

The business achieved total sales of ₹6.32L, selling 10,320 items and generating a profit of ₹85.8K

6,32,631

Sum of Sales

10320

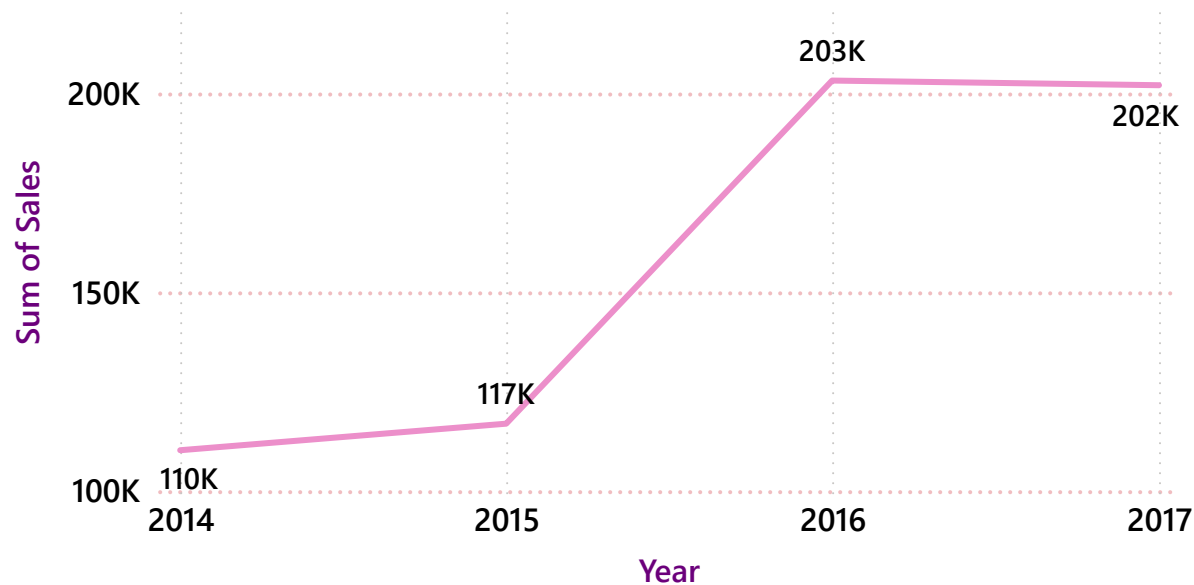
Sum of Quantity

85,801

Sum of Profit

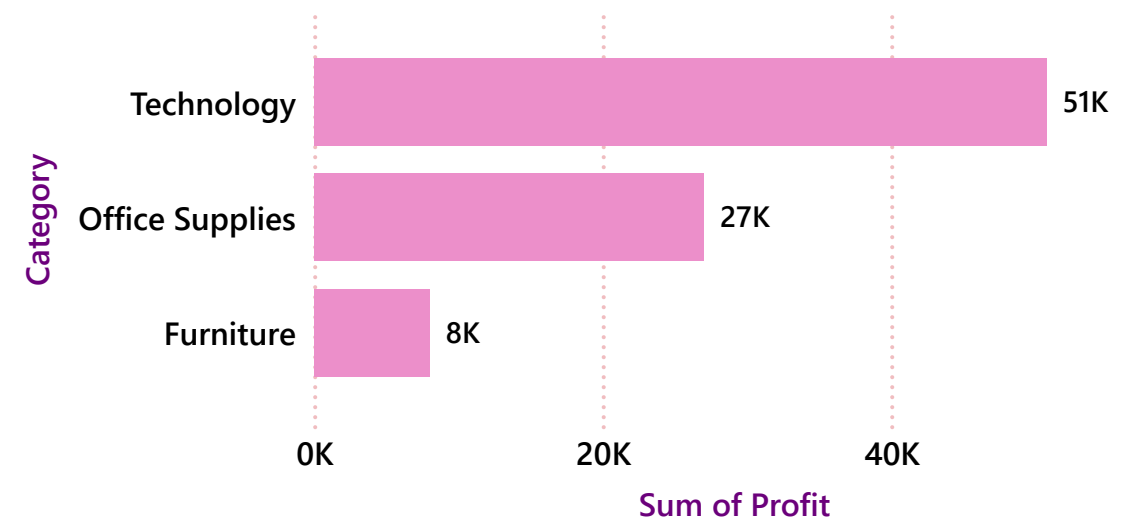
Sales grew steadily from 2014 to 2015, peaked at 203K in 2016, and slightly declined to 202K in 2017.

