

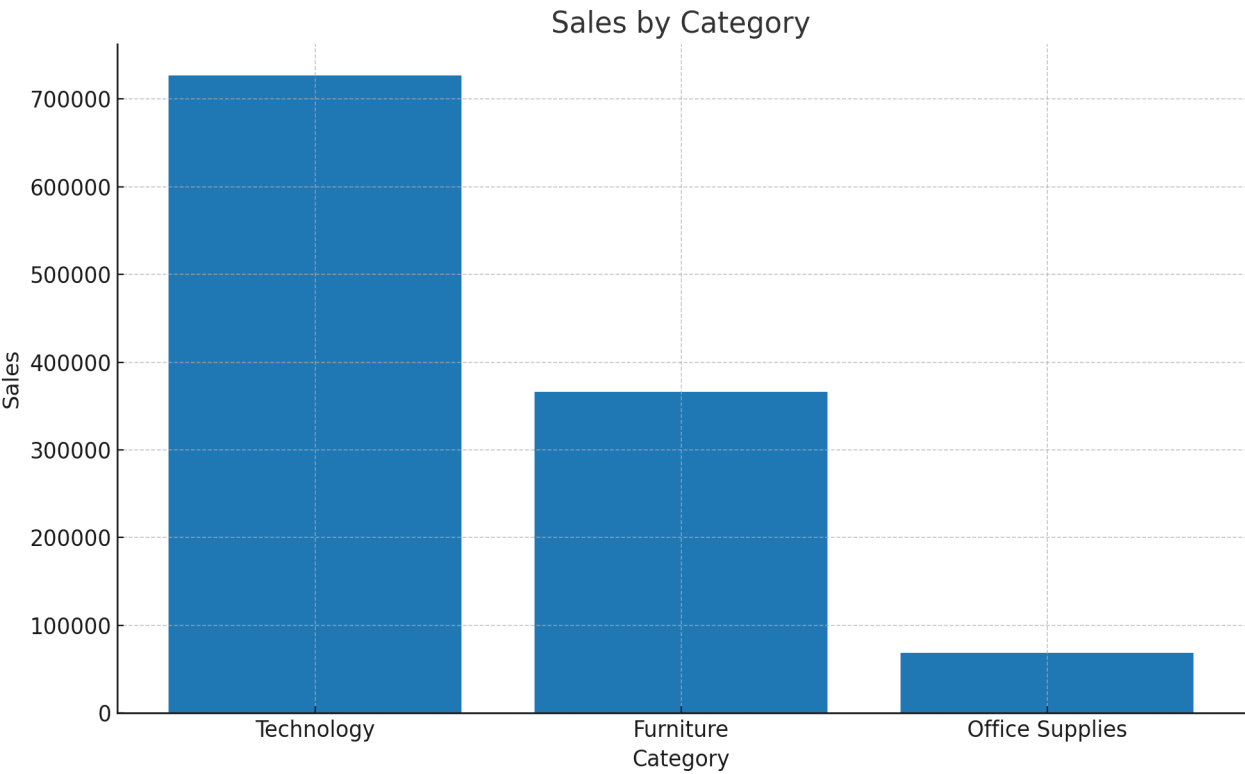
Retail Sales Analysis – Report

Dataset: 2,000 orders • Period: 2024 • Regions: East, West, Central, South

