

Executive Overview & Trends

Product & Channel Performance

Geographic & Customer Insights



Total Revenue
\$1.2bn

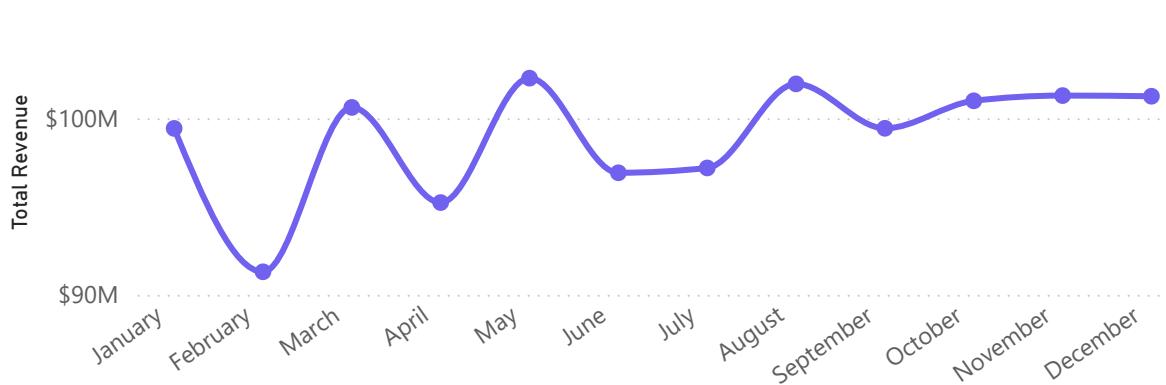
Total Profit
\$461.8M

Profit Margin %
37.36%

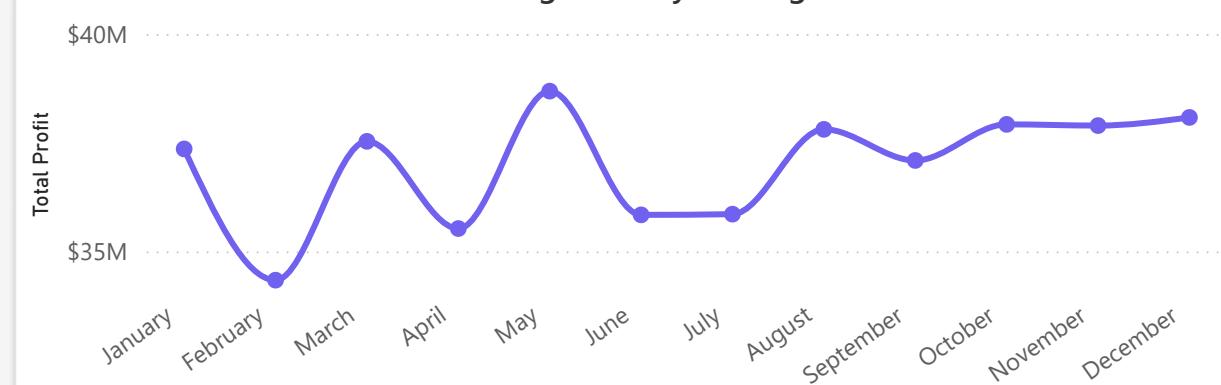
Total Orders
64K

Revenue per order
\$19.3K

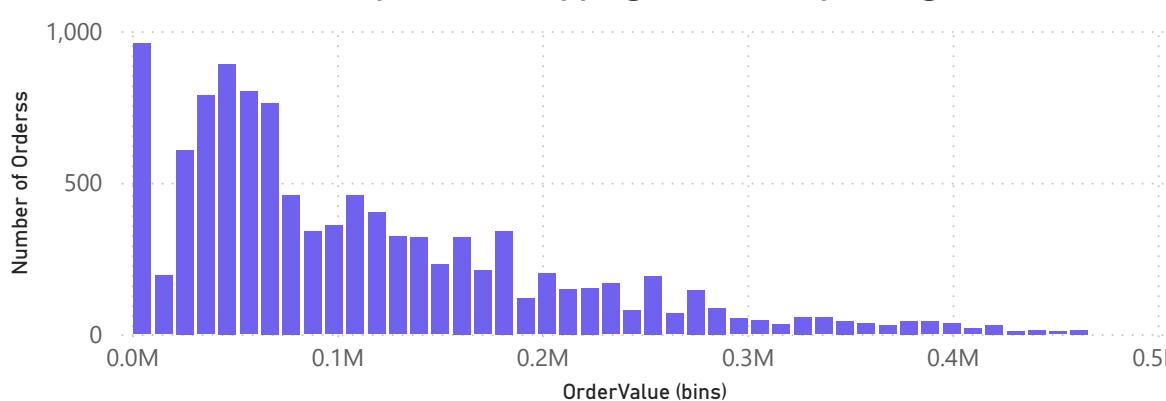
Monthly Revenue Rhythm: Uncovering Seasonality Peaks



