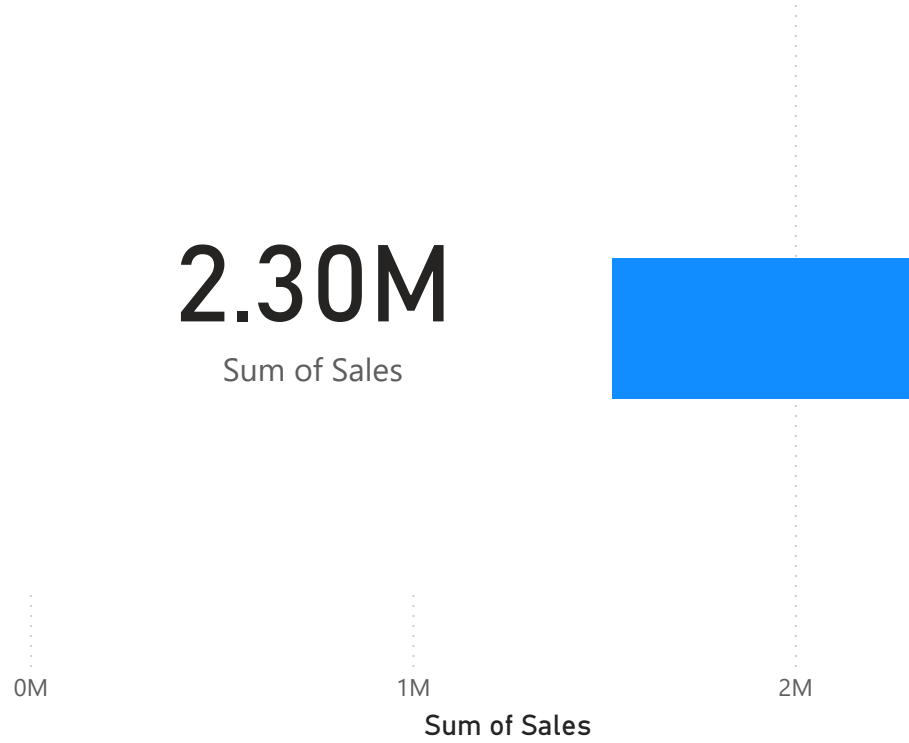
