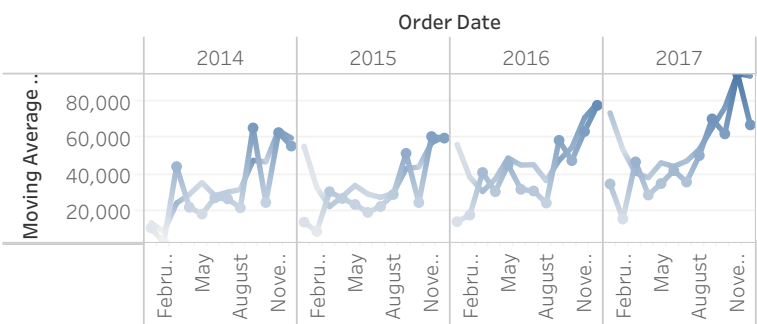
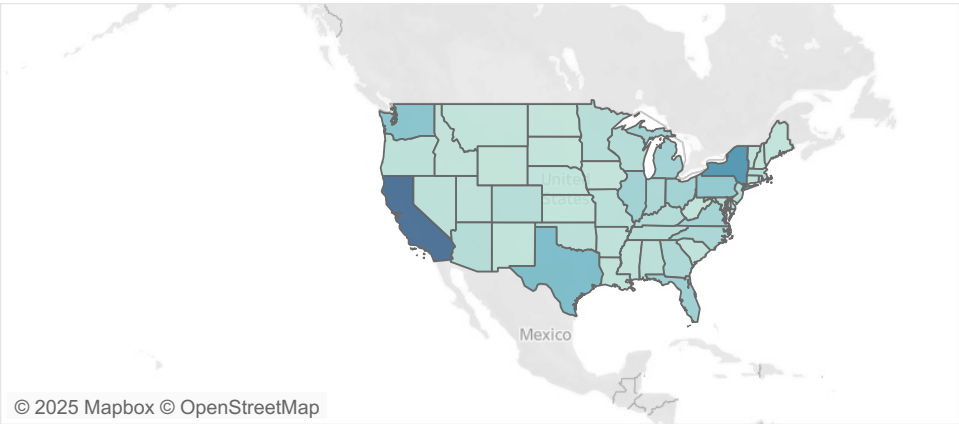


Profit	Quantity	Sales
286,397	37,873	2,297,200.86

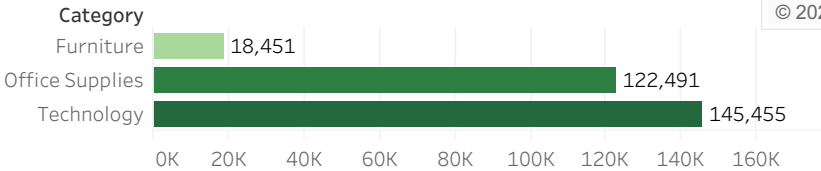
Sales Trend Over Time



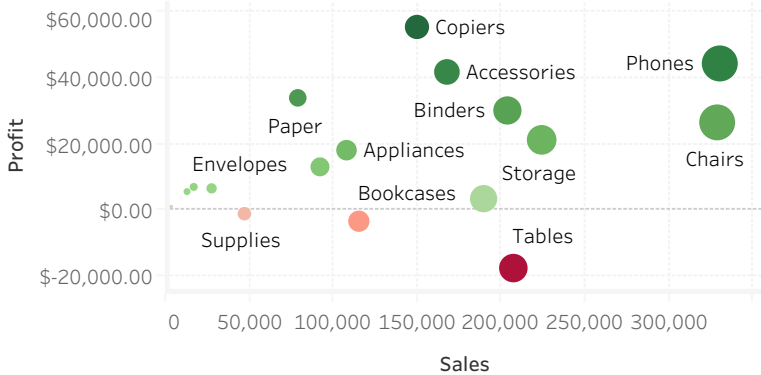
Sales by Region



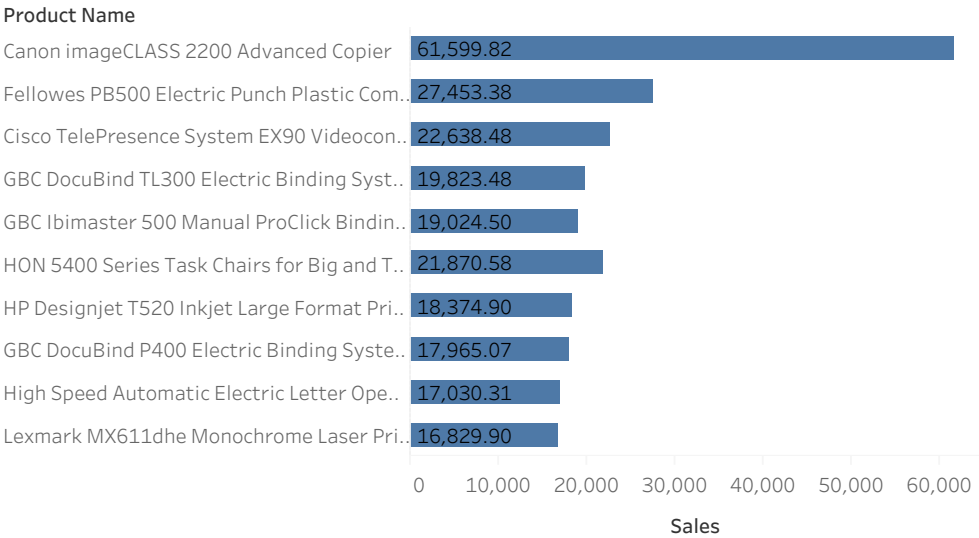
Total Profit by Product Category



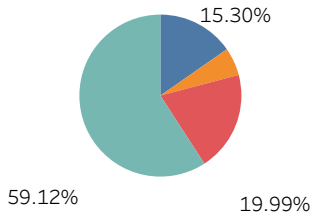
Sales vs Profit



Top 10 Products



Sales by Ship Mode



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.