

Sales & Revenue Performance Dashboard

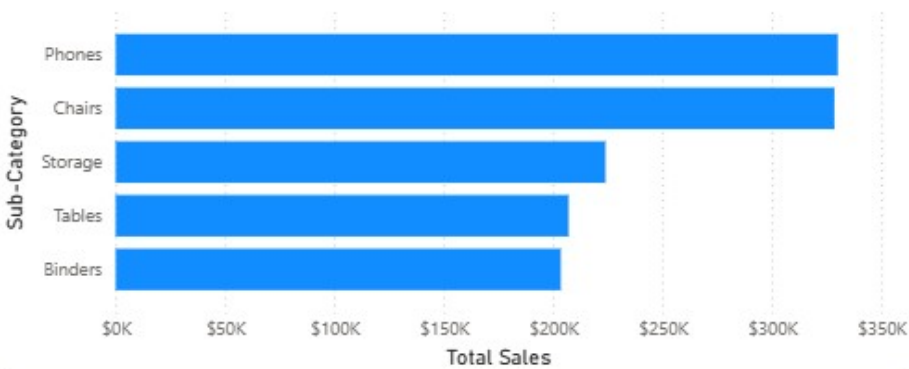
Monthly Revenue Trend



Detailed Product Performance

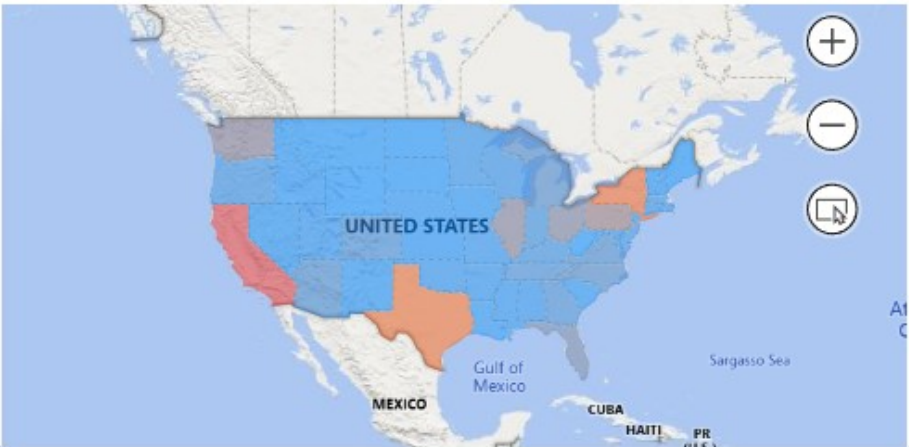
Category	Total Sales	Total Profit	Profit Margin %
Furniture	\$741,999.80	\$18,451.27	2.5%
Bookcases	\$14,880.00	(\$3,472.56)	-3.0%
Chairs	\$328,449.10	\$26,590.17	8.1%
Furnishings	\$91,705.16	\$13,059.14	14.2%
Tables	\$206,965.53	(\$17,725.48)	-8.6%
Office Supplies	\$719,047.03	\$122,490.80	17.0%
Appliances	\$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



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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.

