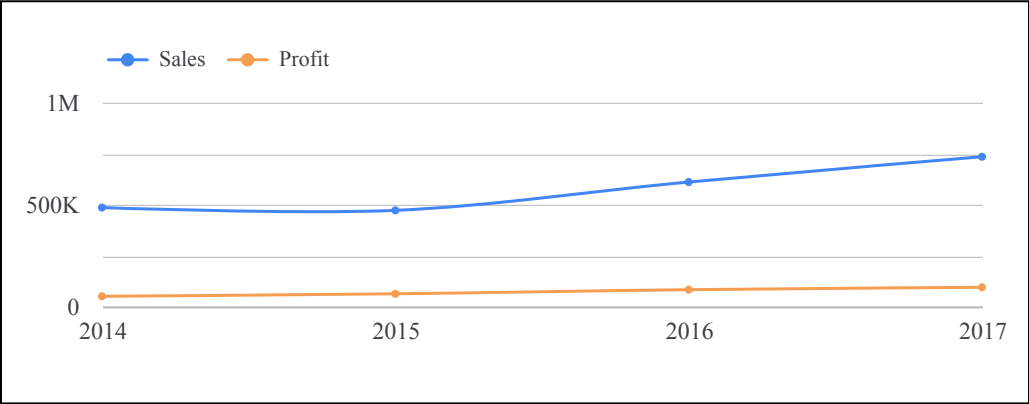




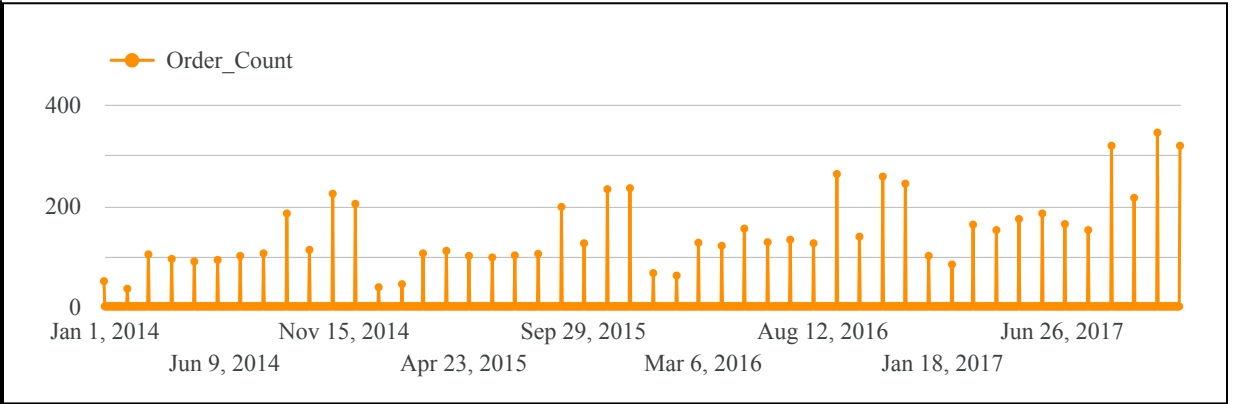
# Executive Dashboard

<b>Total Profit</b> <b>\$286,397.02</b>	<b>Total Revenue</b> <b>\$2,297,200.86</b>	<b>Profit Margin</b> <b>17%</b>	<b>Total Orders</b> <b>7,050</b>	<b>Total Customers</b> <b>6,264</b>
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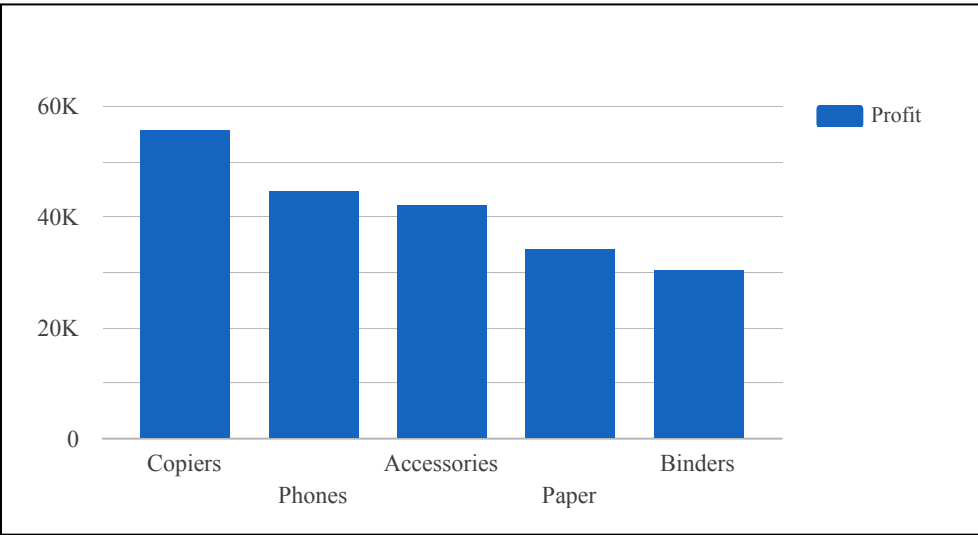
Revenue & Profit Trends



