

Date

All

Region

All

Customer Segment

All

Category

All

\$2M

Total Sales

\$286K

Total Profit

12.5%

Profit Margin

5.0K

Orders

793

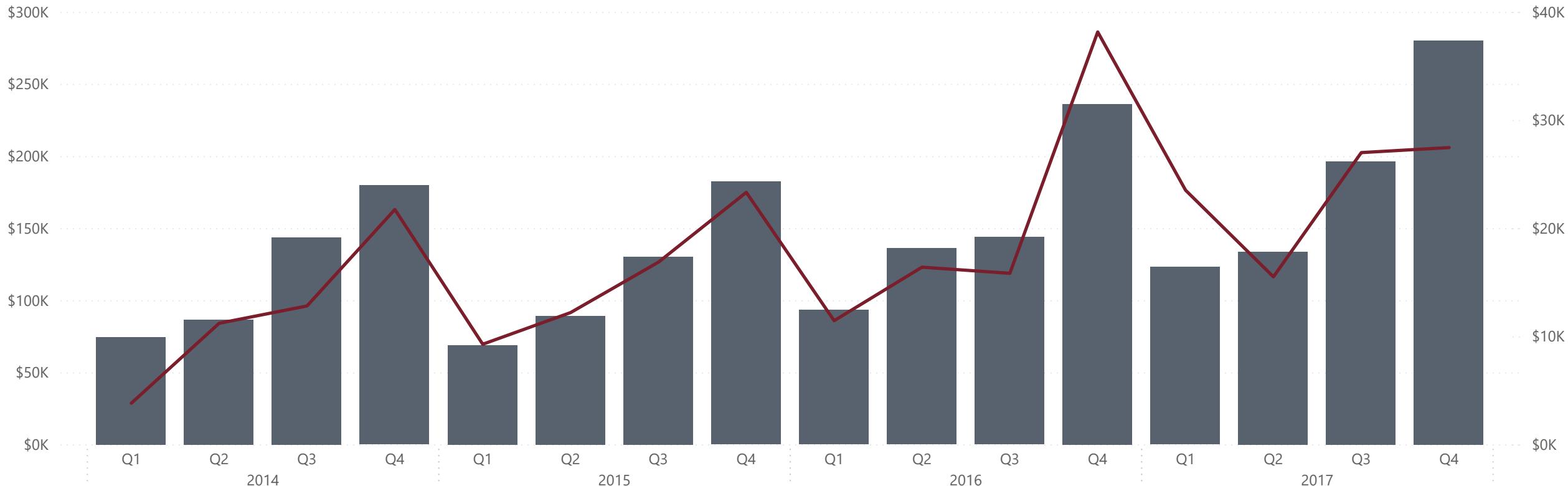
Customers

4.0

Avg Ship Days

Sales & Profit Trend

Quarterly trend of sales growth and profit performance



Date All	Region All	Customer Segment All	Category All
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\$2M

