

Region	SUM of Sales
West	710,219.68
South	389,151.46
East	669,518.73
Central	492,646.91
Grand Total	2,261,536.78

Insight:

The pivot table shows a clear distribution of total sales across four main regions: West, South, East, and Central.

Key Highlight:

The West region outperformed all others with a whopping \$710,219.68 in sales, followed by East. The South had the lowest sales, which may indicate either a market saturation or a need for targeted marketing in that region.

Use Case:

This data can help in regional performance comparison and allocating resources or campaigns for underperforming areas.

Category	Sub-Category	SUM of Sales
Technology	Phones	327,782.45
	Machines	189,238.63
	Copiers	146,248.09
	Accessories	164,186.70
Technology Total		827,455.87
Office Supplies	Supplies	46,420.31
	Storage	219,343.39
	Paper	76,828.30
	Labels	12,347.73
	Fasteners	3,001.96
	Envelopes	16,128.05
	Binders	200,028.79
	Art	26,705.41
	Appliances	104,618.40
Office Supplies Total		705,422.33
Furniture	Tables	202,810.63
	Furnishings	89,212.02
	Chairs	322,822.73
	Bookcases	113,813.20
Furniture Total		728,658.58
Grand Total		2,261,536.78

Insight:

This pivot table breaks down overall sales by Product Category and Sub-Category, providing a granular look into what sells best.

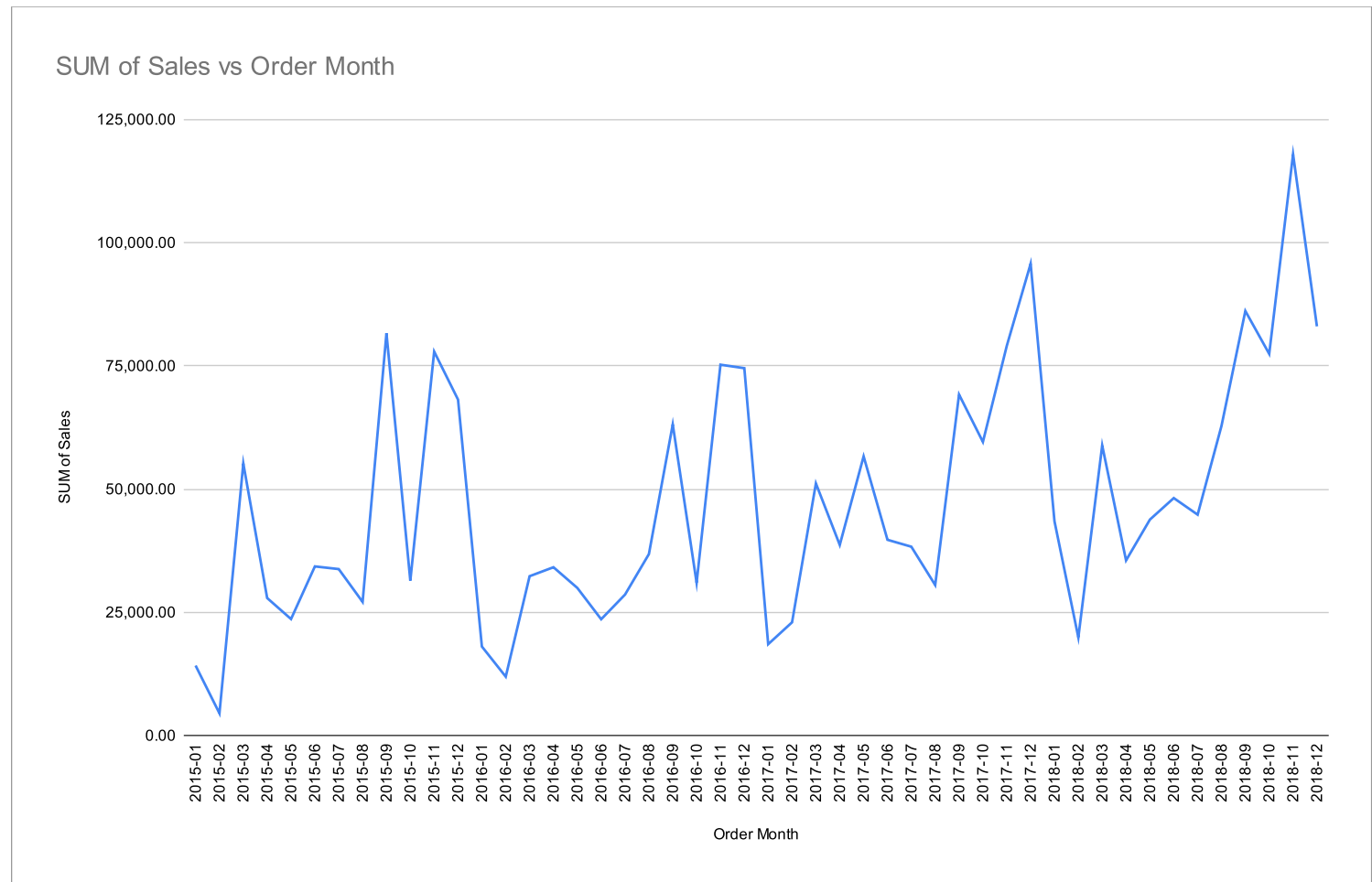
Key Highlight:

Categories like Technology and Office Supplies dominate the sales figures, with sub-categories such as Phones, Chairs, and Binders standing out.

Use Case:

Helps in understanding which product lines are driving revenue and which may need better promotion or review.

Order Month	SUM of Sales
2015-01	14,205.71
2015-02	4,519.89
2015-03	55,205.80
2015-04	27,906.86
2015-05	23,644.30
2015-06	34,322.94
2015-07	33,781.54
2015-08	27,117.54
2015-09	81,623.53
2015-10	31,453.39
2015-11	77,907.66
2015-12	68,167.06
2016-01	18,066.96
2016-02	11,951.41
2016-03	32,339.32
2016-04	34,154.47
2016-05	29,959.53
2016-06	23,599.37
2016-07	28,608.26
2016-08	36,818.34
2016-09	63,133.61
2016-10	31,011.74
2016-11	75,249.40
2016-12	74,543.60
2017-01	18,542.49
2017-02	22,978.82
2017-03	51,165.06
2017-04	38,679.77
2017-05	56,656.91
2017-06	39,724.49
2017-07	38,320.78
2017-08	30,542.20
2017-09	69,193.39
2017-10	59,583.03
2017-11	79,066.50
2017-12	95,739.12
2018-01	43,476.47
2018-02	19,921.00
2018-03	58,863.41
2018-04	35,541.91
2018-05	43,825.98
2018-06	48,190.73
2018-07	44,825.10



2018-08	62,837.85
2018-09	86,152.89
2018-10	77,448.13
2018-11	117,938.16
2018-12	83,030.39
Grand Total	2,261,536.78

Description:

This pivot chart visualizes monthly sales distribution throughout the year. Clear seasonal trends are visible, with noticeable sales spikes in November and December. These patterns suggest holiday-driven purchasing behavior, which businesses can leverage through promotions and campaigns during peak months.