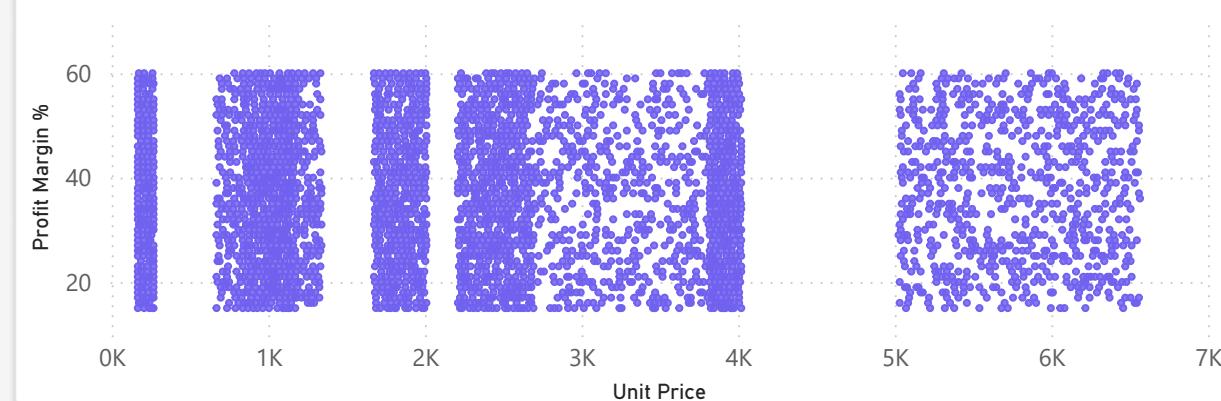
Profit Pulse: Tracking Monthly Earnings Momentum



