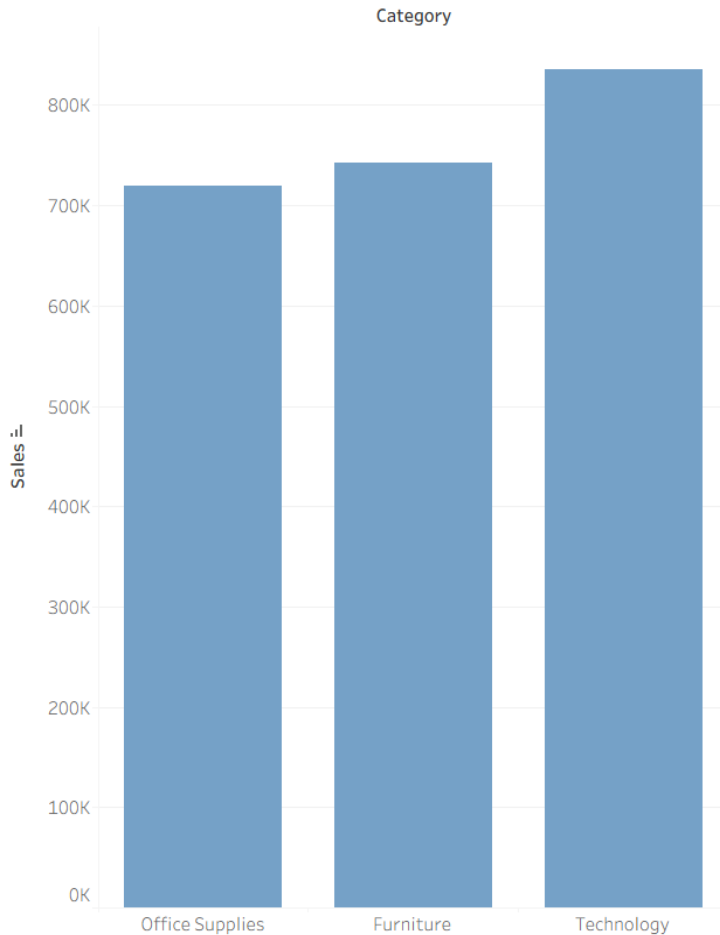


The Art Of Visual Storytelling With Charts And Graphs

Sales by Category

Sales by Category

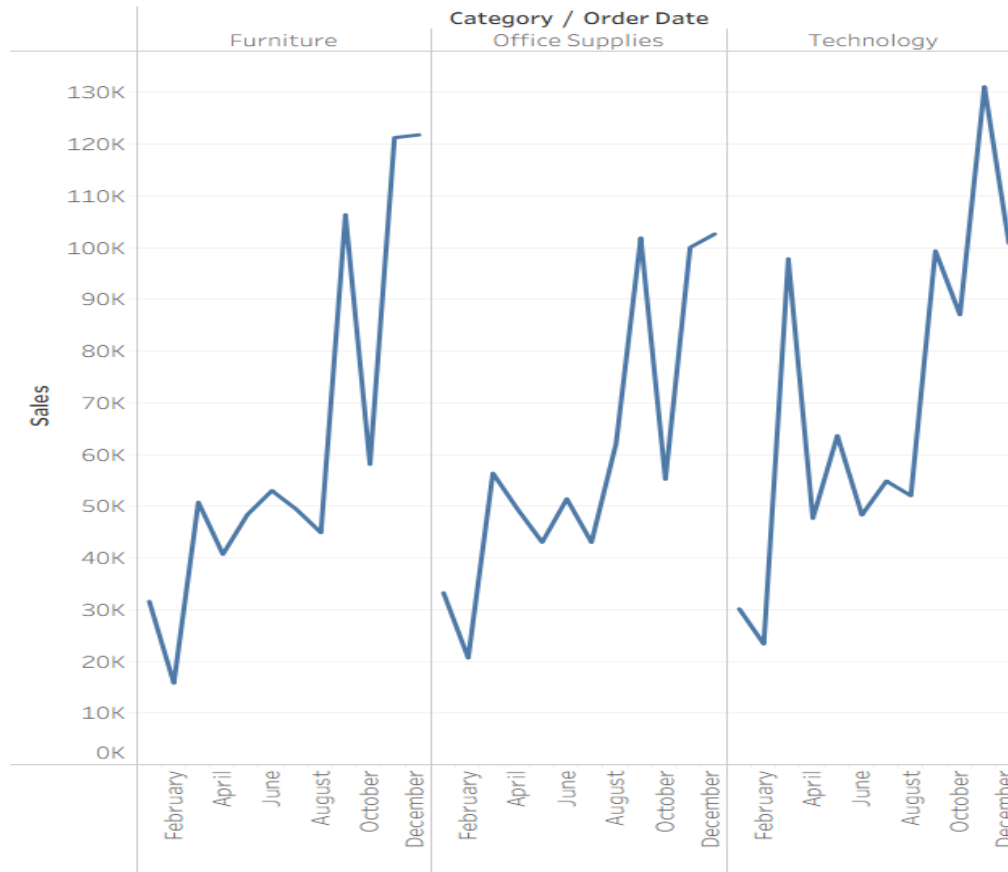


Context: Comparison of total sales across product categories.

- **Key Takeaways:** Technology leads sales; Furniture and Office Supplies follow.

