

Overview

2.30M

Sum of Sales

286.40K

Sum of Profit

1.56K

Sum of Discount

38K

Sum of Quantity

9994

Count of Customer

The Overview highlights key business metrics including total sales of **2.30M**, total profit of **286.40K**, total discount of **1.56K**, and total quantity sold of **38K**. This indicates strong business performance with consistent product demand and controlled discount usage.

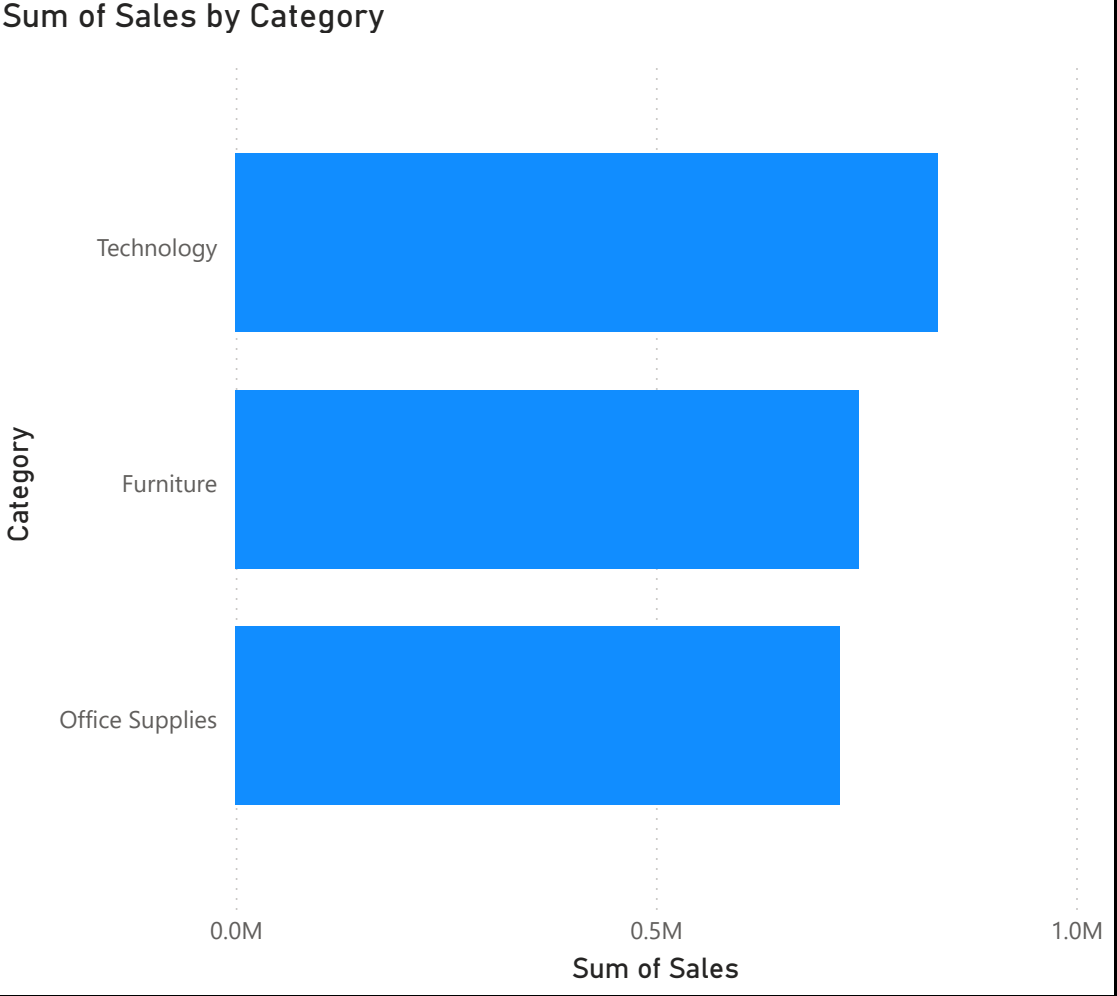
The **Category Performance** shows that **Technology** is the highest revenue-generating category, followed by Furniture and Office Supplies. Profit analysis reveals that some sub-categories generate strong profits, while a few contribute less, suggesting opportunities for pricing and cost optimization.

