



Sales Analysis

Country

All

State

All

City

All

Region

- ☐ Asia
- ☐ Australia
- ☐ Europe
- ☐ North America
- ☐ South America

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category

- ☐ Appliances
- ☐ Electronics
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Sub-category

- ☐ Accessories
- ☐ Binders
- ☐ Bookcases
- ☐ Cameras
- ☐ Chairs
- ☐ Coffee Machines
- ☐ Desks

Sum of Revenue

87K

total sales

87K

qvg sales

2.18K

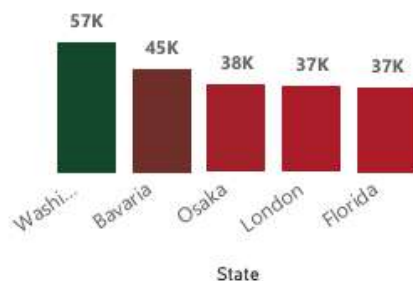
units sold

406

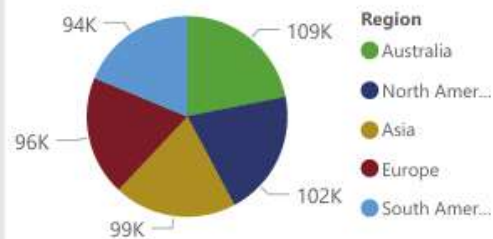
no of orders

40

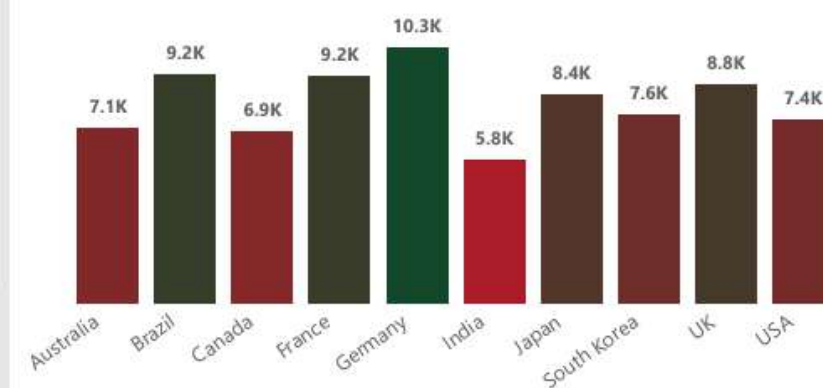
Top 5 Revenue states



Revenue BY Region



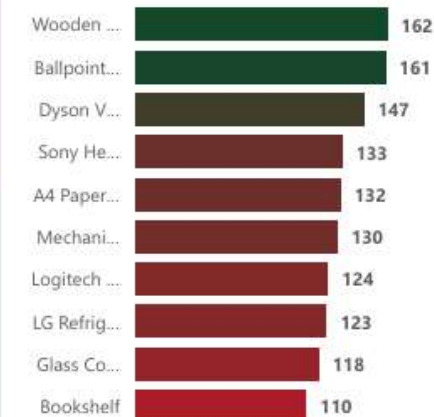
Profit by country, state and city



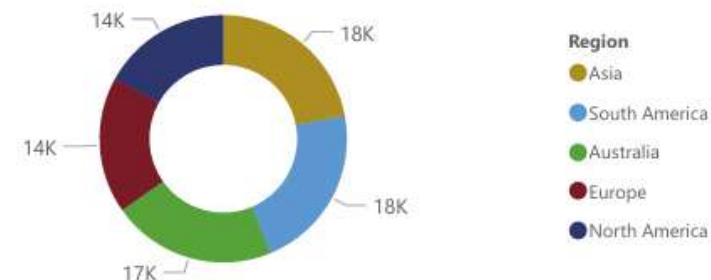
