

# Key-insights

1. Sales Trend: Total sales peaked in June 2023 and dropped slightly in October, indicating mid-year demand growth.
2. Regional Performance: West region recorded the highest sales while South had the lowest.
3. Category Performance: Technology products generated the largest share of revenue ( $\approx 45\%$ ), showing strong tech demand.
4. Profit Analysis: Regions with higher sales also maintained positive profits suggesting balanced pricing.