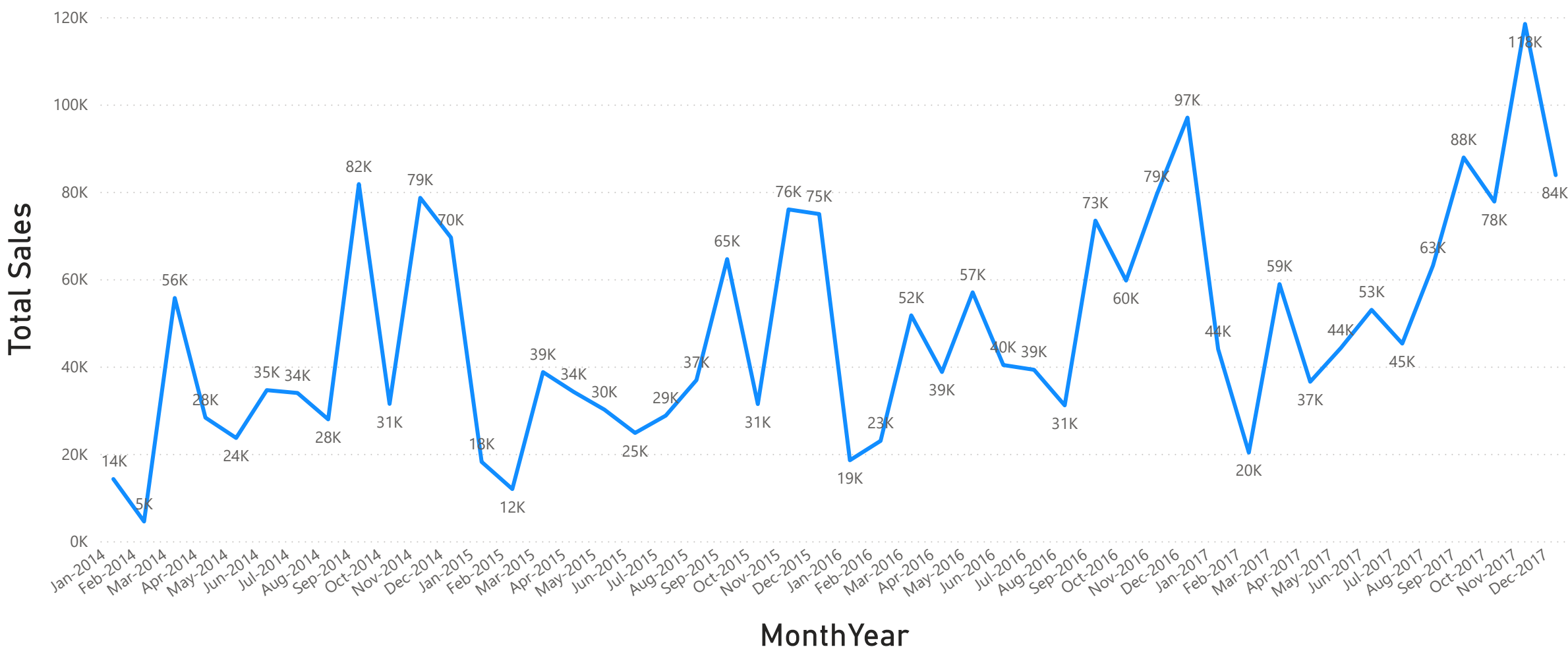
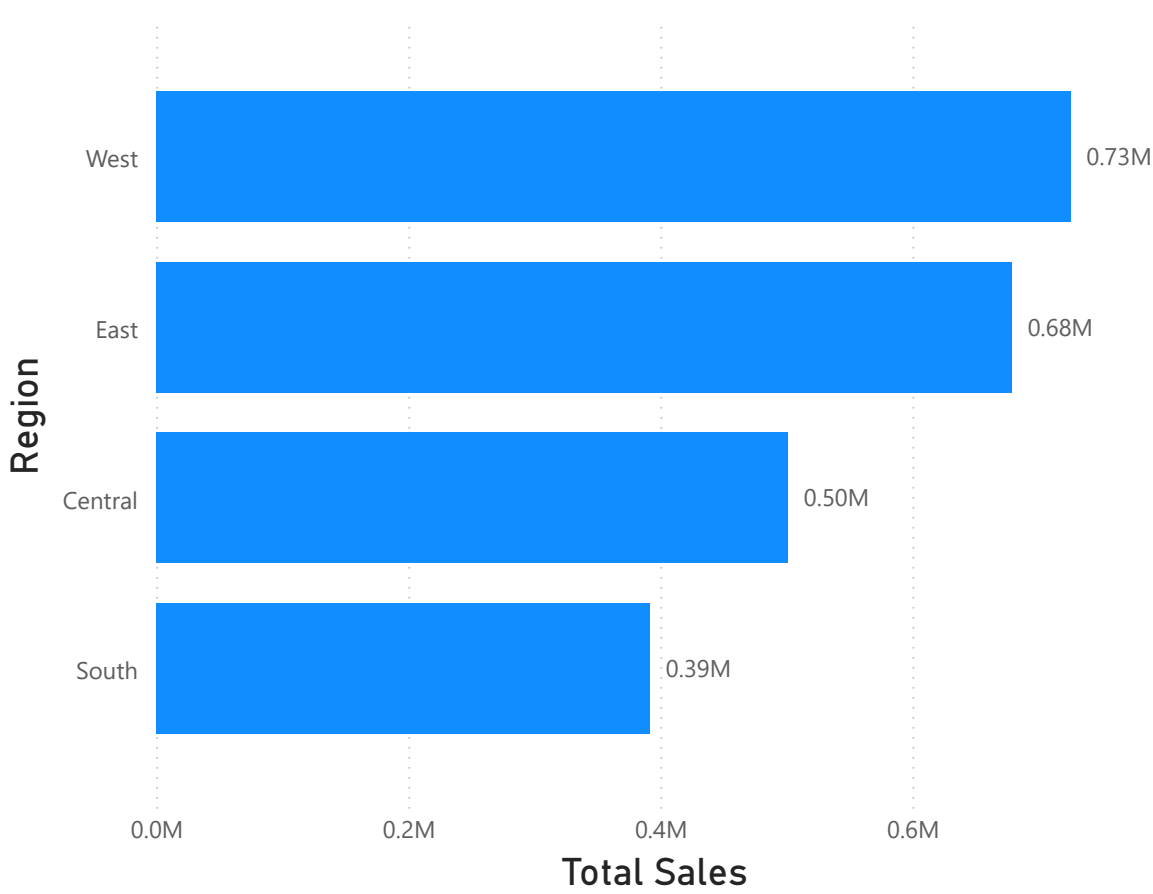


