

Furniture Sales Dashboard Insights Report

1. Executive Summary

This report analyses sales and profit performance for the Furniture category using dashboard visualizations. It highlights key metrics, trends over time, regional distribution, product profitability, and customer behaviour. The analysis shows declining profit margins, discount-driven sales growth, and risks concentrated in specific categories and regions.

2. Key Performance Metrics

- **Total Revenue (Sales):** \$742K
 - **Total Profit:** \$18.4K
 - **Total Orders:** 2,121
 - **Average Order Value (AOV):** ~\$350
 - **Average Discount:** 17%
 - **Profit Margin:** ~2.5% (very low)
 - **Zero-Profit Orders:** 33
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3. Sales & Profit Trends Over Time

- Sales peaked in 2015 (~\$238K) but declined to **\$109K** in 2017 (–55%).
 - Profit shows volatility: highest in 2014 (~\$8.8K), but weak and inconsistent afterwards.
 - Indicates sales are driven by discounts, not sustainable profit growth.
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4. Category Performance

- **Chairs (44%) and Tables (28%)** dominate sales share.
 - **Bookcases (16%)** contribute moderately.
 - **Furnishings (12%)** are the weakest, with lowest sales and profitability.
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5. Regional Insights

- **West (34%) and East (28%) are the strongest regions.**
 - **South (16%) is the weakest → expansion opportunity**
 - **California (\$156K) is the top state, New York City (\$76K) is the top city.**
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6. Product Insights

- **Top 5 profitable products generate only \$1.3K–\$1.9K profit each, showing overall weak margins.**
 - **Several high-selling items (Chairs & Tables) are low-profit due to heavy discounting.**
 - **Profit is concentrated in few SKUs, increasing risk exposure.**
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7. Customer Insights

- **Top 5 customers contribute <3% of total sales → revenue is widely distributed.**
 - **Consumer segment generates highest sales but lowest profit margins.**
 - **Corporate and Home Office segments, while smaller, provide better profitability.**
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8. Discount & Profitability Insights

- **Discounts drive sales volume but erode profitability.**
 - **Consumer segment has the highest sales + highest discounting + lowest profits.**
 - **Zero-profit orders (33) highlight inefficient discounting or logistics costs.**
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9. Shipping Mode Insights

- **Standard Class** dominates across all segments.
 - **First Class** is used mainly by Consumers, but adds extra cost.
 - **Balancing shipping costs vs. margins is necessary.**
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10. Recommendations

- **Reduce Discounts:** Control discounting in Consumer segment and low-margin SKUs.
- **Expand South Region:** Targeted marketing and sales push.
- **Promote Furnishings:** Bundle with popular products to boost sales.
- **Focus on Profitable Segments:** Corporate/Home Office should be prioritized.
- **Investigate Zero-Profit Orders:** Fix underlying causes (discounts, shipping, returns).
- **Optimize Product Mix:** Reposition or phase out consistently unprofitable SKUs.

Conclusion

“Furniture sales are strong in revenue terms, but profitability is weak and unstable due to discount-heavy growth and product-level inefficiencies. To ensure long-term sustainability, the business must focus on margin optimization, regional expansion, and product portfolio improvements.”