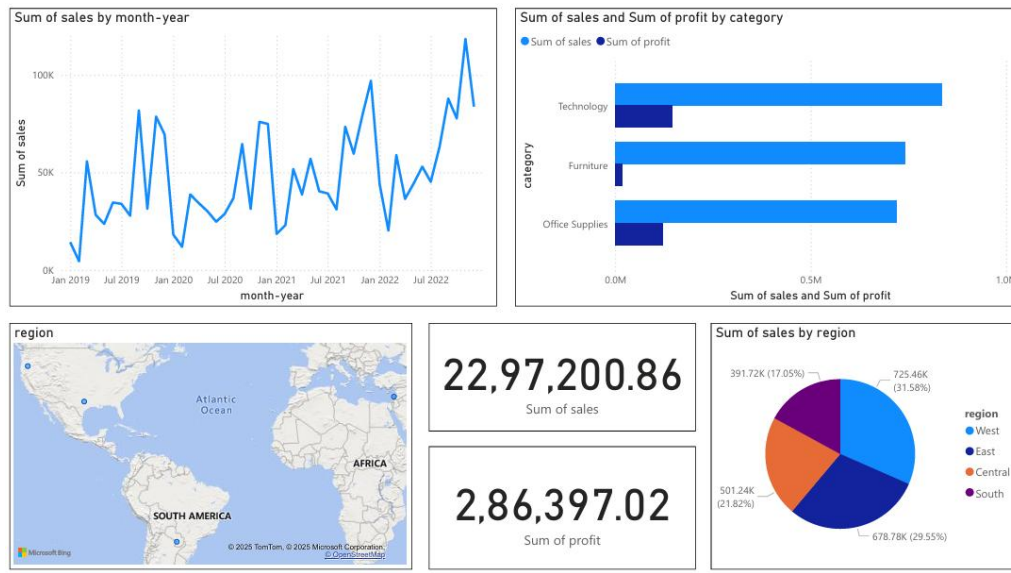


INSIGHTS OF SALES DASHBOARD



1. Sales Trend Over Time (Top-Left Line Chart)

Visual: Sum of sales by month-year

Insight:

- There's a **clear upward trend** in sales over time.
- Sales show **seasonal spikes**, especially around **early and mid-year** (likely January and June/July).
- The **highest peaks** are observed in **late 2022**, suggesting strong sales performance during that period.

Visual: Clustered bar chart with Sum of Sales and Profit

Insight:

- Technology** is the **highest-selling category**, followed by **Furniture** and **Office Supplies**.
- Technology** also yields the **highest profit**, indicating it's both high-volume and high-margin.
- Furniture** has good sales but **very low profit**, suggesting **low margins or high costs**.
- Office Supplies** shows moderate profit and sales, possibly more stable and balanced.

3. Regional Distribution (Map & Pie Chart)

Visuals: Map and Pie chart of sales by region

Insight:

- Central region** has the **highest share of sales** (31.58%), followed by **South** (29.55%) and **East** (21.82%).
- West** has the **lowest sales share** (17.05%).
- This may indicate a **stronger market presence or customer base** in Central and South regions.
- Strategic expansion opportunities exist in the **West**

4. Total KPIs (Middle Metrics Cards)

Visuals: KPI Cards

- Total Sales:** ₹22,97,200.86
 - Total Profit:** ₹2,86,397.02
- Insight:

- The overall **profit margin** is approximately $\approx 12.47\%$

which is **decent**, but further margin improvement may be needed in categories like Furniture.