

# 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.

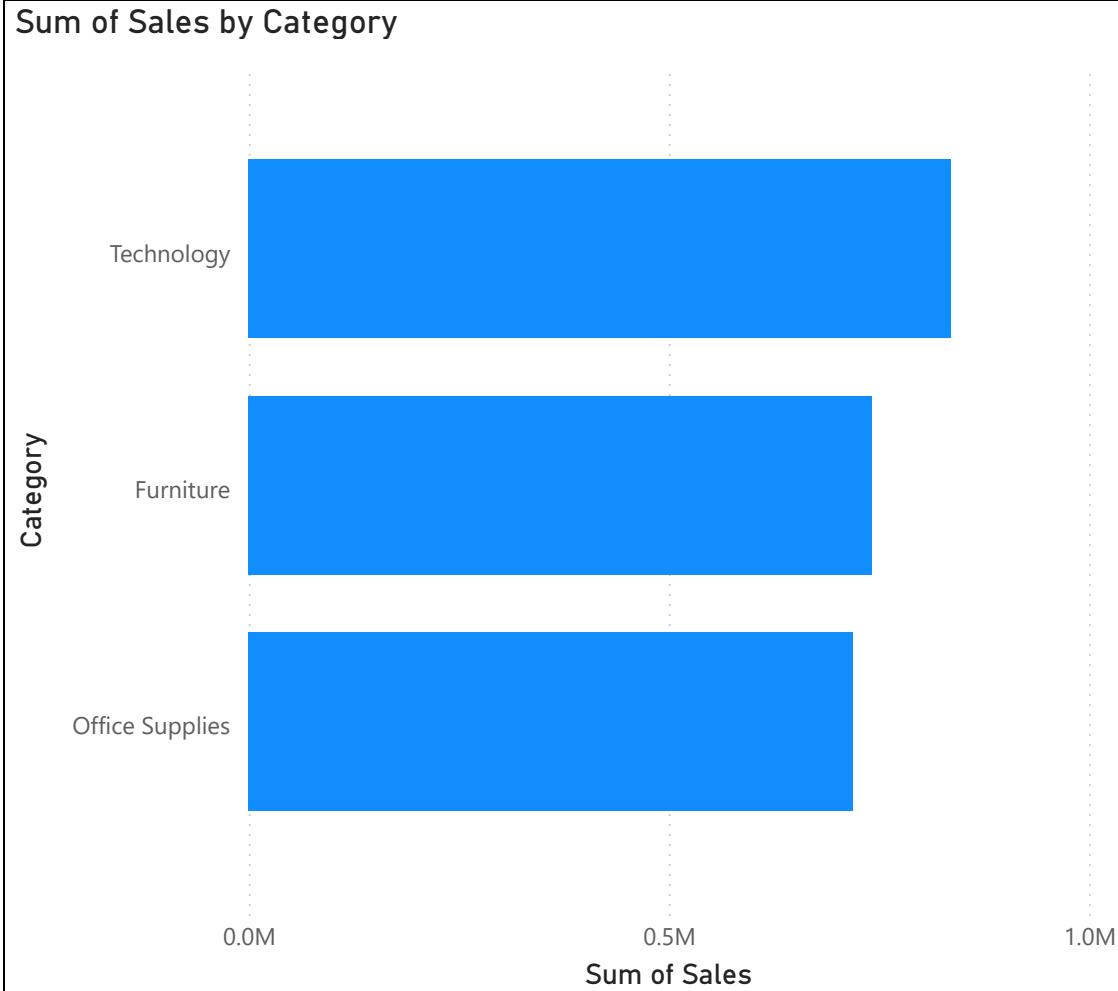
The **Category Performance** shows that **Technology** is the highest revenue-generating category, followed by Furniture and Office Supplies. Profit analysis reveals that some sub-categories generate strong profits, while a few contribute less, suggesting opportunities for pricing and cost optimization.

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.

