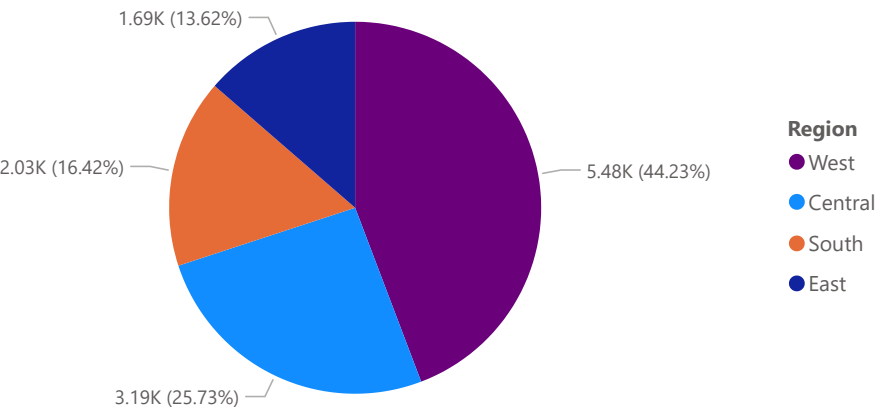


Task 2_data Analyst
Report

Sum of Sales by Region

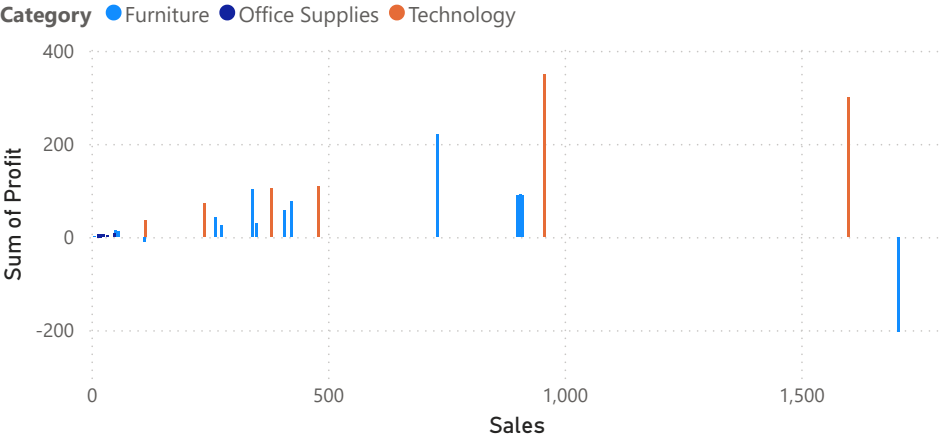


Insight:

The West Region has the highest total sales among all regions, indicating a strong customer base or higher purchasing trends in that area.

The South and East follow closely, while the Central region shows relatively lower sales performance.

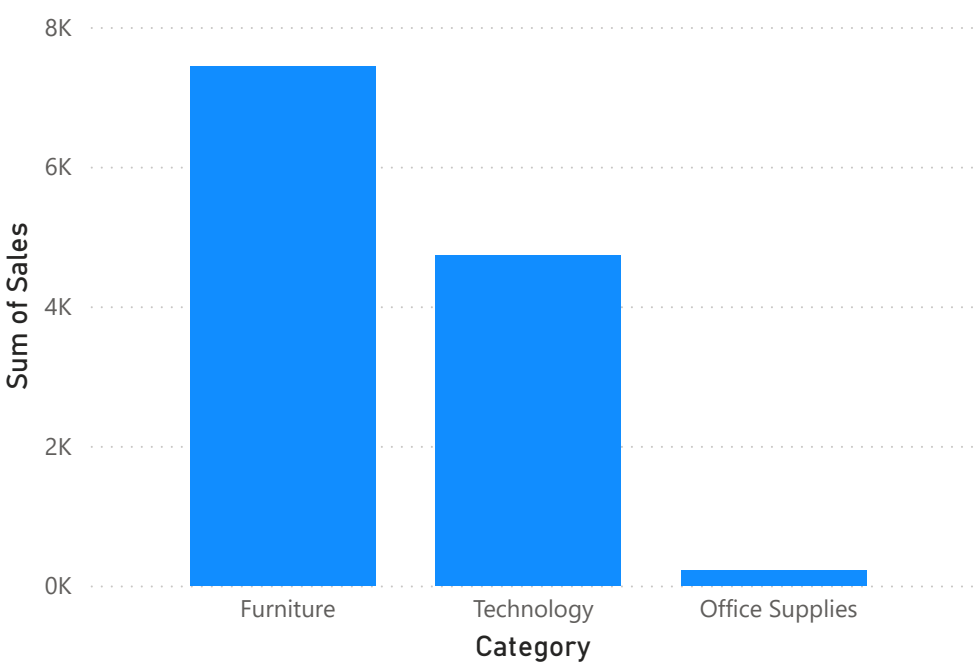
Sum of Profit by Sales and Category



Insight:

- . **Technology** category leads in **both Sales and Profit**, showing it's a high-performing segment.
- . **Office Supplies** has moderate sales but relatively lower profits, indicating possible thin margins.
- . **Furniture** shows **good sales** but **lower profit margins**, suggesting high costs or discounts in this category.