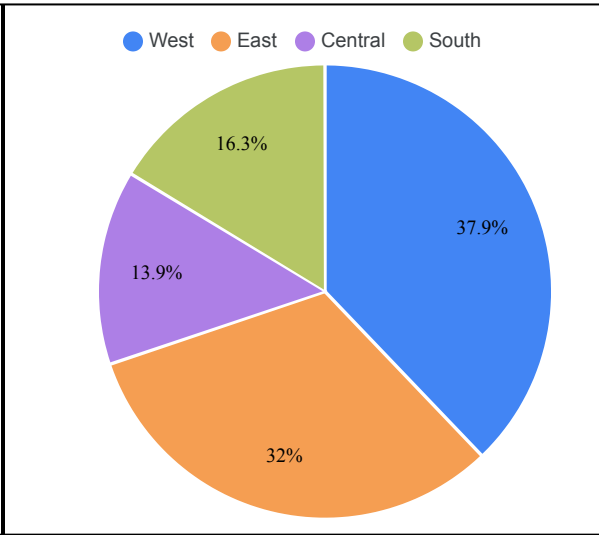
Order Volume Trend



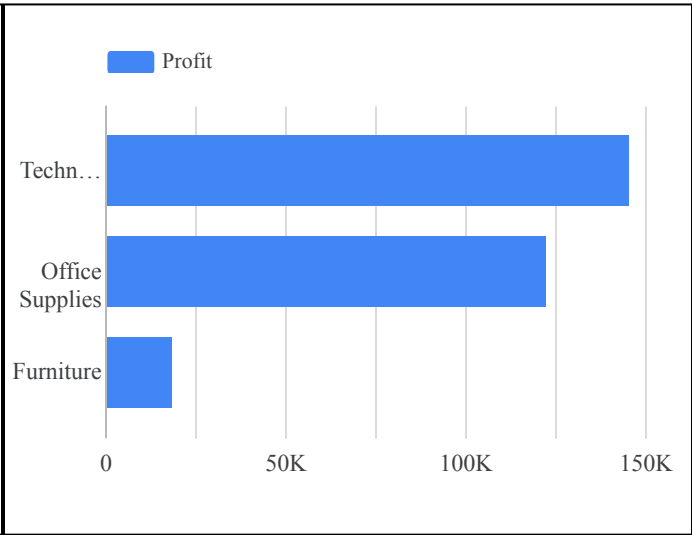
Underperforming Sub-Categories



Profit by Region



Top Performing Categories





# Product Performance Dashboard

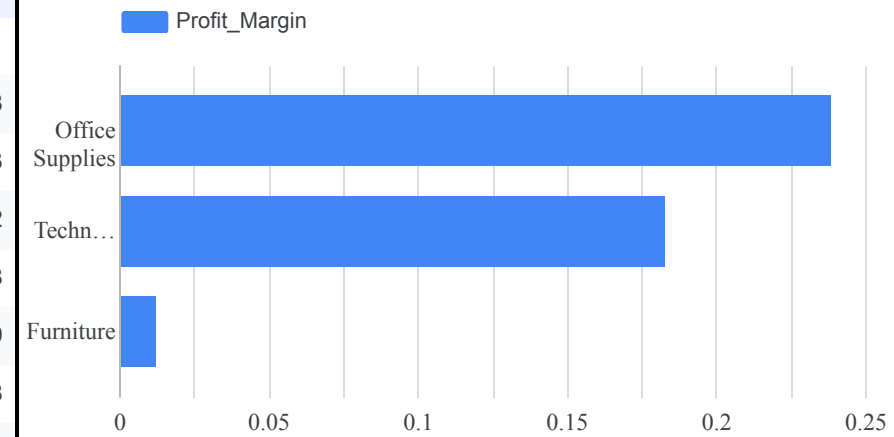
Category ▼

Sub-Category Performance Ranking

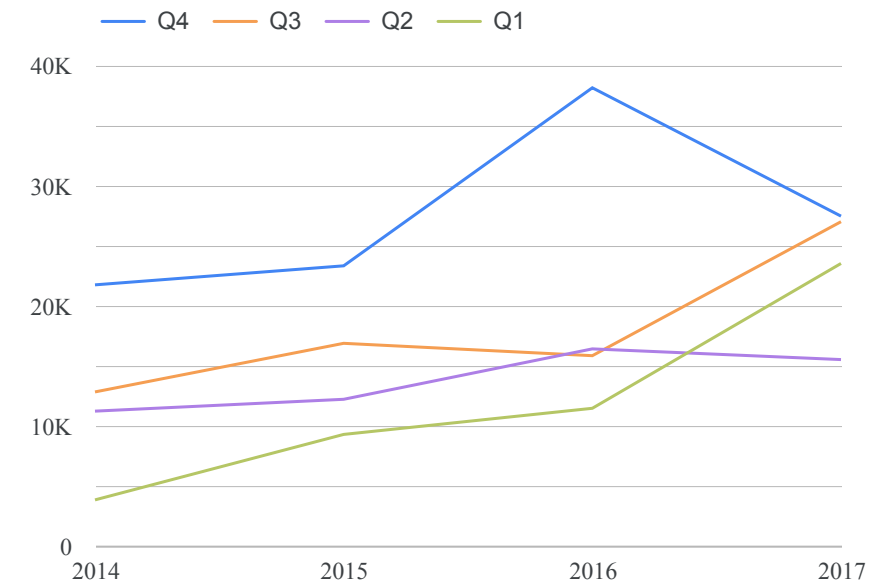
	Sub-Categ...	Category	Profit	Sales	Profit_Margin ▼
1.	Labels	Office Supplies	5,546.25	12,486.31	14.1
2.	Paper	Office Supplies	34,053.57	78,479.21	13.78
3.	Envelopes	Office Supplies	6,964.18	16,476.4	13.53
4.	Fasteners	Office Supplies	949.52	3,024.28	9.42
5.	Copiers	Technology	55,617.82	149,528.03	8.38
6.	Accessories	Technology	41,936.64	167,380.32	8.09
7.	Art	Office Supplies	6,527.79	27,118.79	7.78
8.	Phones	Technology	44,515.73	330,007.05	4.5
9.	Furnishings	Furniture	13,059.14	91,705.16	4.23
10.	Binders	Office Supplies	30,221.76	203,412.73	3.63

