Sales Data Insights

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

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.
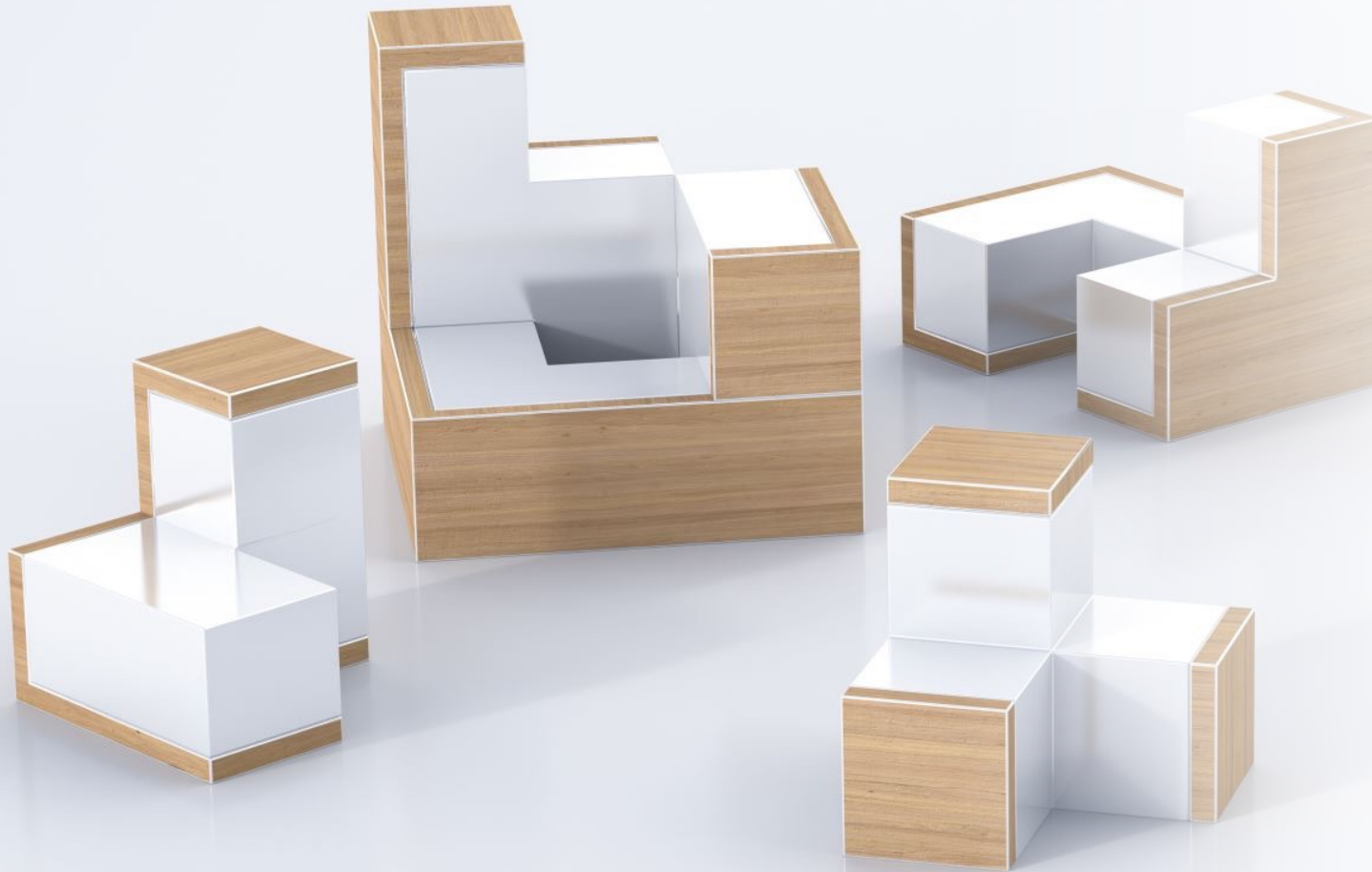
2. Regional Performance

- 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.

Thank You