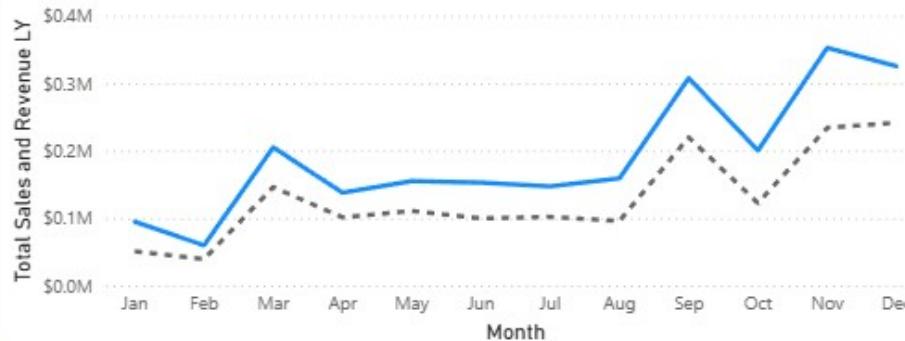


Sales & Revenue

Performance Dashboard

Monthly Revenue Trend

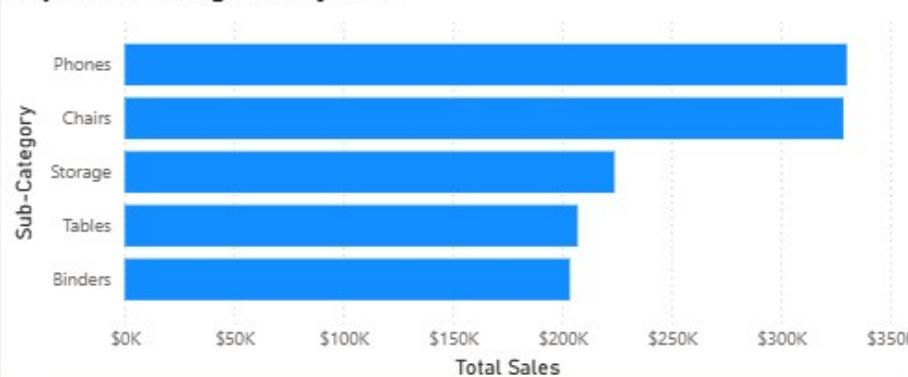
Total Sales ● Revenue LY



Detailed Product Performance

| Category | Total Sales | Total Profit | Profit Margin % |
|------------------------|-----------------------|---------------------|-----------------|
| Furniture | \$741,999.80 | \$18,451.27 | 2.5% |
| Bookcases | \$114,880.00 | (\$3,472.56) | -3.0% |
| Chairs | \$328,449.10 | \$26,590.17 | 8.1% |
| Furnishings | \$91,705.16 | \$13,059.14 | 14.2% |
| Tables | \$206,965.53 | (\$17,725.48) | -8.6% |
| Office Supplies | \$719,047.03 | \$122,490.80 | 17.0% |
| Appliances | \$107,532.16 | \$18,138.01 | 16.9% |
| Art | \$27,118.79 | \$6,527.79 | 24.1% |
| Binders | \$203,412.73 | \$30,221.76 | 14.9% |
| Envelopes | \$16,476.40 | \$6,964.18 | 42.3% |
| Fasteners | \$3,024.28 | \$949.52 | 31.4% |
| Labels | \$12,486.31 | \$5,546.25 | 44.4% |
| Paper | \$78,479.21 | \$34,053.57 | 43.4% |
| Storage | \$223,843.61 | \$21,278.83 | 9.5% |
| Supplies | \$46,673.54 | (\$1,189.10) | -2.5% |
| Technology | \$836,154.03 | \$145,454.95 | 17.4% |
| Accessories | \$167,380.32 | \$41,936.64 | 25.1% |
| Copiers | \$149,528.03 | \$55,617.82 | 37.2% |
| Total | \$2,297,200.86 | \$286,397.02 | 12.5% |

Top 5 Sub-Categories by Sales



Year

All

Region

All

\$286.40K

Total Profit

\$2.30M

Total Sales

12.5%

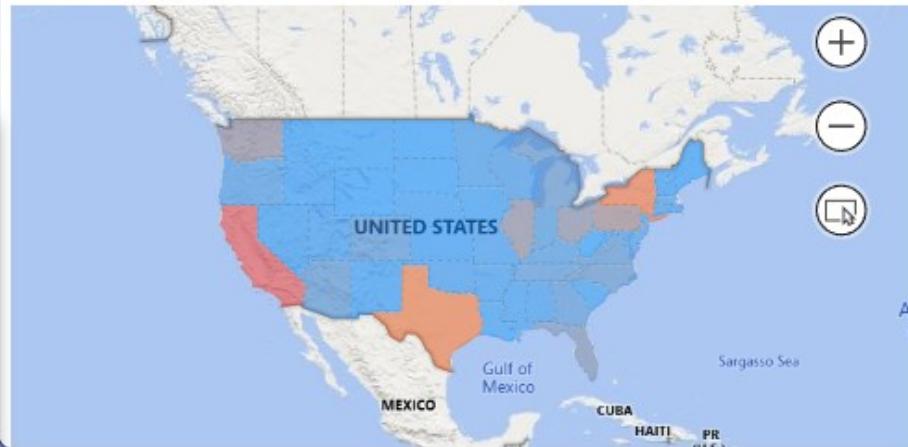
Profit Margin %

46.9%

YoY Growth %

⚠ This visual type is being retired soon. Contact your admin to upgrade.

