

## **Sales Dashboard Insights**

1. North region shows the highest overall sales performance, indicating strong customer engagement or distribution efficiency, while the South region records the lowest sales, suggesting potential growth opportunities.
2. Monthly sales trends remain relatively consistent throughout the year, with slight peaks during specific months - possibly due to promotional periods or seasonal demand.
3. Product category analysis reveals that Electronics and Food contribute the most to total sales, while Furniture has the lowest share, highlighting areas for marketing focus.
4. Interactive filters for region and product category help identify region-specific demand patterns, enabling targeted business strategies for future planning.