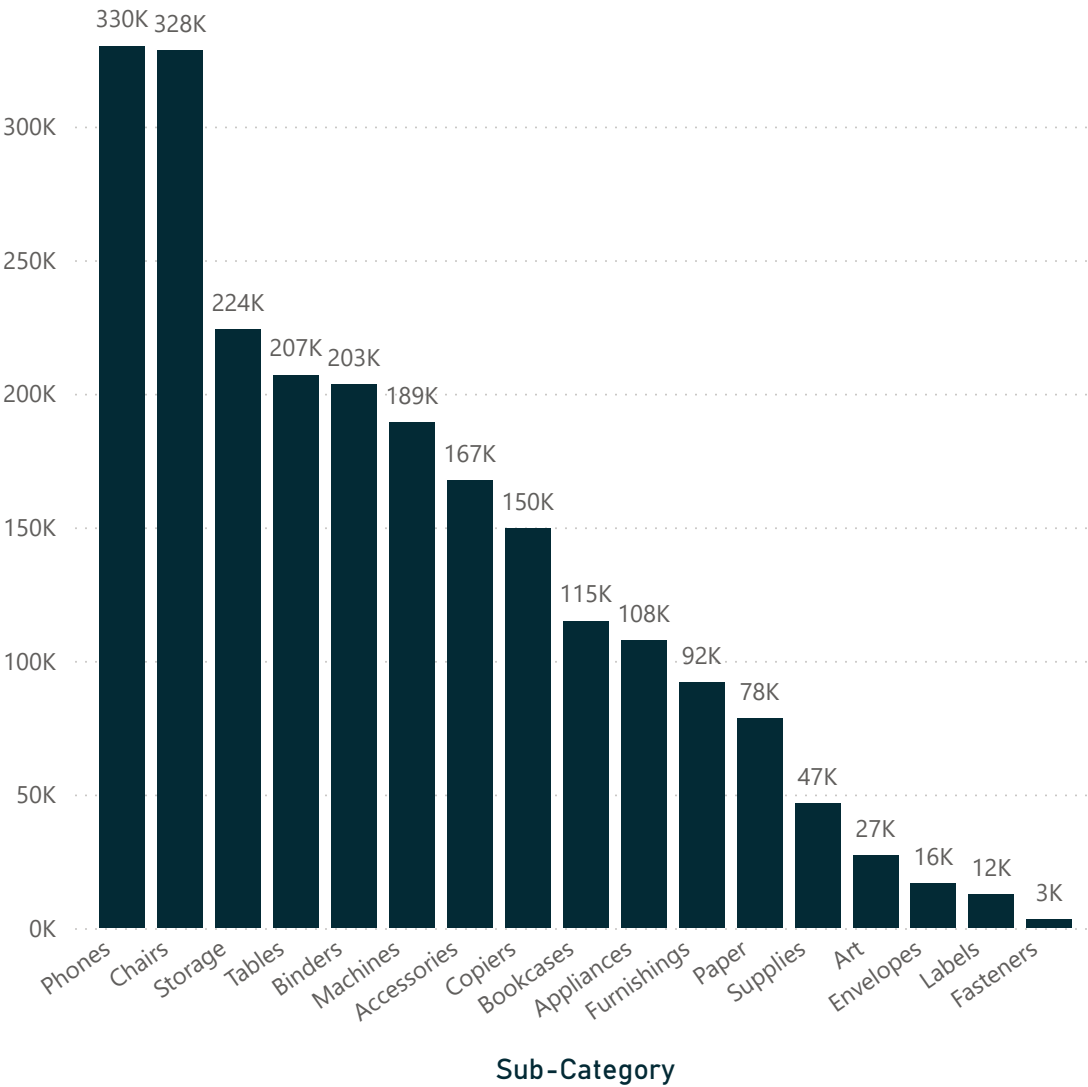
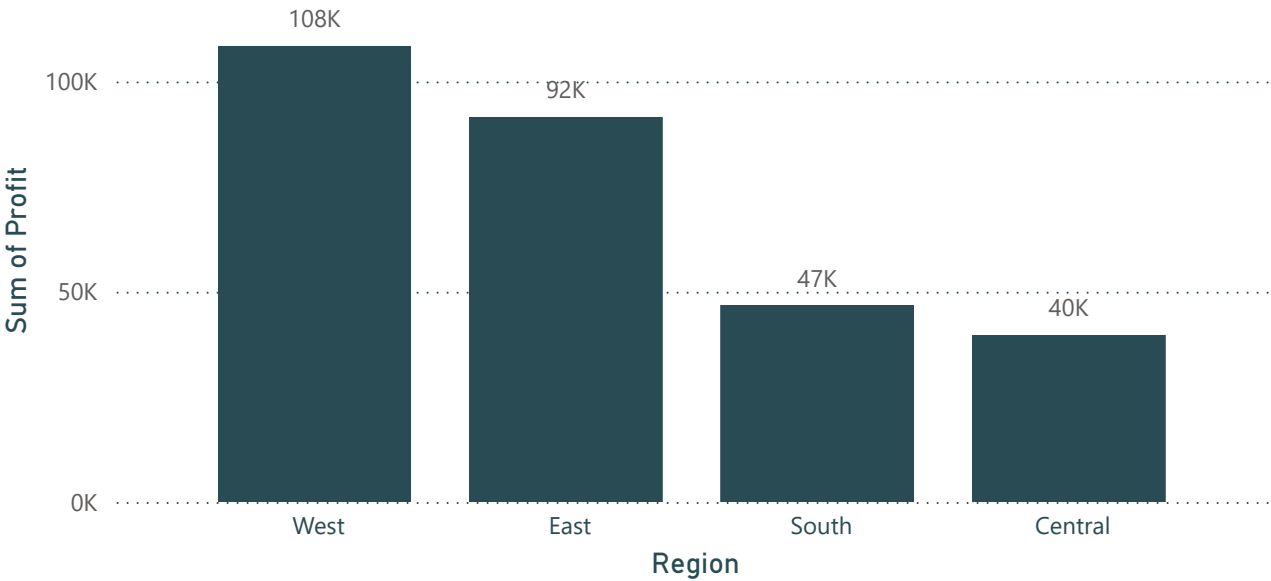


