

■ Sales Performance Dashboard Report (By Rohit)

■■ Period Covered: 1st Jan 2017 – 4th Nov 2018

Metric	Value
■ Total Sales	459.9K
■ Total Cost	228.5K
■ Total Profit	231.5K
■ Profit Margin	Approximately 50%

■ Executive Summary

The sales dashboard analysis from **January 2017 to November 2018** highlights a strong overall business performance. The company achieved a **total sales value of 459.9K**, with a **profit of 231.5K** and **costs amounting to 228.5K**, resulting in a **profit margin of approximately 50%**.

The **Central region** contributed the majority of sales (57%), followed by the **North (22%)** and **South (21%)** regions. Among customers, **Aaron Davey** emerged as the top contributor to overall sales.

Product-wise, **Bookcases, Chairs, and Phones** were the leading sub-categories, demonstrating strong demand in office and technology segments. The **order trend** showed consistent growth across 2017–2018, peaking during mid-2018.

While the performance is commendable, further expansion in underperforming regions and low-selling product lines can drive additional revenue. Overall, the business shows **steady growth, high profitability, and strong customer engagement** across key segments.

■ Top Performing Customers

Customer Name	Total Sales	Total Cost
Aaron Davey	1,598	1,093
Aaron Bootman	534	184
Aaron Cunningham	466	70
Abby Muraimats	182	181

■ Key Insights & Recommendations

■ Strengths:

- Excellent profit margins (over 50%)
- Strong performance from top customers and central region
- Consistent order growth over time

■■ Improvement Areas:

- Focus on increasing sales in South and North regions
- Optimize underperforming sub-categories (e.g., Labels, Envelopes)

- Consider promotional offers during low-demand months

■ **Conclusion:**

The business demonstrates **healthy growth, solid profitability**, and **clear opportunities for expansion** in weaker markets.