Sum of Sales by Year



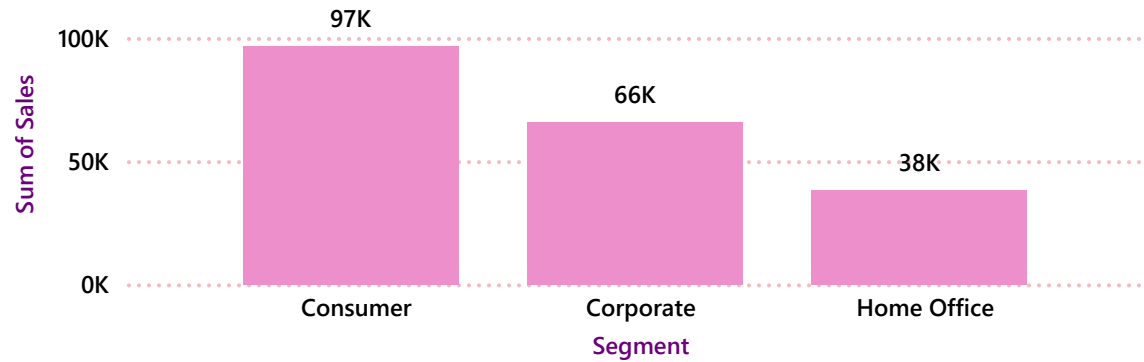
Technology contributed the highest profit (51K), followed by Office Supplies (27K), while Furniture generated the least (8K).

Sum of Profit by Category



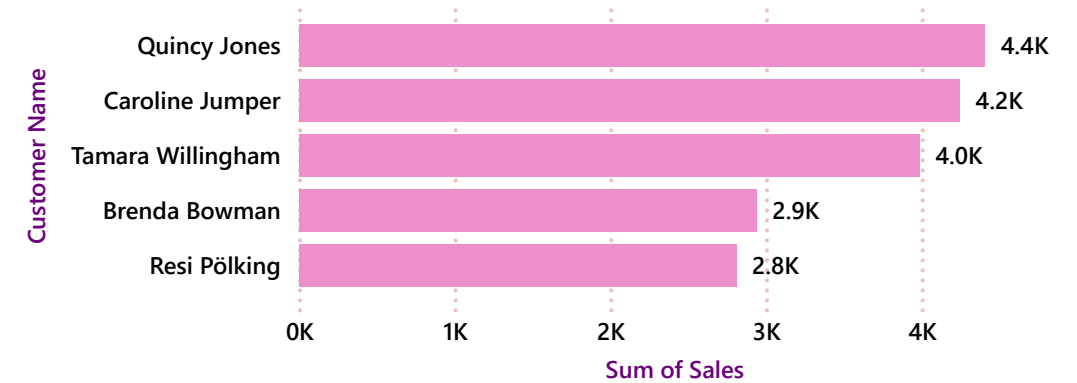
The **Consumer segment** drove the highest sales, followed by **Corporate and Home Office** customers.

Sales by Customer Segment - who drives revenue



Top 5 customers contributed a major share of revenue, with **[Tamara Chand]** leading overall spend.

