	Profit 286,397		antity	Sales				
			7,873	2,297,200.86	2,297,200.86			
Sales Tre	nd Over Time				Sales by Regi	on		
	Order Date		market 4					
2014 2	2015 2016	2017						
90,000 age		Λ				- James		
Moving Average 40,000 40,000 20,000 40,0000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,0000	11 - N	N.			1	- CYA		
Bu 40,000	A MY	VXV						
20,000 E	8							
Febru May August Nove Febru	August Nove Febru May August Nove Febru	May August Nove				Tale of the same o		
Total Pro	fit by Product Category		100		Me	exico	-	
Category			© 2025 Mapbox © Op	enStreetMap		57,~		
Furniture 18,451				Sales vs Profit				
Office Supplies		122,491	-					
Technology		145,45		\$60,000.00		Cop	piers	
OK 20K 40K	60K 80K 100K 12	OK 140K 160k		\$40,000.00		T_	Accessories	Phones
					Danau	Binde	rs 🛑	
T 10 D 1 1	Profit			Profit \$20,000.00	Paper Envelopes	Appliances		Chairs
Γop 10 Products					Livelopes	Bookcases	Storage	
Product Name				\$0.00	Supplies		Tables	
Canon imageCLASS 2200 Advanced Co				\$-20,000.00				
Fellowes PB500 Electric Punch Plastic					0 50,000 100	0,000 150,000 2	200,000 250,000	300,000
Cisco TelePresence System EX90 Vide	eocon 22,638.48					Sal	es	
GBC DocuBind TL300 Electric Binding	Syst 19,823.48				Sale	s by Ship Mod	le	
GBC Ibimaster 500 Manual ProClick B						, ,		
HON 5400 Series Task Chairs for Big a								
HP Designjet T520 Inkjet Large Forma	at Pri 18,374.90					15.30)%	
GBC DocuBind P400 Electric Binding S	Syste 17,965.07							
High Speed Automatic Electric Letter	Ope 17,030.31							
Lexmark MX611dhe Monochrome Las	er Pri 16,829.90							
	0 10,000 20,000	30,000 40,000	50,000 60,000		59.12%	1	9.99%	

Sales

Summary: Business Insights from Sales Dashboard

1. Sales Are Growing Over Time

- Steady growth in sales observed from 2014 to 2017, especially during Q4 each year.
- Seasonal trends indicate strong year-end performance.

2. California Drives Regional Sales

- California is the top-performing state in terms of total sales.
- Northeast and South regions show moderate sales; some central states underperform.

3. Technology Leads in Profit

- Among product categories, **Technology** is the most profitable, followed by **Office** Supplies.
- Furniture lags behind in profit contribution.

4. Top Products Are Tech-Heavy

- High-revenue items include Canon printers, Cisco video systems, and electric punch machines.
- Top 10 products generate a significant chunk of total profits.

5. Sales vs Profit Disparity

- Not all high-selling products are profitable e.g., **Tables** show strong sales but negative profit.
- Items like **Phones and Copiers** offer both high sales and high profit.

6. Ship Mode Preferences

- Majority of customers choose Standard Class and Second Class shipping.
- Opportunity to explore cost-effectiveness of popular shipping modes.