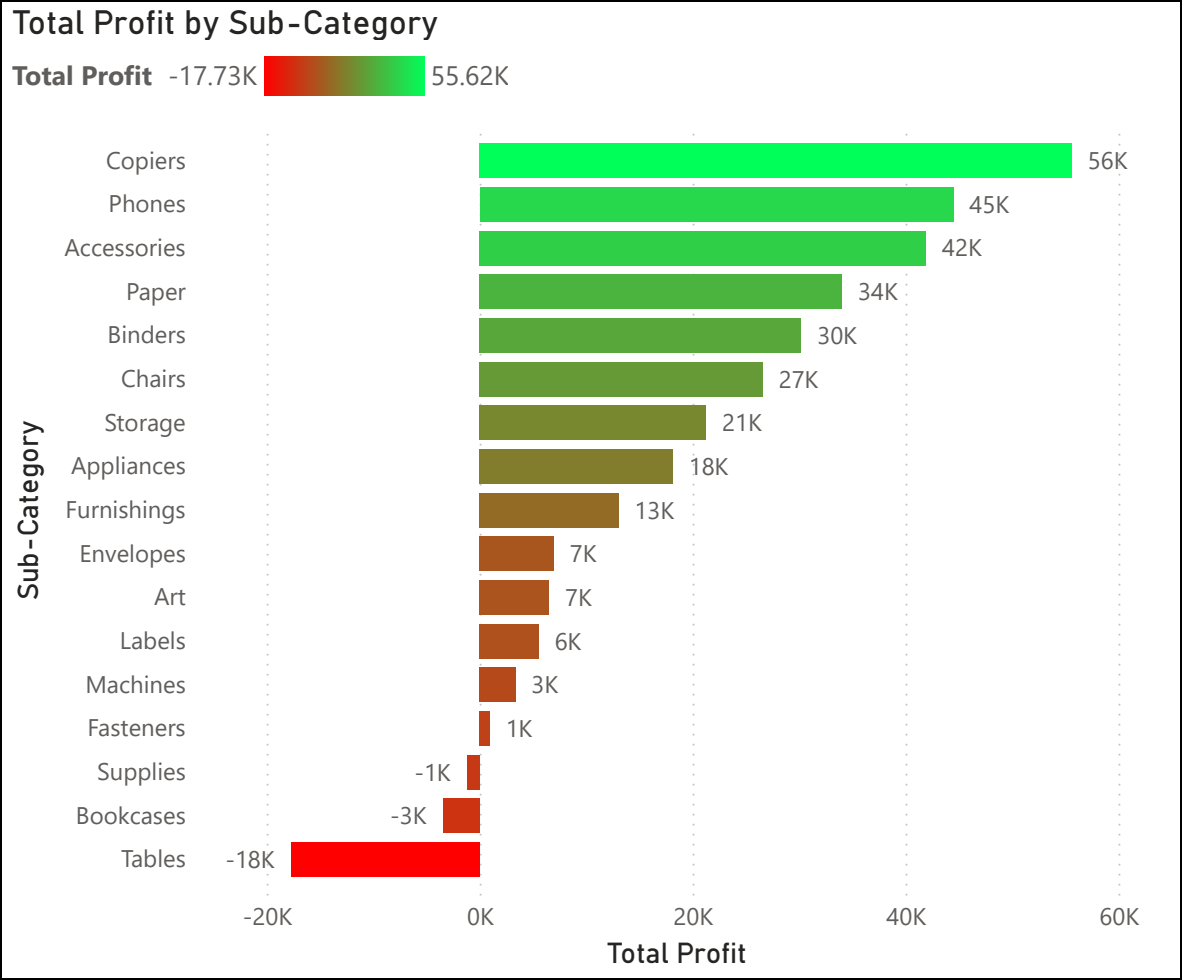
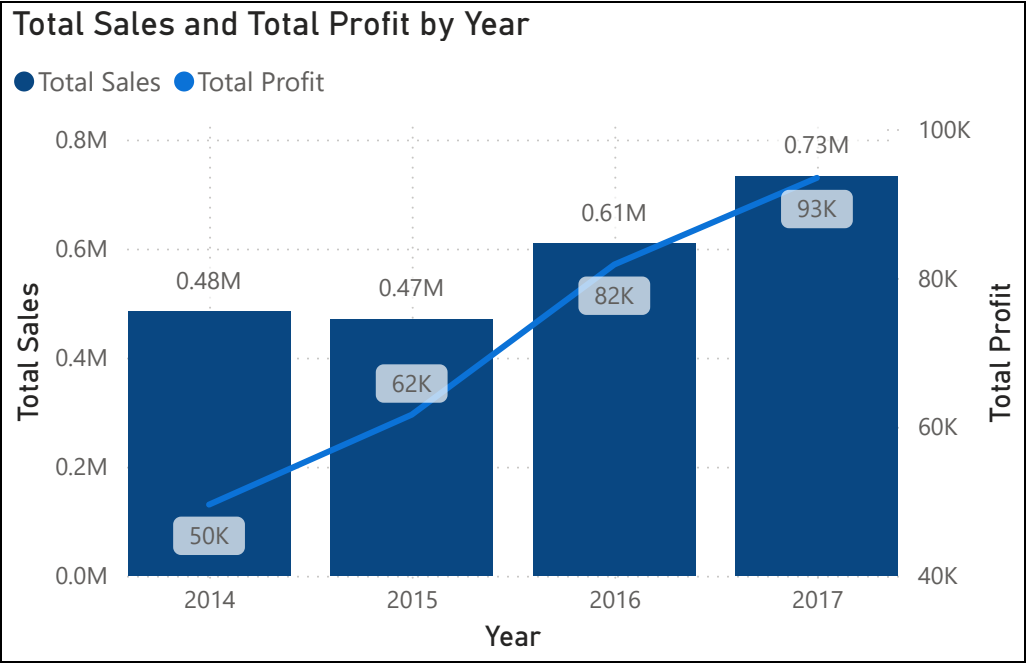


