

MY DASHBOARD SALES REPORT ANALYSIS INSIGHTS

- Insight: Technology is the top revenue driver, suggesting a focus on high-value products like copiers or accessories. Furniture, while significant, may need optimization due to lower margins.
- Insight: Furniture's low profitability is a concern. Losses on items like chairs or bookcases suggest pricing issues, high shipping costs, or discounts eroding margins. Consider reviewing pricing strategies or reducing shipping costs for Furniture
- Insight: Oceania and Central are key markets, but Africa shows growth potential, especially in Office Supplies. Target Africa with promotions for high-margin Office Supplies to boost profitability.
- Insight: Sales grow significantly by 2014, with Technology and Furniture driving peaks. However, early-year data suggests a need to boost sales in quieter months (e.g., February) through targeted campaigns.
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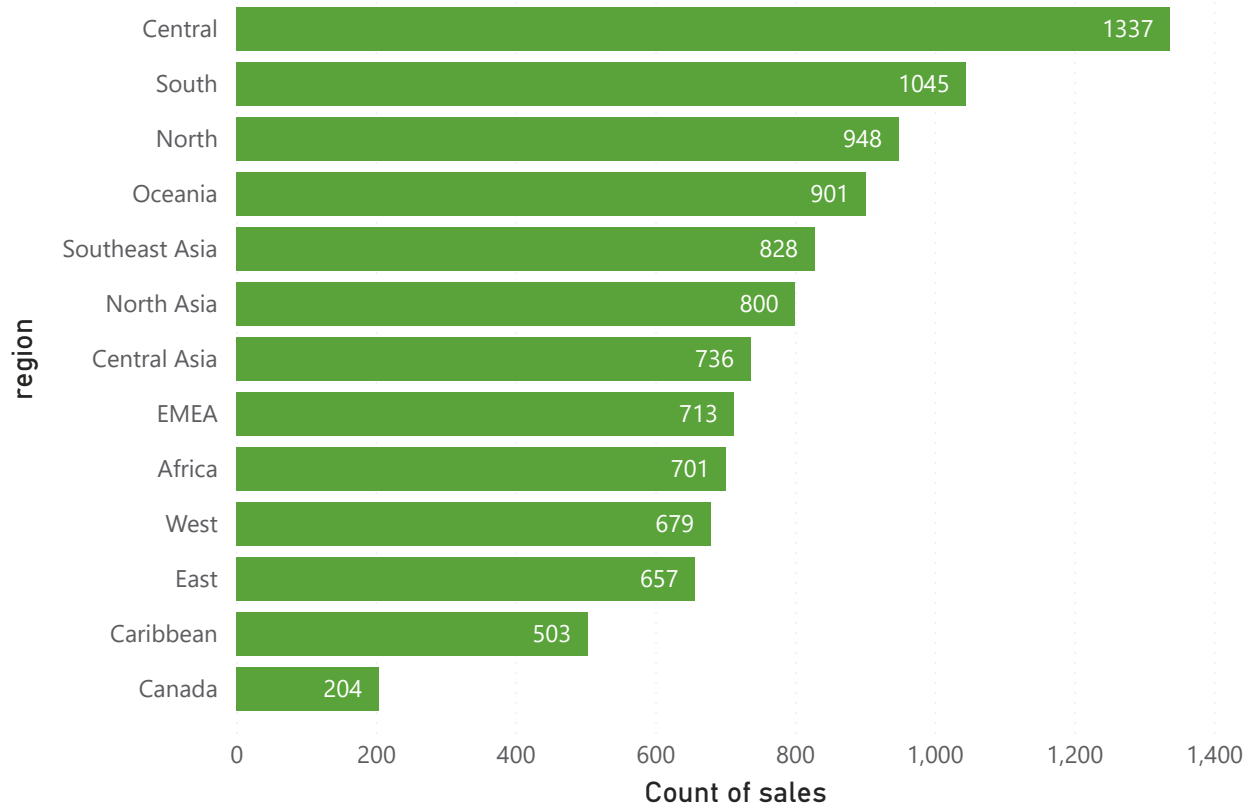
Category

Furniture

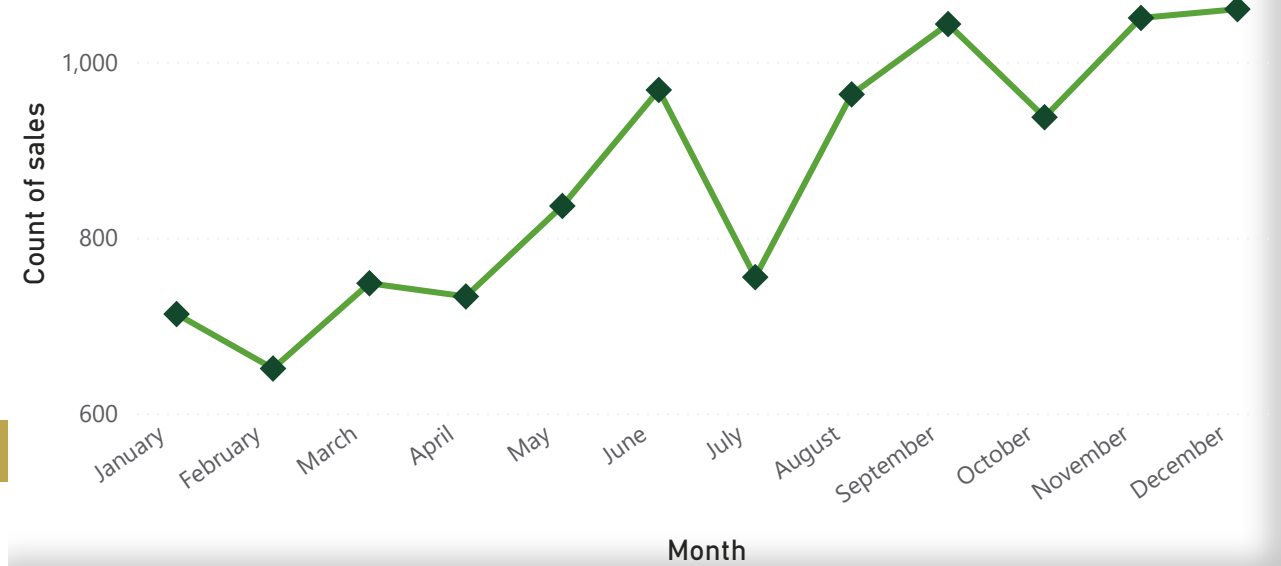
Office S...

Technol...

sales by region



Sales over Months



Sales by category

