

# Sales Performance Analysis Report

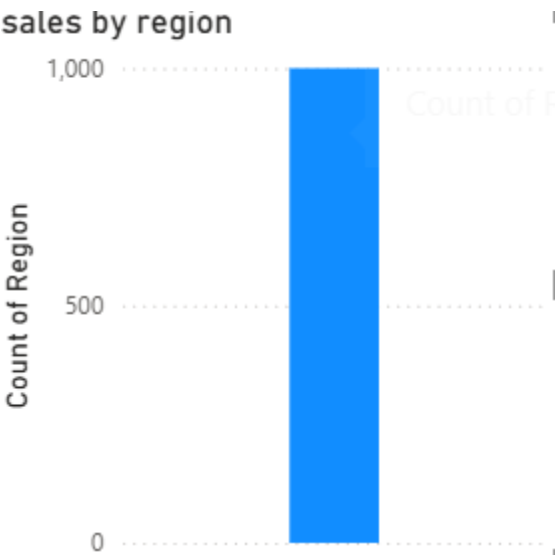
## 1. Overview

The dashboard displays key business metrics such as Total Sales, Total Profit, Total Quantity Sold, and Profit Margin. It also includes visual insights showing sales distribution across regions and product categories.

## 2. Key Metrics Summary

- Total Sales: 24.25M
- Total Profit: 3.69M
- Total Quantity Sold: 4948 units
- Profit Margin: 0.15

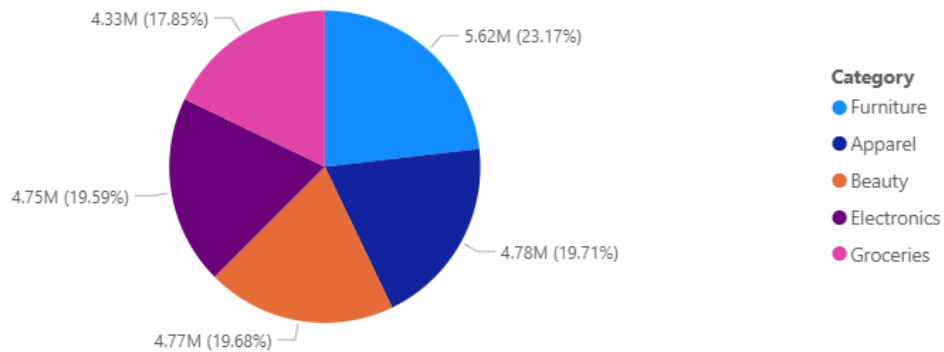
## 3. Sales by Region



The bar chart summarizes the count of sales transactions across different regions. One region shows significantly higher activity, indicating a major concentration of sales operations.

## 4. Total Sales by Category

Total Sales by Category



Sales are distributed across five major product categories. The pie chart shows their contribution:

- Furniture – 5.62M (23.17%)
- Apparel – 4.78M (19.71%)
- Beauty – 4.77M (19.68%)
- Electronics – 4.75M (19.59%)
- Groceries – 4.33M (17.85%)

The distribution indicates a healthy balance across product categories, with no single segment dominating excessively.

## 5. Insights & Observations

- Total sales performance is strong, crossing 24 million.
- A profit margin of 15% indicates efficient cost and pricing strategy.
- Sales distribution across categories is balanced, reducing revenue risk.
- Regional activity is uneven, suggesting opportunities for expansion into underperforming regions.

## 6. Conclusion

The analysis highlights stable business growth, strong profit margins, and diversified category performance. These insights can guide business leaders in strengthening operations and identifying new opportunities.