Total Sales

\$286K

Total Profit

\$57.2

Profit per Order

\$7.6

Profit per Unit

37.9K

Quantity Sold

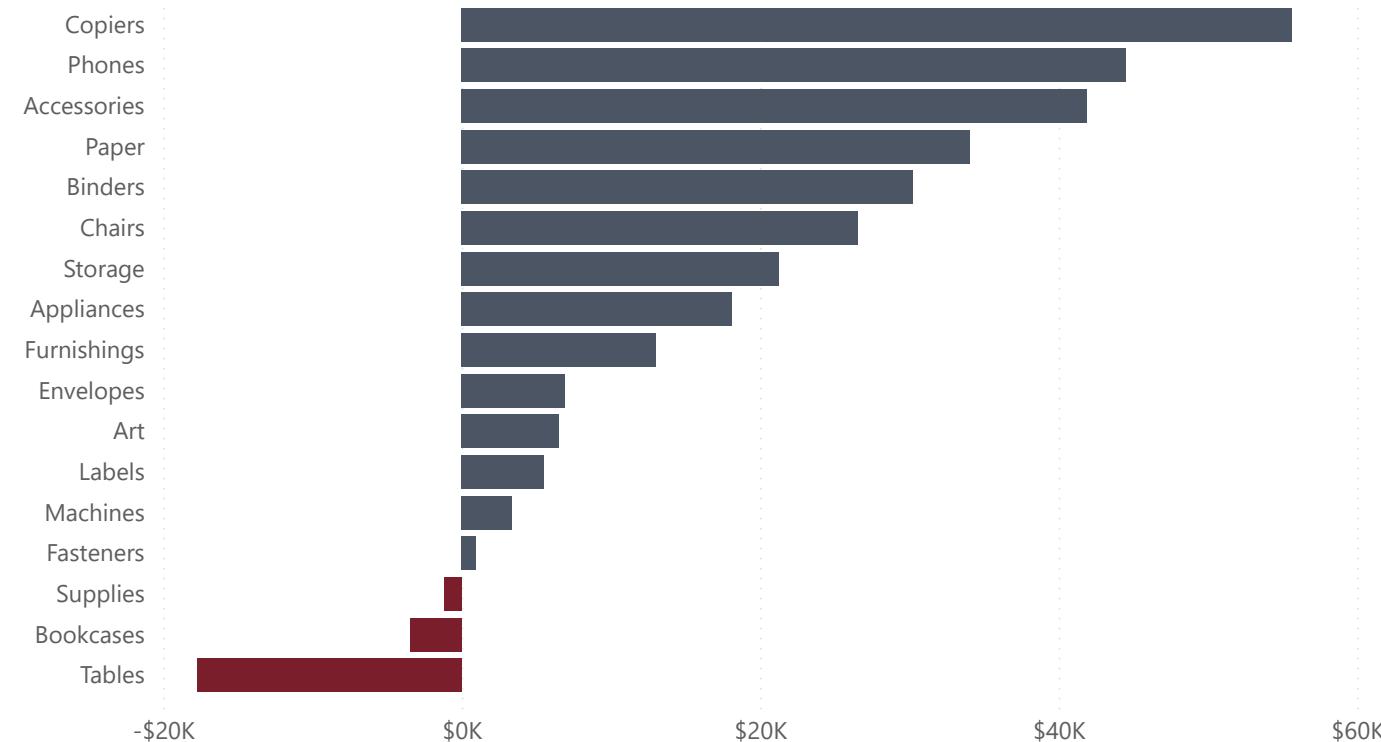
15.6%

Avg Discount

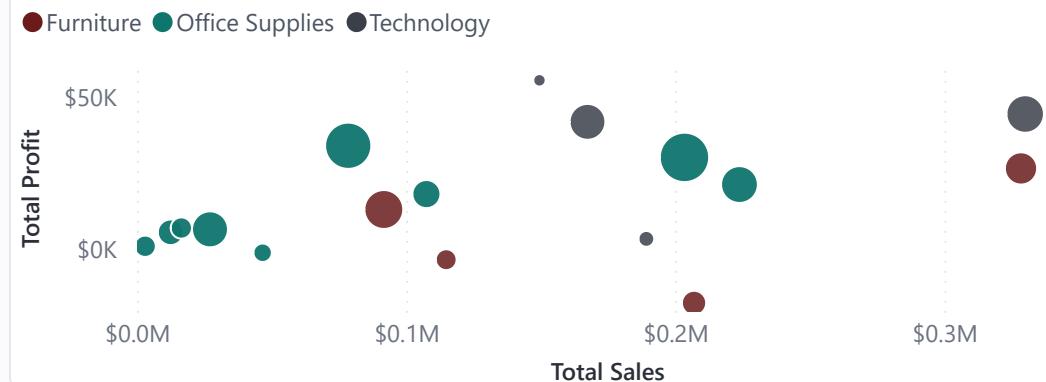
Category Performance (Sales vs Profit)



Sub-Category Profit (Top & Loss Makers)



Sales vs Profit by Sub-category (Size = Quantity)



Key Insight: Technology drives profitable growth, while Furniture's strong sales hide multiple loss-making sub-categories.