1 - 17 / 17 < >

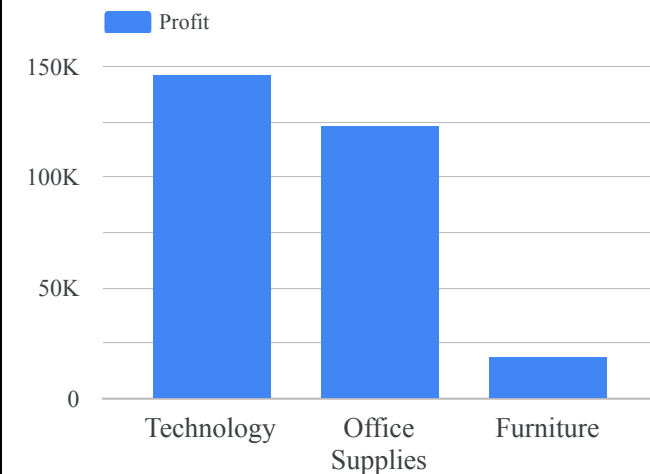
Profit Margin by Category



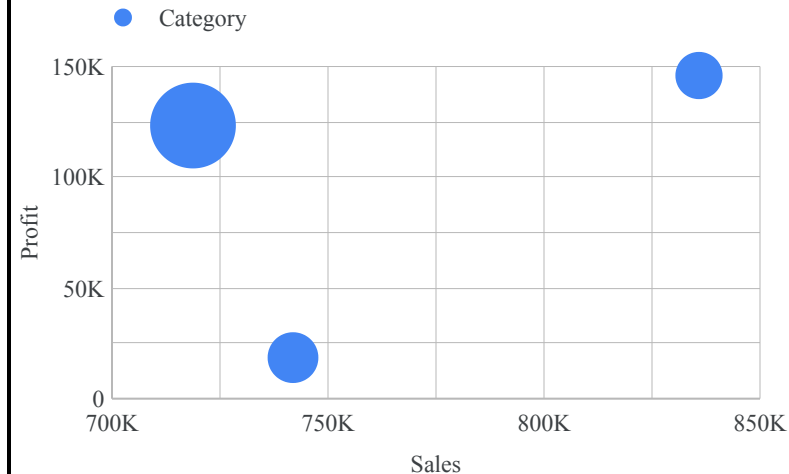
Quarterly Profit Trends



Profit by Category



Sales vs Profit Analysis





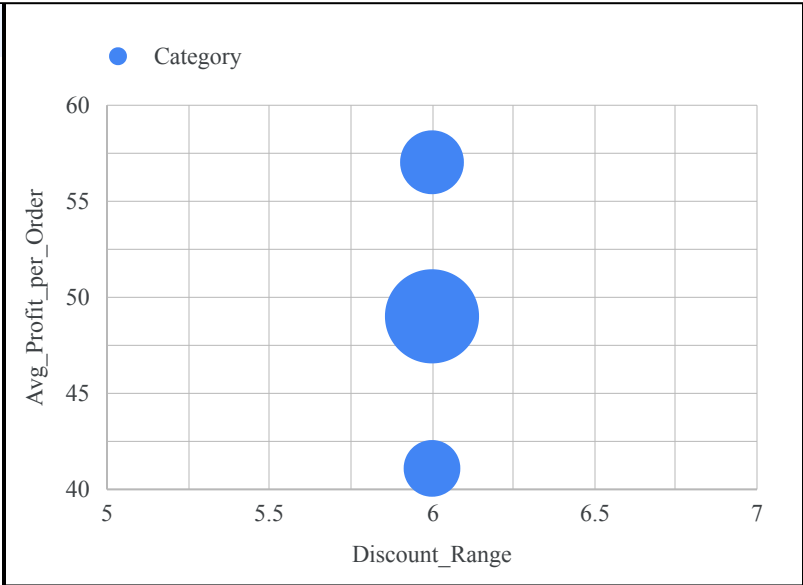
