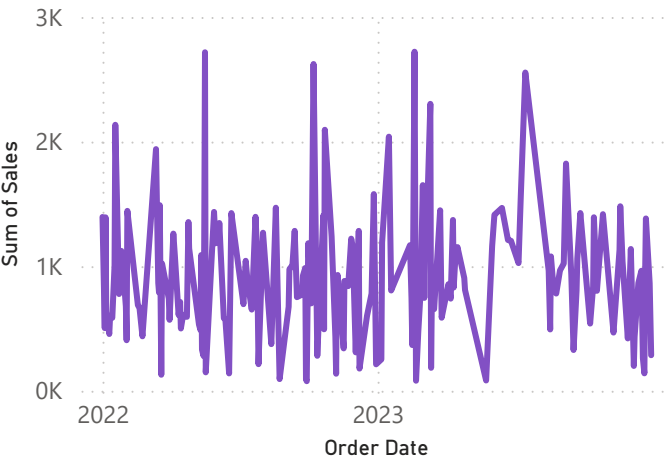


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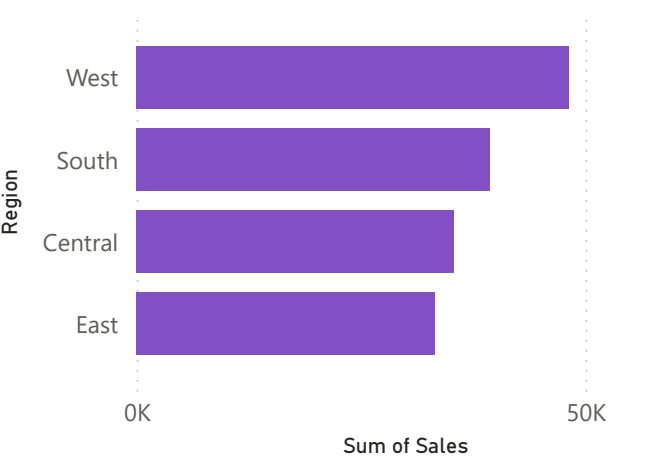
Sum of Sales by Order Date



order date by months and year:

The analysis of the Order Date shows that sales and profits peaked in Q1 and Q4 of both years. January 2022 and March 2023 had the highest sales and profits, while May 2023 saw the lowest activity. Overall, higher sales months generally aligned with higher profits, indicating strong performance during those periods.

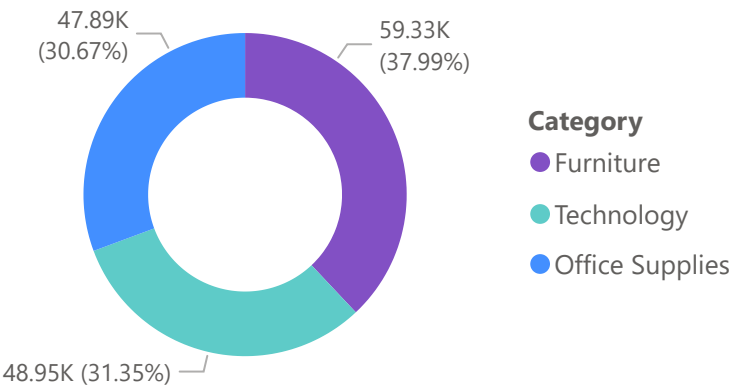
Sum of Sales by Region



sales by region:

The regional sales analysis shows that the West region leads with the highest sales of ₹48,223.66 and the most orders (61), followed by the South (₹39,410.45), Central (₹35,339.29), and East (₹33,200.92) regions. Profit distribution follows a similar trend, with the West generating the highest profit as well. This indicates that the West region is the top-performing market in terms of both sales volume and profitability.