The **Regional Performance** shows that the **West region** leads in both sales volume and profitability, while East performs steadily. Central and South regions show moderate performance and potential growth opportunities.

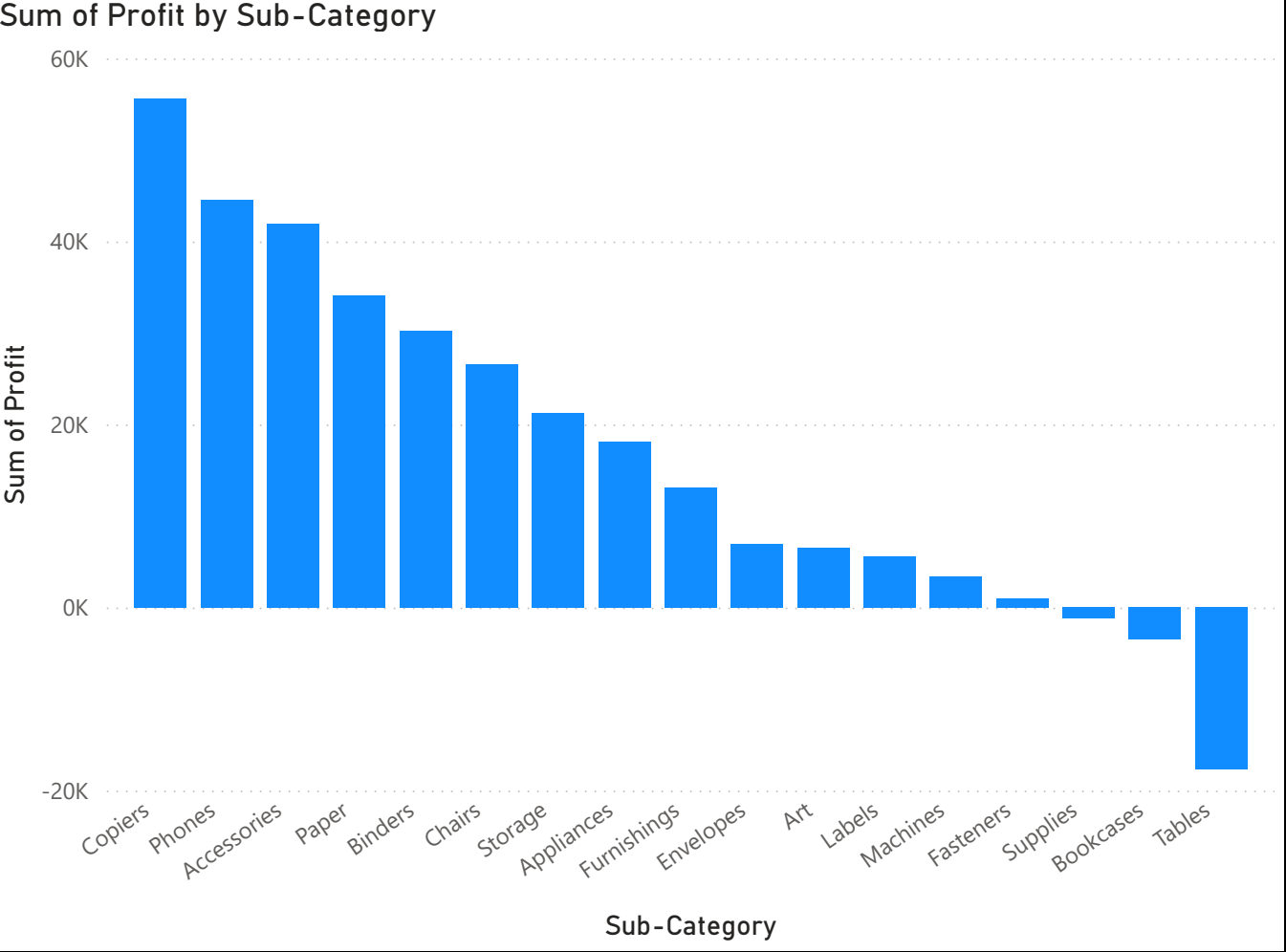
The **Discount Analysis** reveals that the Central region receives the highest discounts, which may affect profit margins and requires further review.