Sum of Sales by Category



Insights:

Technology stands out as the most profitable and highest-selling category, driven by high-demand items like phones and accessories —making it a key area for strategic investment and expansion.

Furniture, while contributing solid sales, suffers from lower profit margins, likely due to high costs or discounting, suggesting a need to review pricing and cost strategies.

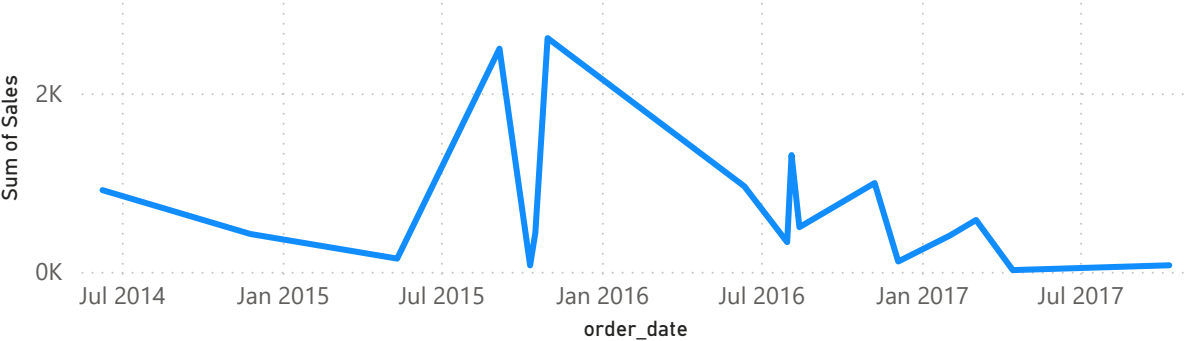
Office Supplies show consistent sales but modest profits, indicating potential for improvement through bundling, volume sales, or focusing on fast-moving items. These insights highlight where the business should optimize costs and where to double down for growth.

Sum of Sales and Target by Profit

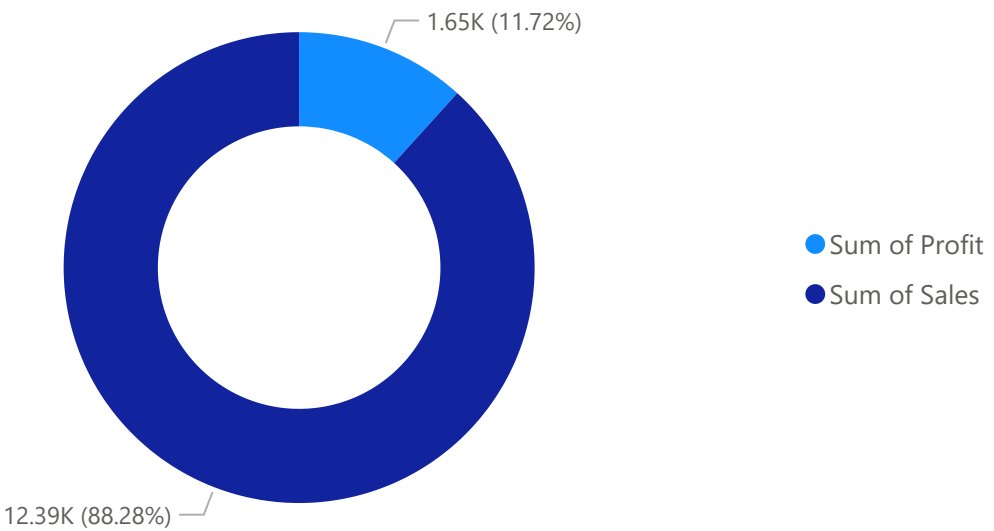


1.60K !
Goal: 150000 (-98.93%)