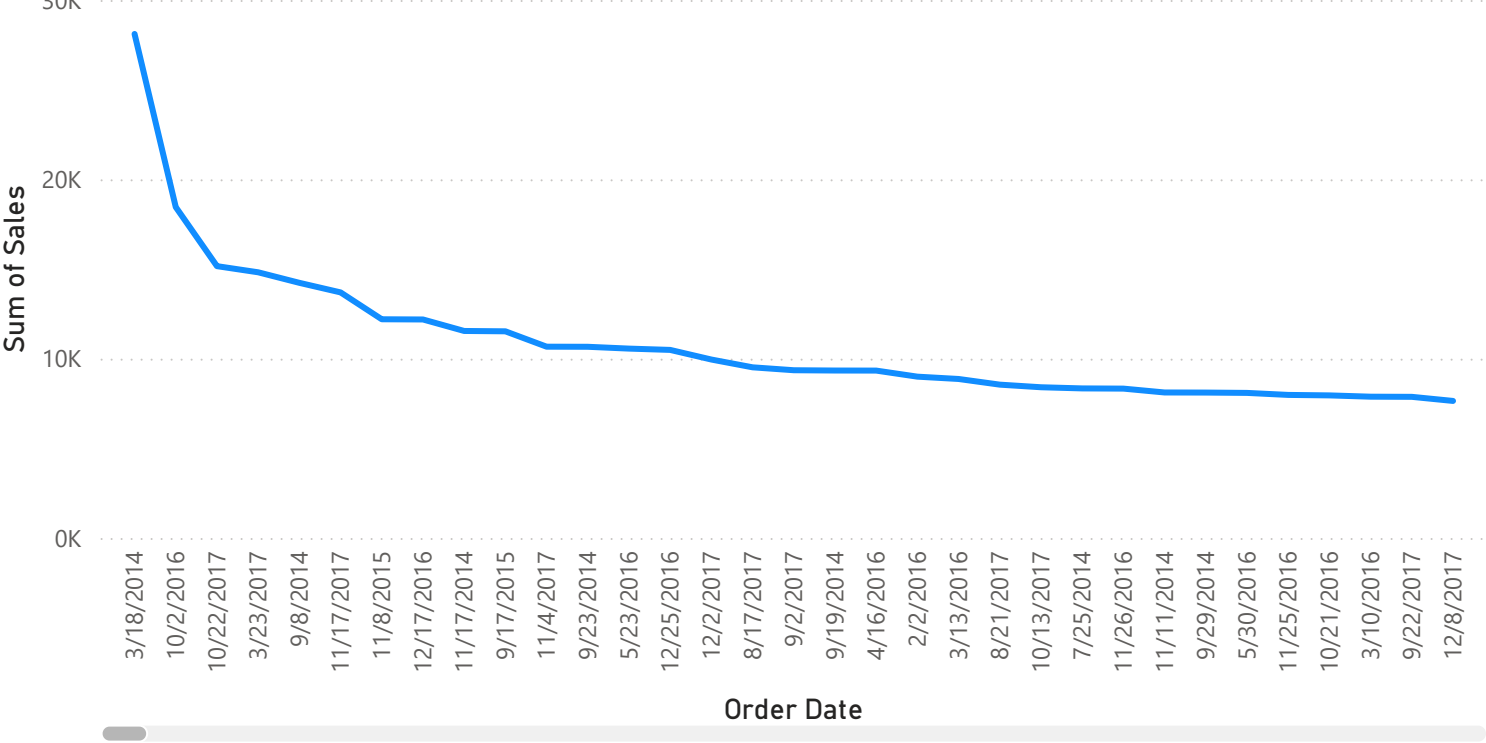