Rwvwnue By Country



Top 10 products purchased



Profit by Region, Category & Sub-category



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Sales Analysis

Revenue

Profit

Quantity

Sum of Revenue

87K

total sales

87K

avg sales

2.18K

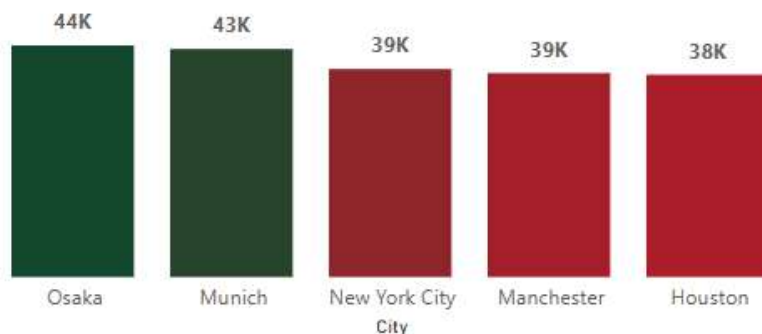
units sold

406

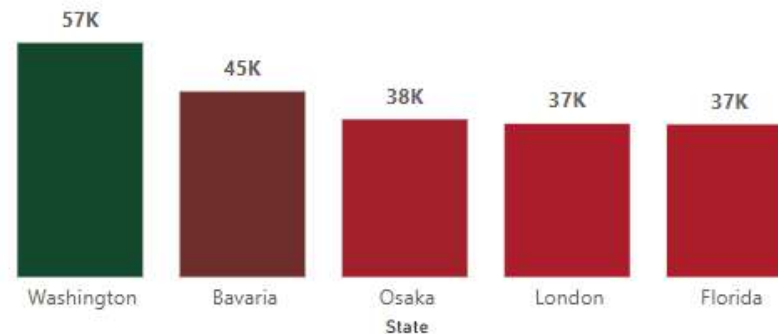
no of orders

40

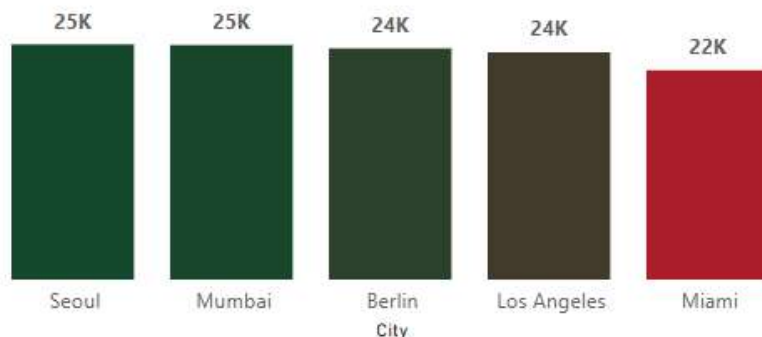
Top 5 Revenue by cities



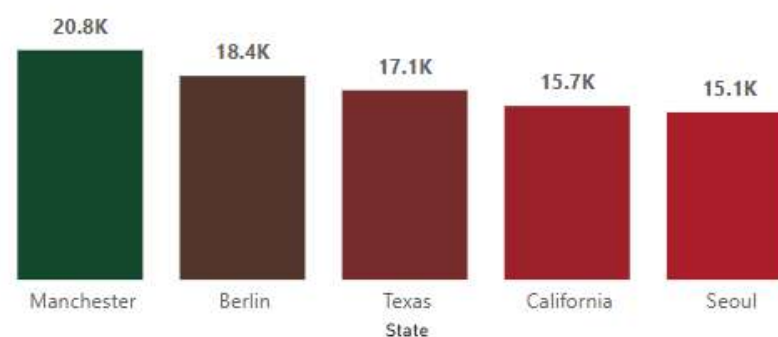
Top 5 Revenue by States



Bottom 5 Revenue by cities



Bottom 5 Revenue by states



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Sales Analysis

Revenue

Profit

Quantity

Sum of Revenue
87K

total sales
87K

avg sales
2.18K

units sold
406

no of orders
40

Region

- ☐ Asia
- ☐ Australia
- ☐ Europe
