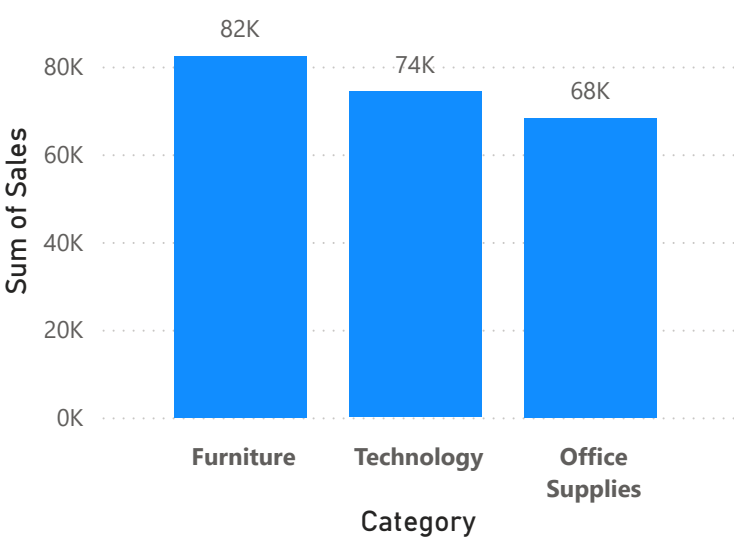
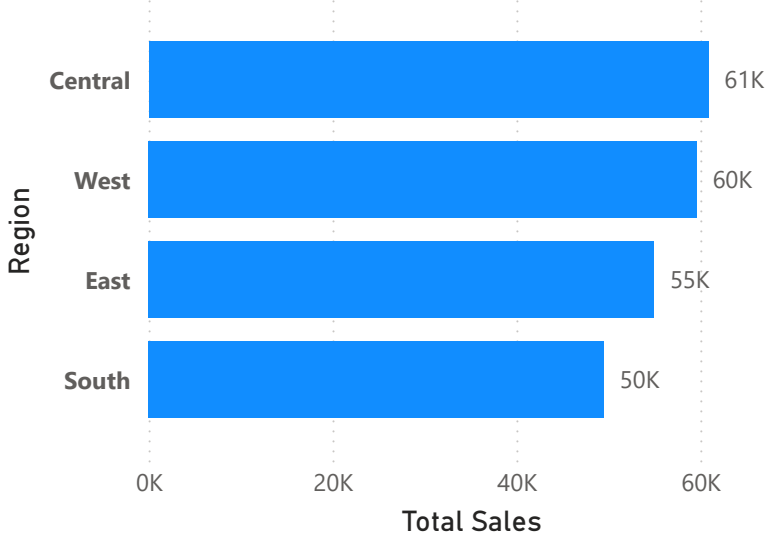


