

Insights

➤ Highest Sales Month

December saw the highest sales, amounting to \$115,934.54 out of total annual sales of \$725.46K. The spike in sales is largely attributed to the Christmas holidays.

➤ Top 5 Selling Categories

The top-selling product categories are Chairs, Phones, Tables, Storage, and Accessories. The highest selling category is Chairs, with sales of \$101,781.33, contributing significantly to the overall total of \$725.46K.

➤ Highest Profitable Month

March recorded the highest profit of \$16,094.88, out of a total annual profit of \$108.42K.

➤ Highest Profit Margin Categories

The categories with the highest profit margins are Envelopes, Paper, Labels, Copiers, and Fasteners. Among these, Envelopes have the highest profit margin at 46.35%, followed by Paper at 45.45% and Labels at 45.35%.