Sales Dashboard Insights

1️⃣ The Central region consistently generated the highest sales volume across all months, making it the top-performing region.

2️⃣ Technology was the most profitable category, especially in the last quarter of the year, indicating strong demand and high margins.

3️⃣ Sales showed a clear peak in December, suggesting seasonal buying trends and opportunities for targeted marketing during holidays.

4️⃣ The Canada region had the lowest total sales and profit, signalling a potential area for improvement through focused campaigns or strategic changes.