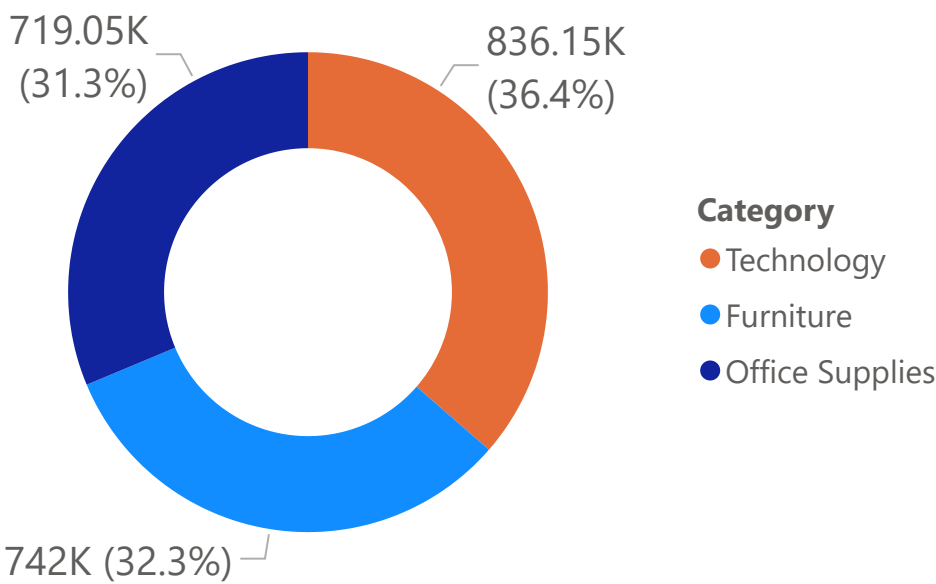
Monthly sales trend



Total Sales by Region



Total Sales by Category



Filter by Region, Category

- ^ ☐ Central
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology
- ✓ ☐ East
- ✓ ☐ South
- ✓ ☐ West

INSIGHTS

- **Consistent Monthly Growth:** Sales steadily increased from the start of the year, showing strong upward momentum. The highest spike was observed in **November**, indicating a potential seasonal or promotional impact.
- **Sales Dip Identified:** A noticeable drop in sales occurred during the **mid-year months (June–July)**, suggesting possible seasonal slowdown or underperformance during this period.
- **West Region Dominance:** The **West** region consistently generated the highest total sales across all months, establishing it as the most profitable market.
- **Interactive Filtering Unveils Trends:** Using slicers by **Region** or **Category** highlighted region-specific preferences. For example, when filtering to the **East**, Office Supplies overtook Technology in certain months — showing how customer behavior varies geographically.