# Pricing and Discount Analysis

Discount Range ▾

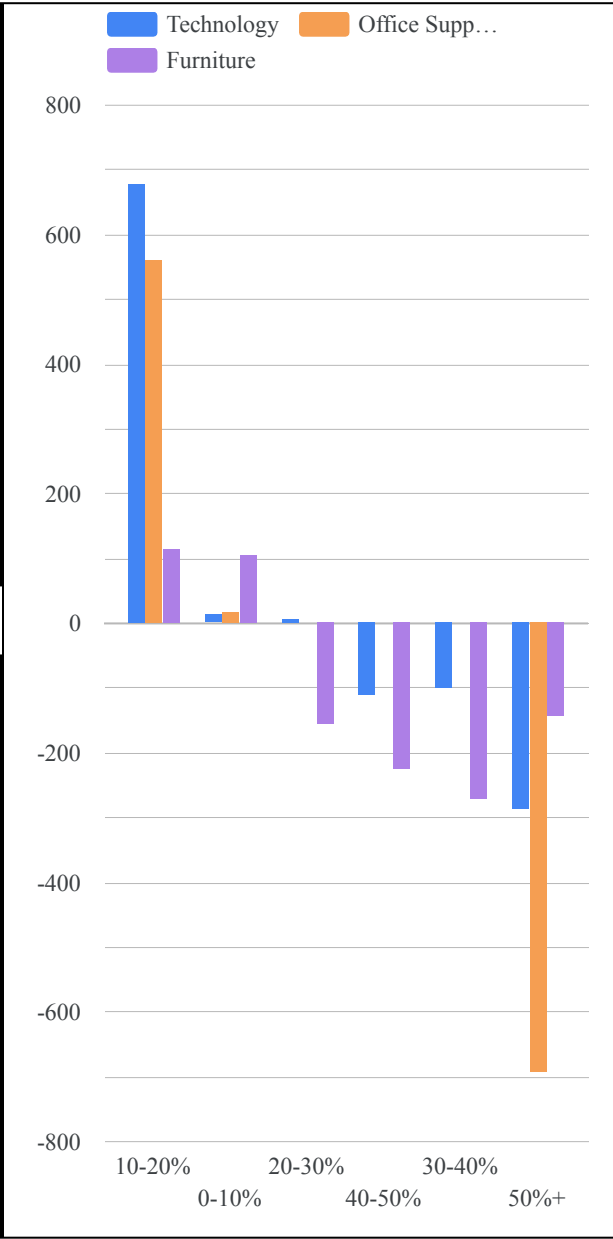
Category Discount Performance

Discount_Range / Profit_Margin				
Category	0-10%	40-50%	20-30%	Grand total
Furniture	5	9	13	57
Office Supplies	5	1	1	49
Technology	2	5	5	41
Grand total	10	13	17	145

