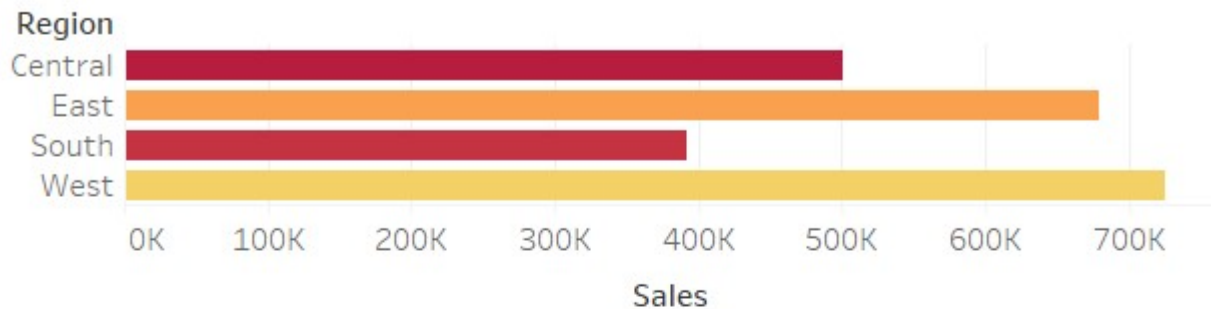


1- 📊 Regional Performance Overview

1-Regional Sales & Profit Analysis



Regional Profit Comparison



💡 Key Business Insights:

📍 Sales Overview

📍 **West** region is the top performer in terms of **Sales**, followed by the **East** region.

📉 **Central** and **South** regions are underperforming, suggesting potential for targeted marketing or sales strategies.

📍 Profit Analysis

💰 Despite high sales, some regions might not be contributing equally to **Profit**.

🔍 A deeper analysis of **profit margins by category or sub-category** may reveal areas of concern.

📍 Opportunity Suggestion

🎯 Focus efforts on improving sales in **South and Central**, especially in high-margin product categories.

👉 Consider customer retention strategies or regional promotions.