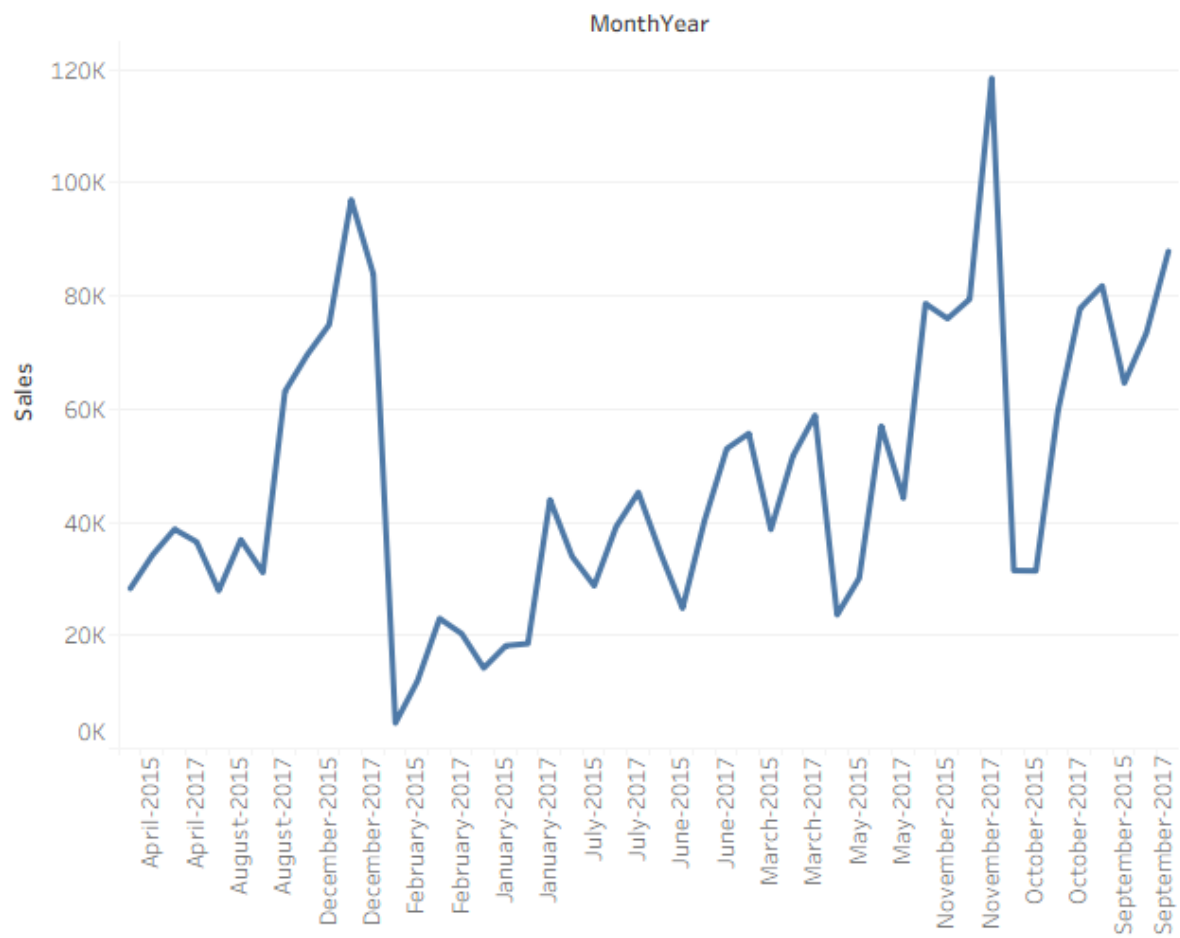
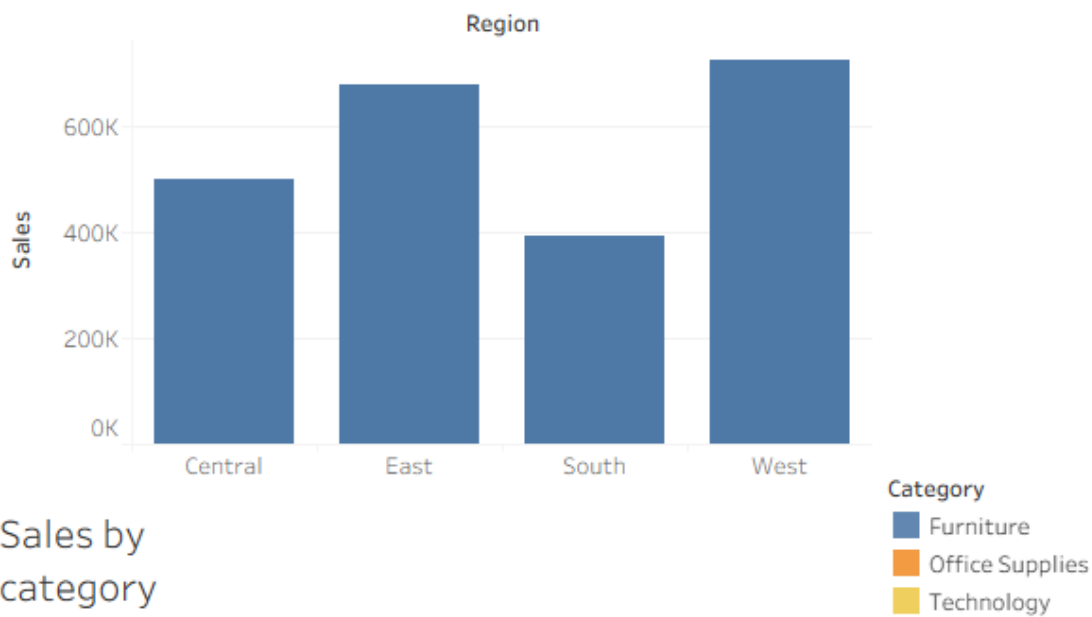


## Sales over Months



## Sales by Region



## Sales by category



### Insights:

- **Sales Peak in November 2015:** The "Sales over Months" line chart shows a significant peak reaching approximately \$120,000 in November 2015, indicating a strong sales performance likely driven by seasonal demand such as the holiday season.
- **West Region Leads Sales:** The "Sales by Region" bar chart highlights the West region with the highest sales, exceeding \$600,000, suggesting it is the top-performing region, followed closely by the East region with around \$500,000.
- **Technology Category Dominates:** The "Sales by Category" donut chart indicates that the Technology category contributes the largest share at \$836,154, accounting for a significant portion of the total sales of \$2,297,201, outperforming Furniture (\$742,000) and Office Supplies (\$719,047).
- **Sales Fluctuations in 2015–2017:** The "Sales over Months" chart reveals fluctuating sales trends from April 2015 to September 2017, with notable dips (e.g., around

January 2016 at \$20,000) and recoveries, reflecting inconsistent monthly performance that may require further analysis.