

Key Performance Indicators

Dec 2025 YTD



**Sales**  
December 2025  
**\$91,820**  
\$-20,513 (-18%) vs Last Month



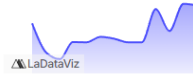
**Profit**  
December 2025  
**\$8,705**  
\$-979 (-10%) vs Last Month



**Profit Ratio**  
December 2025  
**9.5%**  
+0.9pts vs Last Month



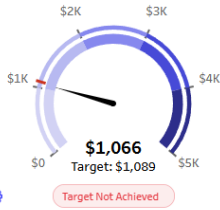
**Orders**  
December 2025  
**247**  
-6 (-2%) vs Last Month



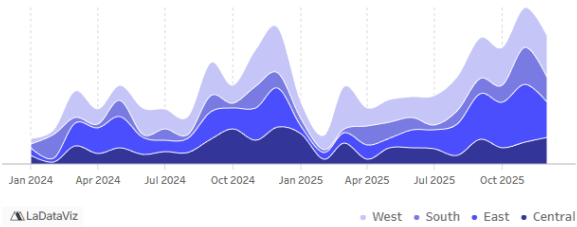
**Unique Customers**  
December 2025  
**210**  
-2 (-1%) vs Last Month



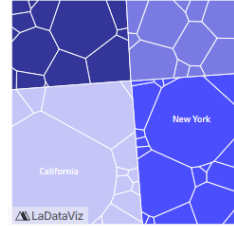
Sales per Customer



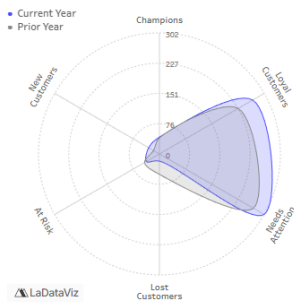
Regional Sales Over Time



State-wise Sales



Customer Segmentation



Recency Score **3.5 / 5**



Frequency Score **3.2 / 5**



Monetary Score **2.7 / 5**



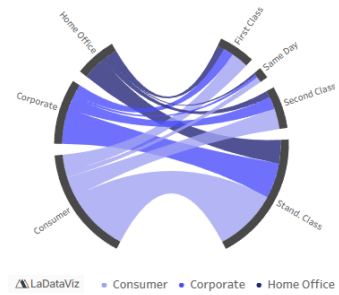
Order Distribution | Segment vs. Ship Mode

Orders by Segment

Consumer	894	(231)
Corporate	509	(78)
Home Office	325	(79)

Orders by Ship Mode

Same Day	90	(16)
Stand. Class	1,020	(221)
First Class	288	(72)
Second Class	330	(79)

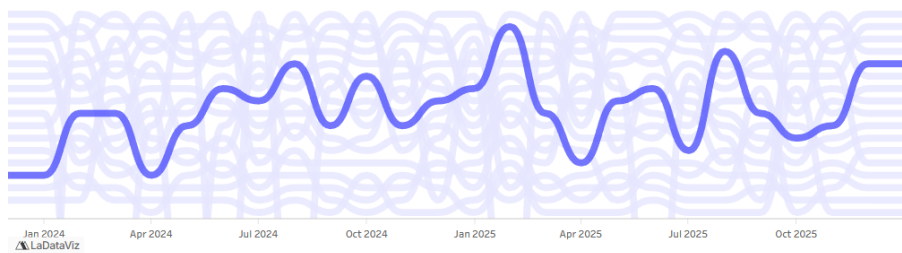
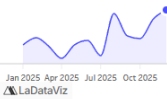


Sub Category Analysis & Monthly Rankings

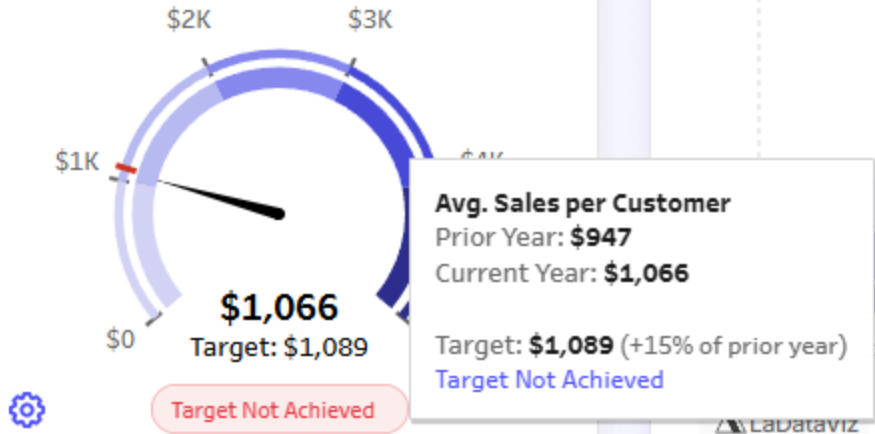
Appliances

Sales : **\$43,111**  
Profit : **\$7,915** (18.4%)  
Orders : **162**  
Customers : **148**

