**INSIGHTS**

Sales Distribution by Category

- The highest sales share is from Furniture (38.42%), followed by Office Supplies (31.6%), and Technology (29.98%), indicating that Furniture leads sales among the categories.

Regional Sales Leaders

- The Central region achieves the highest sales at 1.05M, which is significantly ahead of the next highest, the South region (0.62M), highlighting its dominance in revenue generation.

Monthly Sales Trend

- Sales show a notable spike in June (500K), with December reaching the year’s highest monthly sales at 613K. This suggests seasonality, possibly due to end-of-year procurement or promotions.

Profit and Quantity by Month

- Profit and quantity both trends upwards after May, peaking in August and December. August shows the highest profit (75K), and December also demonstrates strong quantity sold (9.1K), reflecting effective sales strategies or promotions during these months.

Performance Overview

- The dashboard totals indicate an overall sum of profit at 576K, sales at 5M, and quantity at 69K for the period in view, reflecting strong business performance and market penetration across regions and categories.