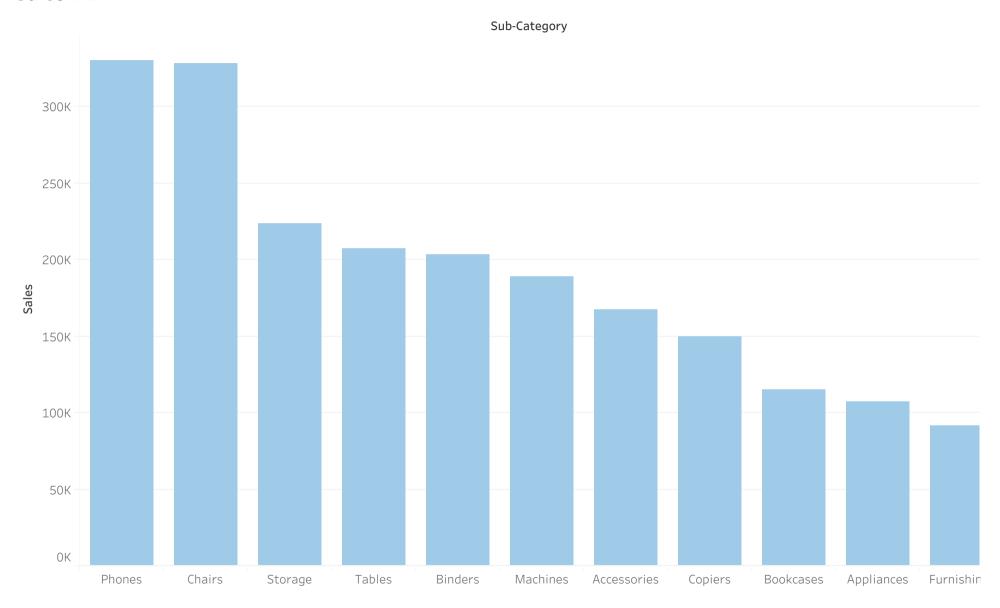
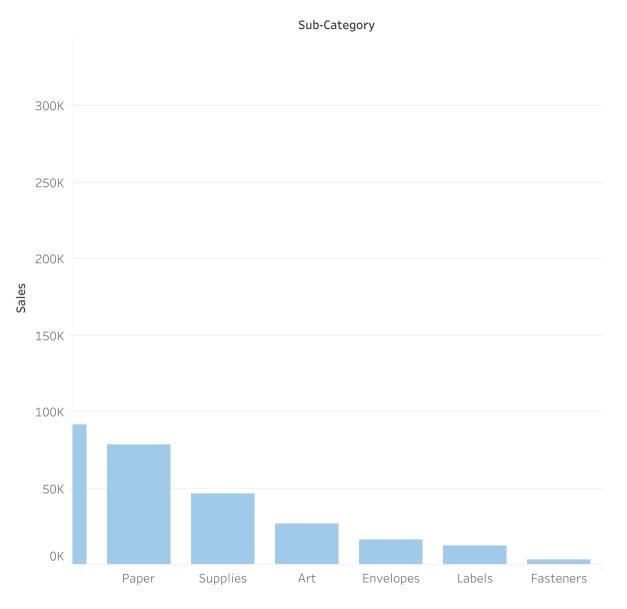
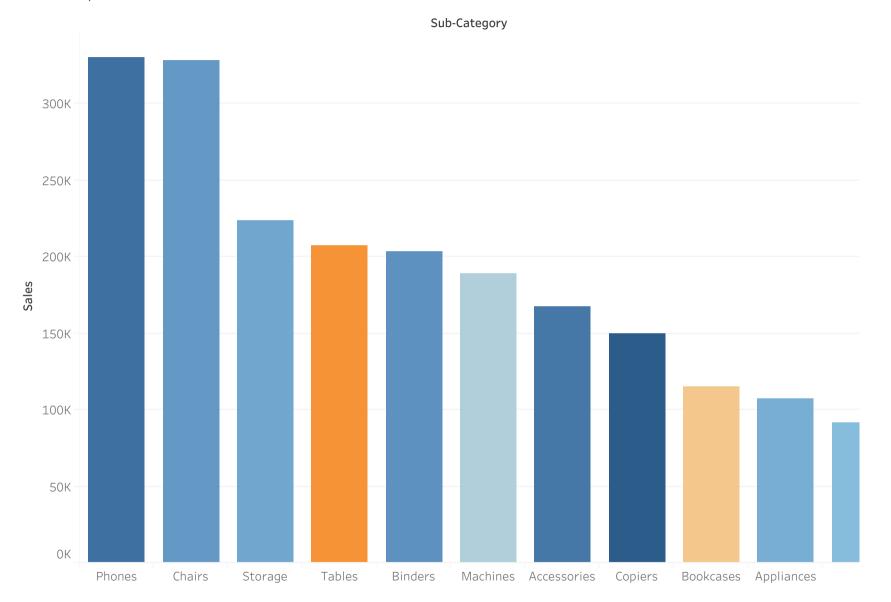
# Sales mix



