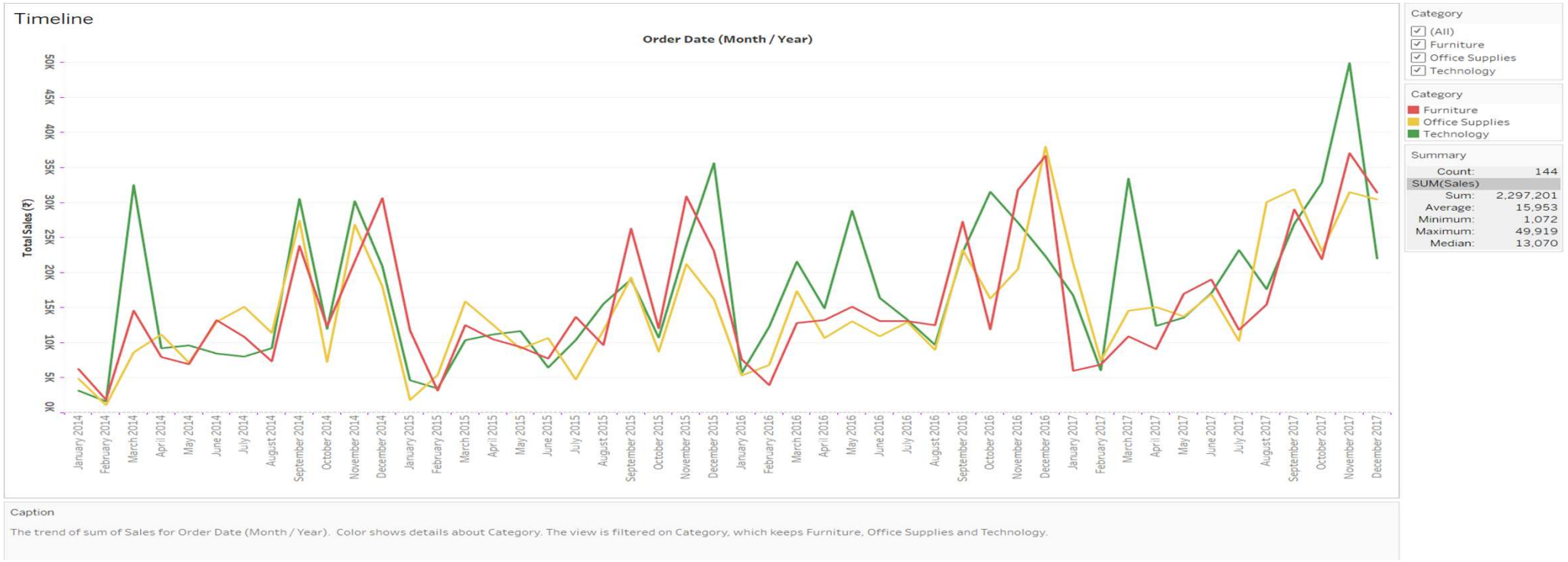
Sales Dashboard Insights

Superstore Dataset - Task 8

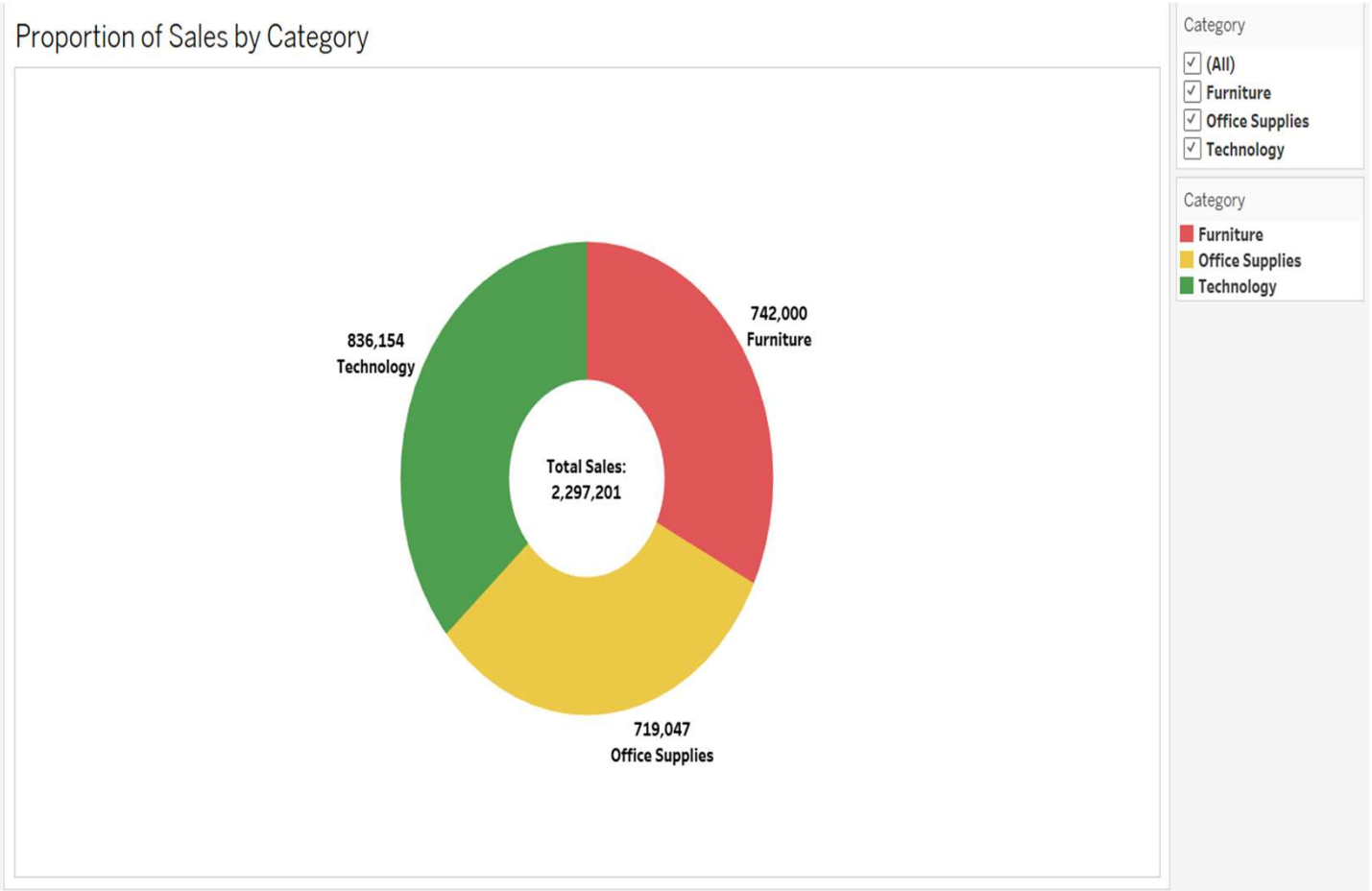
1. Timeline: Sales Over Time



- **Insight:**
- Sales exhibit a seasonal pattern with peaks during November and December each year. The West region consistently outperforms other regions, while the South region records the lowest sales across the timeline.

- **Recommendation:**
- - Capitalize on year-end sales by launching targeted promotions.
- - Investigate performance in the South to identify growth opportunities.