Category Performance

Sum of Sales by Category

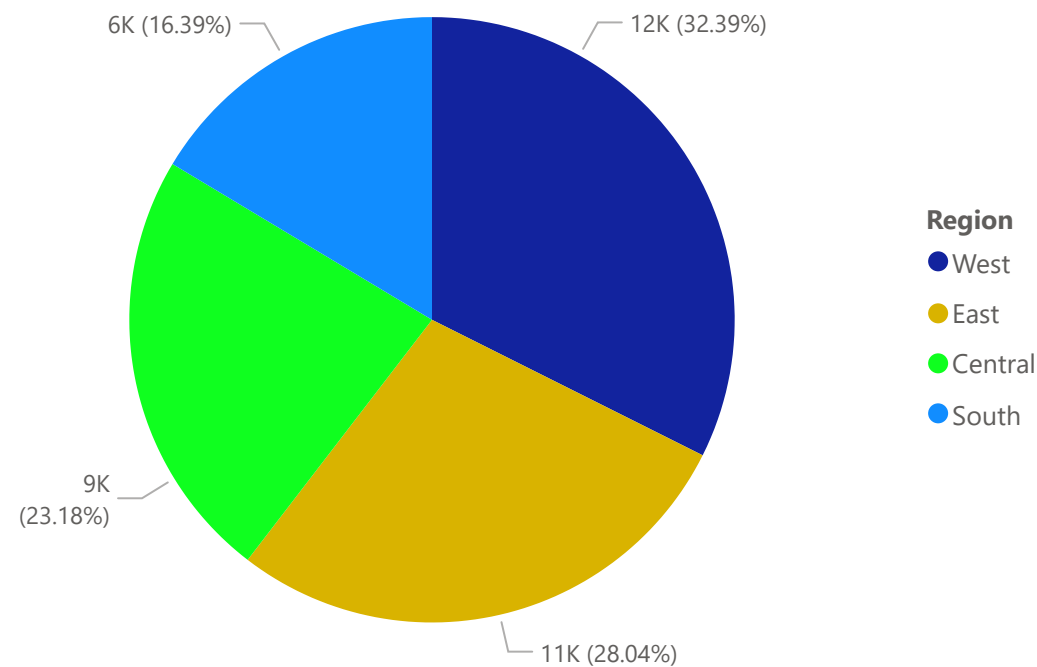


Sum of Profit by Sub-Category

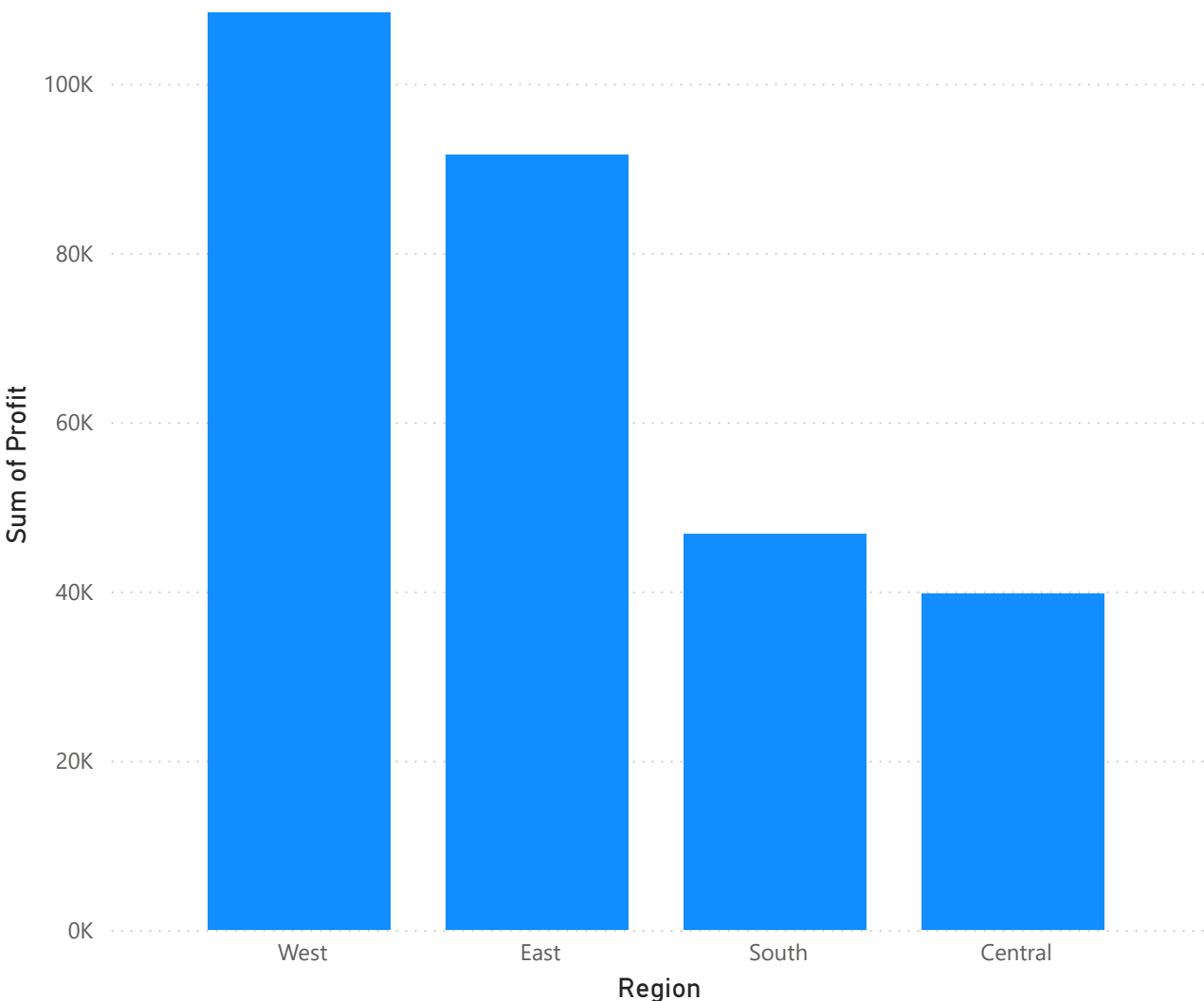


Regional Performance