# Sales mix



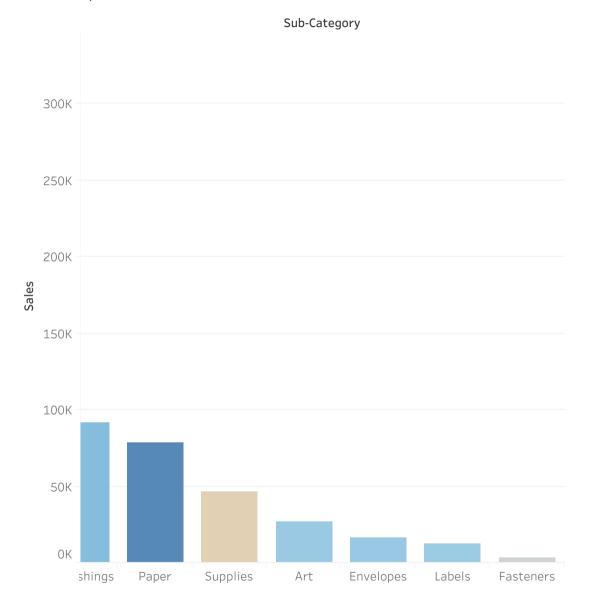
Sales & profit mix

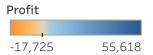


Profit

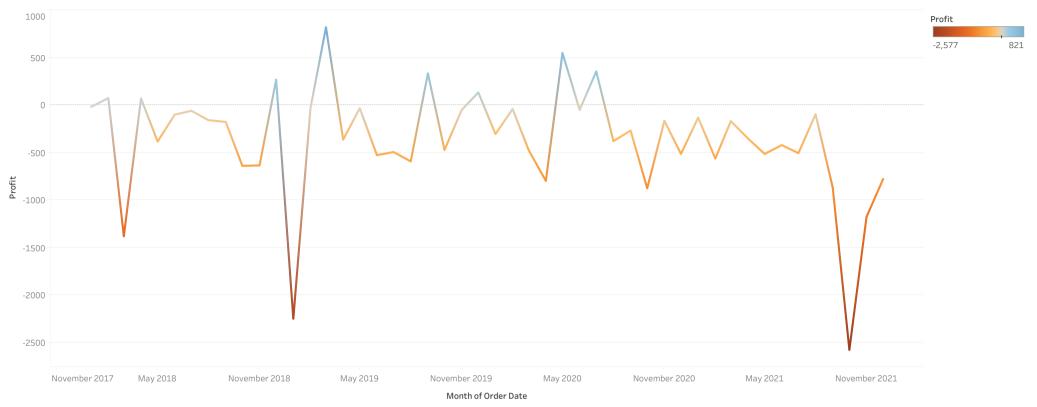
-17,725

55,618

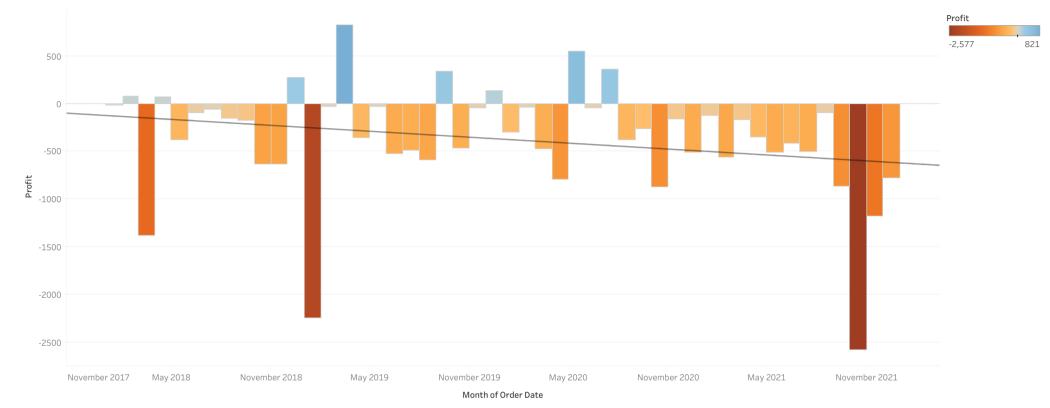




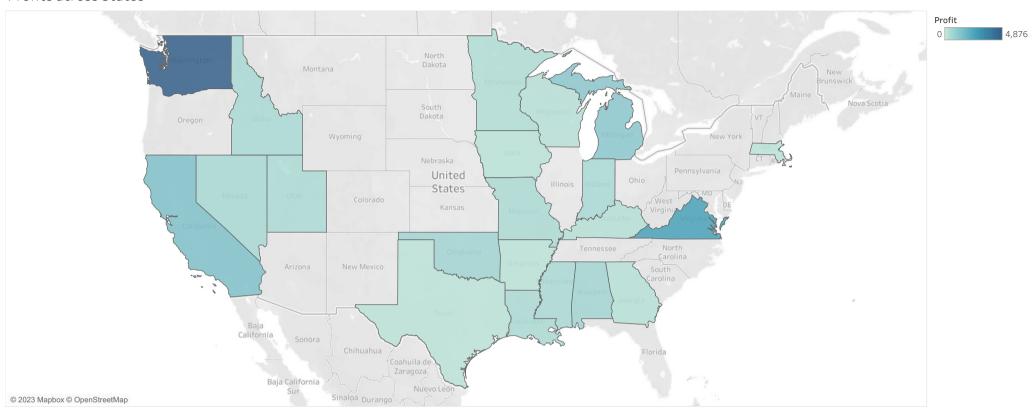
## Profit Trend



## Profit Values



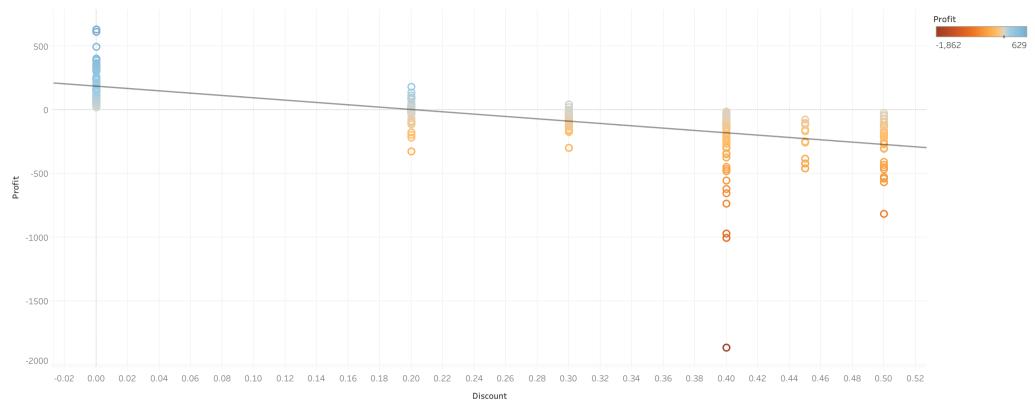
## Profits across States



### Profits across cities



### Profits vs Discounts



# Profits across products

Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	Riverside Furniture Oval Coffee Table, Oval End Table, End Table with Drawer	Chromcraft Bull-Nose Wood 48" x 96" Rectangular Conference Tables	SAFCO PlanMa	nster R	on acetrack onference ables	Bevis		H	Hon	
Bush Advantage Collection Racetrack	Bretford "Just In Time" Height-Adjustable Multi-Task Work Tables	Bevis Round Conference Ta Top, X-Base KI Conference		Bevis	Hon Practi	cal	Riversid I Furnitur			
Conference Table	Bevis Oval Conference Table, Walnut	Bretford CR85 Series Meetin			OfficeWorks 42"		Bush H		1	KI
Balt Solid Wood Round Tables	BPI Conference Tables	Bevis Traditional Conference Table Top, Plinth Base		Compute	Balt Split Level Computer Global Adaptabilities		Balt Solid Wood			Hc 30 60
BoxOffice By Design Rectangular and Half-Moon Meeting Room Tables	ICAN AND THE		Chromcraft Rectangular		Lesro Round Back Collection Coffee		antage			
Than Moon Meeting Room Tables	Tables	Bevis 36 x 72 Conference Tables		Bretford Rectang						

