

Select Order Date Range

Select all

2014

2015

Filter by Shipping Mode

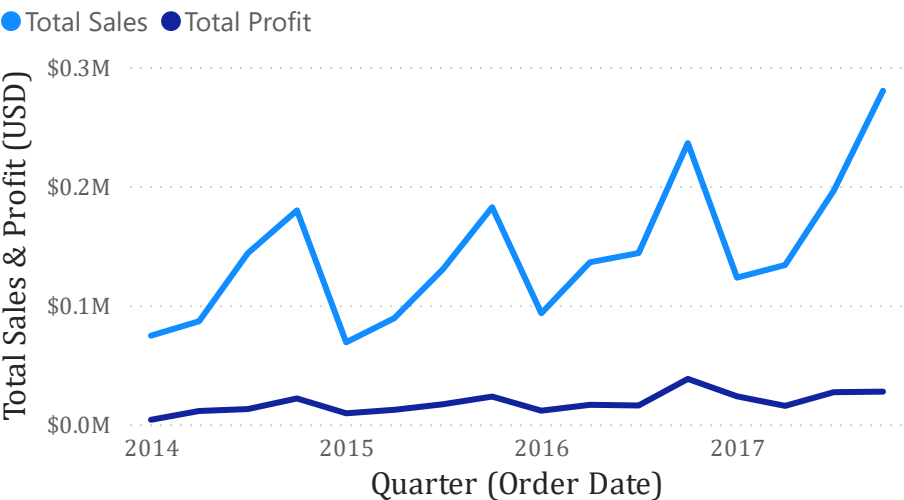
Select all

First Class

Same Day

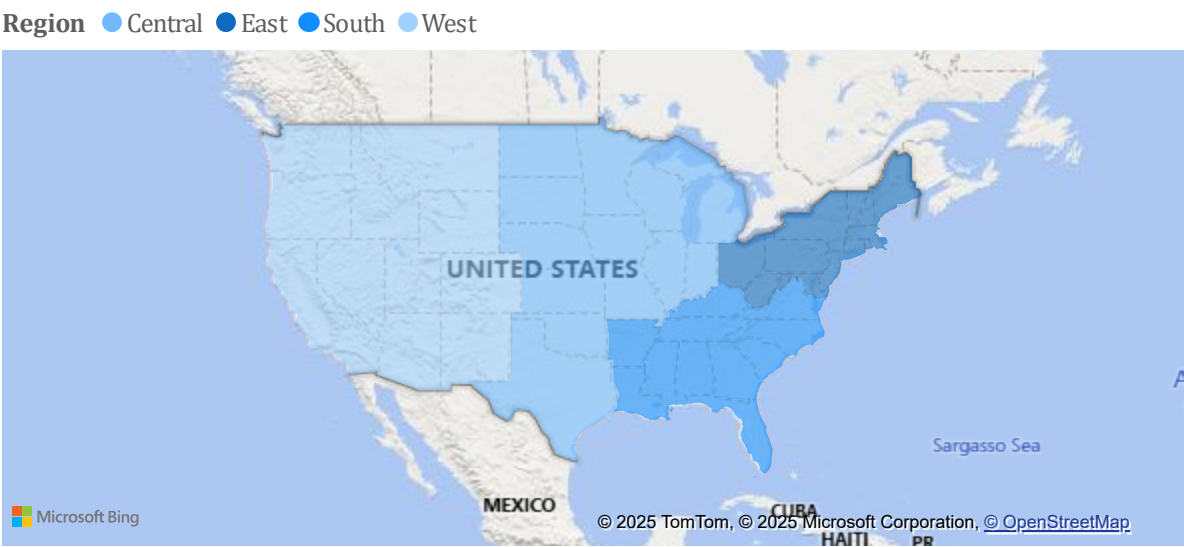
Sales and Profit Trend Over Time

Sales and profit show clear quarterly seasonality with Q4 peaks each year. While sales rise significantly, profits increase at a more modest rate, revealing margin considerations.



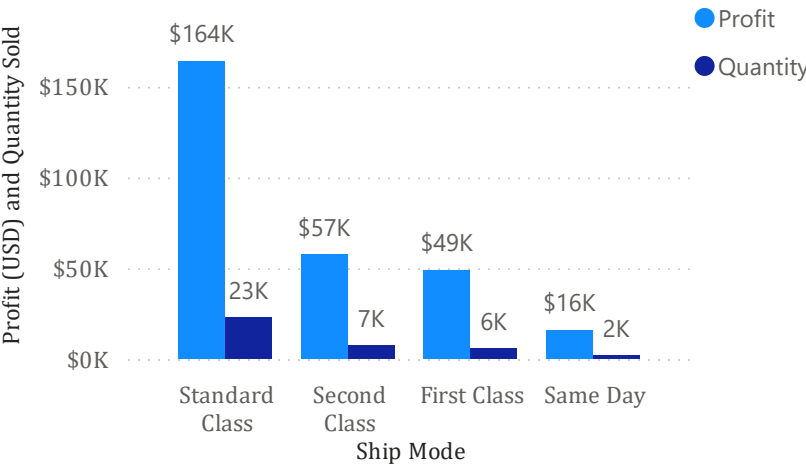
Order Volume by State and Region

States like California, New York, and Texas dominate order volume, reinforcing the importance of coastal and southern regions in overall business performance.



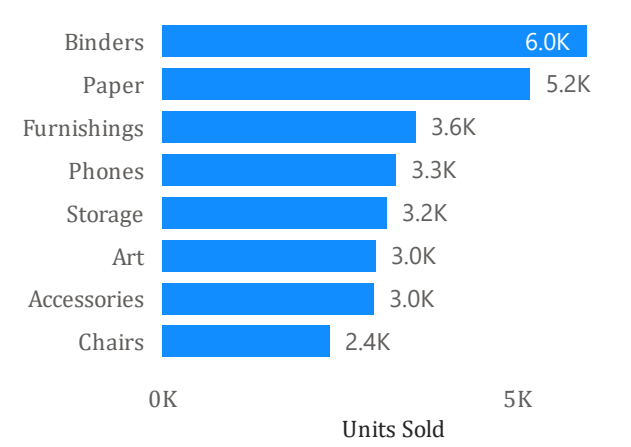
Shipping Mode Impact on Profit and Quantity

Standard Class ships the most units but yields moderate profit, while Second and First Class methods offer higher profitability with fewer shipments — suggesting value in premium delivery services.



Top Sub-Categories by Quantity Sold

Binders, Paper, and Furnishings top the list in units sold, suggesting high demand in office supply-related items.



Impact of Discount on Profit by Customer Segment

High discounts often lead to low or negative profits, especially in the Consumer segment. Maintaining discount thresholds may help preserve margin.