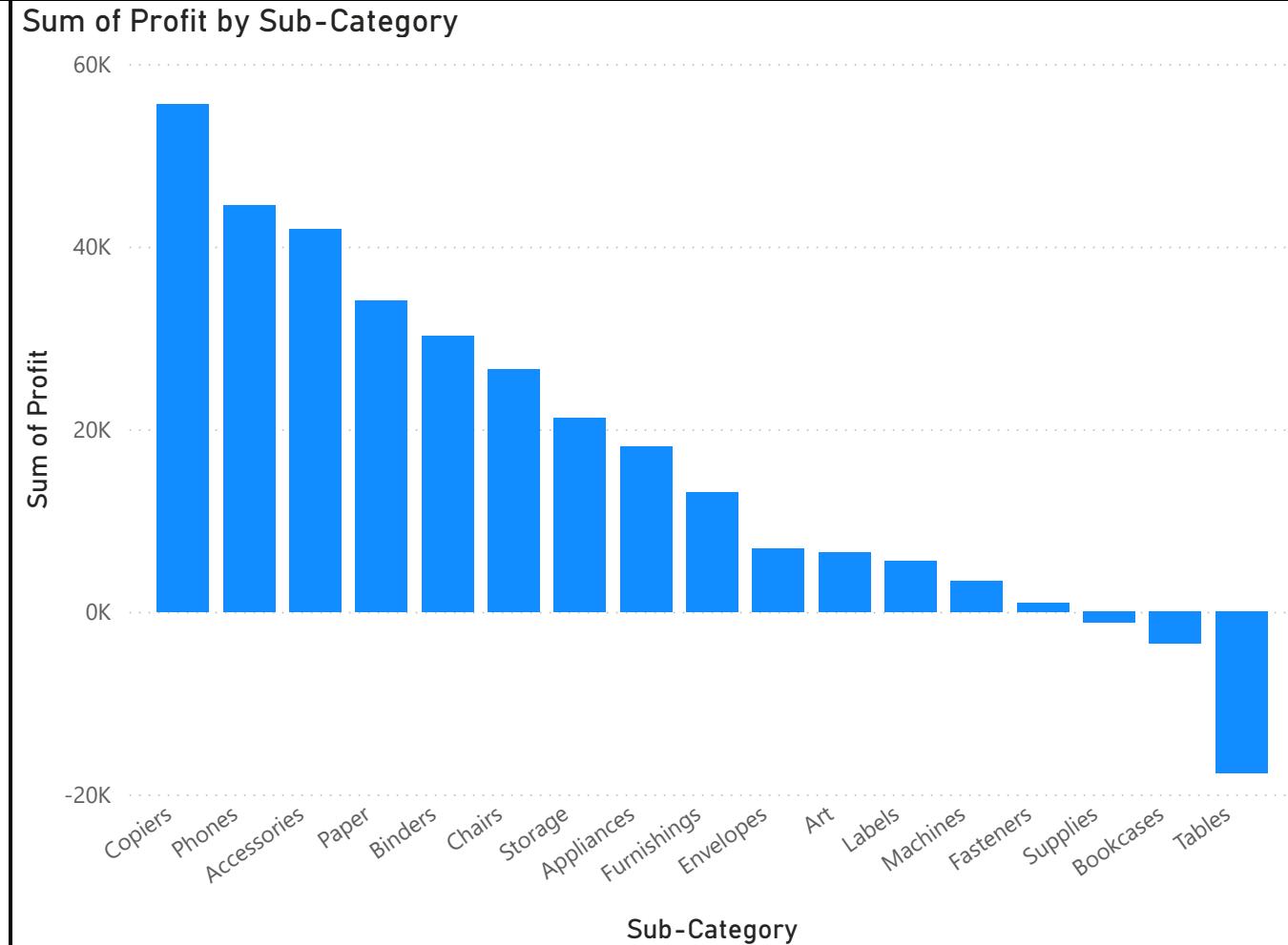
The **Discount Analysis** reveals that the Central region receives the highest discounts, which may affect profit margins and requires further review.

