

Total Sales

2.30M

Total Profit

286.40K

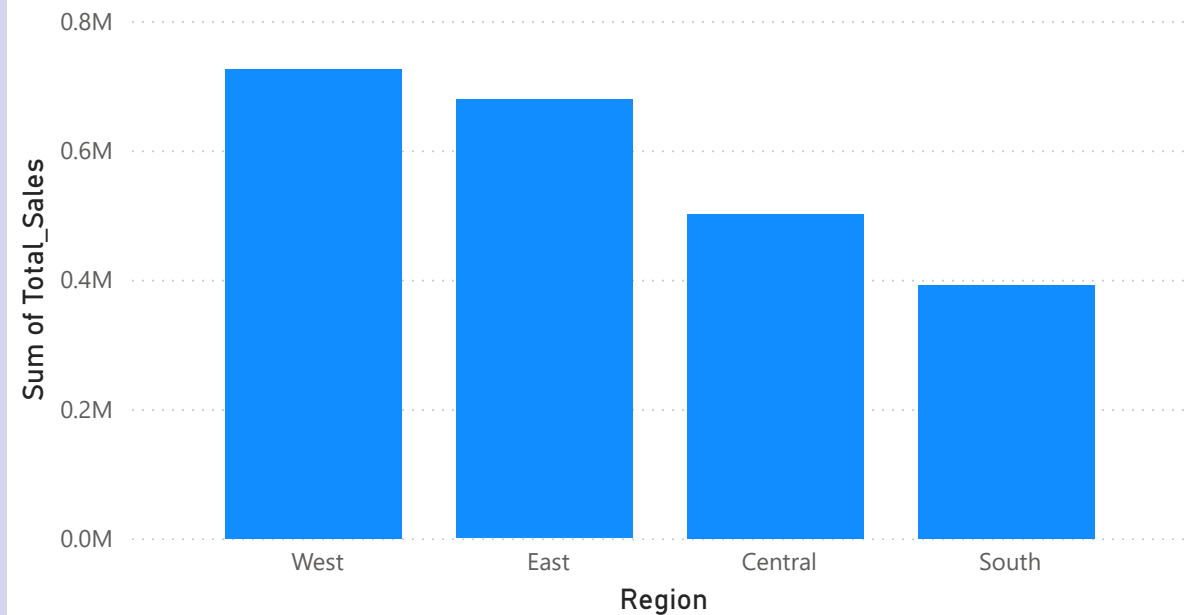
Total Orders

5009

Total Customers

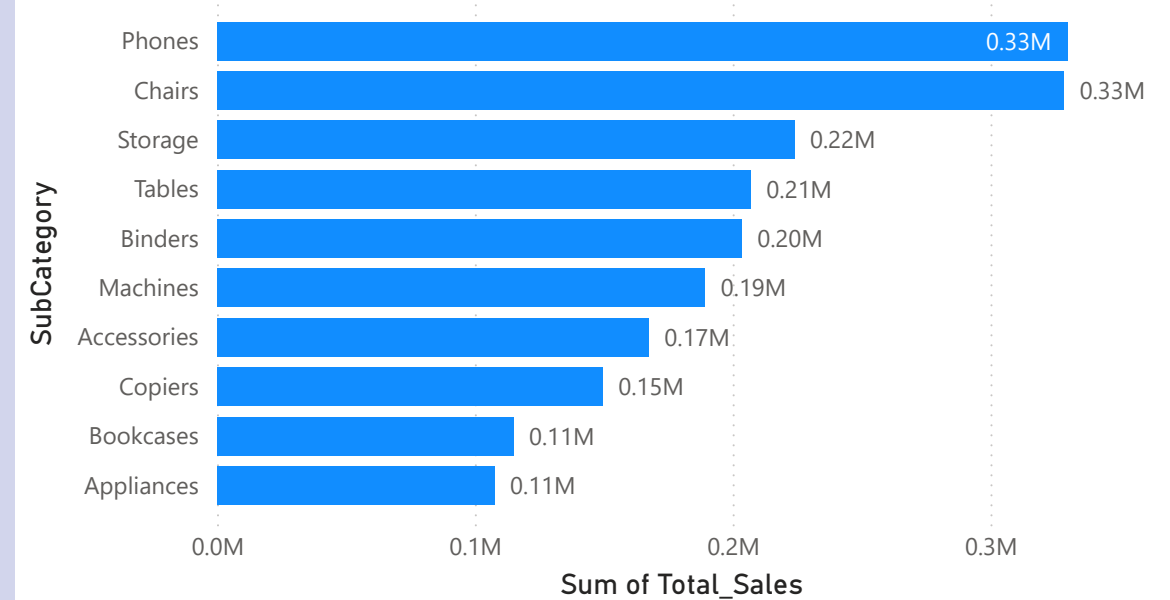
793

Sum of Total_Sales by Region



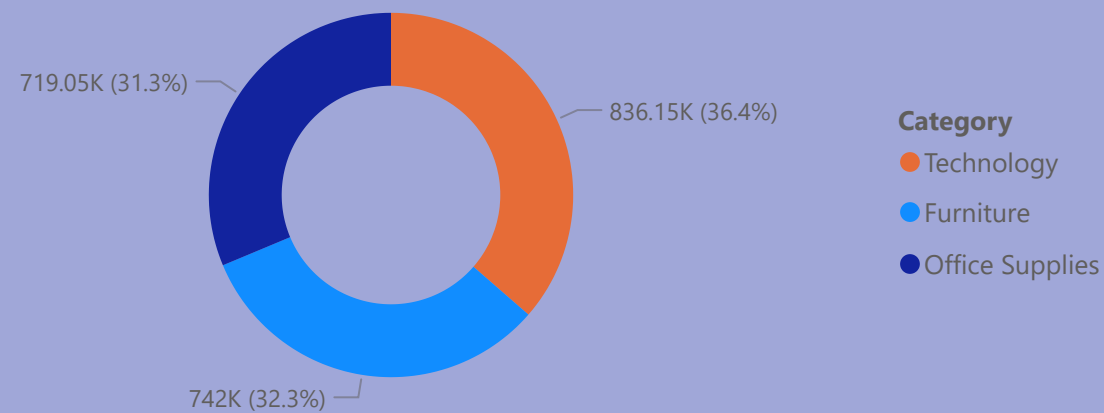
West region has the highest sales, accounting for nearly 35% of total revenue. South region lags behind

Top 10 Products by Sales



These top 10 products account for a large portion of sales. Focusing inventory and marketing efforts here can significantly boost revenue

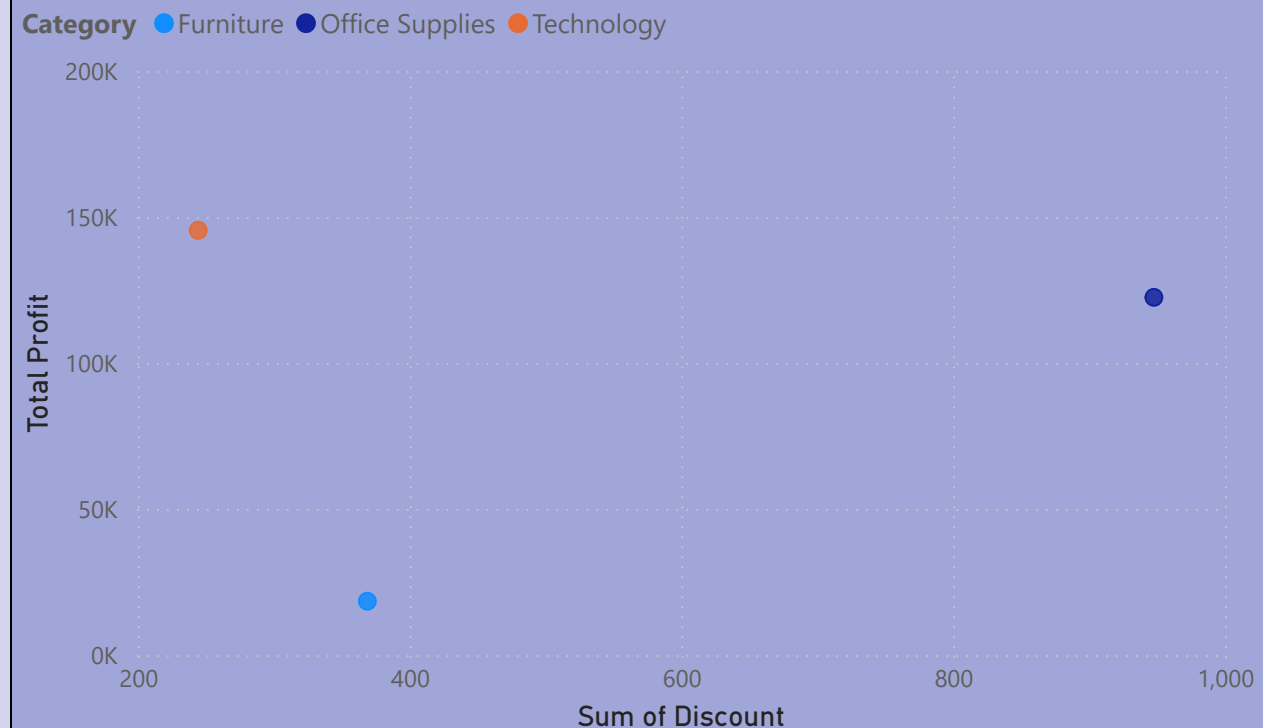
Sales Distribution by Category



Regional Sales, Profit & Discount Overview

Region	Sum of Total_Sales	Total Profit	Sum of Discount
Central	5,01,239.89	39,706.36	558.34
East	6,78,781.24	91,522.78	414.00
South	3,91,721.91	46,749.43	238.55
West	7,25,457.82	1,08,418.45	350.20
Total	22,97,200.86	2,86,397.02	1,561.09

Discount-Profit Correlation by Product Type



Summary Insights:

- Technology leads in sales volume but has lower profit margins.
- High discounts do not always drive profits.
- Sales spike during November–December, likely due to holidays.