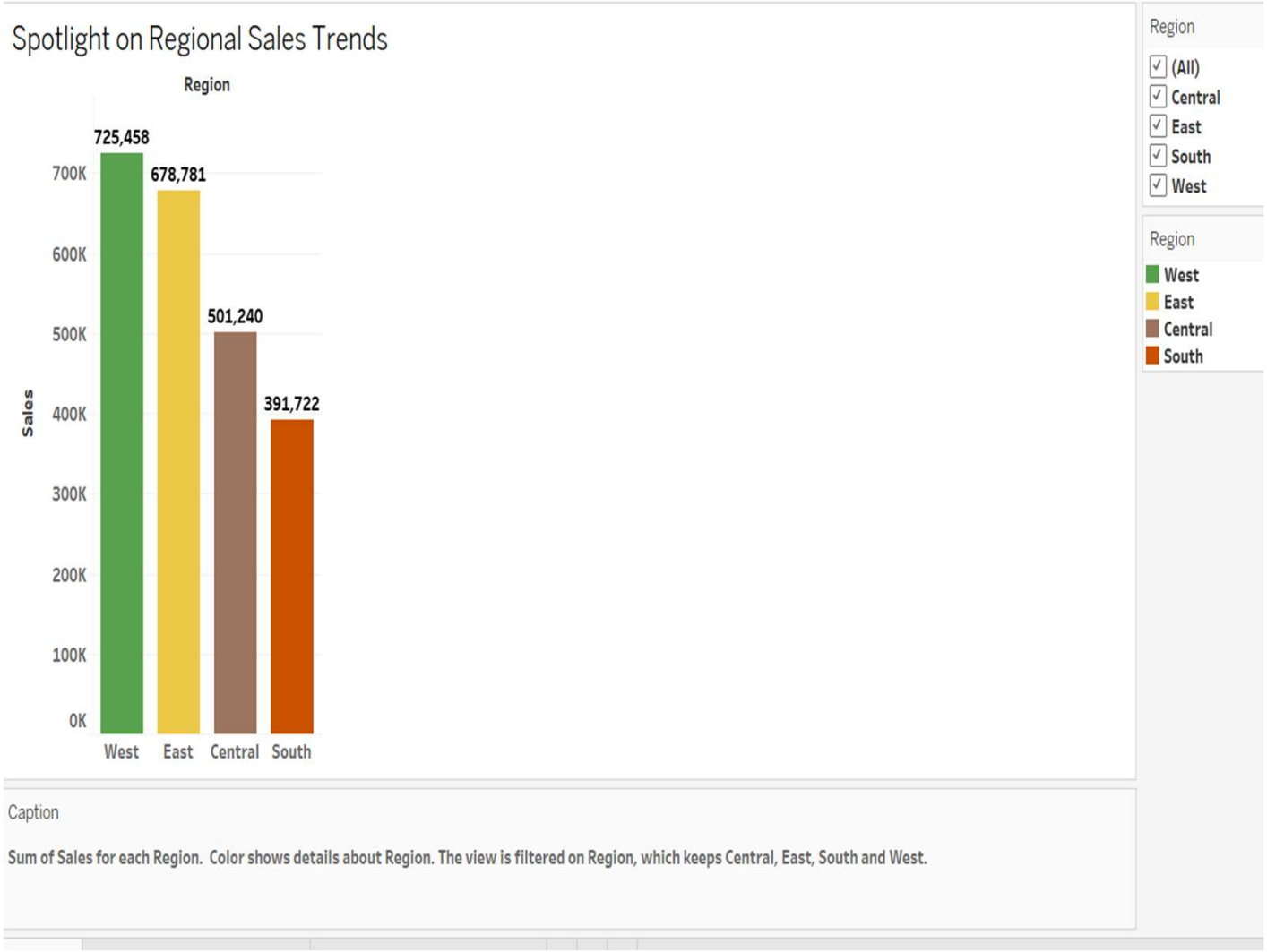
2. Proportion of Sales by Category



- **Insight:**
- Technology is the highest revenue-generating category (₹836,154), followed by Furniture (₹742,000) and Office Supplies (₹719,047). Technology contributes approximately 36% to total sales.

- **Recommendation:**
- - Expand technology offerings and promotional focus.
- - Bundle technology products with low-performing categories to boost their sales.

3. Regional Sales Trends (Bar Chart)



- **Insight:**
- The West region tops in sales (₹725,458), followed by East (₹678,781). Central (₹501,240) and South (₹391,722) trail behind.

- **Recommendation:**
- - Maintain momentum in West and East through loyalty programs.
- - Conduct detailed analysis in the South to enhance engagement and optimize sales strategies.