# Category Performance

Sum of Sales by Category

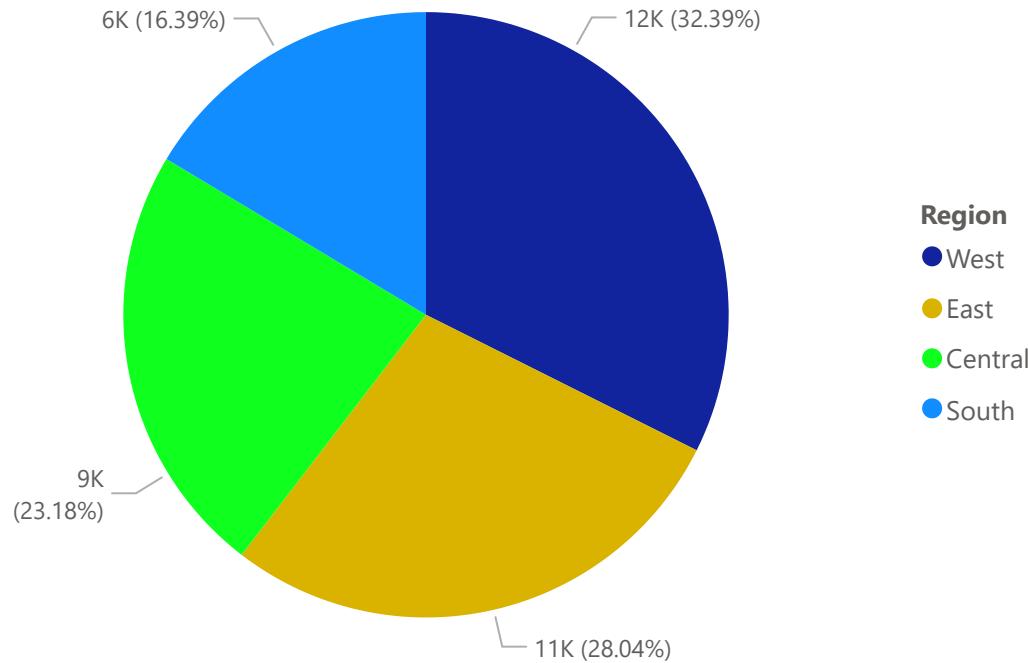


Sum of Profit by Sub-Category

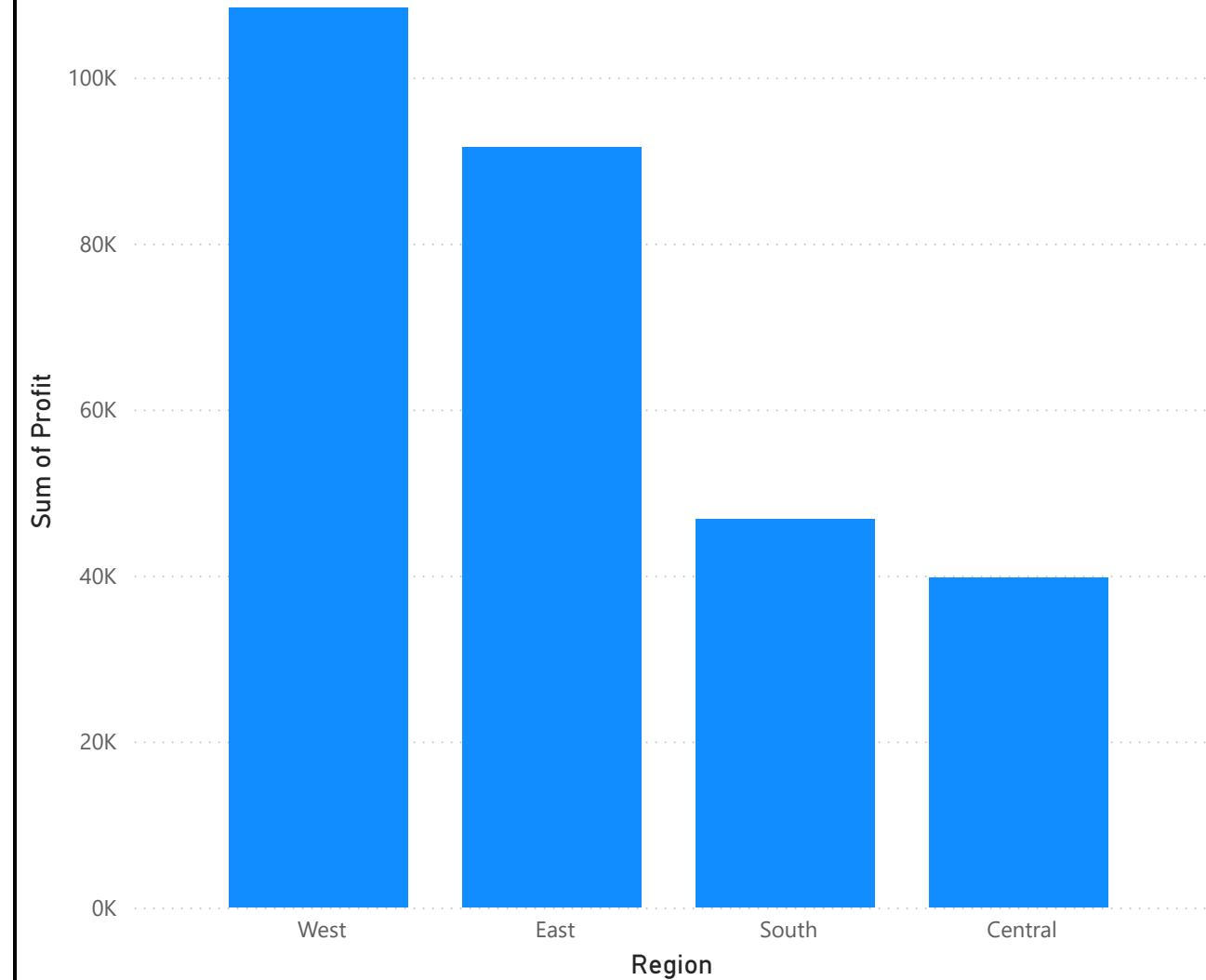