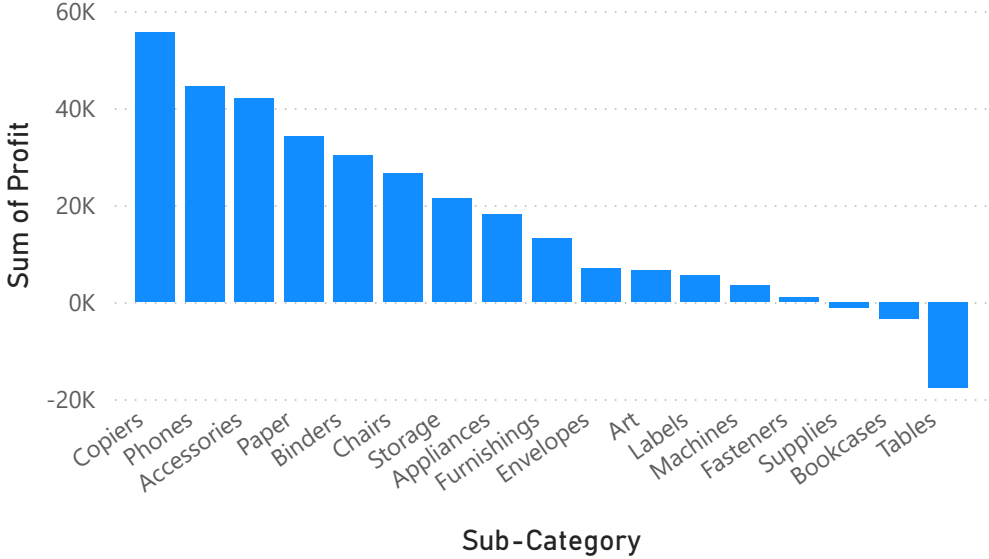
Sum of Sales



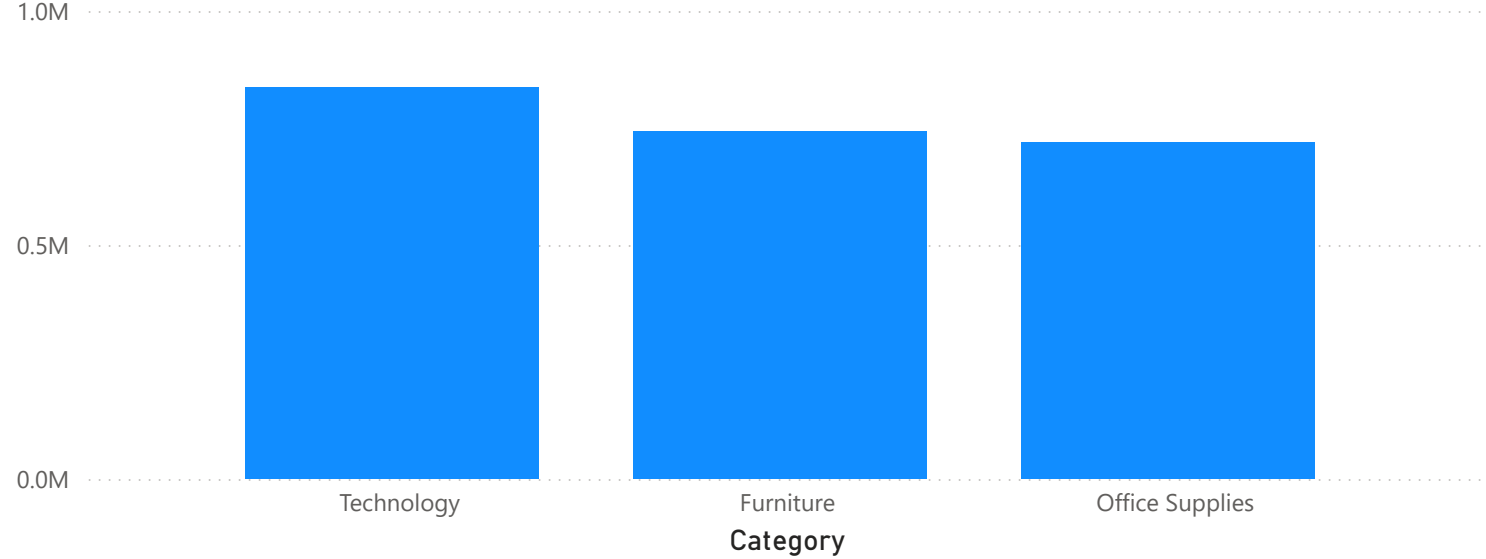
Sum of Sales by Order Date



Sum of Profit by Sub-Category



Sum of Sales by Category



## **INSIGHT 2 — Sales Trend Over Time**

Sales peak during the months of November and December every year.

This indicates strong year-end/holiday season demand.

## **INSIGHT 3 — Profit vs Sales (Scatter Plot)**

Some sub-categories like Tables have high sales but very low or negative profit.

This suggests issues in pricing, discount policies, or high return rates.

## **INSIGHT 4 — Top 10 Customers**

The top 10 customers contribute a significant portion of total sales.

They are high-value customers and should be retained with loyalty benefits.

## **INSIGHT 5 — Region-Wise Sales**

The West region performs the best in terms of sales.

The South region has the lowest performance and needs improvement.

## **OVERALL SUMMARY**

**Overall, the majority of revenue comes from Technology and Office Supplies.**

**Sales peak consistently during the year-end season (Nov–Dec).**

**Several products like Tables generate high sales but poor profit.**

**The West region and top customers play a major role in driving the business.**

- 1. Review pricing and discount strategies for low-profit items like Tables.**
- 2. Increase marketing efforts for the Furniture category.**
- 3. Prepare higher inventory and promotions for the November–December peak season.**
- 4. Improve marketing and customer targeting in the South region.**
- 5. Launch loyalty programs or personalized offers for top customers.**