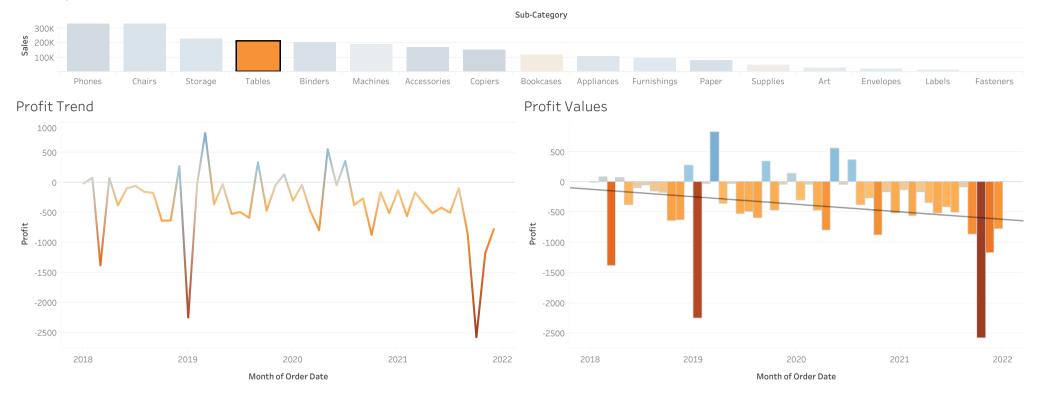


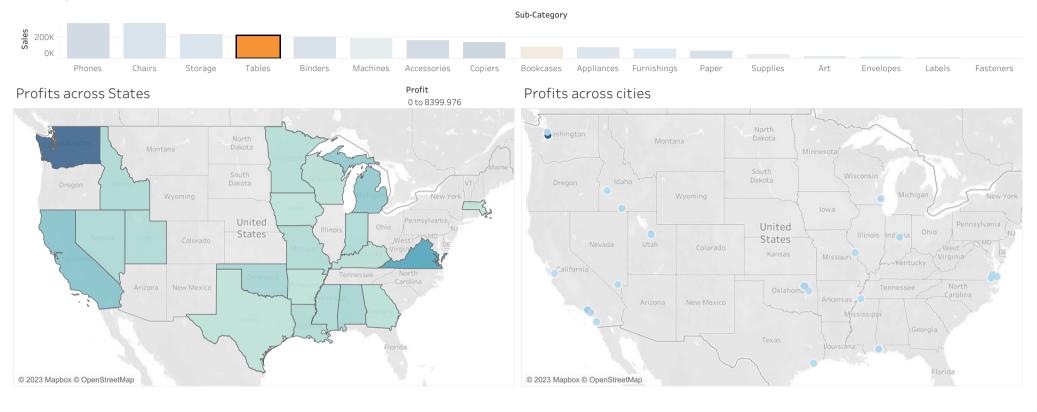
# Profits across products

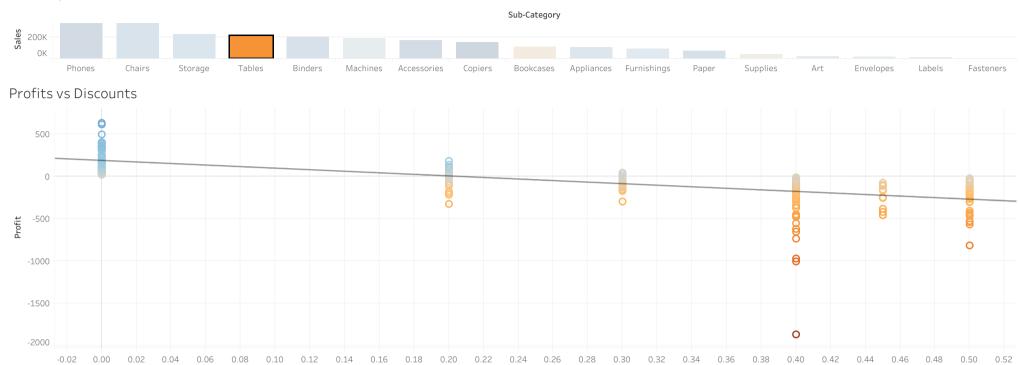
Bretford CR4500 Series Slim

> Hon 2111

> > Hon 5100 Series Wood

n Bevis "x 44 x " 96 





Discount

#### Sub-Category



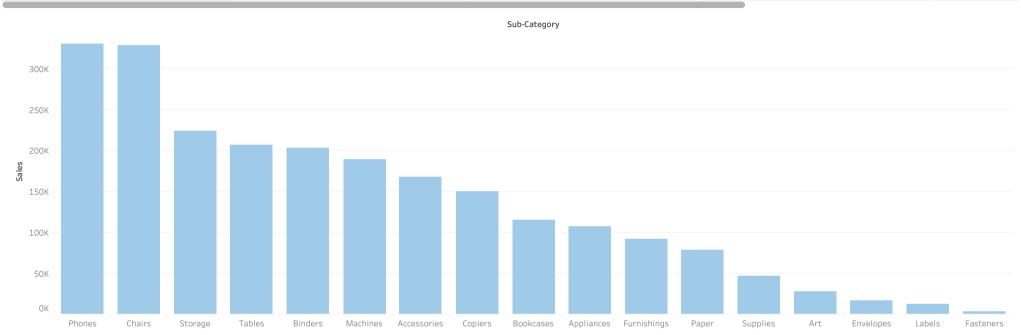
## Profits across products

Chromcraft Bull-Nose Wood Oval Conference Tables & Bases  Bush Advantage Collection Racetrack Conference Table	Balt Solid Wood Round Tables	Bretford "Just In Time" Height-Adjustable Multi-Task Work Tables	Chromcraft Bull-Nose Wood 48" x 96" Rectangular Conference Tables	Hon Non-Folding Utility Tables	Bevis Traditional Conference Table Top, Plinth Base	Riverside Furniture Stanwyck Manor	Ir S C	lon 2111 nvitation eries orner	tion s r		Balt Split evel
	BoxOffice By Design Rectangular and Half-Moon Meeting Room Tables	Bevis Oval Conference Table, Walnut	SAFCO PlanMaster Heigh-Adjustable Drafting Table Base, 43w x 30d x 30-37h,  Hon Racetrack Conference Tables	Bretford CR4500 Series Slim Rectangular Table	Chromcraft Rectangular Conference Tables	Global	Hon	able KI	Hon 5100	Balt Solid	Bush
				Bevis Round Conference Table Top,	Bevis 36 x 72 Conference Tables	Adaptabilities Conference			Series Wood	30110	
		BPI Conference Tables		X-Base	Bevis Boat-Shaped	Lesro Round Back Collection	Laminate				
	Riverside Furniture Oval Coffee Table, Oval End Table, End Table	-		KI Conference Tables	Conference Table	Bretford Rectangular	Occasiona Bevis	31			
	with Drawer	Hon 94000 Series Round Tables	Bevis Rectangular Conference Tables	Bretford CR8500 Series Meeting Room Furniture	Hon Practical Foundations 30 x 60 Training Table,	Bush Cubix Conference	Round				

Story 1

Tables generate high sales 4th high out of 17 products.

However tables have the highest loss of all and the highe



Story 1

Sales

150K

100K

50K

0K

Phones

Chairs

Storage

Tables

Binders

Tables generate high sales 4th high out of 17 products.

However tables have the highest loss of all

Tables show declining profit trends. 2021 witnessed its worst(Q4). This req deep introspection.

