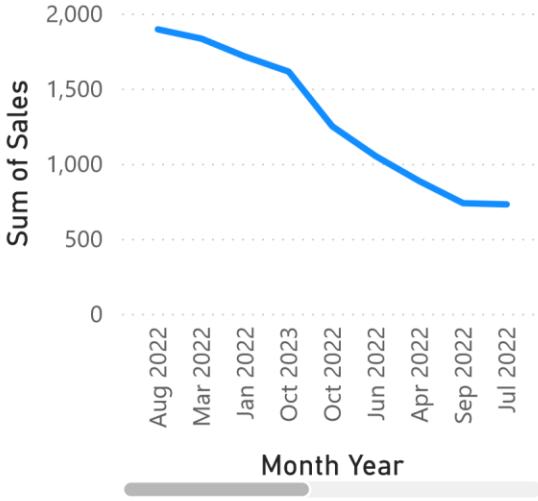
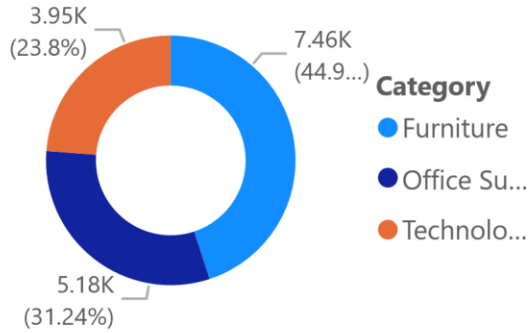


Monthly Sales Trend



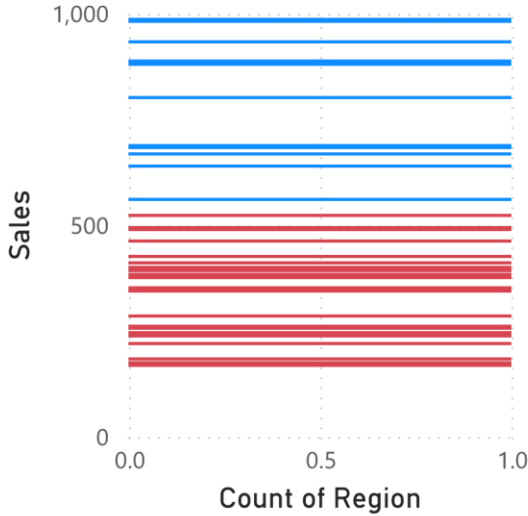
Sales dipped in July across all regions

Sales by Category



Furniture category generated most profit.

Sales by Region



Region

- Central
- East
- South
- West

West region had highest sales in Q3.

Short Insights:

1.Overall Decline: Monthly sales have steadily decreased from August 2022 to July 2023.

2.July Dip: Significant drop in sales observed in July across all regions.

3.Top Category: Furniture category contributed the highest sales (7.46K), making up 44.9% of total sales.

4.Regional Leader: The West region recorded the highest sales in Q3.

5.Category Share: Office Supplies and Technology followed Furniture in sales with 31.24% and 23.8% respectively.

6.Sales Spread: Sales were more concentrated in the West, with lower contributions from other regions like Central and East.