



Sales Performance

Region

All

Category

Office Supplies

Segment

All

Financial Year

All



Total Sales

7,31,893



Total Profit

1,26,023

[%]Profit Margin

17.2%



Total Orders

3812



Average order value(AOV)

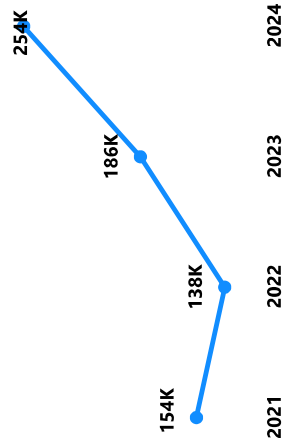
192.00



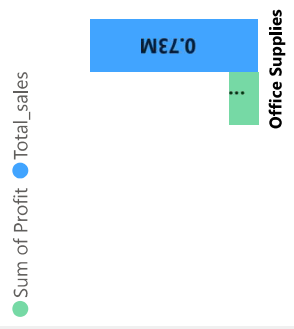
YOY Sales Growth

53.10%

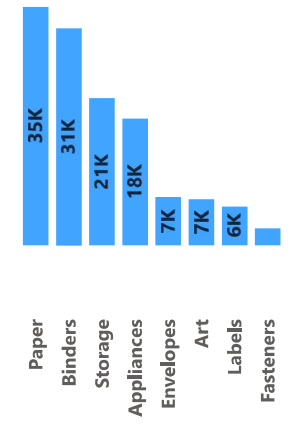
sales Trend



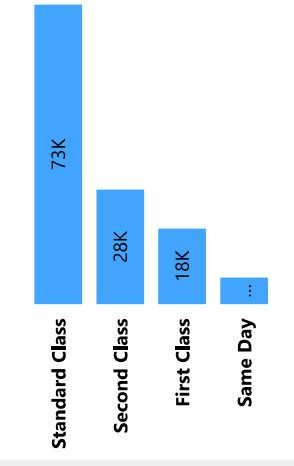
Sales & Profit by Category



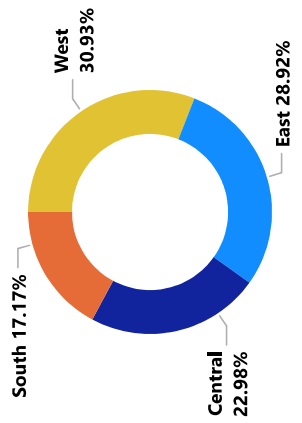
Sub-Category Performance



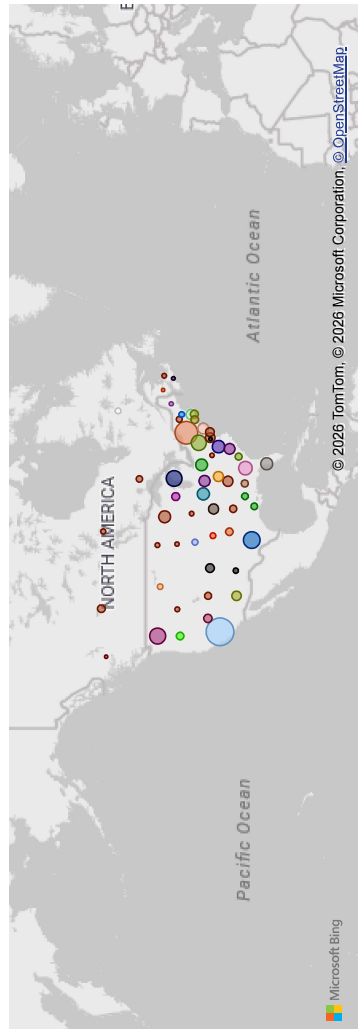
Shipping Mode Impact



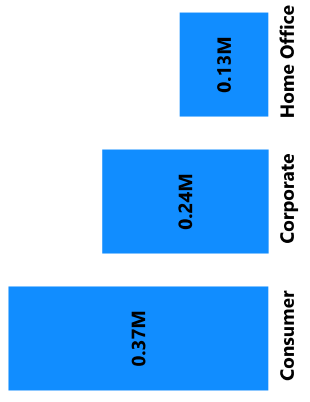
Regional Contribution



State-Wise Sales



Customer Segment Analysis



5.Regional Contribution Insights

IN south region , highest sales and profit margin 18.7% of the financial year 2023-24

in south region consumer segment get more profit(18.2%)

In west region ,YOY is maximum 53.62%

3.Subcategory Performance

In office suppliers ,paper got maximum profit 34,512

InTechnology, copiers got maximum profit 56,094

In furniture ,chairs got maximum profit 27,224

4.Shipping Mode

standard class got 14.7%margin profit in FY(2023-24)

7.Customer Segment Analysis

1. consumer got highest total sales11,70,660

2.In FY 2023-24,consumer got highest profit margin 14.8%

1.Sales Trend

In financial year 2023-24,profit margin increase by 20.8%

for Financial year 2023-24 In quarter4 and dec ,sales are highest

6.State wise sales

1.In California(2023-24) , Total sales is highest 1,33,092

2. in California,office suppliers have maximum YOY sales growth is 63.74

2.sales and profit by category

Maximum profit happened in technology