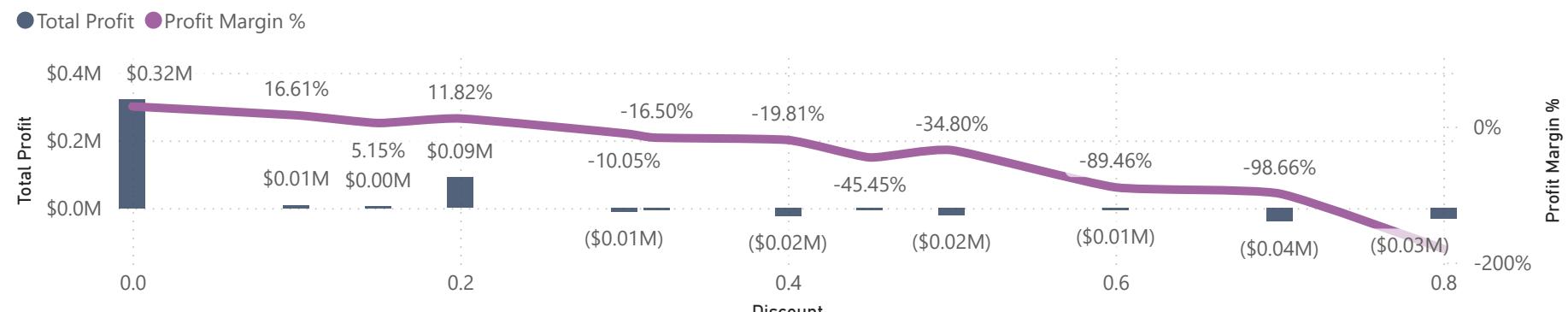
Avg Profit Margin by Segment



Total Profit by ProductName



Total Profit and Profit Margin % by Discount





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

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Year: All

2014

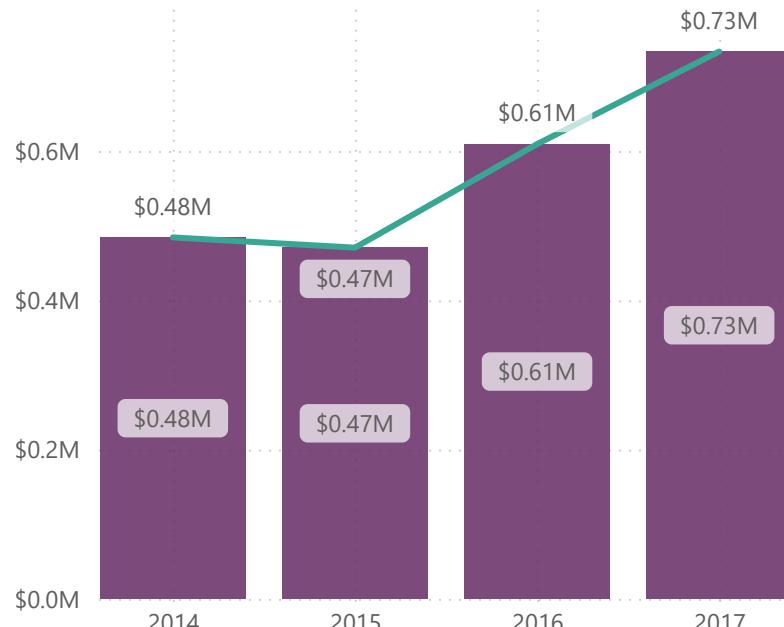
2015

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

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793

Total Customers

\$2.9K

Sales per Customer

\$286.4K

Total Profit

3.96

Avg Shipping Duration

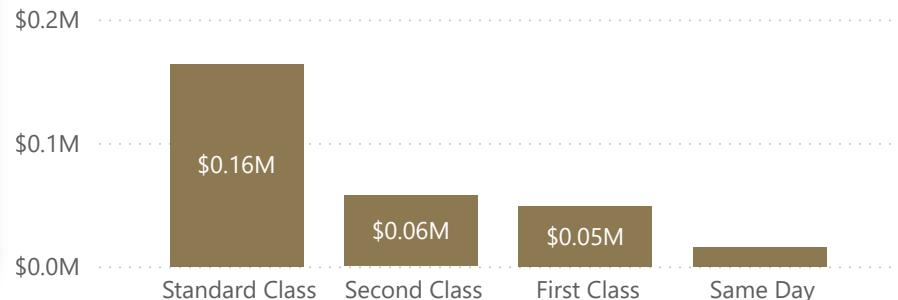
\$57.2

Profit Per Order

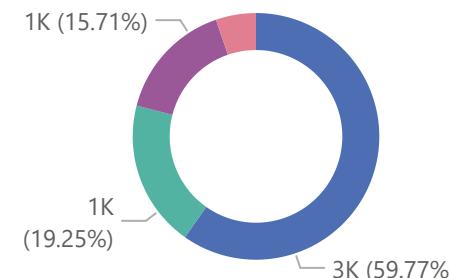
Region: All

- Central
- East
- South
- West

Total Profit by ShipMode



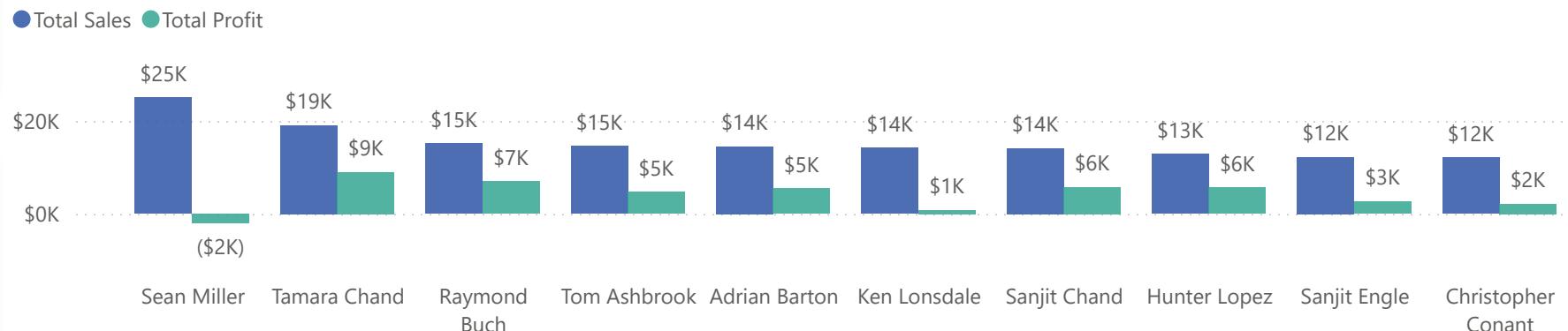
Total Order by ShipMode



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)

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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)

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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.