

Summary

This dashboard provides a comprehensive view of sales performance across regions, product categories, and sales representatives. Office Supplies contributed the highest sales at ₹721.28K (28.13%), while the East region recorded the highest regional sales of ₹543.68K. Neha Singh led among sales reps with ₹430.52K in sales. The sales trend showed a peak in November, reaching ₹247.01K.

Key Insight

- 1) Office Supplies contribute the highest to overall sales at 28.13%, making it a key product category for revenue generation.
- 2) Neha Singh is the top-performing sales representative, and the East region leads in total sales, indicating where strong sales strategies are currently most effective.