2.30M
Total Sales

286.40K
Total Profit

12.47%
Profit Margin



Region

Central

South

East

West

Segment

Consumer

Corporate

Home Office

Order Date

02-01-2014

30-12-2017

Product Name	Total Sales	Quantity
Canon imageCLASS 2200 Advanced Copier	61,599.82	20
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	27,453.38	31
Cisco TelePresence System EX90 Videoconferencing Unit	22,638.48	6
HON 5400 Series Task Chairs for Big and Tall	21,870.58	39
GBC DocuBind TL300 Electric Binding System	19,823.48	37
GBC Ibimaster 500 Manual ProClick Binding System	19,024.50	48
Hewlett Packard LaserJet 3310 Copier	18,839.69	38
HP Designjet T520 Inkjet Large Format Printer - 24" Color	18,374.90	12
GBC DocuBind P400 Electric Binding System	17,965.07	27
High Speed Automatic Electric Letter Opener	17,030.31	11
Total	2,44,620.20	269

Profit by Category

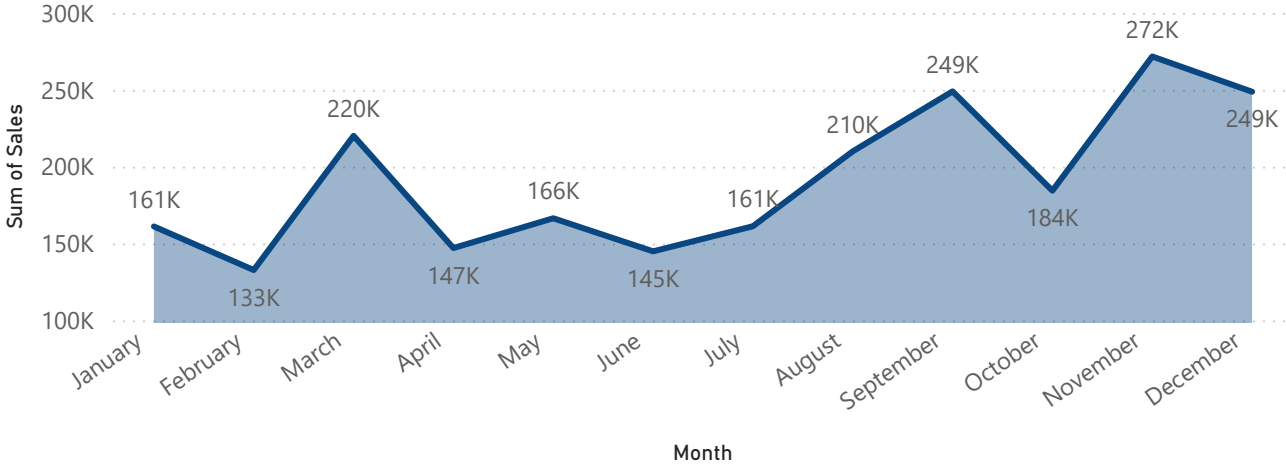
A horizontal bar chart titled 'Profit by Category'. The y-axis is labeled 'Category' and lists three categories: Technology, Office Supplies, and Furniture. The x-axis is labeled 'Sum of Profit' and has major tick marks at 0K, 50K, 100K, and 150K. Three blue bars represent the profit for each category: Technology at 145K, Office Supplies at 122K, and Furniture at 18K. The exact profit value is labeled at the end of each bar.