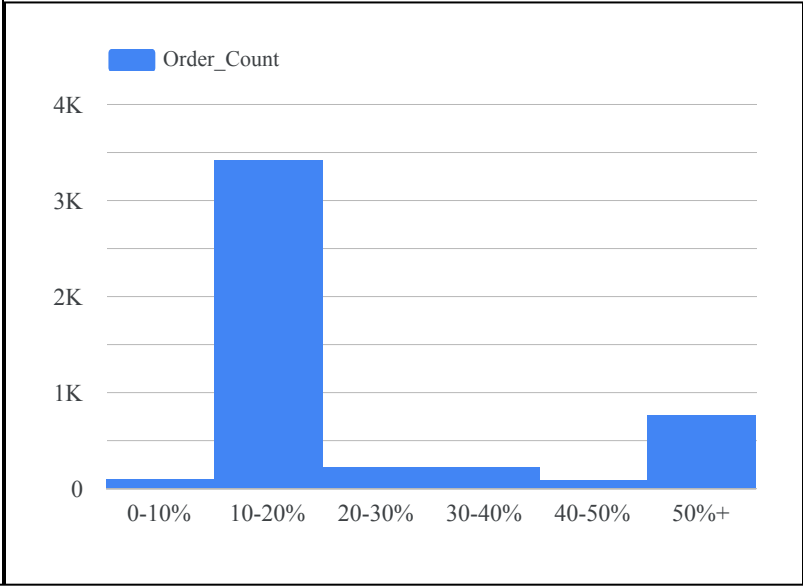
Discount Impact on Profitability



Profit Performance by Discount Level



Discount Usage Distribution





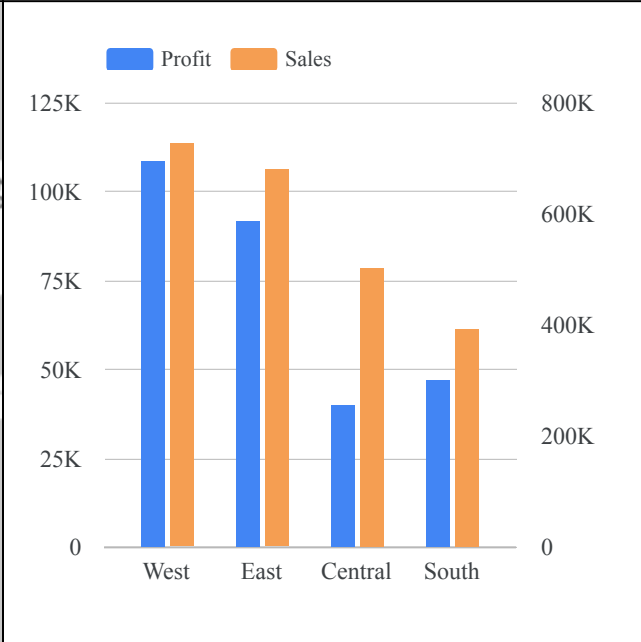
# Regional Performance

Region

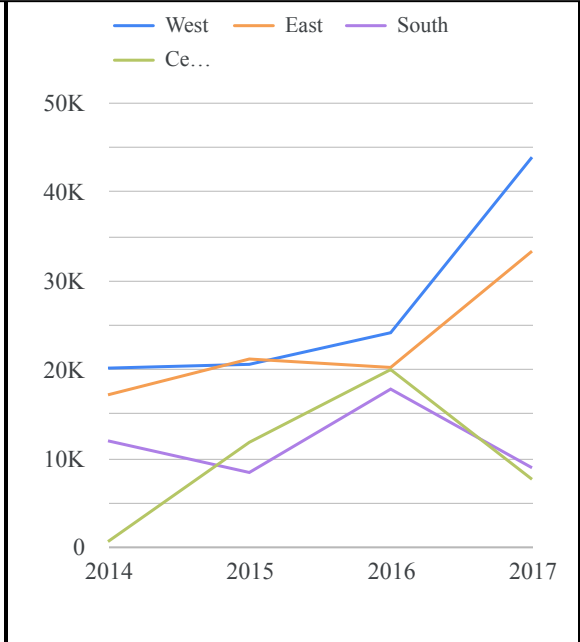
Profit Performance by State



Regional Performance Comparison



Regional Profit Trends



Detailed State Performance

	State	Region	Sales
1.	California	West	457,687.63
2.	New York	East	310,876.27
3.	Texas	Central	170,188.05
4.	Washington	West	138,641.27
5.	Pennsylvania	East	116,511.91
6.	Florida	South	89,473.71
7.	Illinois	Central	80,166.1
8.	Ohio	East	78,258.14
Grand total			2,297,200.86