- ☐ North America
- ☐ South America

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

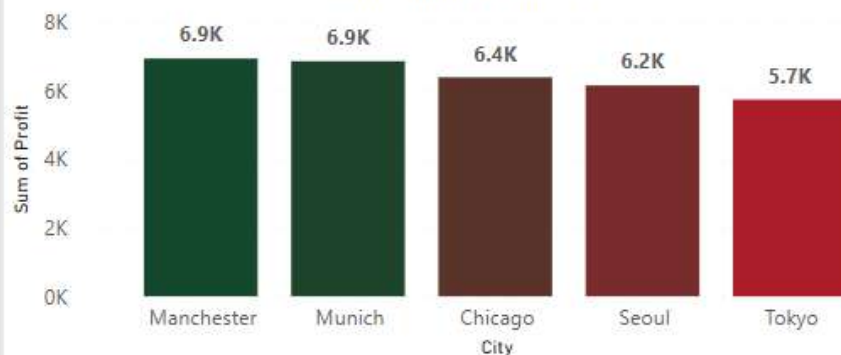
Category

- ☐ Appliances
- ☐ Electronics
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

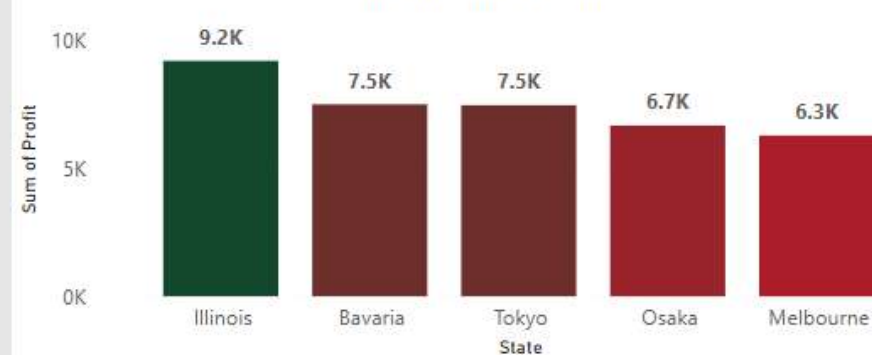
Sub-category

- ☐ Accessories
- ☐ Binders
- ☐ Bookcases
- ☐ Cameras
- ☐ Chairs
- ☐ Coffee Machines
- ☐ Desks

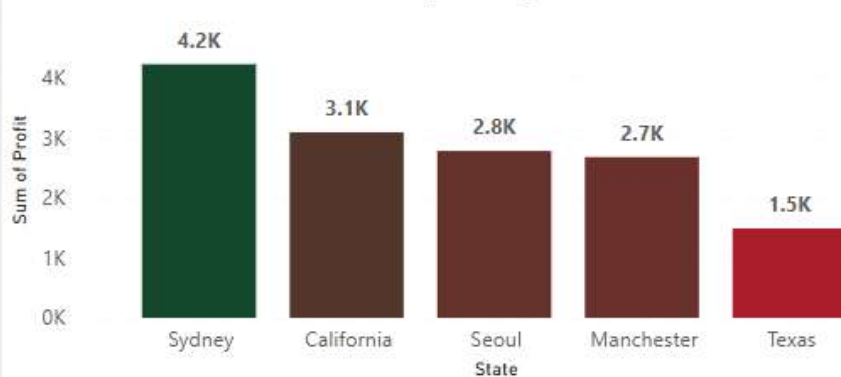
Top 5 profit by cities



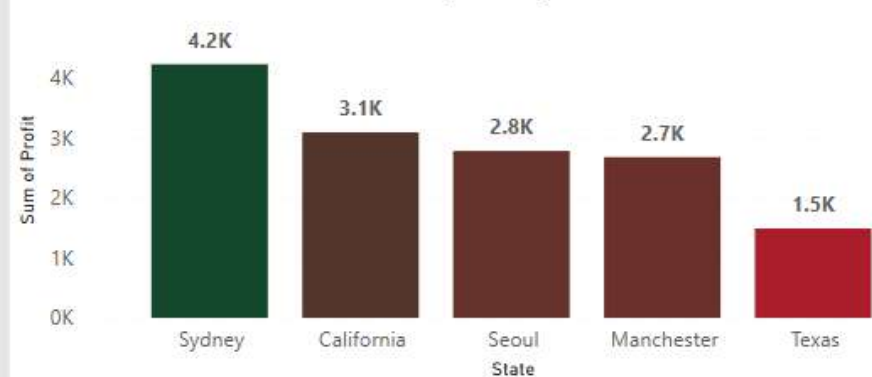
Top 5 profit by state



bottom 5 profit by cities



bottom 5 profit by cities



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Sales Analysis

Revenue

Profit

Quantity

Region

- ☐ Asia
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- ☐ Europe
- ☐ North America
- ☐ South America