Category	Sum of Profit
Technology	145K
Office Supplies	122K
Furniture	18K

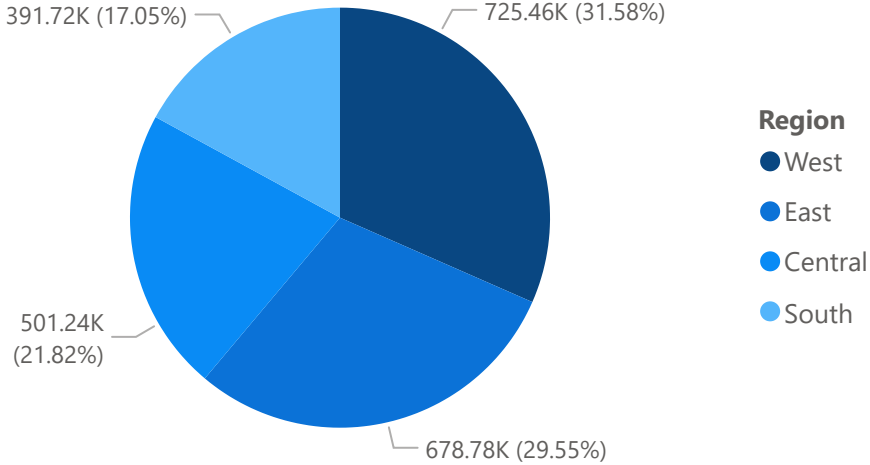
A map of the United States showing the distribution of blue circles representing different sizes of data points across various states. The circles vary in size, with the largest ones in California, Texas, and the Northeast. The map includes state names and a Microsoft Bing logo in the bottom left corner.

Category	Volume (K)
Phones	223.84K
Chairs	206.97K
Storage	203.41K
Tables	189.24K
Binders	167.38K
Machines	149.53K
Accessories	114.88K
Copiers	107.53K
Bookcases	91.71K
Appliances	78.48K
Furnishings	46.67K
Paper	27.12K
Supplies	16.48K
Art	12.49K
Envelopes	3.02K
Labels	
Fasteners	

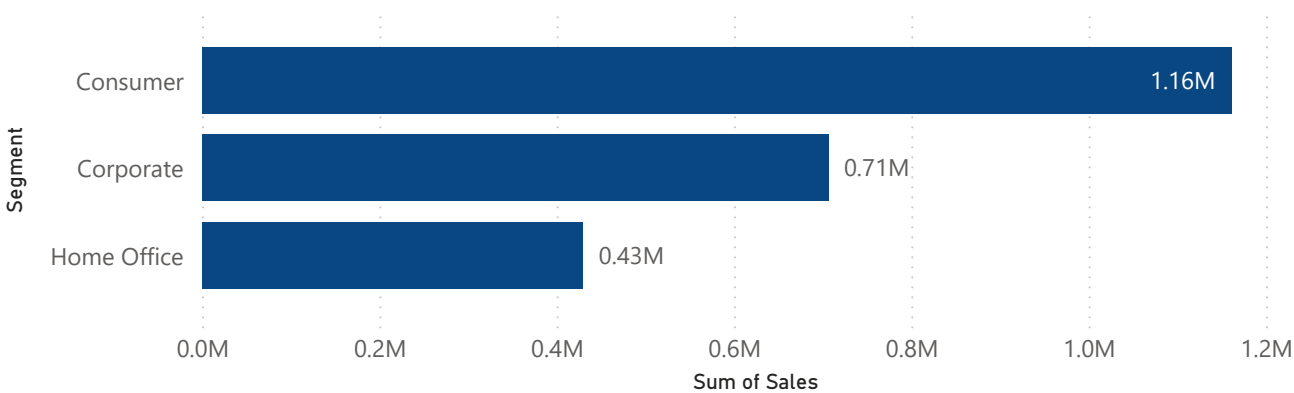
Total sales per month (all years)