Sub-Category

Profit

-17,725 55,618

Machines Accessories Copiers Bookcases Appliances Furnishings Paper

Supplies

Envelopes

Fasteners

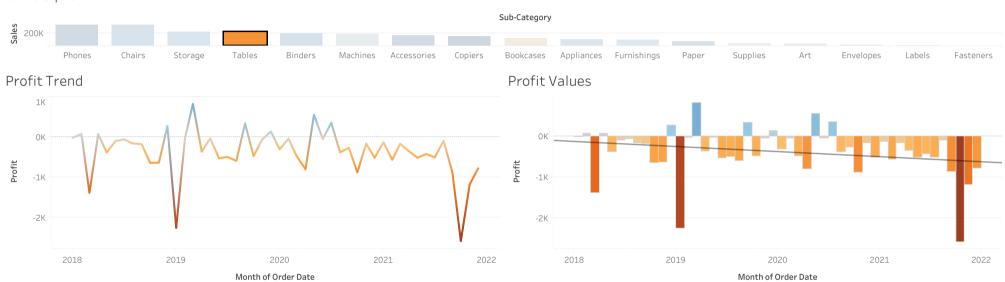
Tables generate high sales 4th high out of 17 products.

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Stop selling discounts with immediate effect. seems to have wafer thin margin...



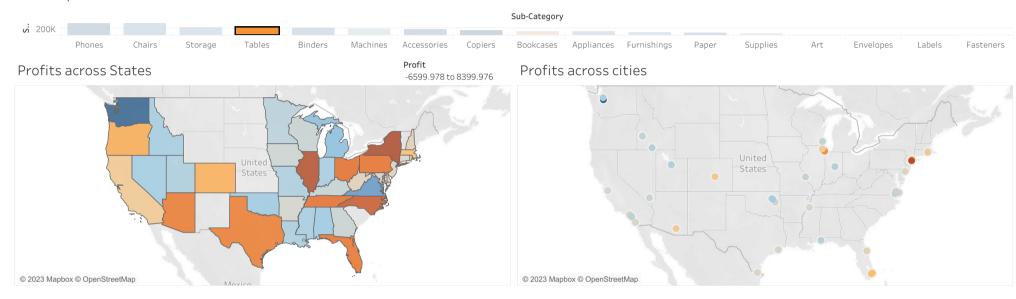
of all

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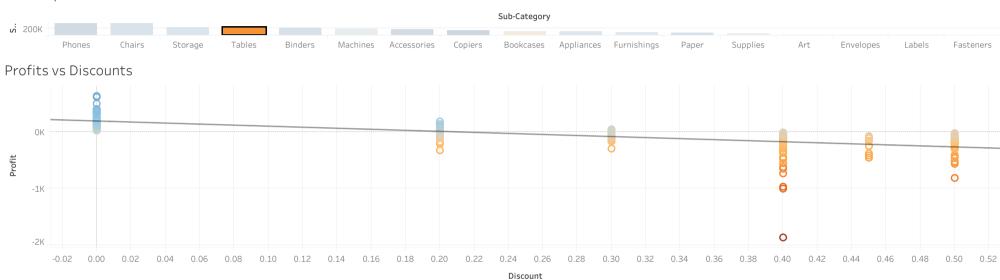
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# Sales & profit mix

#### Sub-Category



### Profits across products

Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	Balt Solid Wood Round Tables	Bretford "Just In Time" Height-Adjustable Multi-Task Work Tables	Hon 94000 Series Round Tables	Bevis Rectangular Conference Tables	KI Conference Tables	Bevis 36 x 72 Conference Tables	Chromcraft 48" x 96" Racetrack	Global	Lesro Round Back	Bush Cubix	Hon
Bush Advantage Collection Racetrack Conference Table	BoxOffice By Design Rectangular and Half-Moon Meeting Room	Bevis Oval Conference Table, Walnut	Chromcraft Bull-Nose Wood 48" x 96"	Hon Non-Folding Utility Tables	Bretford CR8500 Series Meeting Room	Bevis Boat-Shaped Conference	Hon 2111 Invitation Series				
	Tables  Diverside Euroiture Qual Coffee	I Coffee BPI Conference Tables	SAFCO PlanMaster Heigh-Adjustable	Bretford CR4500 Series Slim	Bevis Traditional Conference	Hon Practical Foundations 30 x 60	Iceberg OfficeWorks 42" Round				
	Table, Oval End Table, End Table with Drawer		Hon Racetrack Conference Tables	Bevis Round Conference Table	Chromcraft Rectangular	Riverside Furniture	Balt Split Level				