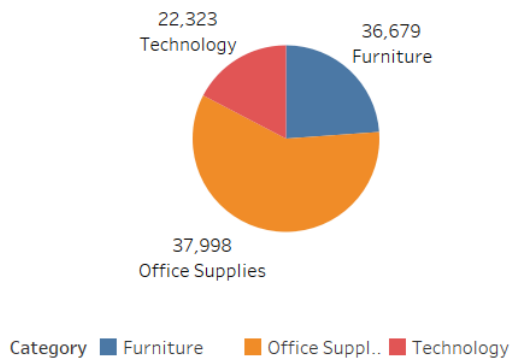
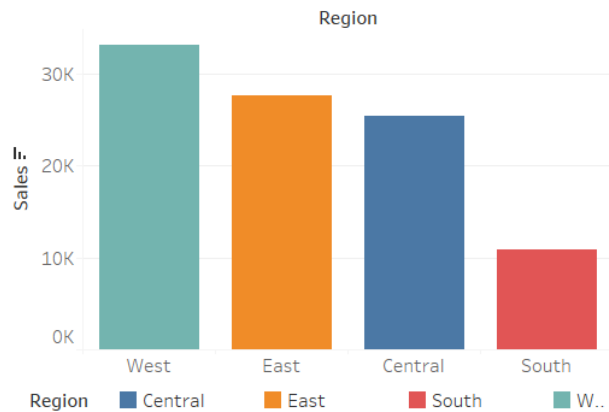


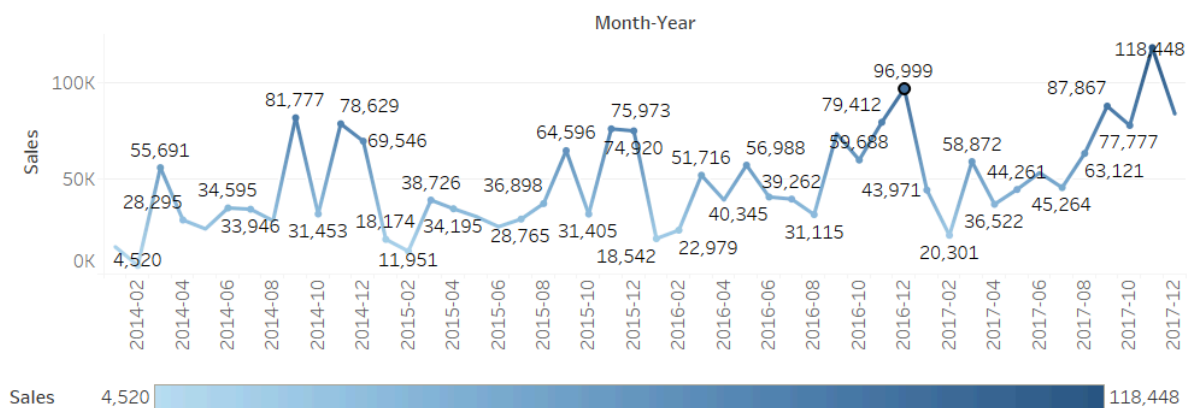
Sales by Category



Sales by Region



Sales Over Months



Key Insights from the Sales Dashboard

- The West region leads in total sales**, significantly outperforming other regions, suggesting strong customer engagement and market presence in that area.
- Technology emerged as the top-performing category**, contributing the largest share of sales, indicating a growing demand for tech products.
- December consistently shows a sales peak**, highlighting a seasonal trend likely driven by year-end promotions or holiday shopping behavior.
- Office Supplies category shows lower sales despite high transaction volume**, which could indicate low-value sales or an opportunity to increase average order value.