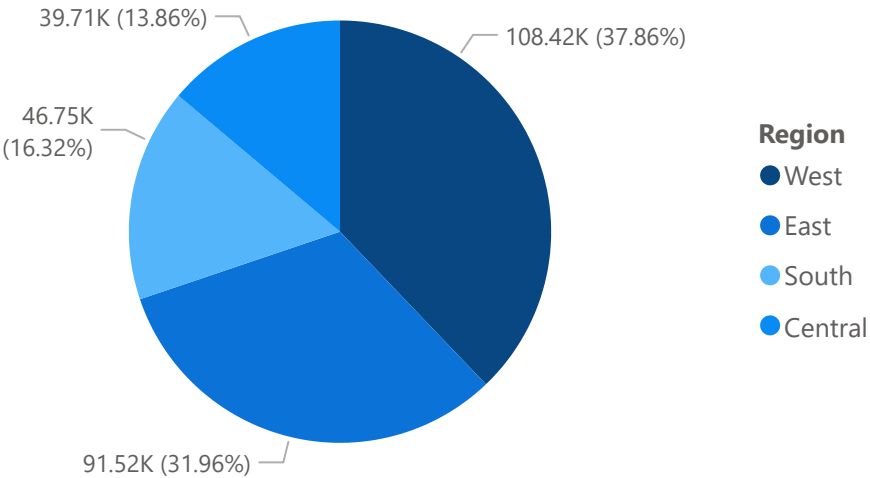
Sales by Region

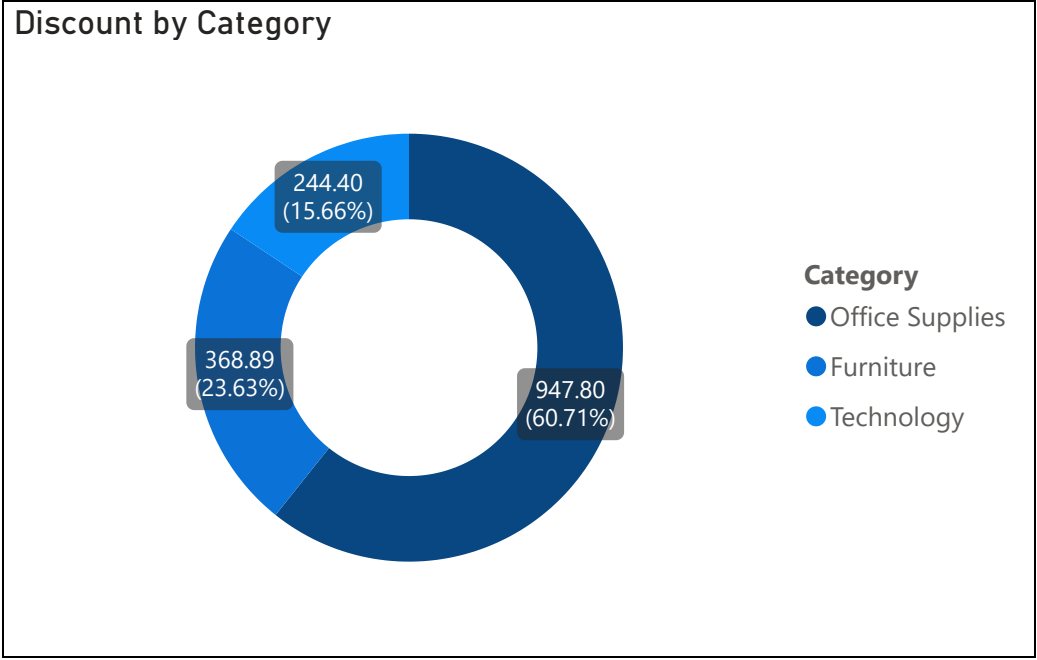
