

Retail Orders Sales Dashboard Analysis

This dashboard provides an overview of sales and profit performance for retail orders, segmented by region, category, product, and time period. It highlights key business insights into total sales, revenue, profit distribution, and top-performing products.

1. Overall Performance

- **Total Revenue: 66M**
- **Total Sales: 50M**
- **Total Profit: 205K**

This indicates that while sales volume is strong, profit margins are relatively slim compared to total revenue, suggesting potential areas for cost optimization or pricing adjustments.

2. Profit Analysis

- **By Sub-Category:**
 - The highest profit contributors are **Binders (7.0K)** and **Machines (5.2K)**.
 - Other categories such as **Chairs, Tables, Phones, and Supplies** generate smaller profit margins.
- **By Month:**
 - Profit fluctuates throughout the year, peaking in **October (22.3K)** and **February (20.7K)**.
 - The lowest profit months are **September (13.6K)** and **March (14.7K)**, reflecting potential seasonal challenges.

3. Sales Analysis

- **By Region:**
 - **West Region** leads with **16M (31.98%)**, followed by **South (14M, 28.18%)**, **Central (12M, 23.4%)**, and **East (8M, 16.44%)**.
 - This shows strong dominance from the West and South regions, which together contribute over half of total sales.
- **By Month:**
 - Sales show volatility across months.
 - Highest sales were recorded in **July (4.58M)** and **January (4.25M)**, while the lowest occurred in **June (3.83M)** and **September (3.86M)**.

4. Revenue by Product

- The **Top 10 products by revenue** reveal strong performers:
- Leading products include:
 - **OFF-BI-10000545 (Office Supplies)** – 1.44M
 - **TEC-MA-10002412 (Technology)** – 1.30M
 - **TEC-PH-10001459 (Technology)** – 1.05M
- The top categories are **Office Supplies, Technology, and Furniture**, showing diversification in product contribution.

5. Key Insight

- Despite high **total sales (50M)**, **profit (205K)** is relatively low, signaling thin margins.
- **West and South regions** are the main sales drivers, while the **East region lags behind**.
- Profitability is heavily concentrated in a few sub-categories (Binders and Machines), while others underperform.
- Sales and profit exhibit **seasonality**, with notable peaks in February, July, and October.
- The **top products** suggest that **Office Supplies and Technology** are the most revenue-generating categories.