# Regional Performance

Sum of Quantity by Region

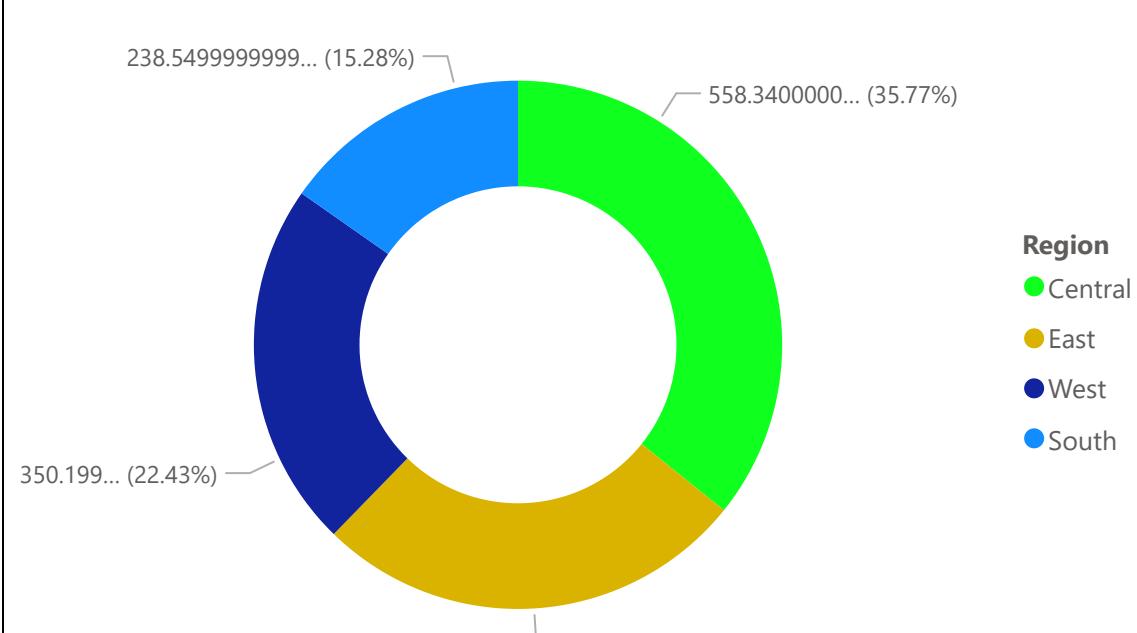


Sum of Profit by Region

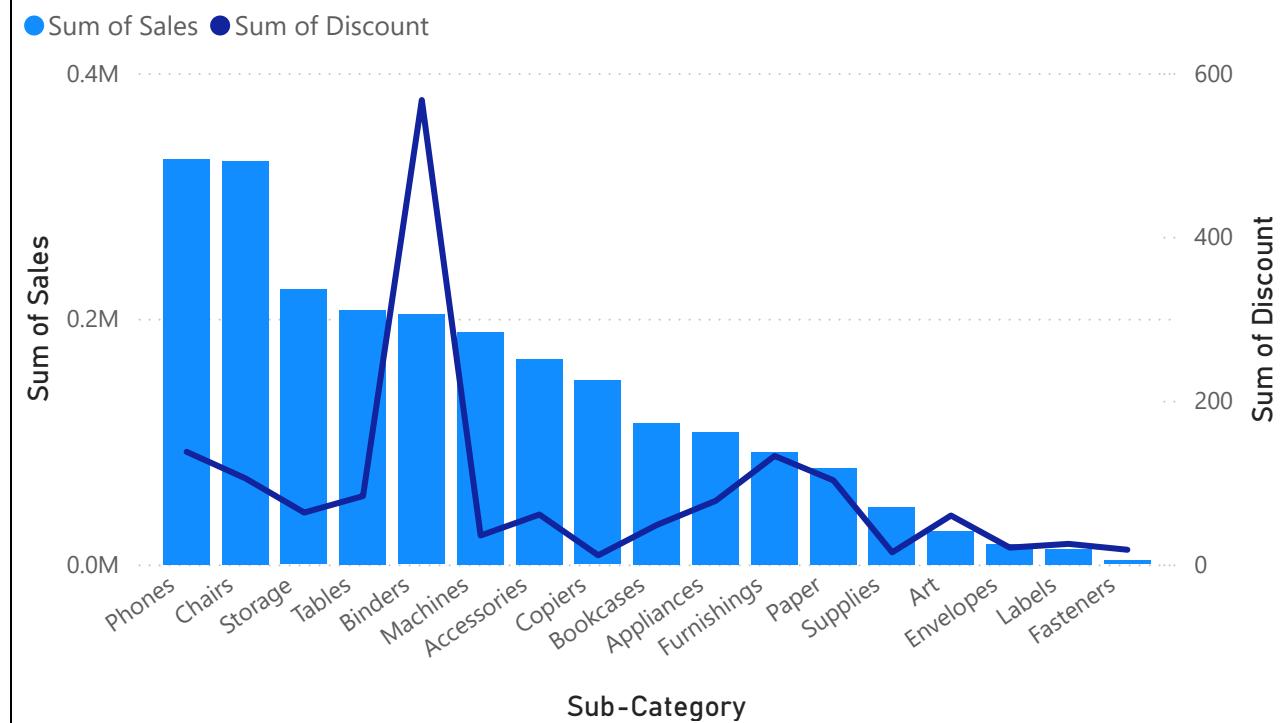


# Discount Analysis

Sum of Discount by Region



Sum of Sales and Sum of Discount by Sub-Category



Category

- Furniture
- Office Supplies
- Technology

Region

- Central
- East
- South
- West