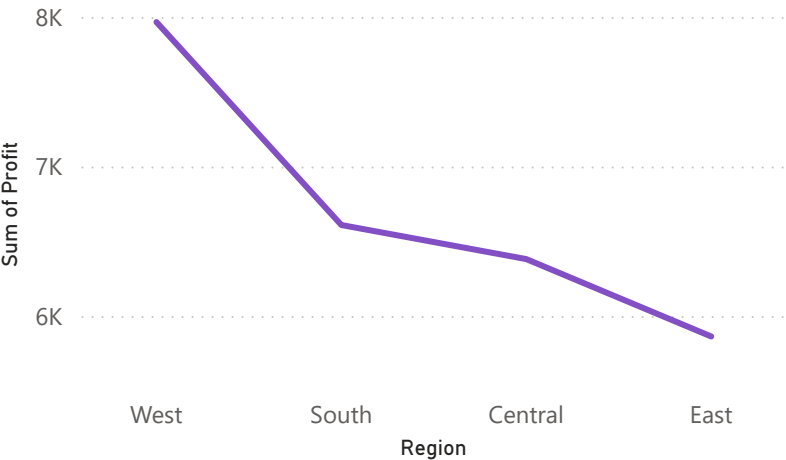
Sum of Sales by Category



sales by category:

The category-wise sales analysis shows that Furniture generated the highest sales at ₹59,327.85 from 71 orders, followed closely by Technology (₹48,953.31) and Office Supplies (₹47,893.16). Despite Furniture leading in sales, its profit is only slightly higher than the others, suggesting higher costs or lower margins. All three categories perform relatively evenly in terms of order volume and profitability, indicating a balanced product mix.

Sum of Profit by Region



profit by region:

West region generated the highest profit at approximately ₹7,966, making it the most profitable region overall. **South and Central regions** followed closely, with profits of around ₹6,608 and ₹6,380 respectively. The **East region** had the lowest total profit at about ₹5,863, despite having a competitive sales volume.

Category, Region ▼

^ ☐ Furniture

☐ Central

☐ East

☐ South

☐ West

^ ☒ Office Supplies

☐ Central

☒ East

☐ South

☐ West

^ ☐ Technology

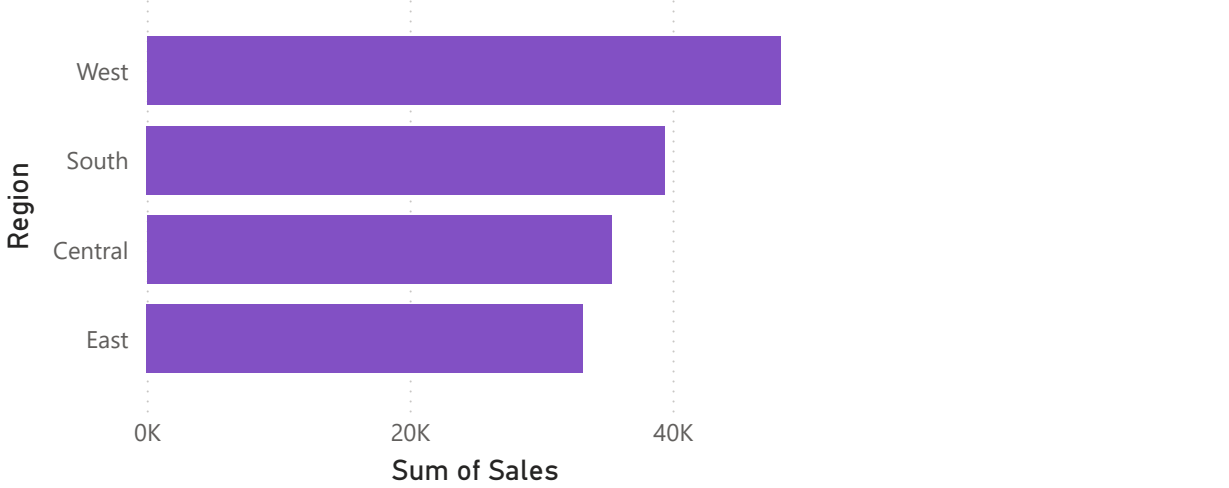
☐ Central

☐ East

☐ South

☐ West

Sum of Sales by Region



3 short and specific insights based on your data:

- 1. West region had the highest overall sales, especially dominating in Q1 and Q4 across both years.
- 2. Furniture category contributed the most to total sales, but with tighter profit margins compared to Office Supplies.
- 3. March 2023 was the best-performing month, recording peak sales and profit across all categories and regions.