

# Sales Data Insights

A detailed analysis of sales trends, regional performance, and category distribution.

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# 1. Sales Trends Over Time

- Sales witnessed a significant peak in November 2017, reaching approximately 118K, marking a sharp rise after experiencing several fluctuations in the preceding years. This indicates a period of growth, with potential drivers for the spike that may be worth investigating.

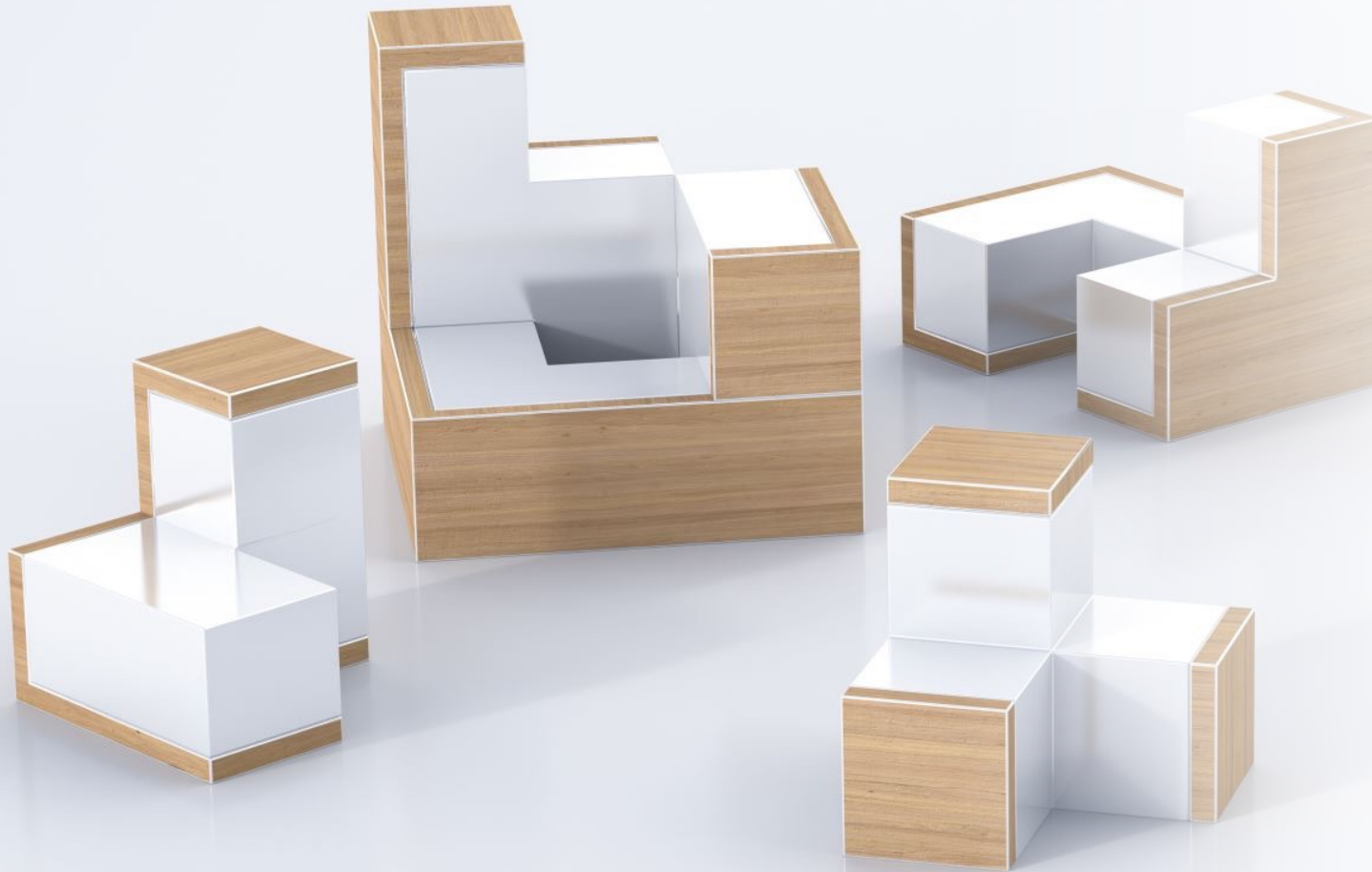




## 2. Regional Performance

- The West Region emerged as the top-performing region, contributing over 0.7 million in sales. This indicates a strong market presence and performance in this region when compared to other areas. The West region's dominance suggests it could be a strategic focus for future growth initiatives.

### 3. Category Distribution



- Among the product categories, Technology leads with total sales of 836.15K, accounting for 36.4% of overall sales. Furniture follows closely with 742K in sales, representing 32.3% of the total sales. This highlights the strong consumer preference for tech-related products, with Furniture also showing substantial demand.



An aerial photograph of a long, multi-lane highway bridge spanning a body of green water. The bridge has several lanes in each direction, with white lane markings. Several vehicles, including cars and trucks, are visible traveling across the bridge. The water is a vibrant green color with visible ripples. The text "Thank You" is overlaid in the bottom left corner.

Thank You