Category Performance Over Time

Category Performance

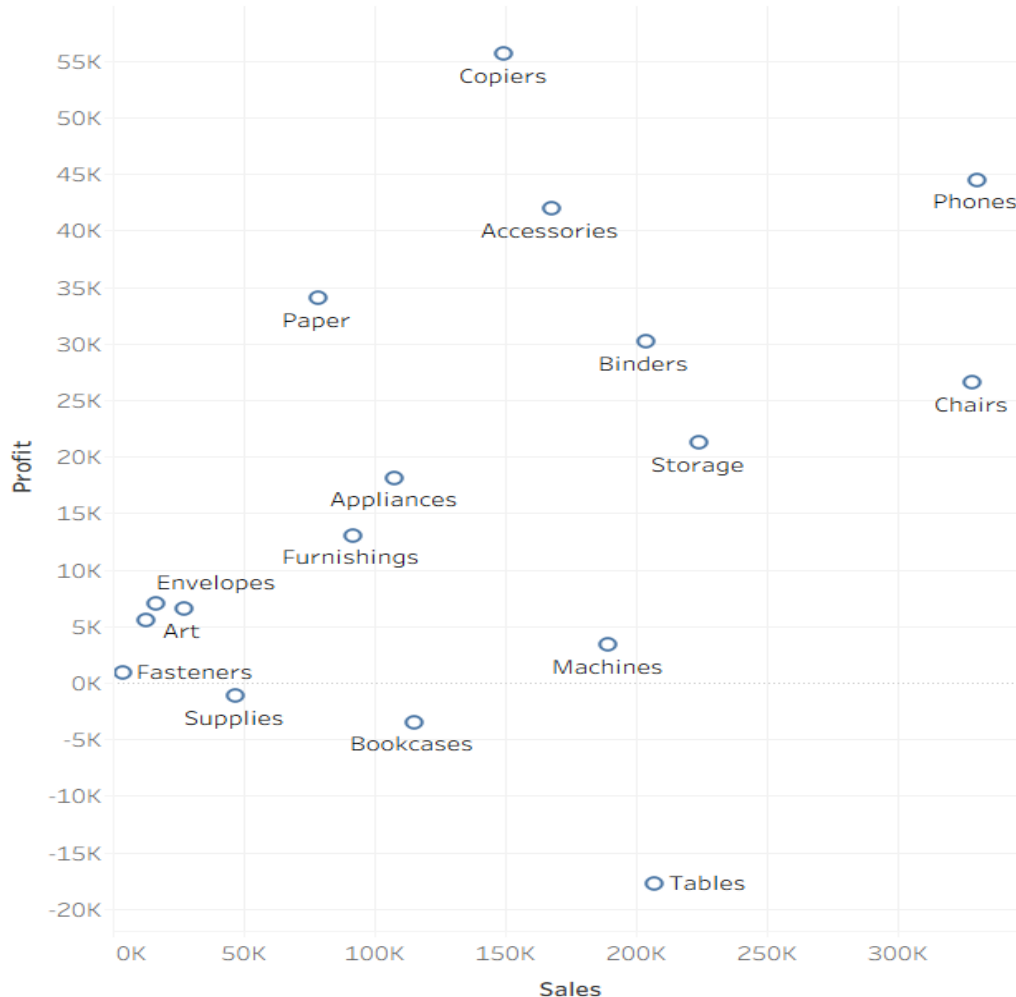


Context: Monthly sales trends for each category.

Key Takeaways: Technology has