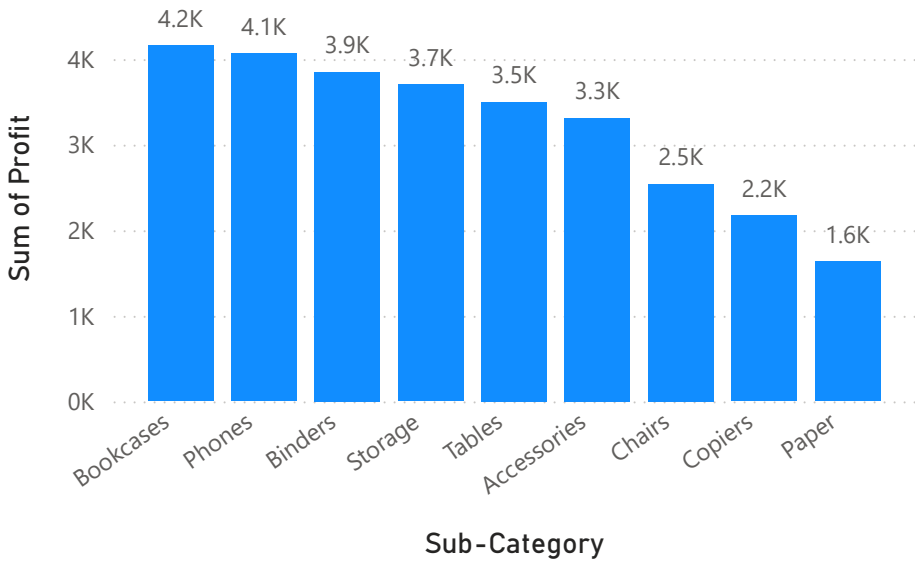
Sales by Category



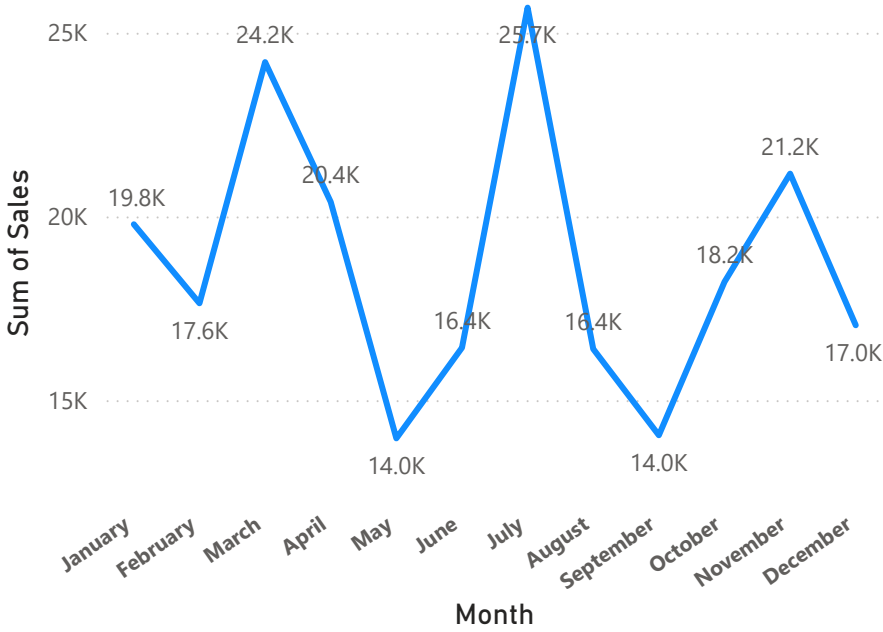
Sales by Region



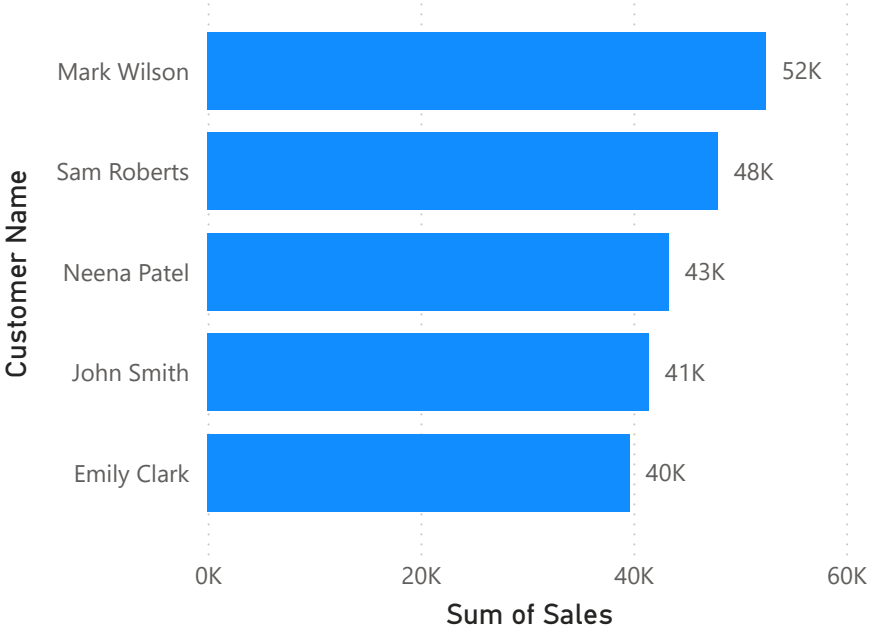
Profit by Sub-Category



Monthly Sales Trend



Top 5 Customers by Sales



28.94K

Total Profit

224.95K

Total Sales

Summary of Insights

- Technology has the highest sales.
- West region performs best in revenue.
- Tables and Bookcases show negative profit.
- Sales increase during some months (seasonal trend).
- Top 5 customers contribute major sales.

Recommendations

- Improve pricing for low-profit sub-categories.
- Focus marketing on the South region.
- Run offers during peak seasonal months.
- Use loyalty programs for top customers.