Sales Trend

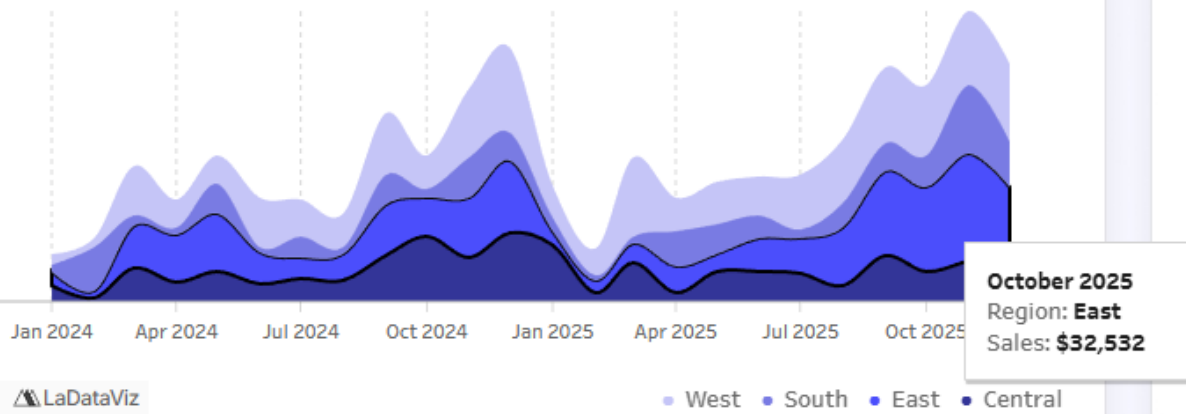


### Sales per Customer



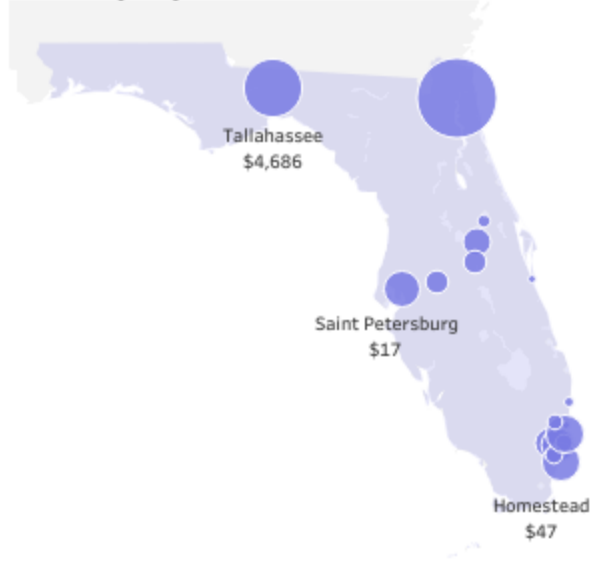
### Regional

### Regional Sales Over Time

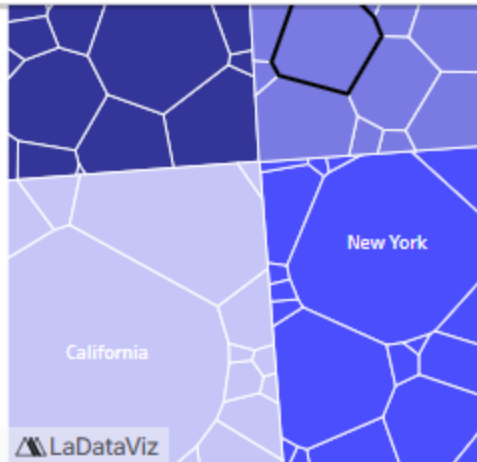


Region: **South**  
State/Province: **Florida**  
Sales: **\$26,516**

### Details by City



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## Order Distribution | Segment vs. Ship Mode

### Orders by Segment

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