Order\_Count

1 • 123

Profit

9561.017

7983.524

9993.2399

5869.4165

5072.6135

13769.836800000001

4956.557

6338.9285

3467.9895

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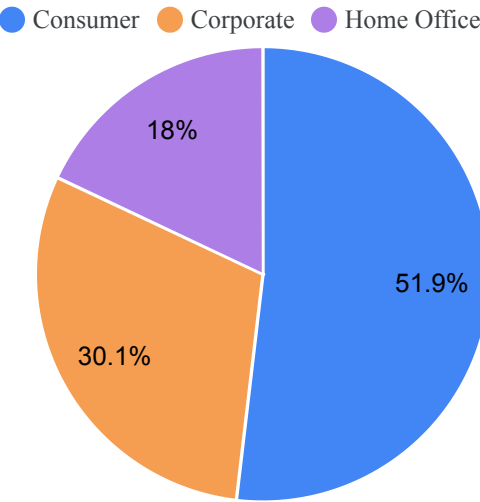
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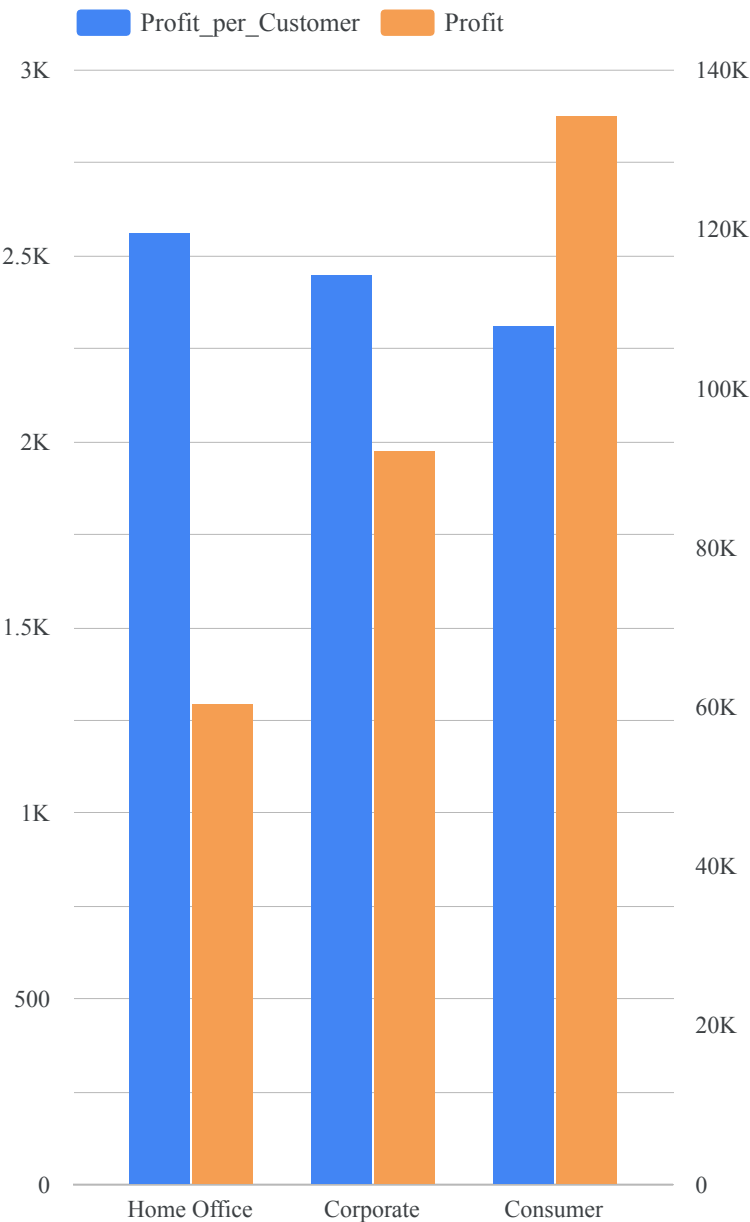
# Customer Analytics

