**Sales Performance Analysis**

This report summarizes the total quantity sold and total revenue generated for each sales region based on the provided sample data.

**Data Preparation Steps**

Before analysis, a crucial step was to calculate the **"Value"** for each individual transaction. This was achieved by multiplying the **Quantity Sold** by the **Price Per Unit** for every item. This new metric represents the revenue generated by each specific sale.

**Key Findings and Insights**

The analysis reveals the following performance metrics for each sales region:

|  |  |  |
| --- | --- | --- |
| **Regions** | **Total Values** | **Total Quantity** |
| NORTH | $2,400 | 105 |
| EAST | $4,400 | 190 |
| SOUTH | $8,050 | 295 |
| WEST | $5,950 | 190 |
| ASGARD | $4,500 | 155 |
| NA | $1,100 | 30 |
| TOTAL | $26,400 | $965 |

From this summary, we can glean several immediate insights:

* **South Leads in Value:** The South region generated the highest total value at $8,050 indicating strong sales performance in terms of revenue. It also sold the highest total quantity.
* **West Solid Contribution:** The West region follows, contributing significantly with $5,950 in total value and a substantial quantity sold.

### Conclusion

The data clearly highlights the South region as the current top performer in both sales volume and revenue.