Year
All

Region
All

\$286.40K
Total Profit

\$2.30M
Total Sales

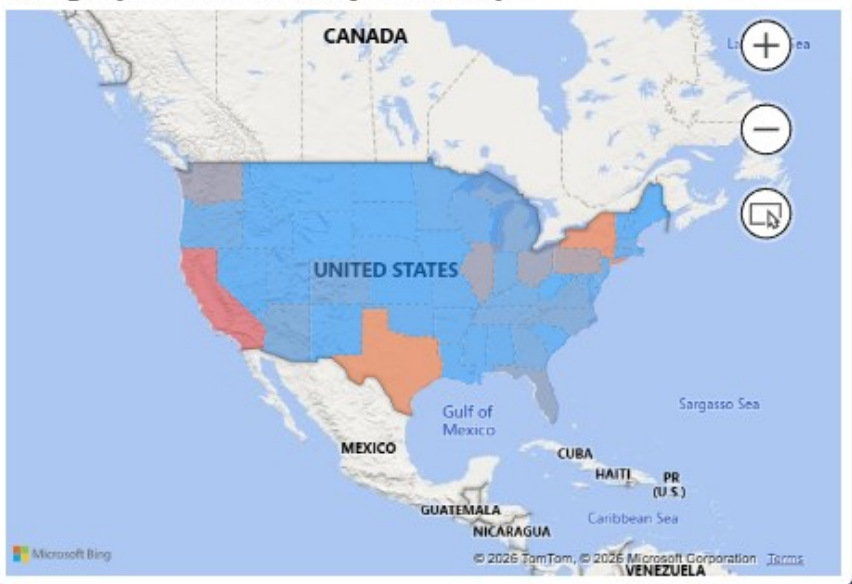
12.5%
Profit Margin %

46.9%
YoY Growth %

Customer & Regional Analysis

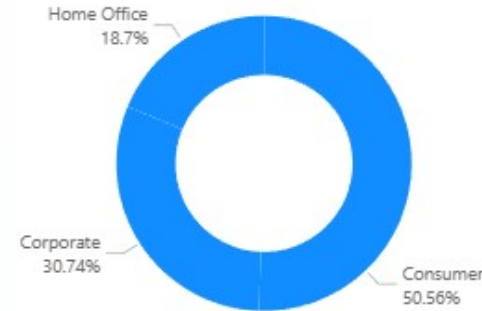
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Geographic Profitability Heatmap



Revenue Share by Customer Segment

Segment ● Consumer ● Corporate ● Home Office



Profit Impact by Shipping Class



Year

All

Region

All

793

Total Customers

2.90K

Avg Sales per...

0.16

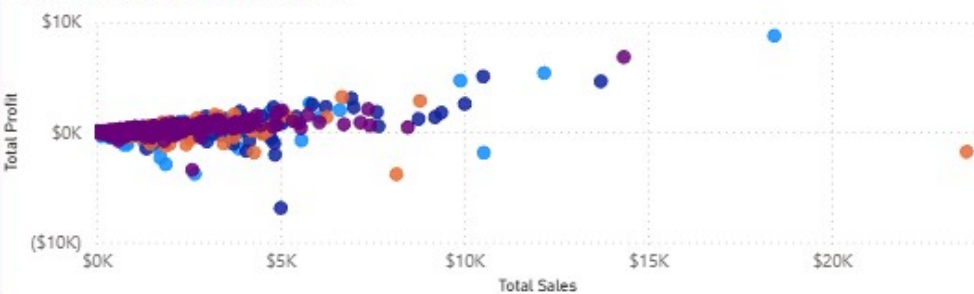
Avg Discount %

West

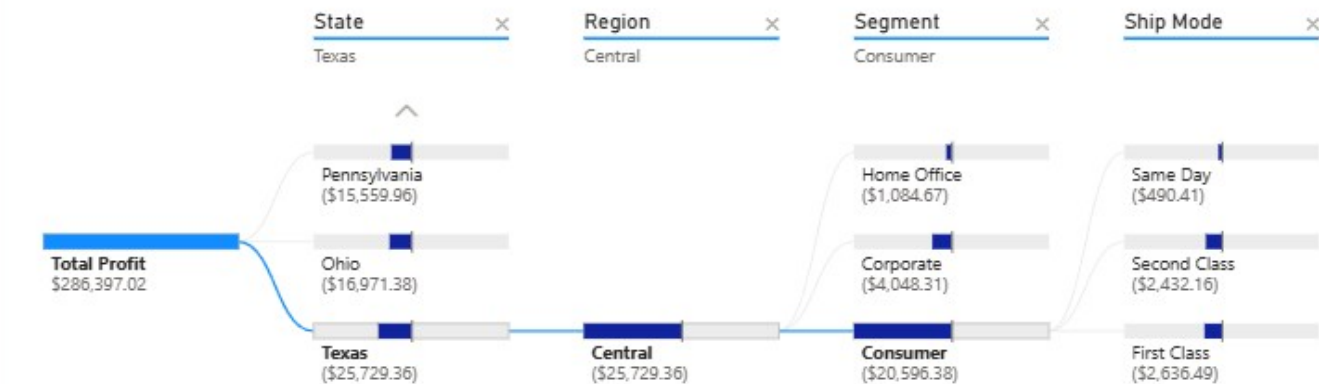
Top Profit Region

Customer Value Matrix (Sales vs. Profit)

Region ● Central ● East ● South ● West



Profit Drivers & Root Cause Analysis



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.