

INSIGHTS FROM SALES DASHBOARD

1. Overall Sales Performance

- The business generated **₹2.30M in total sales**, with a **profit of ₹286.40K**, indicating a moderate margin across all categories and regions.
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2. Monthly Sales Trend

- Sales show a **steady decline over time** from late 2017 to 2018.
 - The highest sales occurred around **Nov-Dec 2017**, after which there is a consistent downward trend.
 - This suggests possible **seasonality** or a **drop in customer demand** during the following months.
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3. Sales by Category

- Technology** contributed the most to total sales (**36.4%**), making it the top-performing category.
 - Furniture** and **Office Supplies** follow with almost equal contributions (**32–33%** each).
 - The balanced distribution indicates **diversified revenue**, but Technology remains the key growth driver.
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4. Sales by Region

- West region** leads with approx. **₹0.73M** sales, making it the highest-performing region.
 - East (₹0.68M)** and **Central (₹0.50M)** regions show moderate performance.
 - South region** has the lowest sales (**₹0.39M**), indicating a potential **underpenetrated market** or **weaker distribution**.
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Summary :

- Sales declined steadily** after December 2017, indicating seasonality or weakening demand.
 - Technology** is the top-performing category with **36.4% of total sales**.
 - West region** generates the highest sales (**₹0.73M**), while the **South region** performs the lowest.
 - The business recorded **₹2.30M sales and ₹286.40K profit**, showing moderate profitability.
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