Sales Distribution by Region



Profitability Issue : While Technology sales are strong, the **Furniture** category (specifically Tables) is generating negative profit margins. We should renegotiate shipping rates or stop discounting these items.

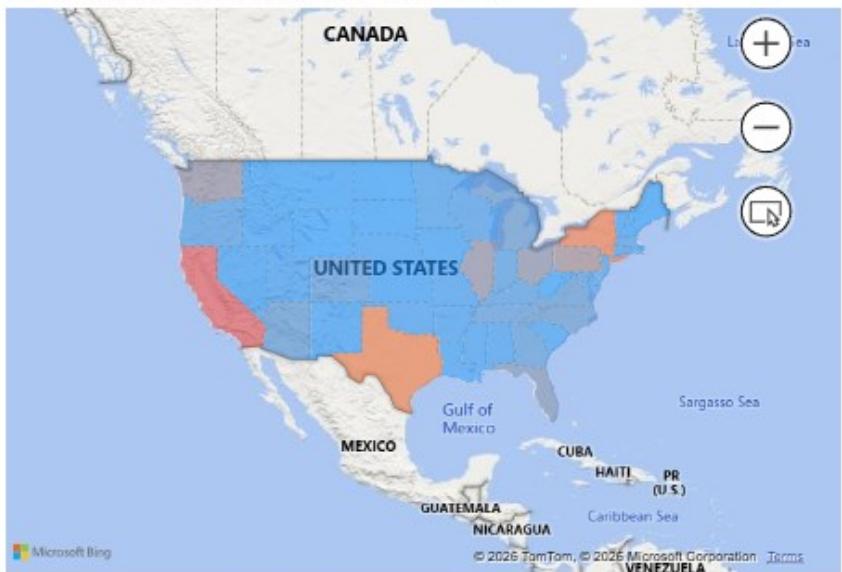
Seasonality : Q4 (Nov-Dec) drives roughly **30% of annual revenue**. Inventory planning should ramp up in September to avoid stockouts.

Regional Performance : The **West Region** is our most profitable, while Texas (Central) is showing losses despite high sales volume.

Customer & Regional Analysis

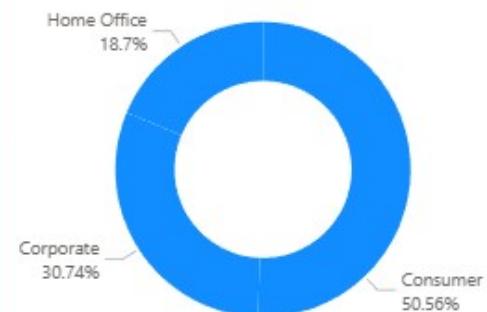
⚠ This visual type is being retired soon. Contact your admin to upgrade.

Geographic Profitability Heatmap



Revenue Share by Customer Segment

Segment ● Consumer ● Corporate ● Home Office



Profit Impact by Shipping Class

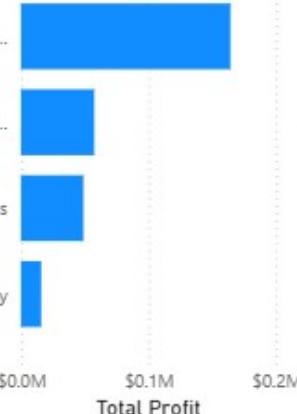
Ship Mode

Standard ...

Second Cl...

First Class

Same Day



Year

All

Region

All

793

Total Customers

2.90K

Avg Sales per...

0.16

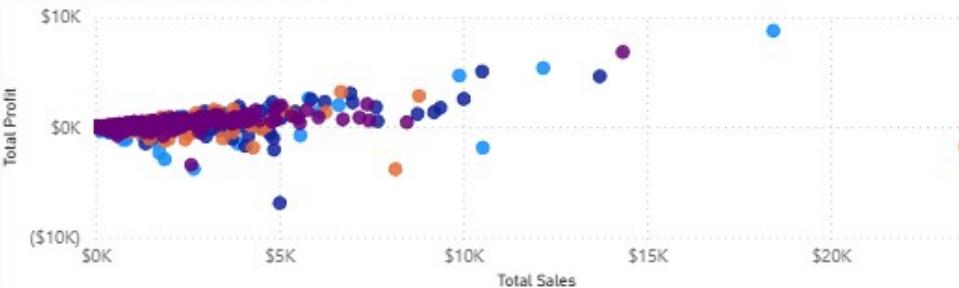
Avg Discount %

West

Top Profit Region

Customer Value Matrix (Sales vs. Profit)

Region ● Central ● East ● South ● West



Profit Drivers & Root Cause Analysis

State
Texas

Region
Central

Segment
Consumer

Ship Mode
Same Day

Total Profit
\$286,397.02

Pennsylvania
(\$15,559.96)
Ohio
(\$16,971.38)
Texas
(\$25,729.36)

Central
(\$25,729.36)

Consumer
(\$20,596.38)

Same Day
(\$490.41)
Second Class
(\$2,432.16)
First Class
(\$2,636.49)

Home Office
(\$1,084.67)
Corporate
(\$4,048.31)

Regional Alert: Texas & Ohio are generating losses despite high sales volume.

Customer Audit: Scatter plot identifies specific High-Revenue customers who are actually unprofitable.

Discount Impact: Average discounts >20% in the Central Region are directly causing negative margins.