Segment ▼

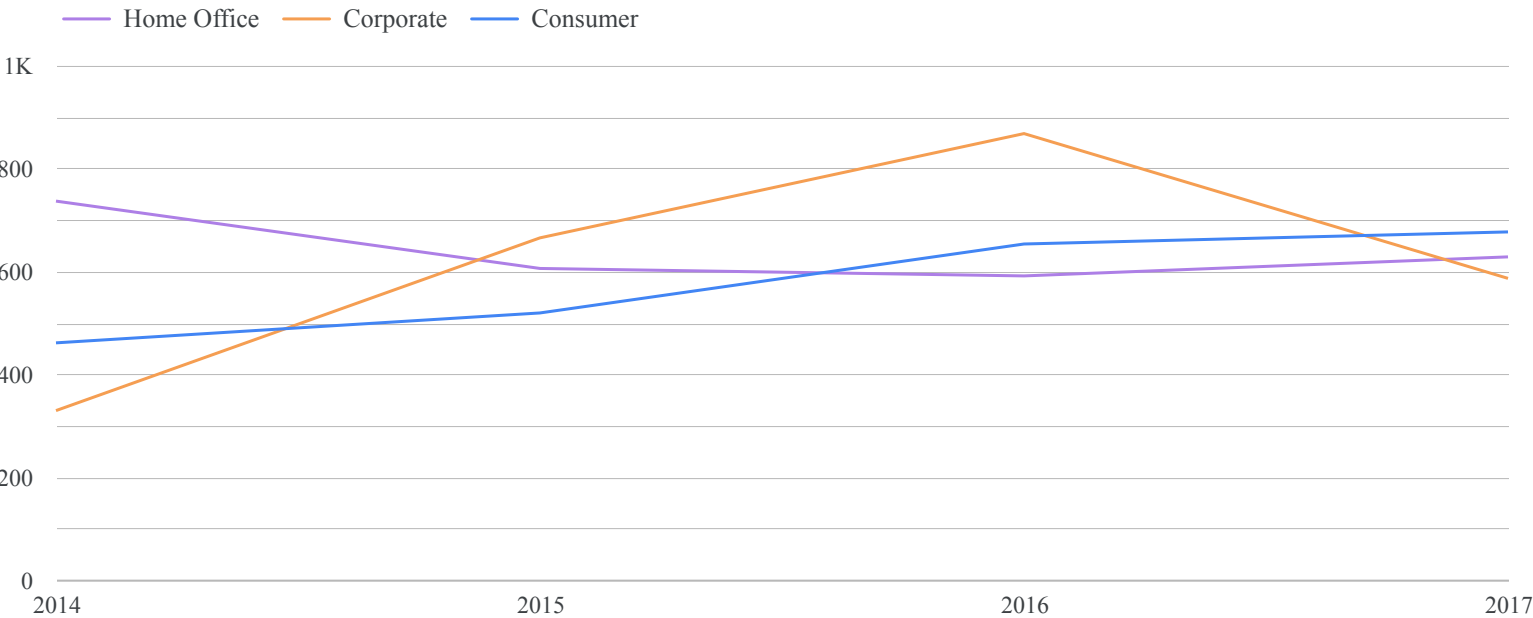
Customer Distribution by Segment



Customer Segment Value Analysis



Customer Value Trends by Segment

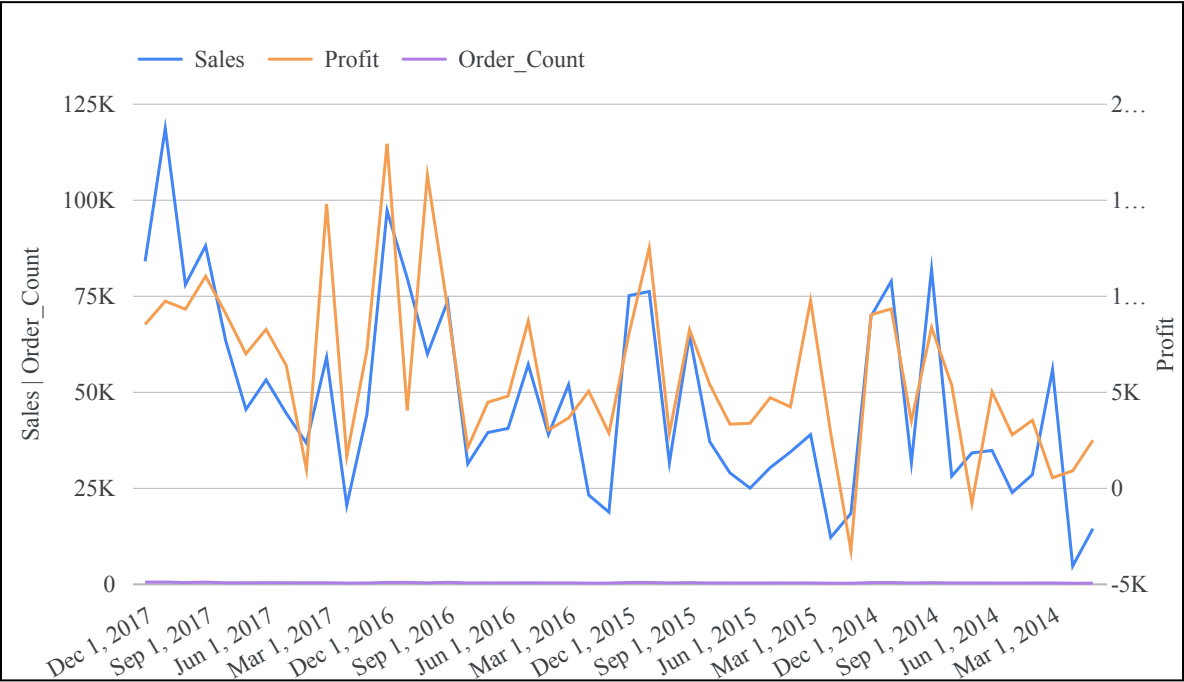