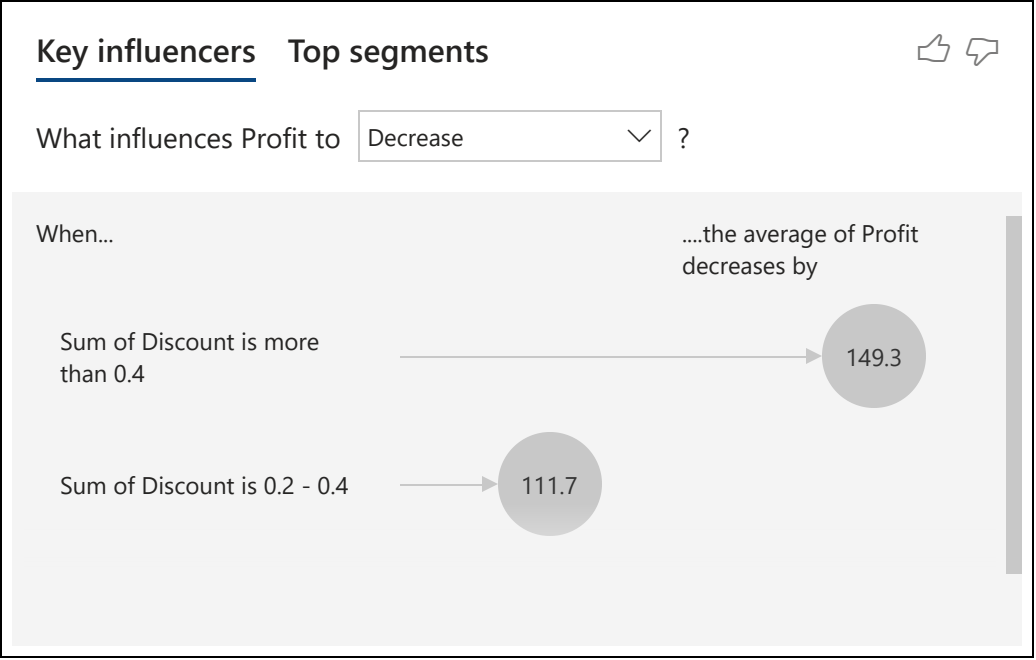
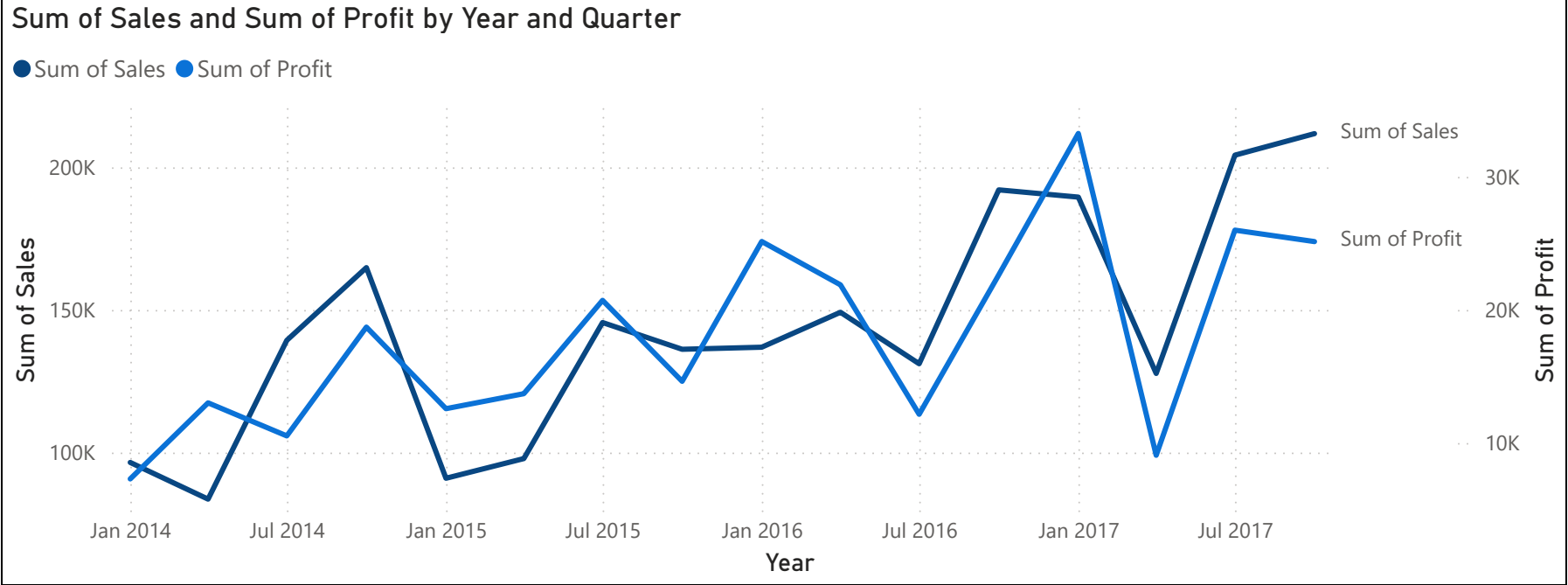


