



INSIGHTS

1. **Technology leads in sales**, contributing about **37% of total revenue**, slightly ahead of Furniture (33%) and Office Supplies (30%).
 2. **Central region dominates with ~2.8M in sales**, far higher than other regions like South (~1.6M) and North (~1.2M).
 3. The **West, East, and Canada** regions show relatively low sales compared to others, suggesting potential growth areas.
 4. **Monthly sales show seasonal spikes**, with noticeable peaks around mid-year and end-of-year periods.
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