consistent spikes; Furniture is more volatile.

Profitability Issues

Profitability Issues

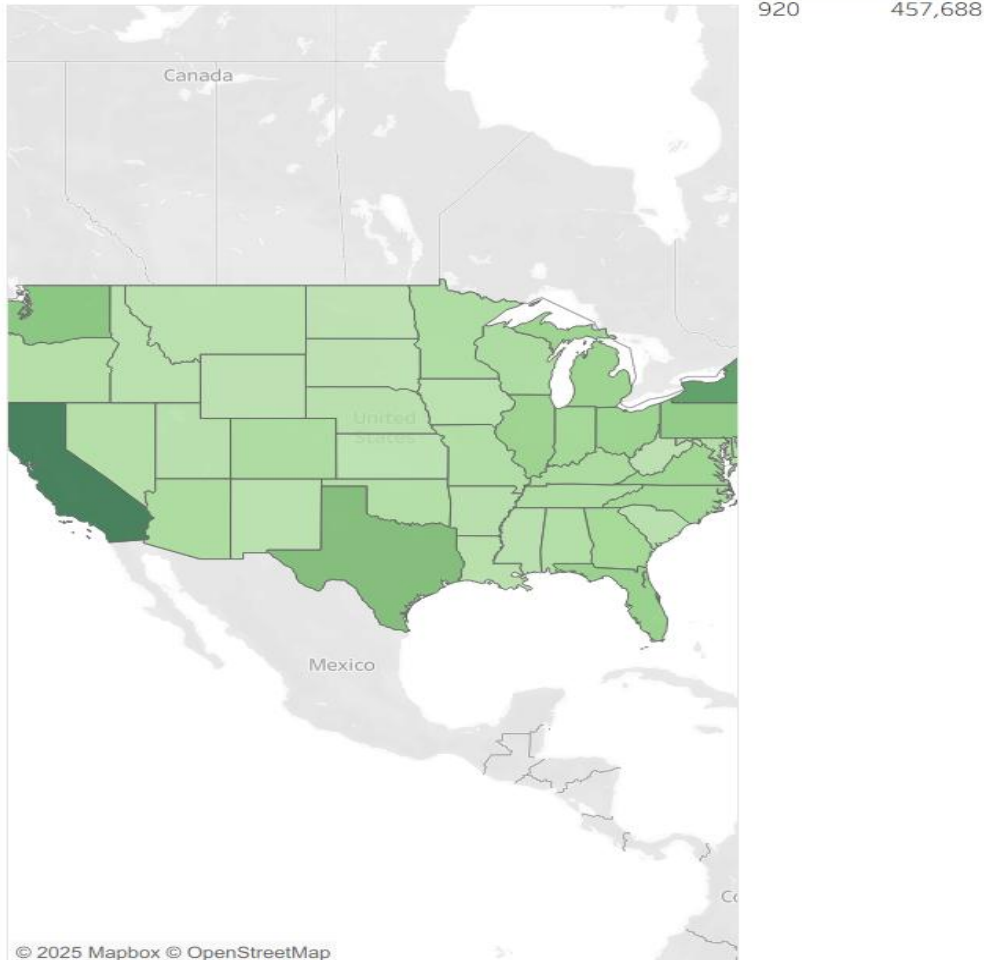


Context: Sales vs profit across sub-categories.

