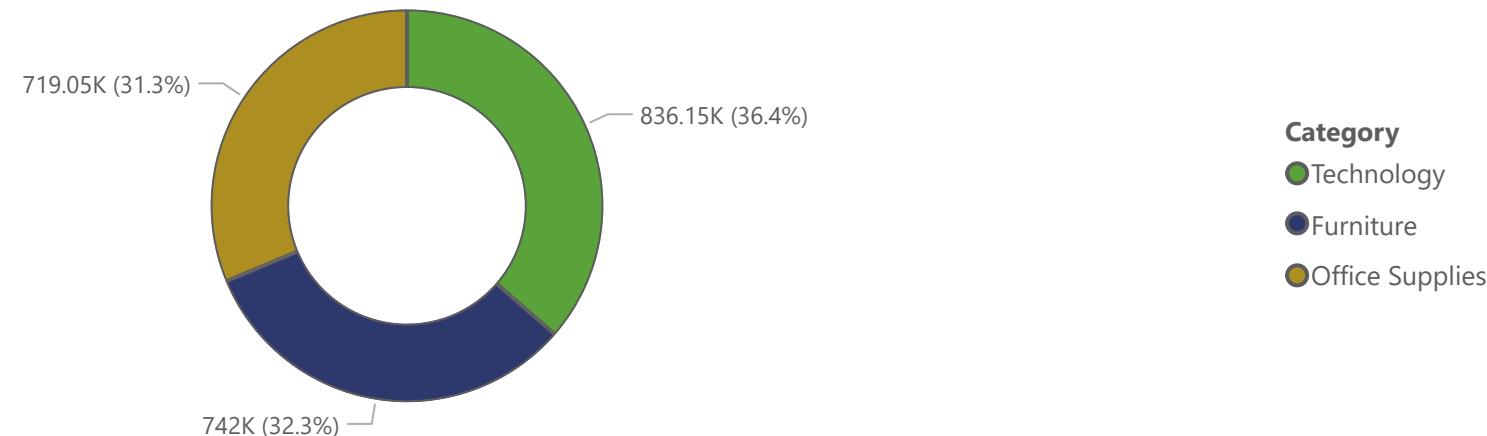


# Simple Sales Performance Dashboard

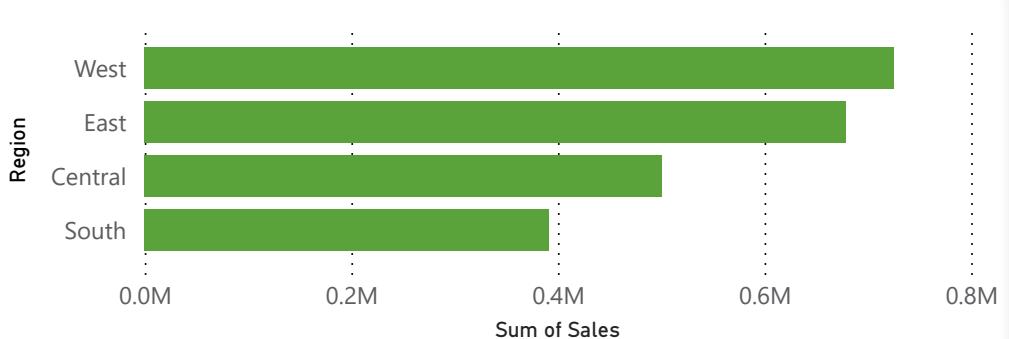
2.30M

Sum of Sales

Sum of Sales by Category



Sum of Sales by Region

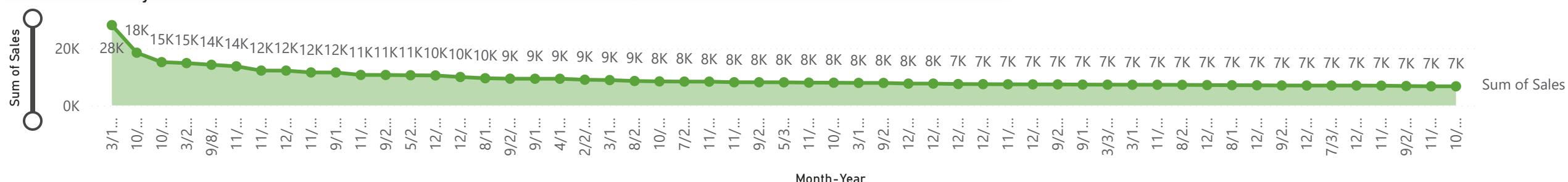


Region, Category

- ▼ Central
- ▼ East
- ▼ South
- ▼ West

- Sales performance is highest in the West region and Technology category.
- Furniture and Office Supplies contribute moderate revenue.
- Monthly trend indicates declining sales, highlighting opportunities for improvement.

Sum of Sales by Month-Year



# Key Insights from Sales Dashboard

## 1 Technology Category Generates Highest Sales

Technology contributes the largest share of total sales (~36%), making it the top-performing category compared to Furniture and Office Supplies.

## 2 West Region Leads in Sales Performance

Among all regions, the West region records the highest sales, followed by East, indicating stronger market performance in these areas.

## 3 South Region Shows Lowest Sales

The South region has the lowest overall sales contribution compared to other regions, indicating potential growth opportunities.

## 4 Sales Show a Gradual Declining Trend Over Time

The monthly sales trend shows a gradual decrease from earlier months (around 20K+) to lower stable values (~7K–9K), suggesting slowing sales momentum over time.