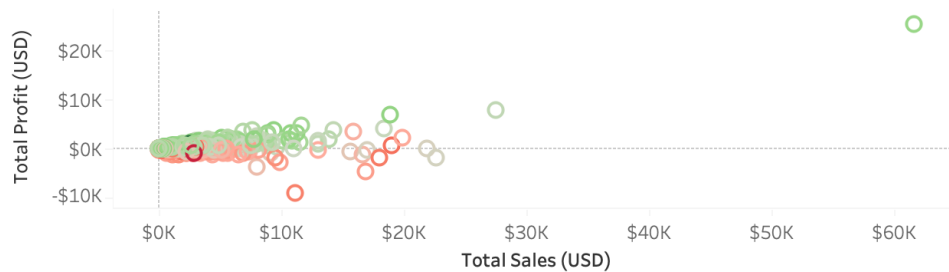


Pattern Discovery & Visual Storytelling

Product Profitability: Profit vs Sales

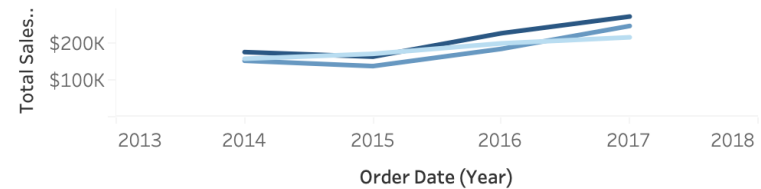
While most products cluster around modest profitability, some stand out: *Easy-staple paper* achieves a remarkable **19.85 profit-to-sales ratio**, earning \$1,096 on \$2,504 in sales. In contrast, the *3.6 Cubic Foot Counter Height Office Refrigerator* suffers a **-7.42 ratio**, losing \$872 on \$2,946 in sales.



Profit to Sa.. -8.60  20.77 Category  Furniture  Office Supplies  Technology

Sales Trends by Product Category Over Time

Technology experienced the most consistent and rapid sales growth from 2015 to 2017, surpassing both Furniture and Office Supplies. While all categories grew overall, Office Supplies overtook Furniture in 2017 despite more variation in trends. These shifts suggest the influence of seasonal and category-specific purchasing behavior.

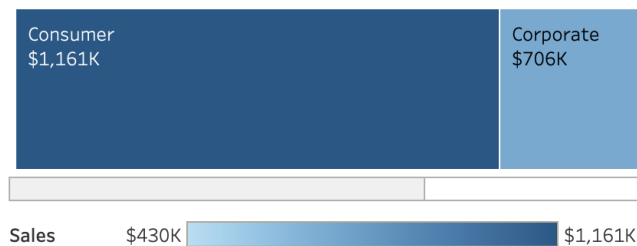


Pick a Category
All

Choose a Segment
All

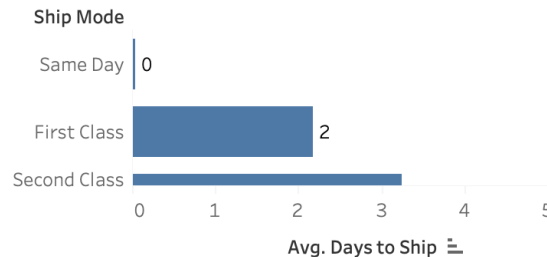
Sales Contribution by Customer Segment

The Consumer segment generates more than half of all sales, making it the largest revenue contributor. Corporate and Home Office segments follow at 30.7% and 18.3% respectively, suggesting the Consumer group should remain a top sales focus.



Average Delivery Time by Shipping Mode

Same Day delivery fulfills orders instantly, while Standard Class takes the longest at an average of 5 days. First and Second Class offer middle-ground options, highlighting trade-offs between speed and cost.



Unprofitable Sub-Categories Over Time

Tables remain consistently unprofitable every year, with losses reaching over \$8K in 2017. Supplies and Bookcases also show recurring negative profits, suggesting persistent cost or pricing inefficiencies.