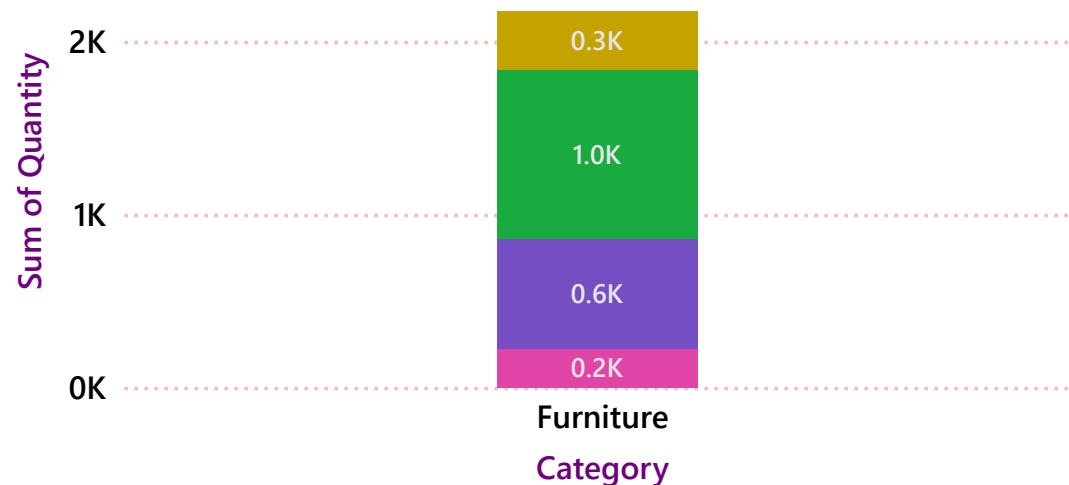
Top5 Customers by Total spend



Office Supplies accounted for the highest quantity sold, followed by Technology and Furniture, with a few sub-categories contributing most of the volume.

Quantity sold by Category and Sub-Category

Sub-Category ● Bookcases ● Chairs ● Furnishings ● Tables

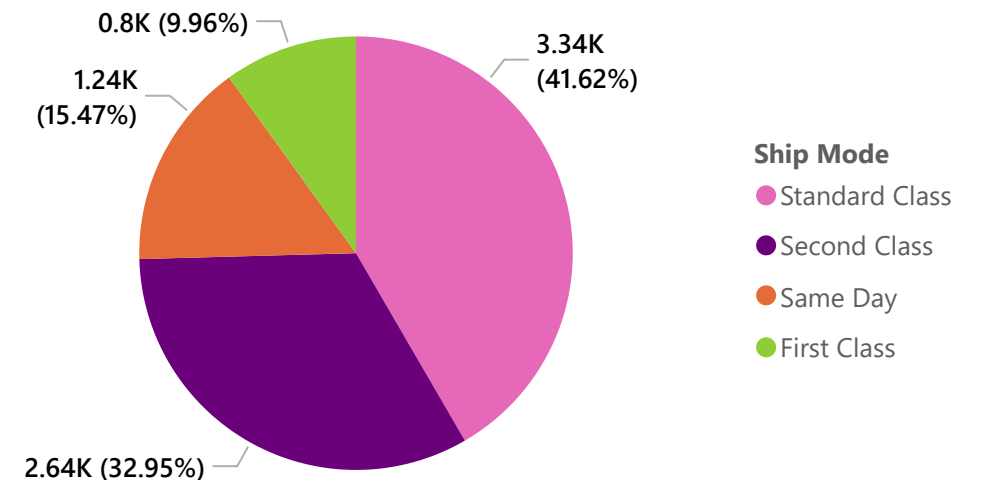


Categor... ▼

- ▼ Furniture
- ▼ Office S...
- ▼ Technol...

Standard Class generated the majority of profit, while Same Day and First Class made comparatively smaller contributions.

profit by ship mode-which shipping method contributes most



Dashboard Summary or Key Insights at a Glance

- *Overall sales are steadily increasing year-over-year.
- *Office Supplies leads in quantity sold; Technology drives the most profit.
- *Top 5 customers contributed a major share of revenue, led by Tamara Chand.
- *Standard Class shipping contributes the largest share of profit.
- *Consumers are the highest revenue segment.