Order Value Spectrum: Mapping Customer Spending Tiers

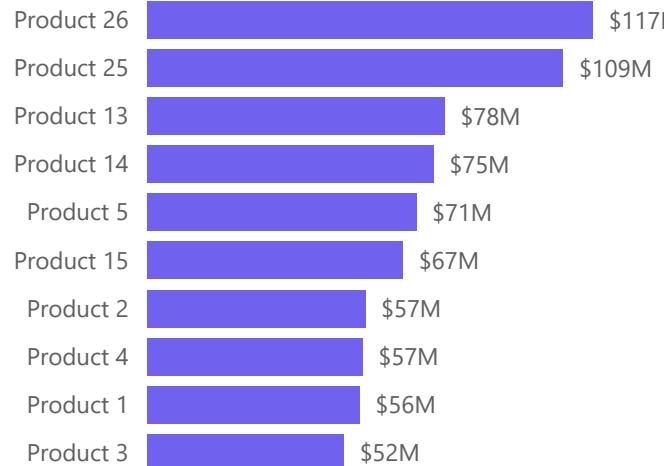


Unit Price Vs Profit Margin: Spotting High Margin Price Bands

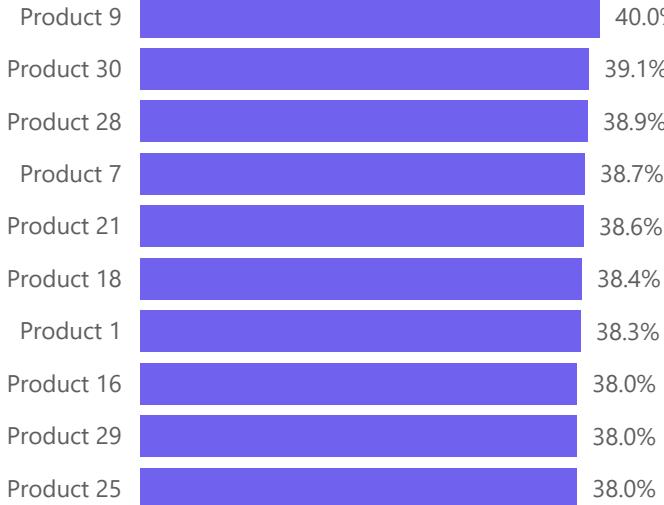




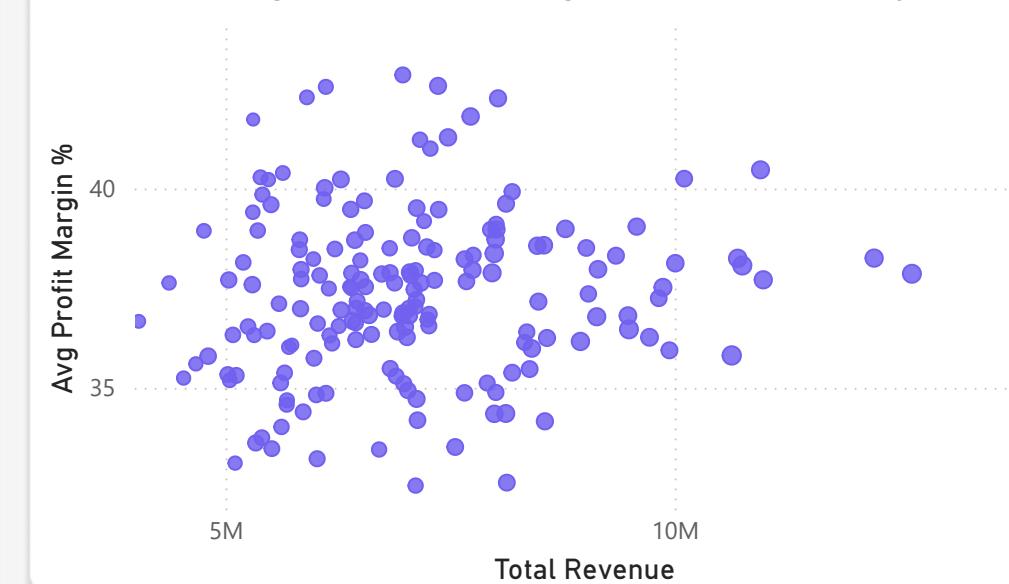
Revenue Champions: Best-Selling Products Driving Growth



High-Margin Heroes: Most Efficient Products to Sell

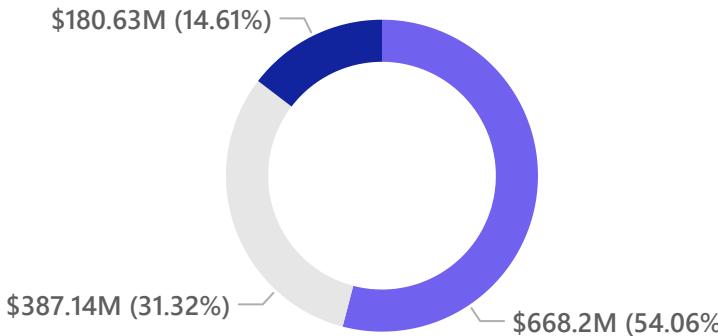


Strategic Product Positioning: Revenue vs. Profitability



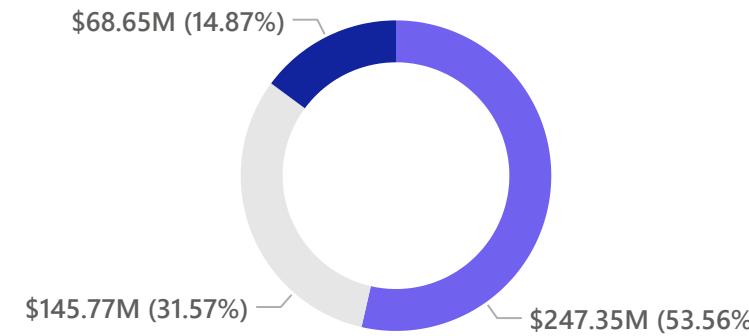
Channel Power Play: Where the Revenue Comes From

- Wholesale
- Distributor
- Export



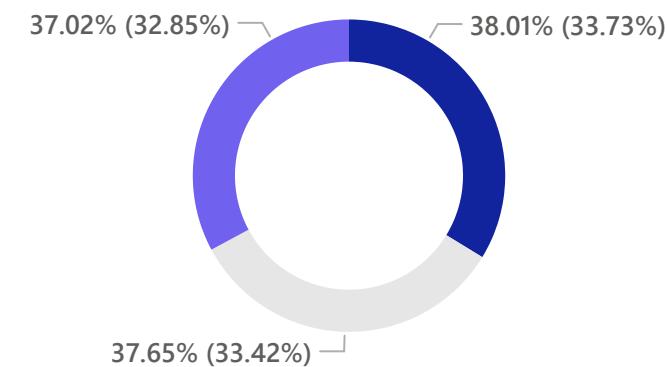
Profit Pipeline by Channel: Who's Really Paying Off?