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category

- ☐ Appliances
- ☐ Electronics
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Sub-category

- ☐ Accessories
- ☐ Binders
- ☐ Bookcases
- ☐ Cameras
- ☐ Chairs
- ☐ Coffee Machines
- ☐ Desks

Sum of Revenue
87K

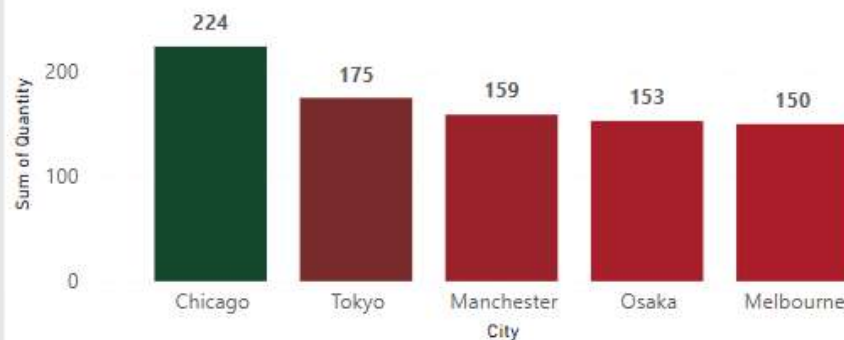
total sales
87K

qvg sales
2.18K

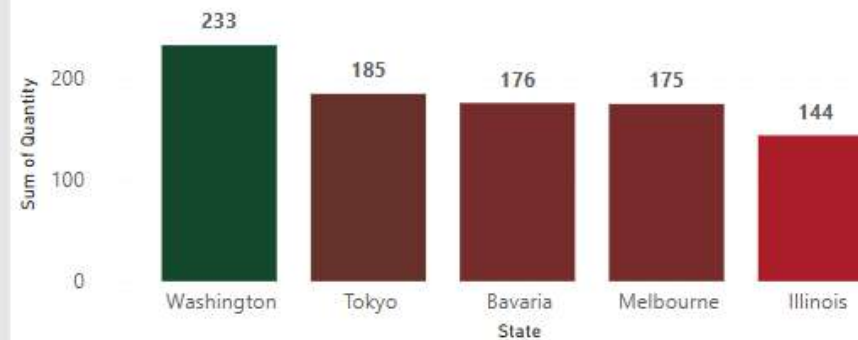
units sold
406

no of orders
40

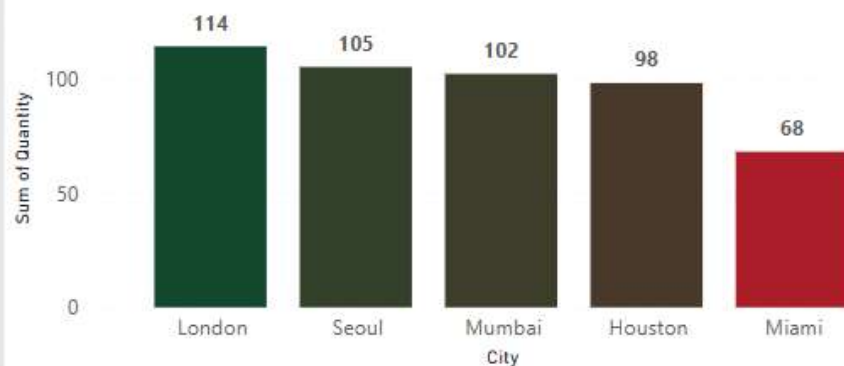
Top 5 Quantity by cities



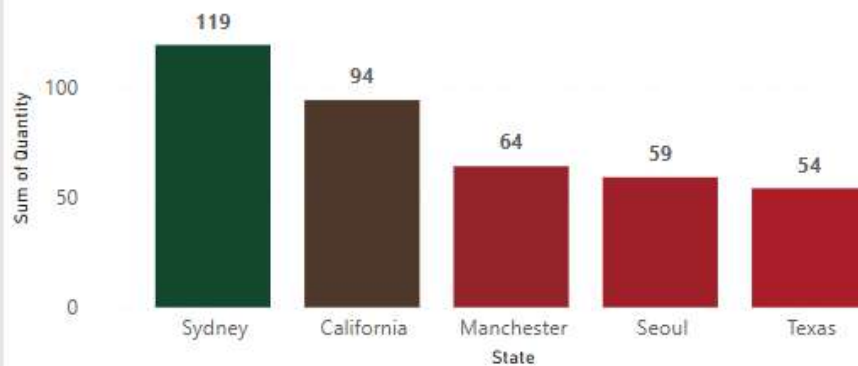
Top 5 Quantity by States



Bottom 5 Quantity by cities



Bottom 5 Quantity by states



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Sales Analysis

State

All

City

All

Region

- ☐ Asia
- ☐ Australia
- ☐ Europe
- ☐ North America
