



**Electronics** is the highest revenue-generating category, contributing the largest portion of total sales.  
**Sports & Outdoors** and **Clothing** also perform well, showing consistent customer demand.

The pivot chart clearly shows **Electronics dominates total sales**, making it the top-performing category.  
Other categories like Sports & Outdoors and Clothing contribute moderately, with Home & Kitchen at the lower end.  
Visual representation makes trends easier to interpret and compare than raw numbers in tables.

- OrderStatus
- Cancelled
- Delivered
- Pending
- Returned
- Shipped

Sum of TotalAmount		Column Labels					
Row Labels	Books	Clothing	Electronics	Home & Kitchen	Sports & Outdoors	Toys & Games	Grand Total
AZ	716000.2	615117.74	681737.62	652052.55	629120.45	753994.24	4048022.8
CA	2727297.02	2714102.83	2761502.95	2648508.59	2744130.9	2756122.45	16351664.74
CO	642892.96	701327.1	760684.9	664750.15	678565.46	705466.04	4153686.61
DC	681949.59	647443.81	676421.52	672318.94	665624.73	668037.46	4011796.05
FL	718133.57	689387.14	734109.38	659563.07	669595.8	647096.41	4117885.37
IL	685098.31	689433.97	658229.81	693437.84	696487.16	738864.28	4161551.37
IN	688610.56	700868.63	687650.87	735195.37	645511.81	612358.86	4070196.1
NC	696190.86	768159.26	715966.69	710276.87	725942.69	682011.31	4298547.68
NY	694947.29	619753.44	712685.44	693458.19	720714.71	672650.9	4114209.97
OH	689034.07	677783.24	702403.18	653120.31	669613.23	745363.81	4137317.84
PA	730714.44	722768.24	653387.88	699084.13	707816.32	652353.61	4166124.62
TX	3444789.78	3506183.6	3474770.55	3365078.56	3516505.49	3328519.24	20635847.22
WA	639022.02	677689.54	794938.18	728388.2	710450.67	638967.11	4189455.72
Grand Total	13754680.67	13730018.54	14014488.97	13575232.77	13780079.42	13601805.72	82456306.09

Sales performance varies across states, with some states contributing more significantly to overall sales.

Certain states consistently show medium sales across categories, highlighting stable but moderate revenue.

Conditional formatting makes it easy to identify states and categories with higher and lower contributions.

Average of ProfitMargin		Column Labels													
Row Labels		AZ	CA	CO	DC	FL	IL	IN	NC	NY	OH	PA	TX	WA	Grand Total
Books		90.90%	90.49%	90.63%	90.74%	90.85%	90.37%	90.55%	90.68%	90.82%	90.72%	90.71%	90.71%	90.80%	90.66%
Clothing		91.02%	90.68%	90.68%	90.99%	90.85%	90.92%	90.92%	90.58%	90.73%	90.65%	90.90%	90.85%	90.67%	90.79%
Electronics		90.57%	90.53%	90.47%	90.99%	90.90%	90.71%	90.77%	90.76%	90.74%	90.75%	90.53%	90.66%	90.97%	90.68%
Home & Kitchen		90.93%	90.48%	90.74%	90.75%	90.47%	90.56%	90.90%	90.84%	90.82%	90.48%	91.05%	90.86%	90.68%	90.72%
Sports & Outdoors		91.12%	90.81%	90.67%	90.96%	90.84%	90.82%	90.68%	90.73%	91.02%	90.43%	90.79%	90.67%	90.80%	90.77%
Toys & Games		90.80%	90.59%	90.66%	90.81%	91.07%	90.68%	90.97%	90.99%	90.70%	90.92%	90.52%	90.88%	90.55%	90.77%
Grand Total		90.88%	90.60%	90.64%	90.87%	90.83%	90.68%	90.79%	90.76%	90.81%	90.66%	90.75%	90.77%	90.75%	90.73%

Categories such as **Electronics** show higher average profit margins compared to other categories.

Profit margin differs across states, highlighting regional variations in efficiency or cost.

Lower margins in certain states or categories suggest opportunities to optimize cost or pricing.