Based on the visual elements, here are some potential insights:

- **Overall Strong Sales:** The large "1M" likely represents the total sales, indicating a significant volume of business

- **High Number of Orders:** The "9119" probably signifies the total number of orders placed. This suggests a good level of customer activity

- **Solid Profitability:** The "70K" most likely represents the total profit. This indicates that the sales are translating into a healthy bottom line.

- **Sales by Region Breakdown:** The donut chart titled "Sales by Region" shows the distribution of sales across different regions (Central, East, South, West). We can see the percentage contribution of each region to the total sales. For example, West (34.44%) appears to have the highest percentage of sales, followed by East (26.92%), Central (22.34%) and South (16.3).

- **Sales by Segment Breakdown:** Similarly, the "Sales by Segment" donut chart illustrates how sales are distributed across different customer segments. This is categorized like "Consumer," "Corporate," or "Home Office" with the Consumers

(48.16%) being the highest percentage of sales followed by Corporate (30.05%) and Home Office (21.79%).

- **<u>Sales by Payment Mode:</u>** The "Sales by Payment Mode" donut chart shows the proportion of sales made through different payment methods. This includes options like card payments, online transfers or cash on delivery (COD) with COD (40.55%) as the highest percentage of sales mode followed by online transfers (36.95%) and card payments (22.7%) being the least.

- **<u>Sales Trend Over Time:</u>**
  - **Sales by Month and Year:** This shows the monthly sales trend for both 2019 (light blue) and 2020 (dark blue). You can quickly see how sales fluctuated throughout each year and compare the overall sales performance between the two years on a monthly basis. In **2019**, the sales appear to peak around **March** and there's a noticeable dip in sales around **July**. In **2020** the sales seem to reach their highest point around **September/October** and there's a noticeable dip around **March/April** and then another dip around **July/August.**
  - **Profit by Month and Year:** Similar to the sales graph, this one tracks the monthly profit for 2019 (light blue) and 2020 (dark blue). It allows you to analyse the profitability trend over time for each year and compare them. We can see that in **2019** the profit seems to peak sharply around **March** and there's a clear dip in profit around **April** and it remains relatively low for the rest of the year after an initial peak. Similarly, In **2020**, the profit appears to peak around **September** and the profit makes a major dip around **March/April** and stays at a lower level for the remainder of the 2 months.

- **<u>Sales by Category:</u>** The bar chart on the left, labelled "Sales by Category," shows the sales performance of different product categories. The lengths of the bars indicate the relative sales volume for each category. It shows that Office is the top performing category with sales of 0.24M

- **<u>Sales by Ship Mode:</u>** Standard Class is the most popular shipping option, generating the highest sales (0.34M). Other modes have significantly lower sales.

- **<u>Sales by Sub-Category:</u>** One sub-category is leading in sales (74K), outperforming the others shown. This highlights the top-performing product type

- **<u>Geographic Sales Distribution:</u>** The map visual, likely showing "North America," probably displays the geographical distribution of sales. Different shades or sizes of markers on the map could represent varying sales volumes in different locations. It also indicates that California has the highest number of sales.