- ☐ South America

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category

- ☐ Appliances
- ☐ Electronics
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Sub-category

- ☐ Accessories
- ☐ Binders
- ☐ Bookcases
- ☐ Cameras
- ☐ Chairs
- ☐ Coffee Machines
- ☐ Desks

Country

Japan

Segment

Corporate

Category

Technology

Sub-Category



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Sales Analysis

Revenue

500K

Profit

81K

Quantity

2K

State

All

City

All

Region

- ☐ Asia
- ☐ Australia
- ☐ Europe
- ☐ North America
- ☐ South America

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

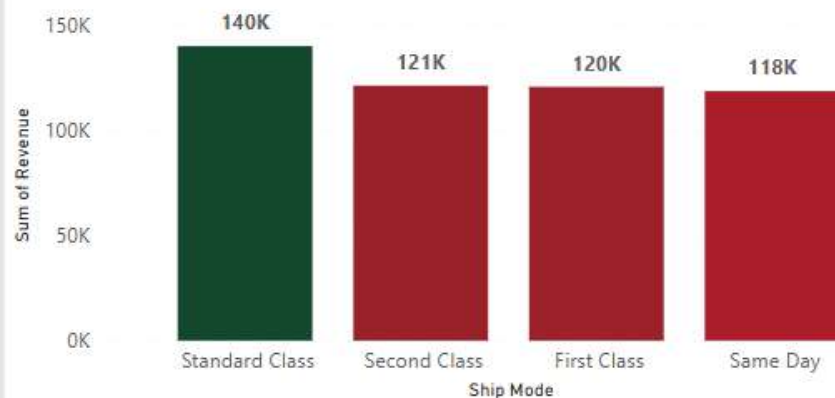
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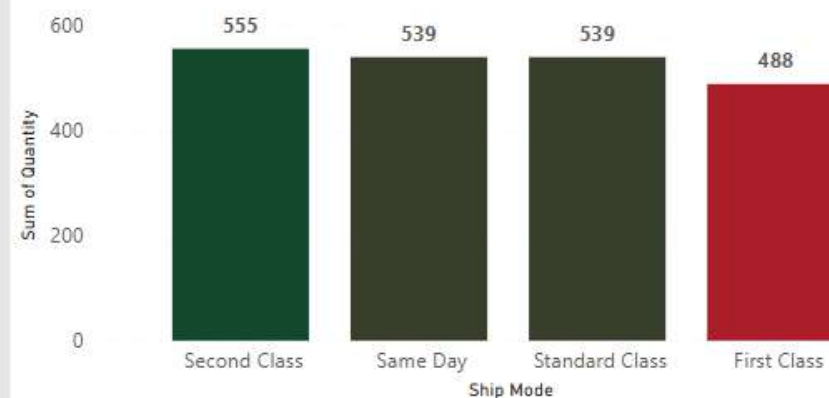
Sub-category

