**Executive Summary: Sales Performance Analysis**

The **Sales Performance Dashboard** project provides a dynamic and visual overview of sales trends across product types, regions, and time periods. Designed for strategic decision-makers, this report simplifies complex data into key insights for evaluating business performance and driving growth.

**Key Highlights:**

* **Total Sales**: 441K across 36 transactions
* **Top Region**: **East** with 130K in sales
* **Top Product**: **Clothing** with 234K in sales
* **Peak Month**: **February** with sales hitting 90K+
* **Average Sales**: 12.3K per transaction
* **Highest Single Sale**: 18K

**Insights Uncovered:**

* **Product Performance**: Clothing outperformed electronics, accounting for **53%** of total revenue.
* **Regional Analysis**: East led in overall sales, while North had the lowest performance (90K).
* **Monthly Trends**: Sales peaked in February and steadily declined through June, suggesting possible seasonal or demand-related shifts.
* **Segment Filters**: The dashboard includes interactive slicers for **Product Type**, **Month**, and **Region**, allowing for detailed drill-downs.