Date ▾
All

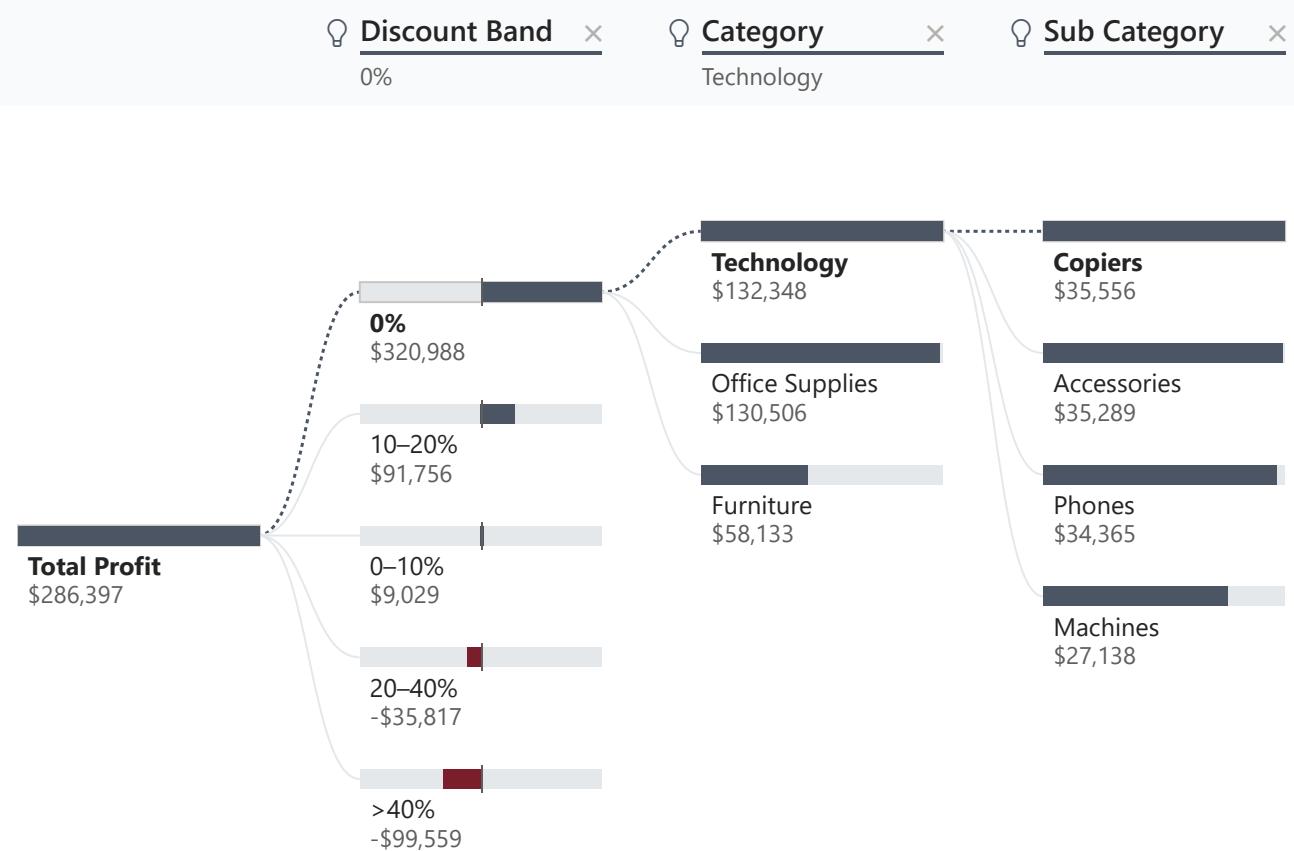
Region ▾
All

Customer Segment ▾
All

Category ▾
All

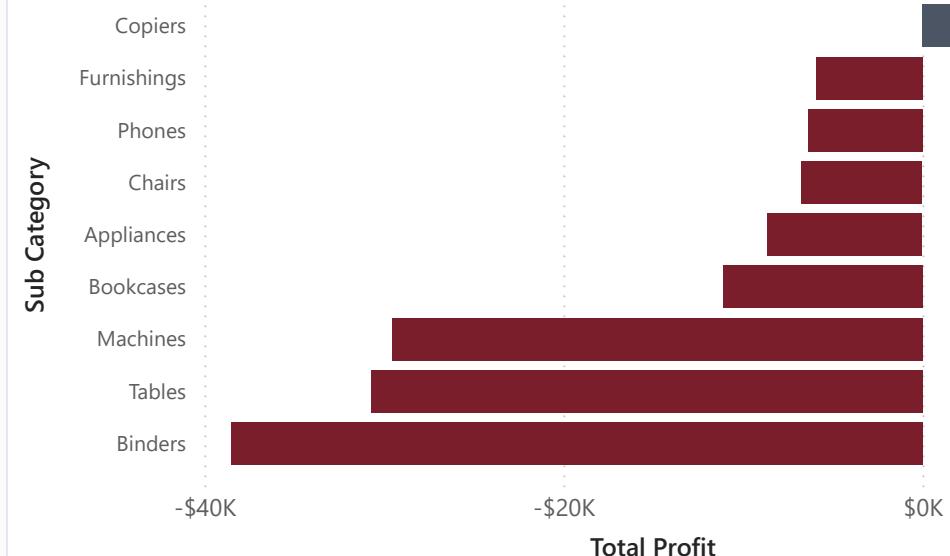
Profit Drivers (Discount → Category → Subcategory)

