

\$ Total Sales

7,31,893

Line Graph Total Profit

1,26,023

## [%] Profit Margin

17.2%

Box Total Orders

3812

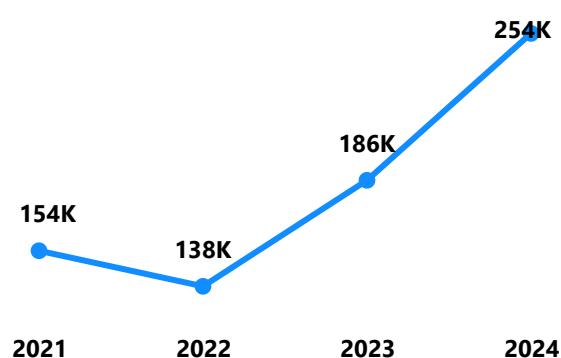
Dot Grid Average order value(AOV)

192.00

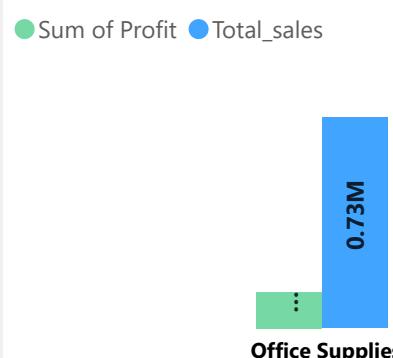
Upward Bar YOY Sales Growth

53.10%

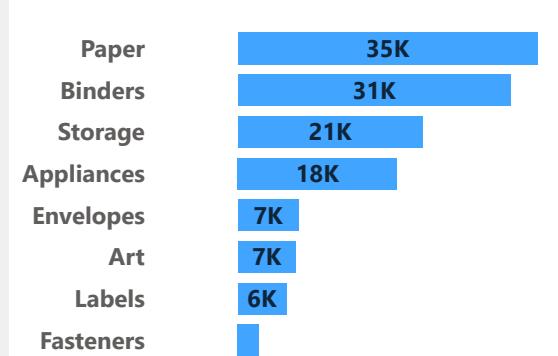
## Sales Trend



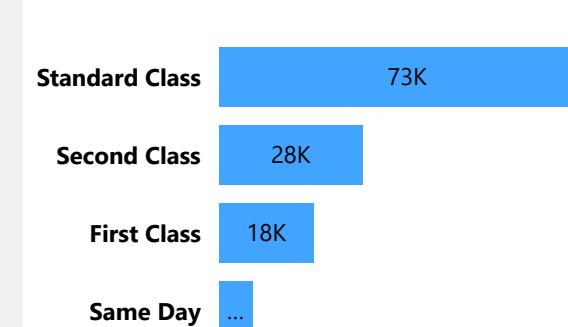
## Sales &amp; Profit by Category



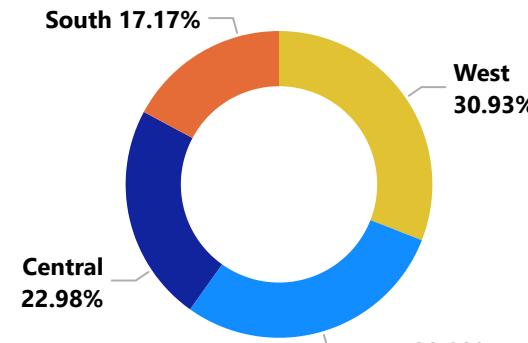
## Sub-Category Performance



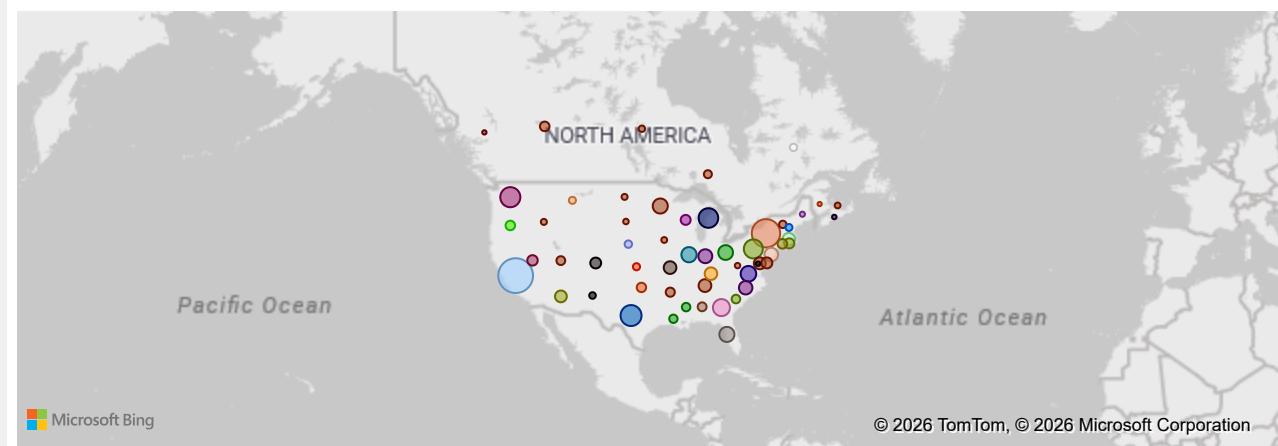
## Shipping Mode Impact



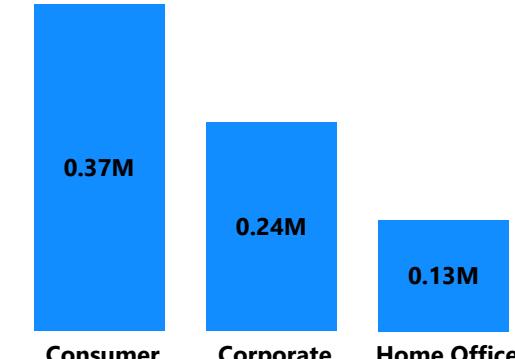
## Regional Contribution



## 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%

## **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

## **2.sales and profit by category**

Maximum profit happened in technology

## **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%

## **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