Key Takeaways:
Tables and Bookcases show losses; Copiers drive high profit.

Regional Insights

Regional Insights



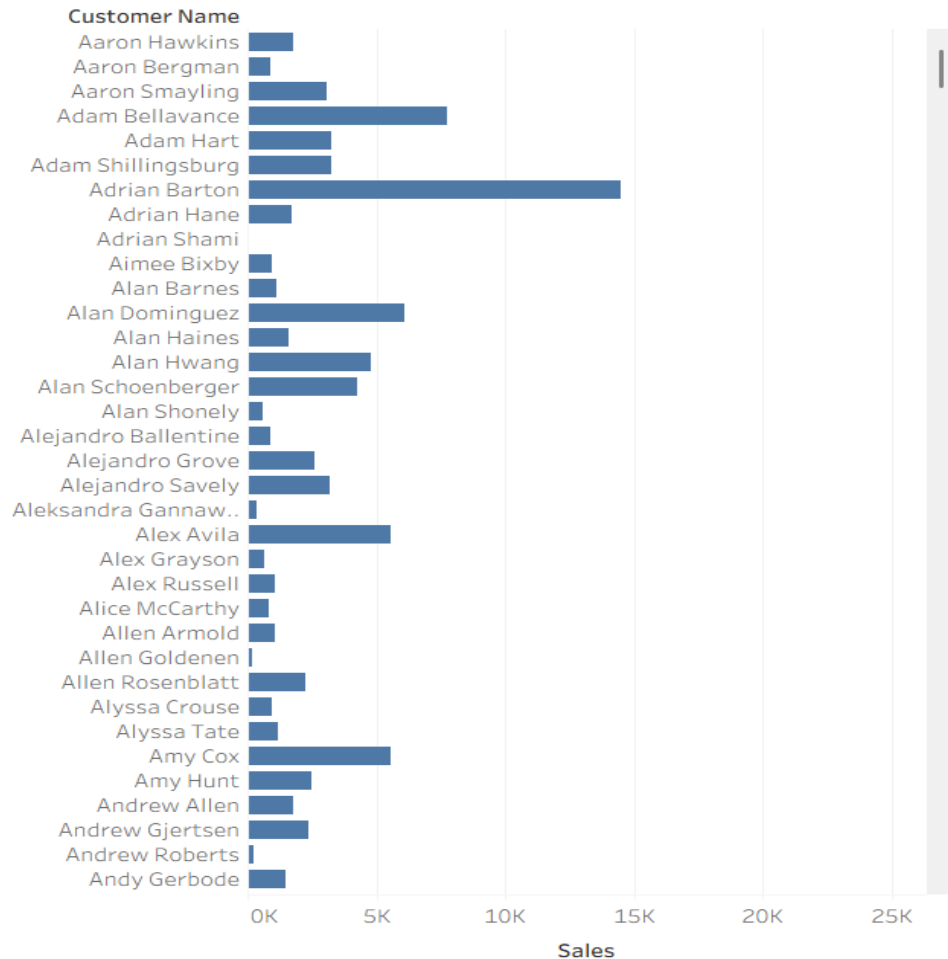
Context: Sales distribution across U.S. states.

Key Takeaways:

California and the West dominate sales.

