



5. Regional Contribution Insights

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

In Technology, 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

In office suppliers ,paper got maximum profit
34,512

In Technology, copiers got maximum profit
56.094
In furniture chairs got maximum profit 27.224

7. Customer Segment Analysis

1. consumer got highest total sales 11,70,660

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