Sum of Quantity by Region

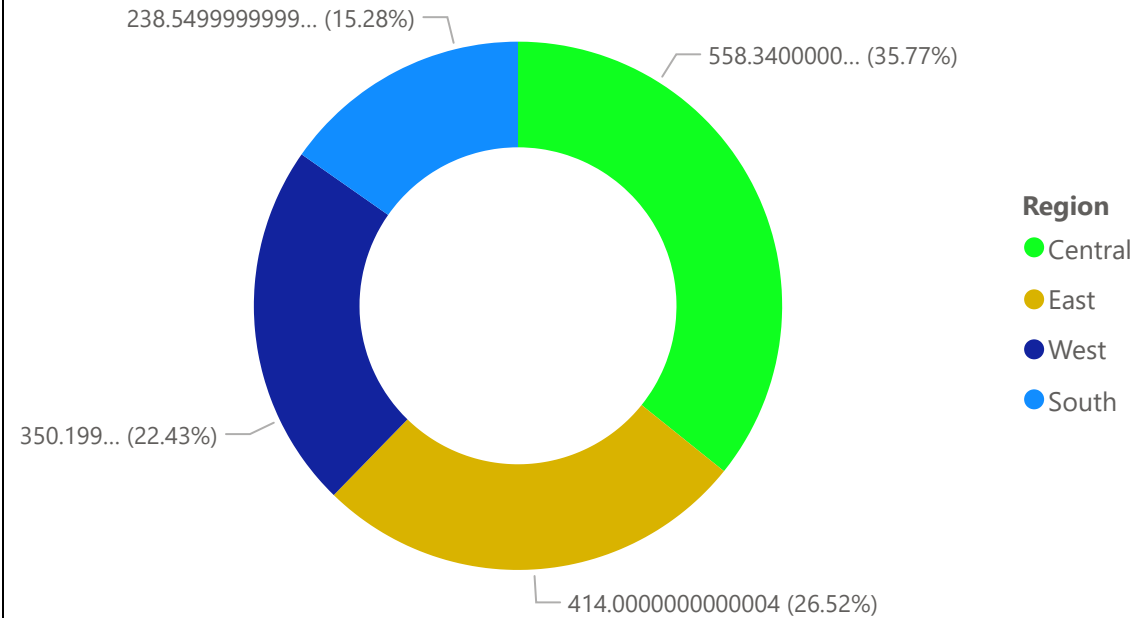


Sum of Profit by Region



Discount Analysis

Sum of Discount by Region

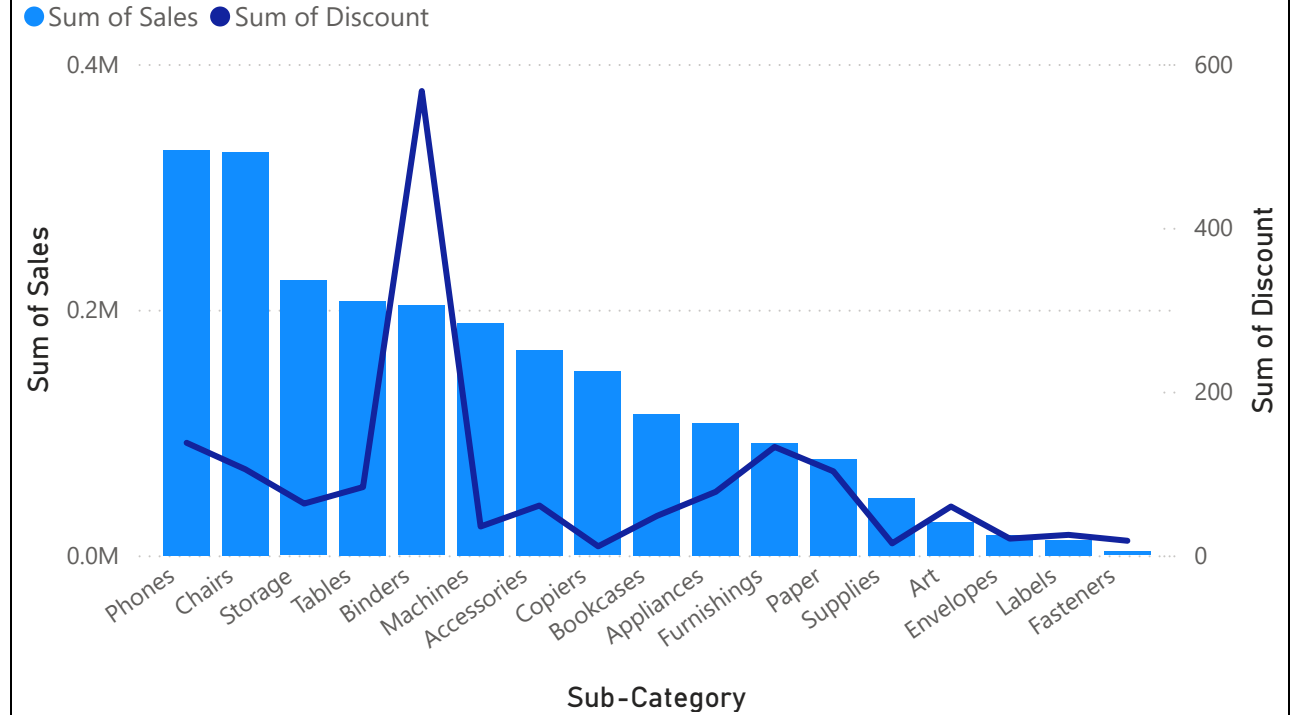


Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology



Sum of Sales and Sum of Discount by Sub-Category



Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