- Wholesale
- Distributor
- Export



Channel Efficiency Scorecard: Margin per Sale by Route

- Export
- Distributor
- Wholesale

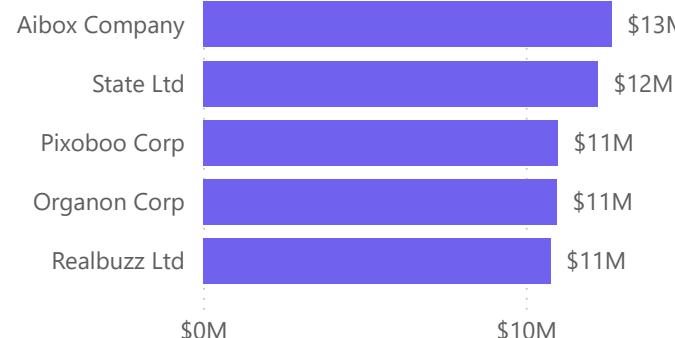




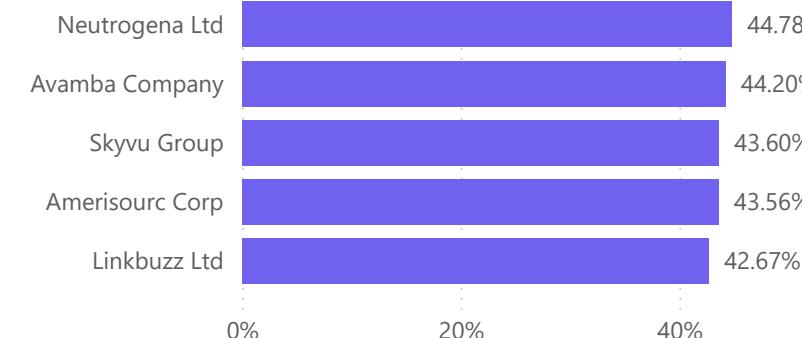
California drives 19.5% of revenue (\$228.8 M), while the West region boasts the highest profit margin at 37.5%.

Top 5
Bottom 5

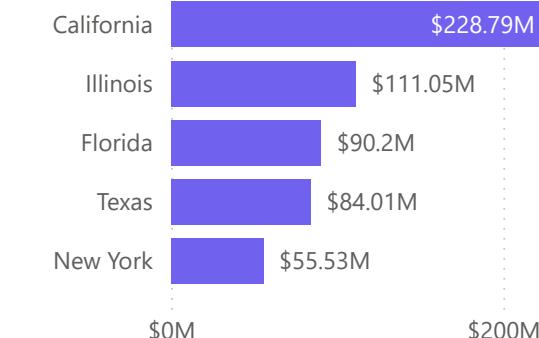
Top 5 Customers by Revenue



Top 5 Customers by Revenue

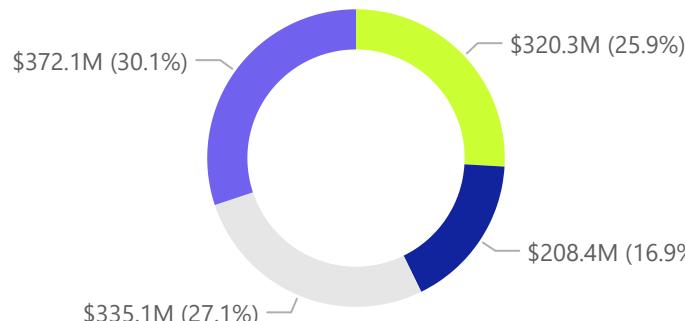


Top 5 States by Revenue



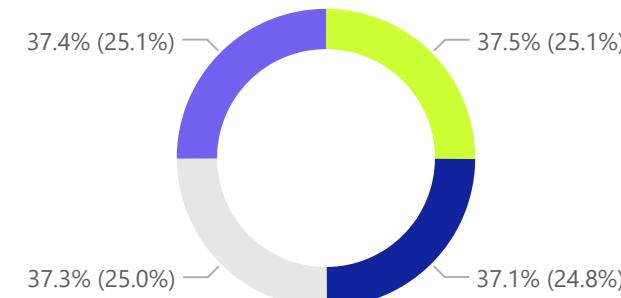
Total Revenue by Region

Region ● Midwest ● Northeast ● South ● West



Profit Margin % by Region

Region ● Midwest ● Northeast ● South ● West



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