

BUSINESS INSIGHTS FROM YOUR DASHBOARD

Insight 1: Regional Performance

The **West region contributes the highest share of total sales ($\approx 119K$)**, indicating that the business is heavily dependent on this region for revenue generation.

Other regions show significantly lower contribution, which suggests an imbalance in market penetration.

Business Meaning: The company has strong demand in the West but underutilized opportunities elsewhere.

Insight 2: Category-Level Profitability

Although **Furniture generates high sales**, the **overall profit ($\approx 4.33K$ total)** remains relatively low compared to revenue, resulting in a **profit margin of only 3.61%**. Business Meaning: High sales do not necessarily translate into high profitability — costs or discounts may be reducing margins.

Insight 3: Sub-Category Sales Concentration

Sales are highly concentrated in a few sub-categories:

- Chairs (~43K)
- Tables (~40K)
- Bookcases (~19K)

These few products drive the majority of revenue.

Business Meaning: The business relies heavily on limited product groups, increasing risk if demand changes

2. RECOMMENDATIONS

Recommendation 1: Expand Beyond the West Region

The company should replicate successful sales strategies from the West region into Central, East, and South regions through:

- Targeted promotions
- Regional distribution expansion
- Local marketing campaigns

Expected Result: Balanced revenue growth across regions.

Recommendation 2: Improve Profit Margin on Furniture

Since Furniture drives high revenue but low profit:

- Reduce excessive discounts
- Optimize supplier costs
- Focus on premium furniture lines

Expected Result: Increase profit margin from **3.6%** → **7–10%**.