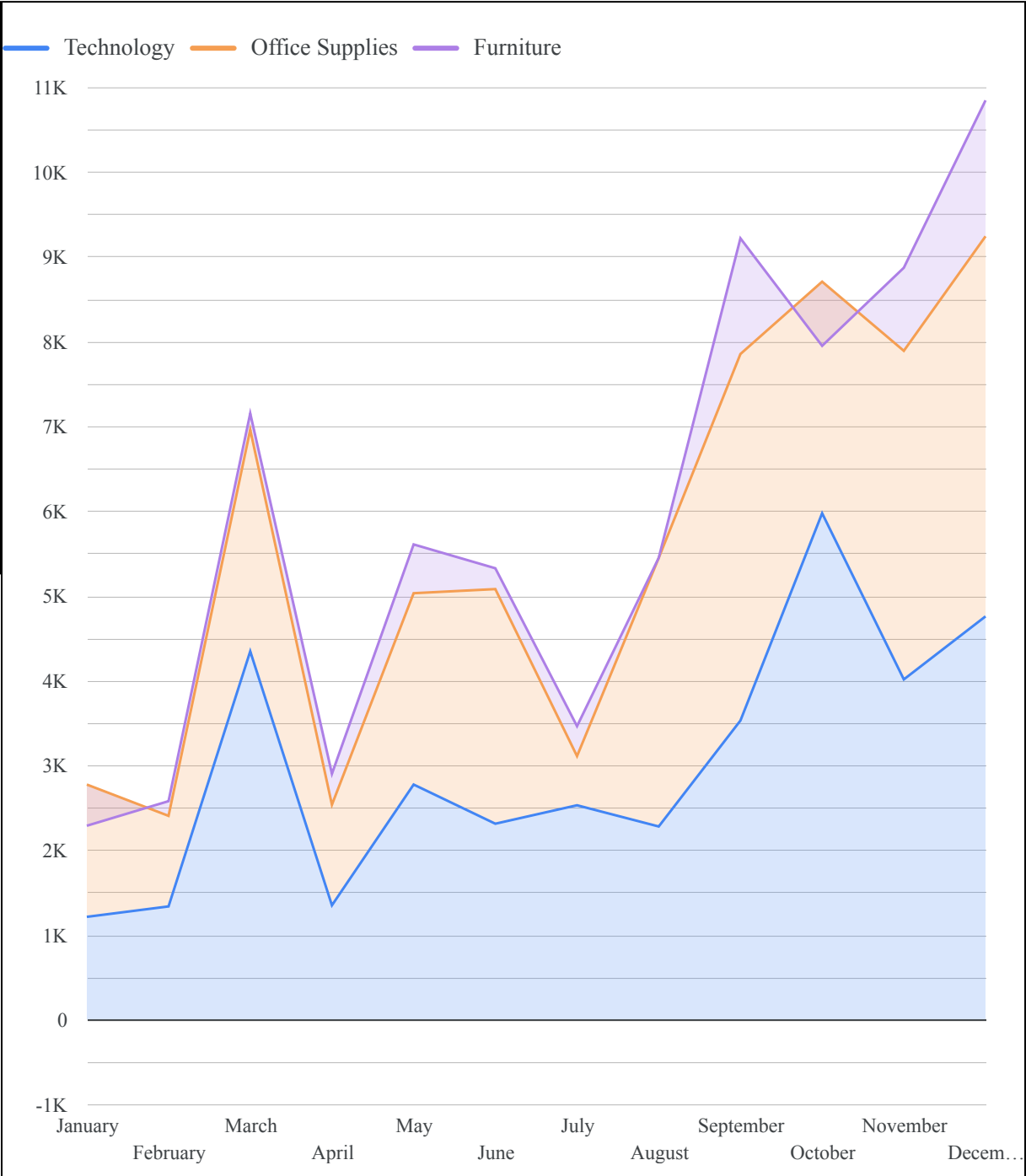
# Time Series and Forecasting

Order Month ▾

Monthly Business Performance



Seasonal Profit Patterns



Year-over-Year Performance

