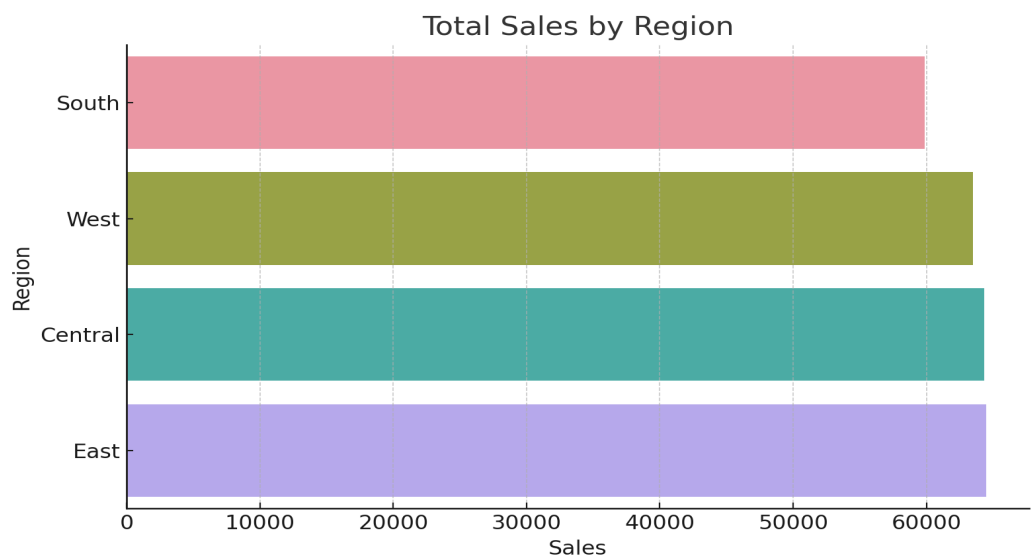# Task 2: Data Visualization & Storytelling

This report provides key insights from a sales dataset using clear and focused visualizations. The goal is to support business decision-making through compelling visual storytelling.

1. Total Sales by Region

Insight: The West and East regions show higher sales compared to Central and South. This indicates strong market performance in these areas.

2. Total Profit by Category
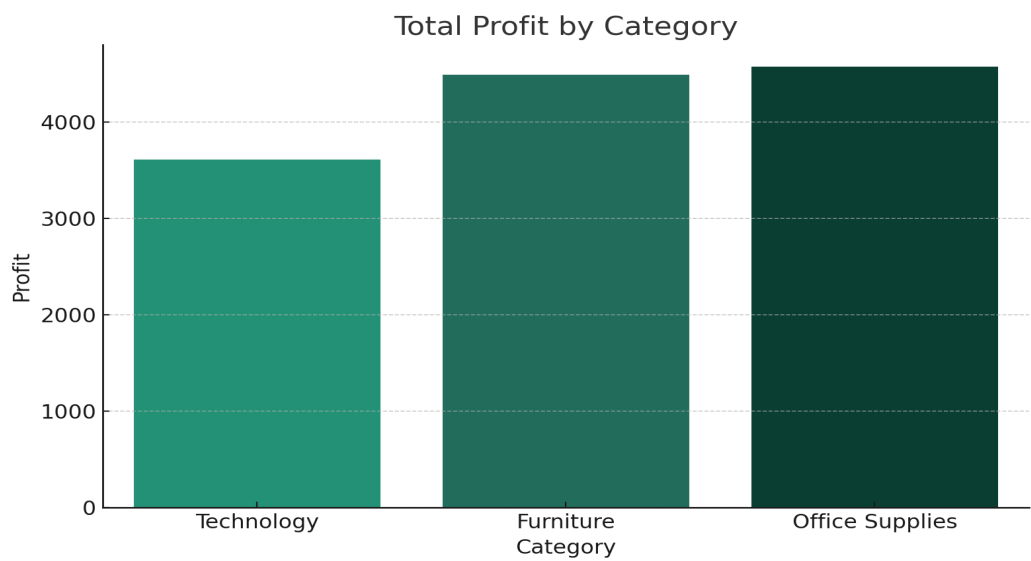
Insight: Technology is the most profitable category, while Furniture lags behind. The company might consider reviewing furniture-related costs or pricing strategies.

3. Monthly Sales Trend
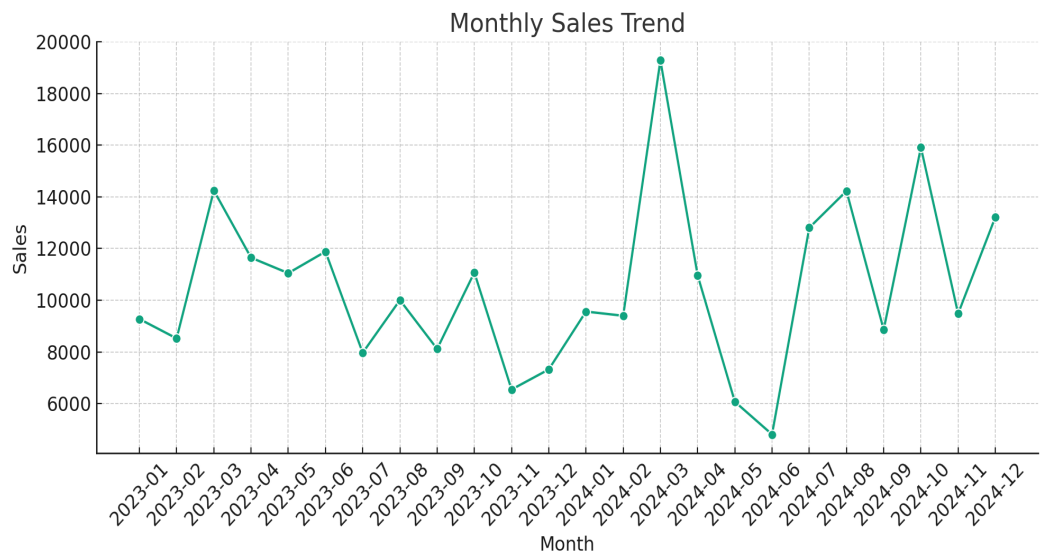
Insight: Sales fluctuate across months with visible seasonal trends. These trends can guide inventory and promotion planning.

4. Sales vs. Profit by Discount

Insight: Higher discounts tend to reduce profit margins even if sales volume is higher. Strategic discounting should be optimized to maintain profitability.

■ Summary & Recommendations

- Focus marketing efforts in the West and East regions to leverage strong performance. - Reevaluate the furniture category for profitability improvement. - Use monthly sales trends to align promotions with peak periods. - Monitor discounting practices to balance sales volume and profit.