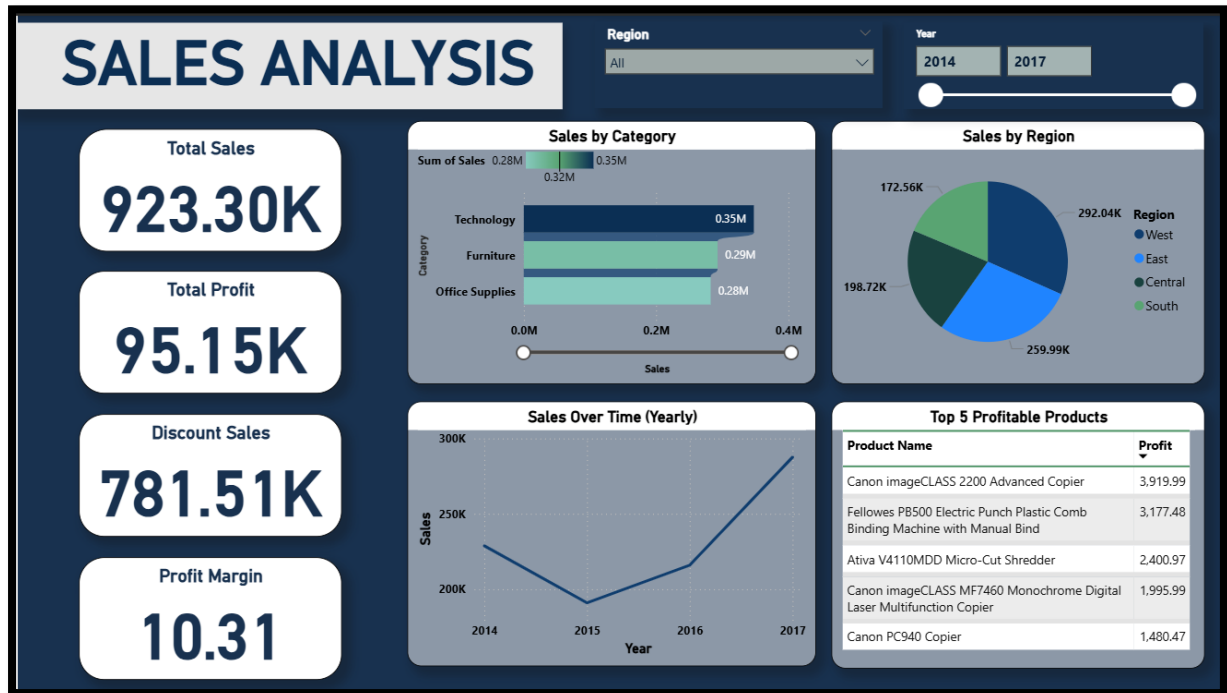


SALES ANALYSIS SUMMARY (2014–2017)



1. Overall Performance

- **Total Sales:** 923.30K
- **Total Profit:** 95.15K
- **Discount Sales:** 781.51K
- **Profit Margin:** 10.31%

Sales performance shows a steady increase, especially after 2015, with a notable rise in 2017.

2. Sales Trend Over Time (Yearly)

Sales dipped slightly in **2015**, followed by consistent growth through **2016** and a sharp increase in **2017**, reaching nearly **300K**.

3. Sales by Category

- **Technology** leads with **0.35M** sales.
- **Furniture** follows with **0.29M**.
- **Office Supplies** contribute **0.28M**.

Technology is the top-performing category, suggesting a focus area for strategic expansion.

4. Sales by Region

- **West** region dominates with **292.04K**.
- Followed by **East (259.99K)**, **Central (198.72K)**, and **South (172.56K)**.

Regional performance indicates a strong market presence in the **West and East**.

5. Top 5 Profitable Products

Product Name	Profit (in K)
Canon imageCLASS 2200 Advanced Copier	3.92
Fellowes PB500 Electric Punch Binding Machine	3.18
Ativa V4110MDD Micro-Cut Shredder	2.40
Canon imageCLASS MF7460 Monochrome Digital Laser Multifunction Copier	1.99
Canon PC940 Copier	1.48

Office machines like **copiers and shredders** are driving the most profit.

Insights & Recommendations

- **Invest more in Technology products**, especially in the West and East regions.
- Explore ways to **improve profitability**, as the margin is moderate (10.31%).
- **Expand high-performing products** like Canon copiers to underperforming regions.
- Monitor the rising sales trend and **optimize marketing strategies** accordingly.