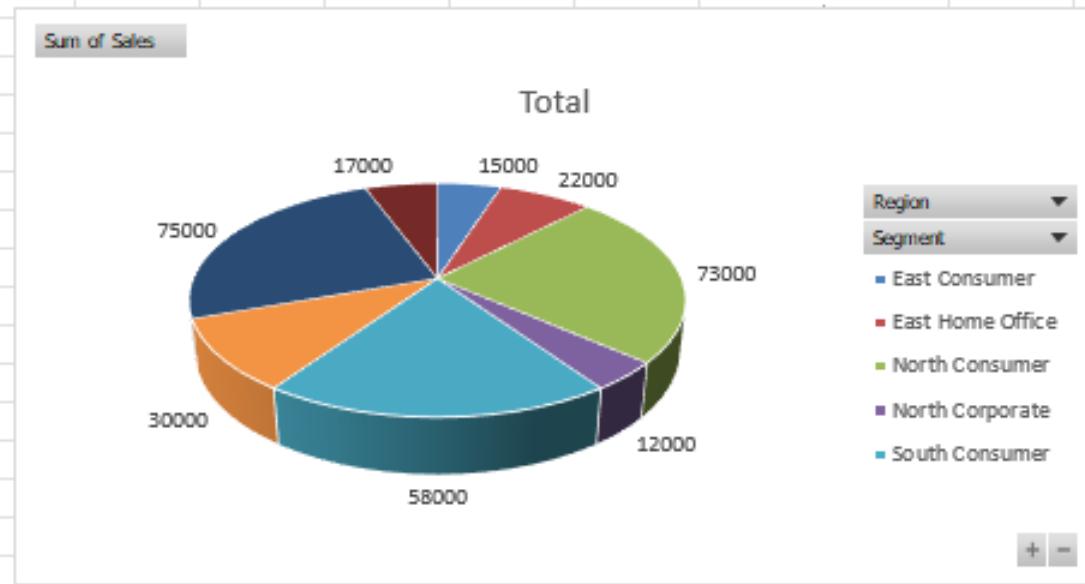


INSIGHTS FOR EACH CHART

- 1 West region records the highest total sales, indicating strong market presence and customer demand.
- 2 North region is the second-highest contributor, showing stable and consistent performance.
- 3 South region shows moderate sales, suggesting potential for growth with targeted strategies.
- 4 East region has the lowest sales contribution, highlighting an opportunity for market expansion and improvement.



- 1 Consumer segment contributes the largest share of total sales, making it the most dominant customer segment.
- 2 West-Consumer combination generates the highest sales, emphasizing strong consumer demand in the West region.
- 3 Corporate and Home Office segments contribute comparatively lower sales, indicating niche or limited demand.
- 4 Sales are unevenly distributed across segments, suggesting the need for segment-specific marketing strategies.

Sum of Sales

TOTAL



1. Electronics category has the highest sales contribution, making it the primary revenue driver.
2. Home & Kitchen and Fashion categories show similar performance, contributing moderately to total sales.
3. Beauty category contributes the least, indicating relatively lower customer demand.
4. Sales are concentrated in Electronics, suggesting dependency on a single category for revenue.