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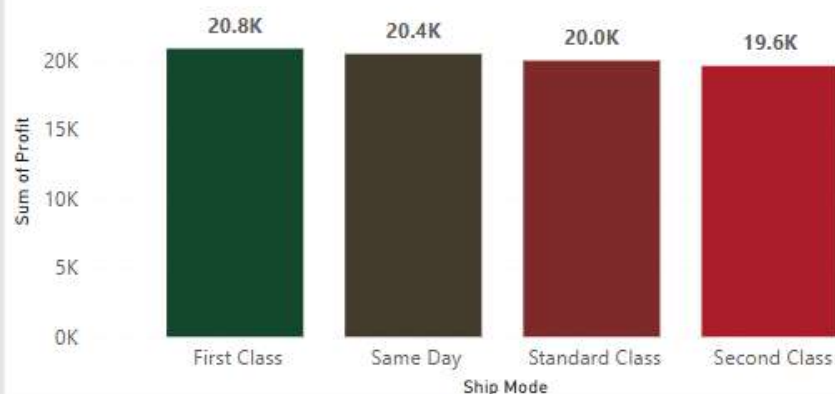
Revenue By Shipmode



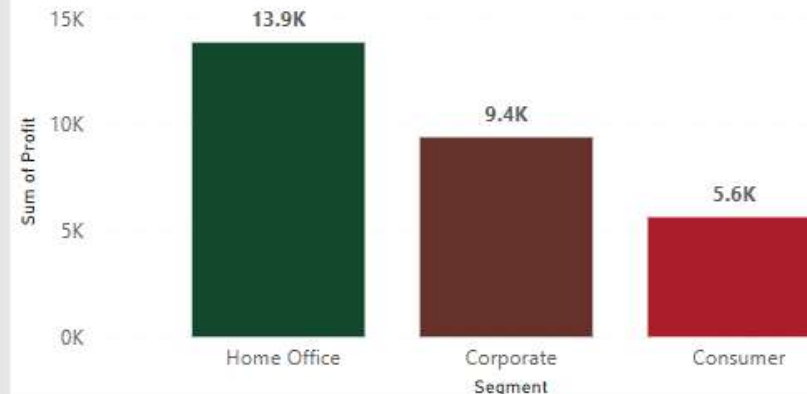
Quantity By Shipmode



Profit By Shipmode



Profit By Segment



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Australia has the highest revenue of **\$109,324.45**, making it the strongest market, while North America follows closely with **\$101,641.94** and also records the highest profit margins. South America has the lowest revenue at **\$93,560.19**, indicating a potential growth area, whereas Europe shows moderate revenue but lower profit margins, suggesting higher operational costs or pricing inefficiencies.

Among shipping modes, **First Class (\$20,819.83 profit)** and **Same Day (\$20,433.69 profit)** generate the highest profits, whereas **Standard Class (\$19,951.50 profit)**, despite handling large order volumes, has relatively lower margins. Prioritizing First Class and Same Day shipping could further improve profitability.

Furniture is the most profitable category, contributing **\$19,569.18** in profit, followed by Appliances at **\$17,342.81** and Office Supplies at **\$17,214.41**. However, Technology and Electronics have lower profit margins, indicating a need for cost optimization or pricing adjustments.

Corporate customers are the most valuable segment, generating **\$171,339.48 in revenue and \$30,196.48 in profit**, while Home Office leads in revenue at **\$172,193.96** but has slightly lower profitability (**\$26,192.16 profit**). The Consumer segment has the lowest revenue (**\$156,132.55**) and profit (**\$24,388.26**), though it remains essential for overall business stability.

At a product level, **Ballpoint Pens (\$40,753.24 revenue)** is the highest-selling product, followed by **Sony Headphones (\$36,171.33)** and **Logitech Mouse (\$34,567.68)**. While these products drive sales, certain Electronics and Technology sub-categories show lower profitability, requiring reassessment of pricing strategies.

To improve business performance, focus on high-revenue regions like **Australia and North America**, optimize shipping methods by promoting **First Class and Same Day**, and capitalize on the **Corporate and Home Office segments**. Additionally, revisiting the pricing and cost structure of **Technology and Electronics** can help enhance profit margins.

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