

Task-8 Insight

Key Insights

1. Overall sales were around 13 million, out of which approximately 10% profit was earned, which is considered average
2. The highest sales are from the Central region of 2.8 Million, followed by the South of 1.6 Million, and the North of 1.2 Million
3. Category is distributed among technology, leading to 5M sales, and furniture and office supply, contributing 4M sales each
4. Sales trend showed an upward trend throughout the month, except for a big drop in the month of July, leading to a loss of 0.2 million compared to other months.

SUGGESTION

1. Try to reduce the overall cost from 10% to below or to 5% to increase profit
2. Considering redeveloping marketing or Product development in Canada and the Caribbean region
3. Focusing on enhancing services in the central region to contribute more to sales.