Sales in each Segment



Profit by Region





Insights (Refer to previous 4 pages for report)

- Page 1: Key cards are present (revenue, total profit and profit margin) for quick reference. Across four years, from 2014 to 2017, the total sales and profit have gone upwards as you can see from the line and stacked column chart, with a significant rise in 2017 as compared to 2016. The clustered bar chart gives the profit on each sub-category of product - Technology products like Copiers and Phones are returning massive profits (good sign) whereas Furniture products like Tables and Bookcases are being sold at a loss (bad sign). Slicers for Segment and Region are added to view segment-wise or region-specific stats on the graphs. The date slider is also attached to view the sales/profit stats in a custom date range.
- Page 2: The ten most selling products are listed with their total sales and quantity sold. The map of US shows the profit margin and sales over all states, clearly showing that states like California, New York, and Texas have brought in the most business. The profit by category and sales by sub-category gives clear signs that Furniture is being sold hugely but profit is very low in that category and Technology products (Phones especially) have good sales and huge profits as well.
- Page 3: Sales rise significantly during the end of year, in months of November and December. The pattern shows that roughly the second half of the year sees greater sales as compared to the first half of the year, with very poor sales during months of April, May, or June. Consumer segment orders have given more sales than the other two segments combined, making up more than 50% of total sales. The Central region has more sales than South region but on the contrary, the South region has given more profits than Central.
- Page 4: The line chart helps us to see the performance of the store on a quarterly basis. The best-performing time periods have been July 2016 to January 2017 and April 2017 to July 2017. The 'Key Influencers' box gives a ML-based approach to the discount and profit relation. The donut chart shows the total discount given in each category of products.

PS - You may use the interactive visualizations to view stats(sales, profits, etc.) for specific region/segment/state, etc.

RECOMMENDATIONS and some STRATEGIC INSIGHTS

The business has demonstrated consistent year-over-year growth, with annual revenue climbing from \$484K to over \$733K within the four-year period. However, while sales volume is increasing, the Profit Margin remains sensitive to discounting strategies, currently averaging a 15.6% discount across all transactions.

- 1.Profit engines: The Technology category, specifically Copiers and Accessories, yields the highest profit margins. These products should be the primary focus of marketing campaigns and inventory expansion.
- 2.Regional Gap: The West Region is the most profitable (\$108K), significantly outperforming the Central Region (\$39K). The data suggests that despite healthy sales in the Central region, aggressive discounting (often exceeding 20%) is severely eroding the bottom line there.
- 3.Loss Leaders: Tables and Bookcases are consistently showing negative profit in several states. These sub-categories are currently acting as "loss leaders" but without the necessary high-volume attachment sales to justify the cost.
- 4.Implement Discount Caps: Based on the Scatter Chart analysis, it is recommended to implement a hard cap on discounts at 20% for Furniture and Office Supplies. The data shows that discounts beyond this threshold rarely result in a net profit.
- 5.Inventory Optimization: Shift capital investment toward high-turnover, high-margin items like Phones and Storage. Reduce stagnant inventory in the Supplies sub-category, which shows lower demand.
- 6.Regional Strategy Pivot: Conduct a focused "Central Region Turnaround" by reviewing freight costs and regional pricing. Identifying why shipping costs or taxes are higher in these states could reclaim lost margins.
- 7.Customer Loyalty Program: Focus on the Consumer Segment, as they represent the largest volume of sales. A loyalty program aimed at increasing the frequency of small-ticket "Office Supplies" purchases could provide a stable, high-margin revenue stream.