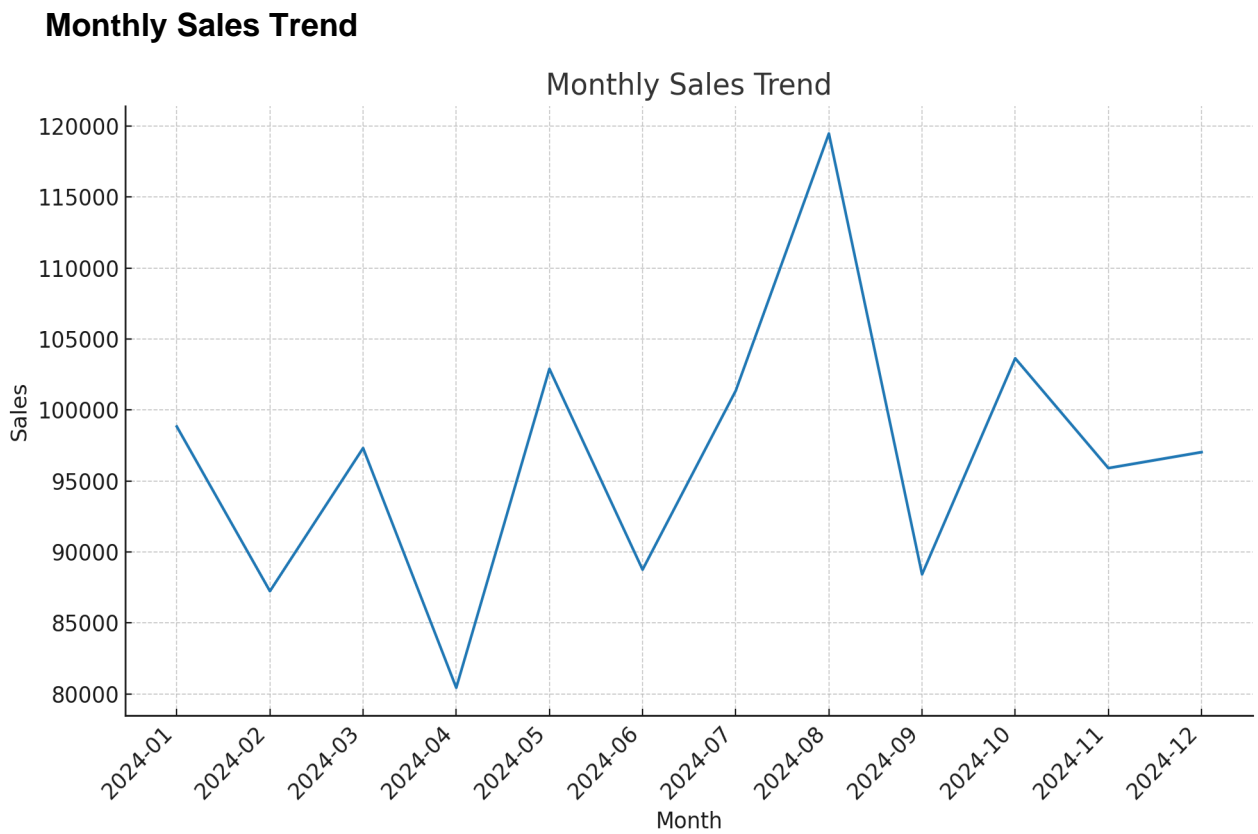
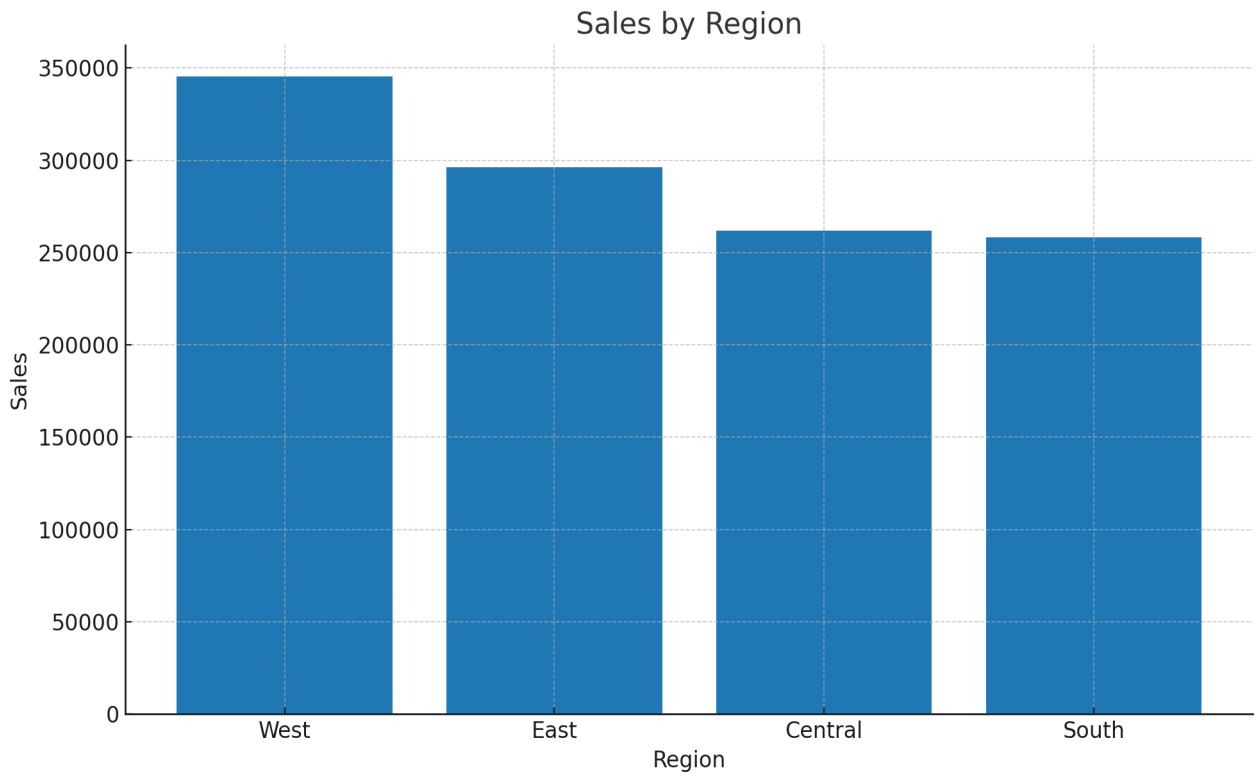
Key Performance Indicators (KPIs)

