**SUMMARY OF THE SALES DATA ANALYSIS**

The following are the key findings from a brief analysis of the sample sales data provided;

* The top-performing sales region was South America, slightly ahead of North America.
* The top-performing sales channel was In-store, just edging out Direct Sales.
* The best salesperson according to total sales value was employee 52, and according to sales quantity was employee 21.

Areas that may cause slight concern include;

* Distributors sales channel, as it has the lowest total sales of any distribution channel.
* Africa was the lowest region in terms of sales, both in value and quantity.
* Sales Value were lowest in December, with a slight decline also noted in the months of April and July.

Recommendations based on the above findings:

* An increase in funding for marketing in Africa to try and increase the potential market for products, thus increasing sales value and quantity.
* Set up incentives that reward the best salespeople across both categories to improve motivation among the employees.
* Further investment in already established regions like South America to help in expansion and further upscaling to increase profits from the region.
* Coming up with sales campaigns during months like December such as holiday discounts to counter the sales dip experienced in these months.

Steps taken to conduct the analysis

1. Cleaning the raw data to ensure it is in usable format for analysis.
2. Calculate basic statistics to get an overview of the dataset
3. Conduct further analysis to understand trends and patterns so as to identify the most successful region, channel and salespersons, as well as where there may be room for improvement.
4. Create a dashboard to visualize key metrics and make the data insights more accessible
5. Summarize the key findings from the dashboard and use them to make informed decisions.