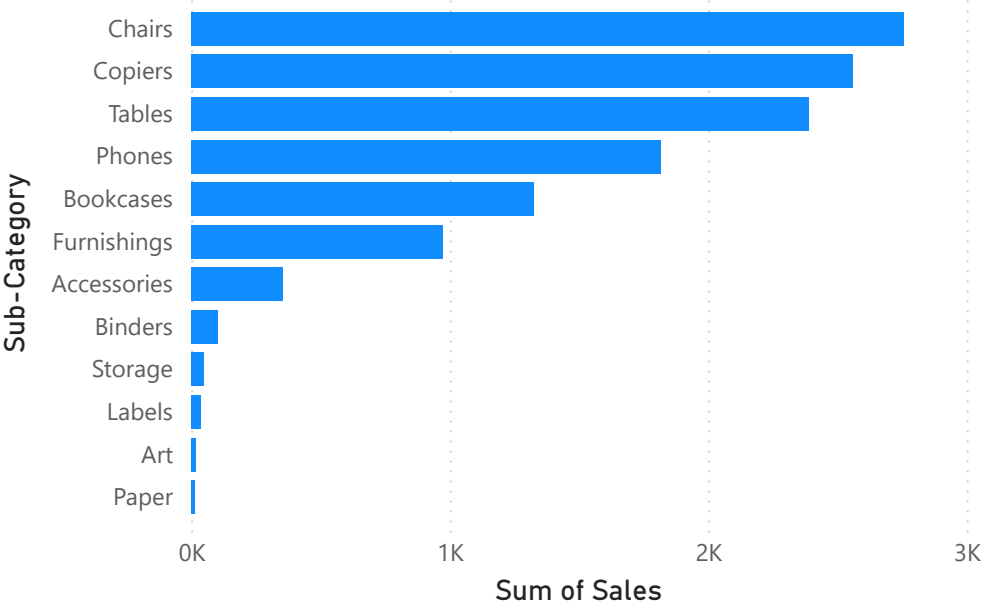
Sum of Sales by order_date



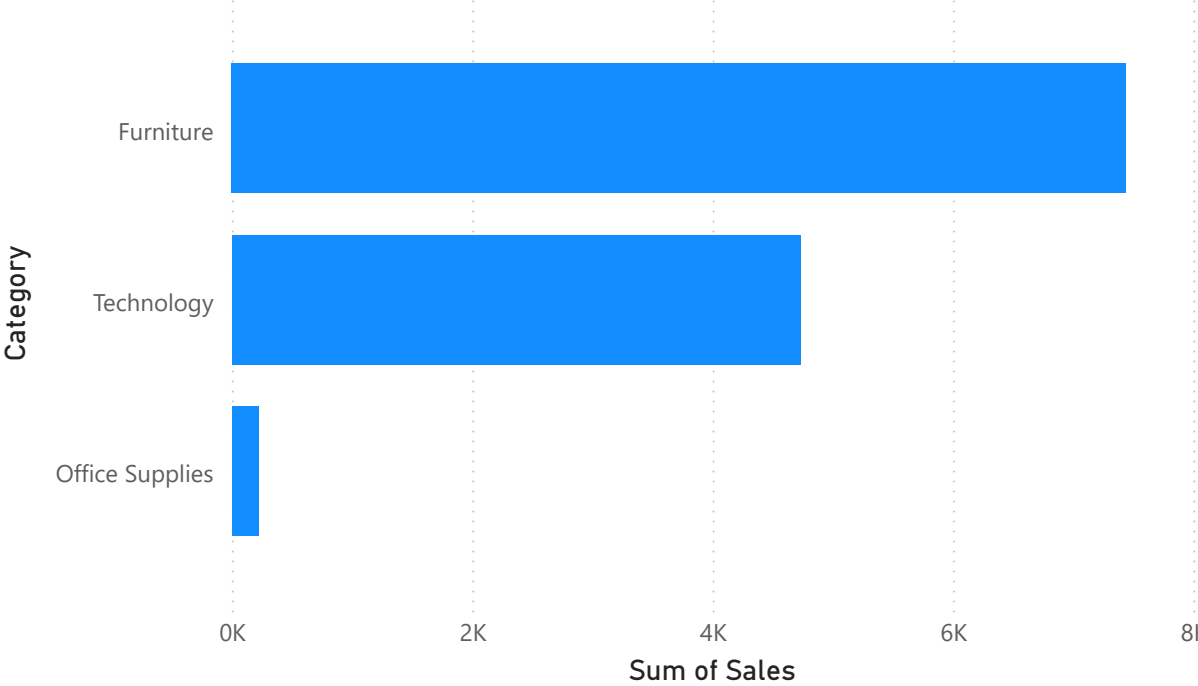
Sum of Profit and Sum of Sales



Sum of Sales by Sub-Category



Sum of Sales by Category



Sum of Sales by Region