Click a node to drill down profit drivers



Discount Band	Total Orders	Total Sales	Total Profit	Profit Margin %	Loss Rate %
0%	2644	\$1,087,908	\$320,988	29.5%	0.0%
0-10%	89	\$54,369	\$9,029	16.6%	4.5%
10-20%	2436	\$792,153	\$91,756	11.6%	19.0%
20-40%	400	\$234,138	-\$35,817	-15.3%	91.3%
>40%	737	\$128,632	-\$99,559	-77.4%	100.0%
Total	5009	\$2,297,201	\$286,397	12.5%	26.3%

High Discount Loss Makers (Discount > 20%)



Key Insight: Discounts above 20% create heavy losses, mainly in Binders, Tables and Machines. Copiers remain profitable even under high discounts.

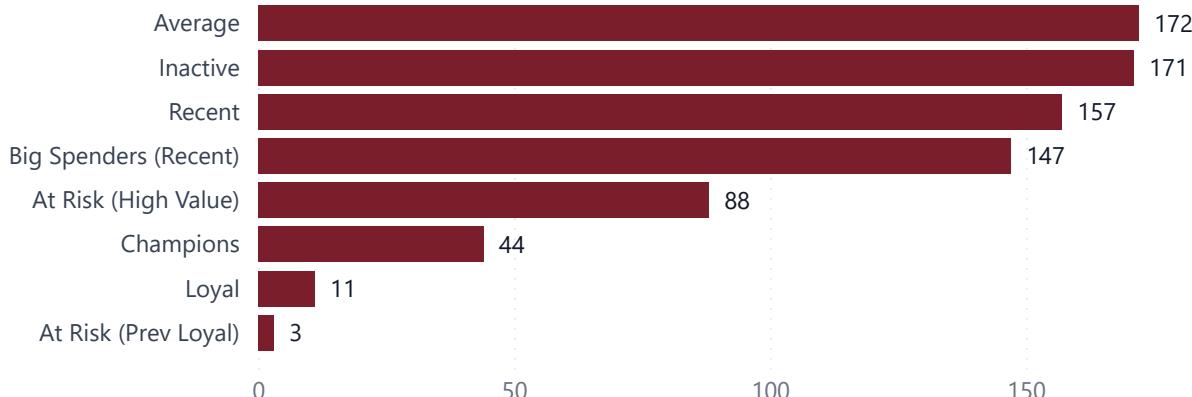
Date ▾
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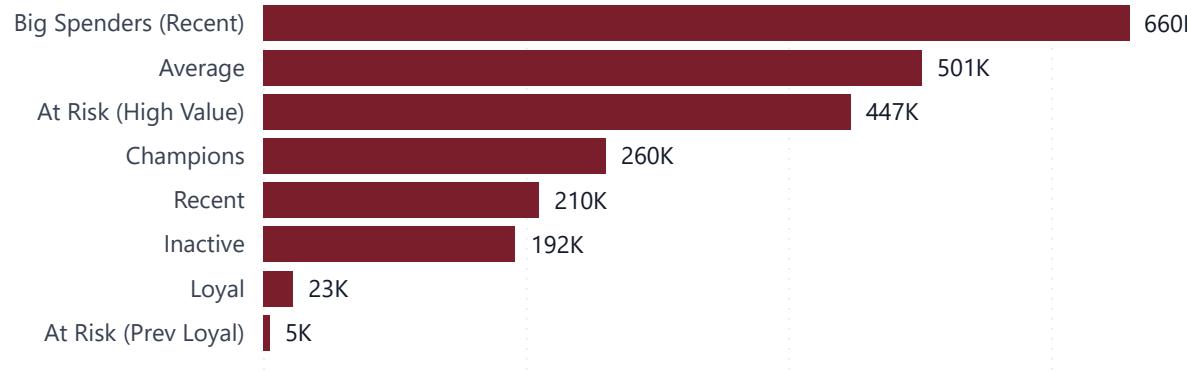
Customer Segment ▾
All ▾

Category ▾
All ▾

Customers by RFM Segment



Sales by RFM Segment



Top 10 Customers Ranked by Sales

Customer Name	Sales
Sean Miller	25,043
Tamara Chand	19,052
Raymond Buch	15,117
Tom Ashbrook	14,596
Adrian Barton	14,474
Ken Lonsdale	14,175
Sanjit Chand	14,142
Hunter Lopez	12,873
Sanjit Engle	12,209
Christopher Conant	12,129

Customer Value Map (Sales vs Recency)

