



## 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)

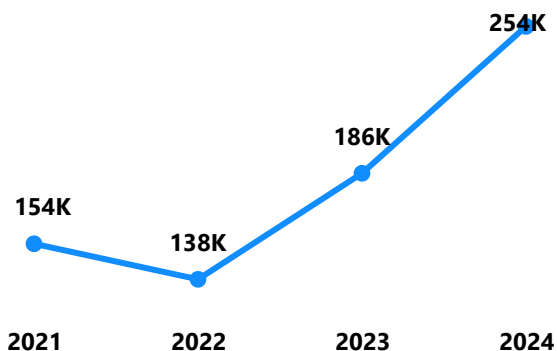
192.00



YOY Sales Growth

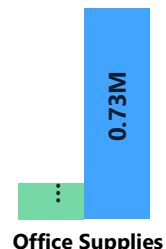
53.10%

sales Trend

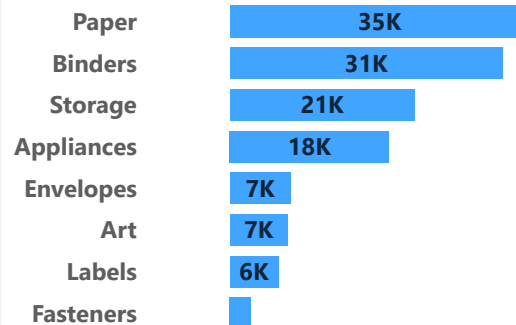


Sales & Profit by Category

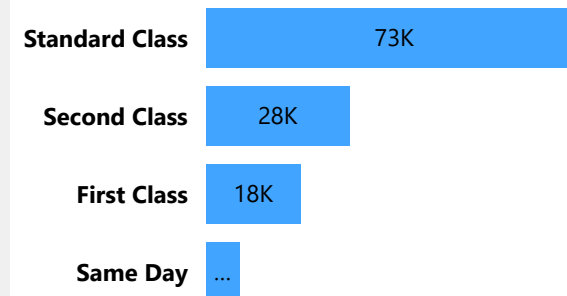
Sum of Profit Total\_sales



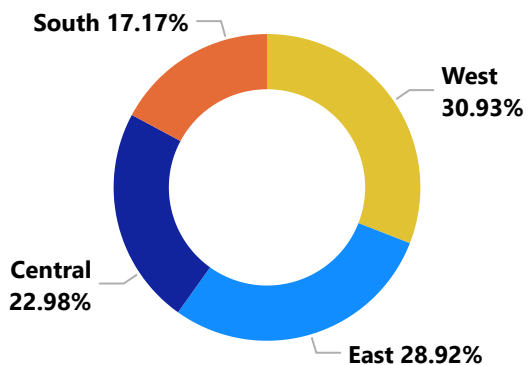
Sub-Category Performance



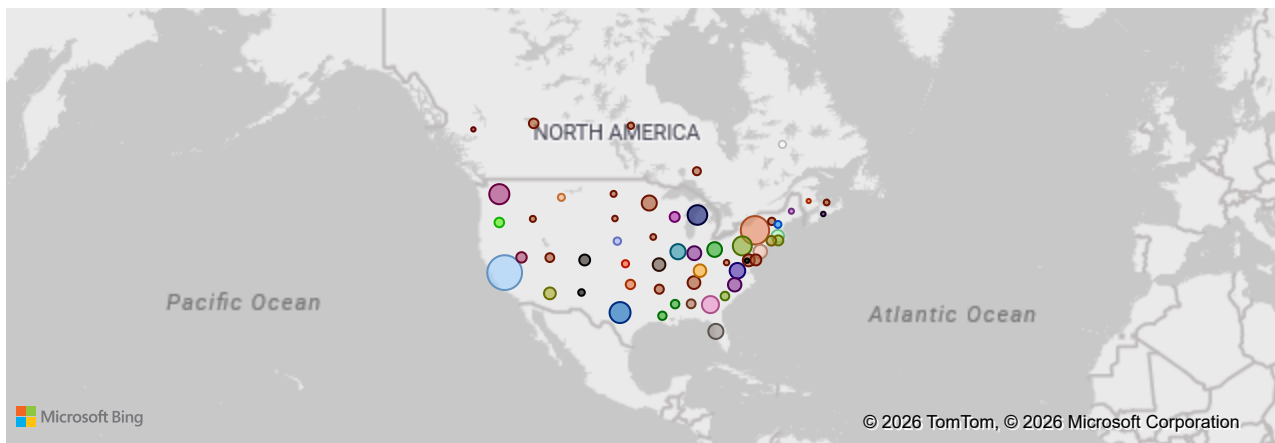
Shipping Mode Impact



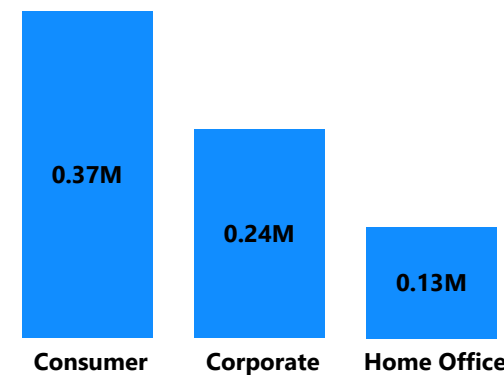
Regional Contribution



State-Wise Sales



Customer Segment Analysis



<b>5.Regional Contribution Insights</b>		<b>3.Subcategory Performance</b>		<b>4.Shipping Mode</b>		<b>7.Customer Segment Analysis</b>	
IN south region , highest sales and profit margin 18.7% of the financial year 2023-24		In office suppliers ,paper got maximum profit 34,512		standard class got 14.7%margin profit in FY(2023-24)		1. consumer got highest total sales11,70,660	
in south region consumer segment get more profit(18.2%)		InTechnology, copiers got maximum profit 56,094				2.In FY 2023-24,consumer got highest profit margin 14.8%	
In west region ,YOY is maximum 53.62%		In furniture ,chairs got maximum profit 27,224					
<b>1.Sales Trend</b>		<b>6.State wise sales</b>					
In financial year 2023-24,profit margin increase by 20.8%		1.In California(2023-24) , Total sales is highest 1,33,092					
for Financial year 2023-24 In quarter4 and dec ,sales are highest		2. in California,office suppliers have maximum YOY sales growth is 63.74					
<b>2.sales and profit by category</b>							
Maximum profit happened in technology							