Total Sales	1,161,256.80
Total Orders	2,000
Average Order Value	580.63

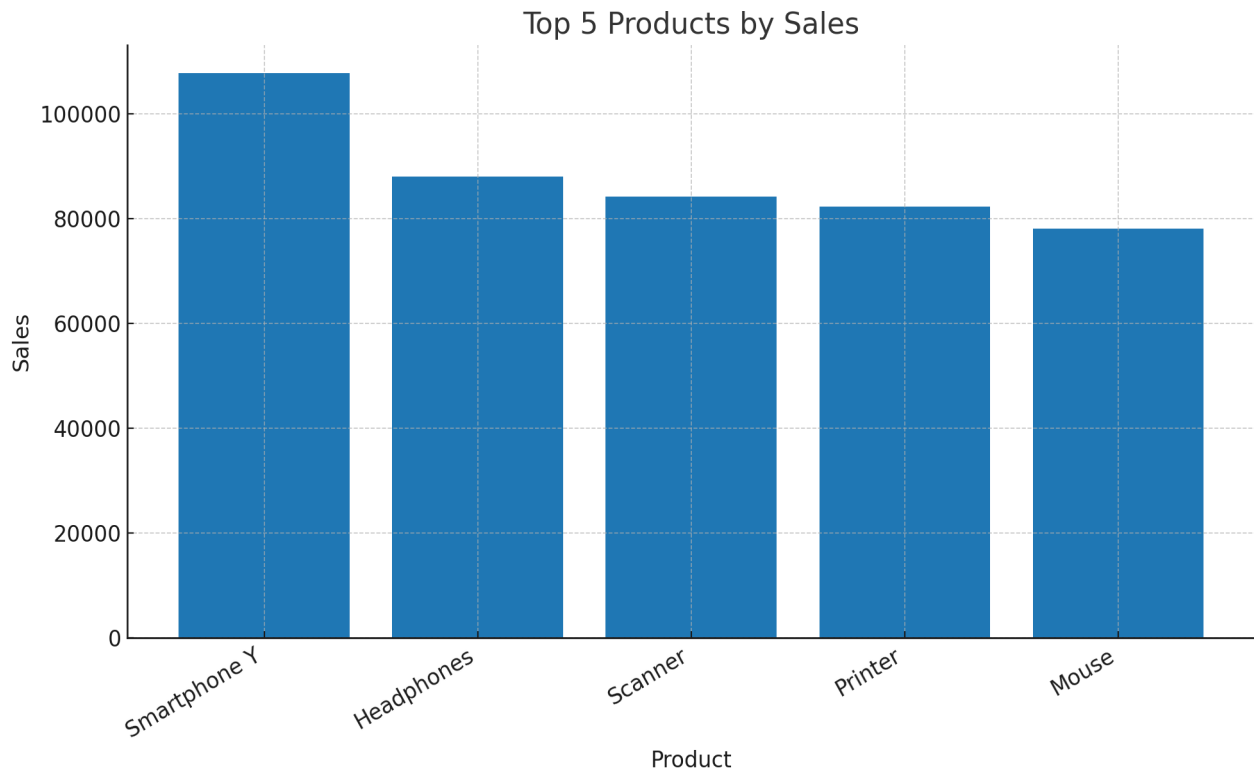
Sales by Category



Sales by Region



Top 5 Products by Sales



Insights

- Technology and Furniture drive the majority of revenue, with Technology slightly ahead.
- East and West regions contribute the largest share of sales.
- Sales show month-to-month variation with visible seasonal peaks.
- Top products include high-value Technology items and popular Office Supplies.

Ethical & Bias Considerations

- Dataset may not represent all regions or store types, which can introduce regional or product mix bias.
- Customer privacy must be protected; avoid storing personally identifiable information without consent.
- Pricing and discount strategies can affect fairness and access across regions.