Customer Insights (All Customers)

Customer Insights



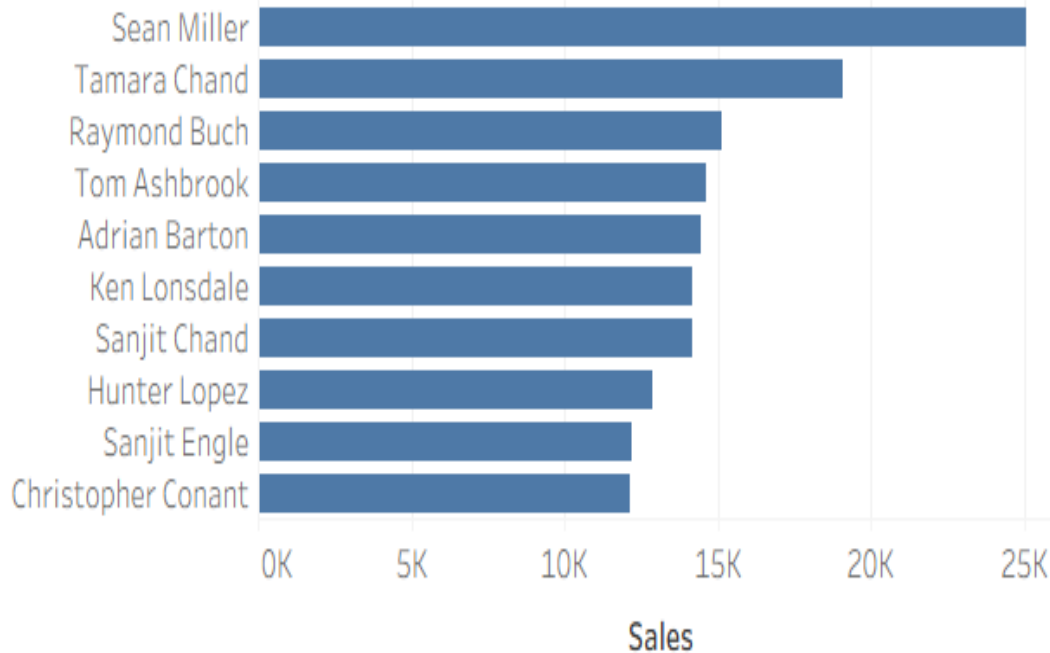
Context: Sales distribution among all customers.

Key Takeaways: Few customers generate a large share of revenue.

Top 10 Customers

Customer Insights Top 10 Customers

Customer Name



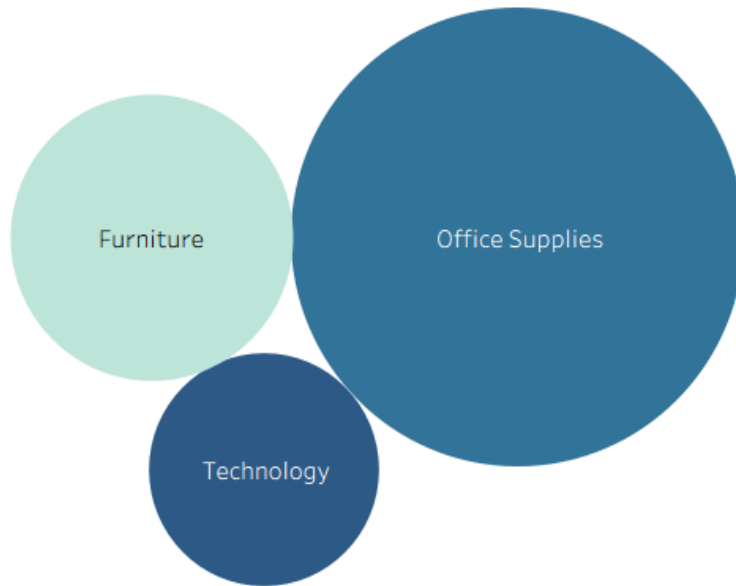
Context: Highest revenue-generating customers.

Key Takeaways: Top customers contribute significant revenue.

Discount Analysis

Discount Analysis

Profit
18,451 145,455



Context: Impact of discounting on profit.

Key Takeaways: Higher discounts reduce profits.