# Overview

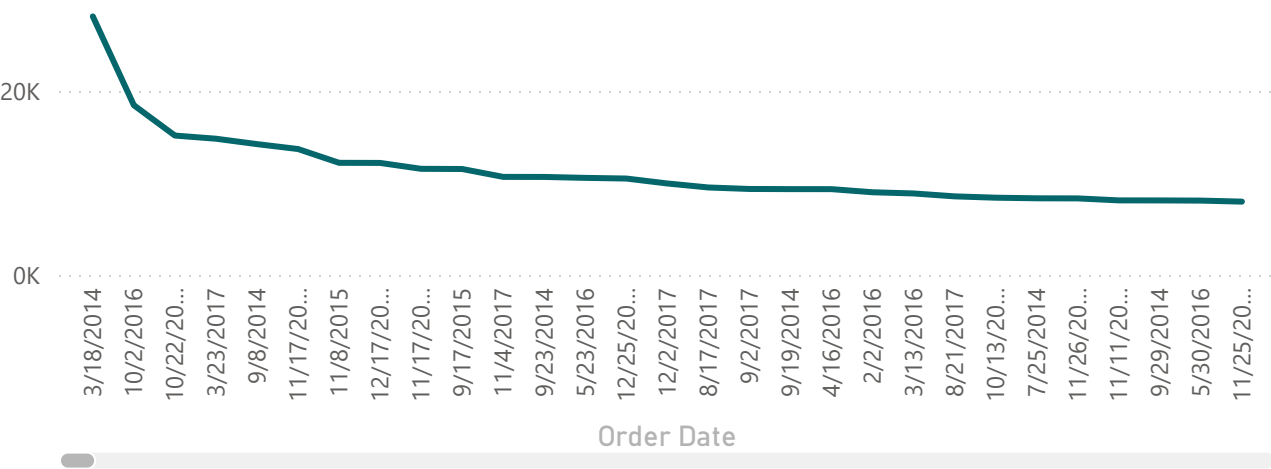
Total Sales by Product Category



Total Profit by Region

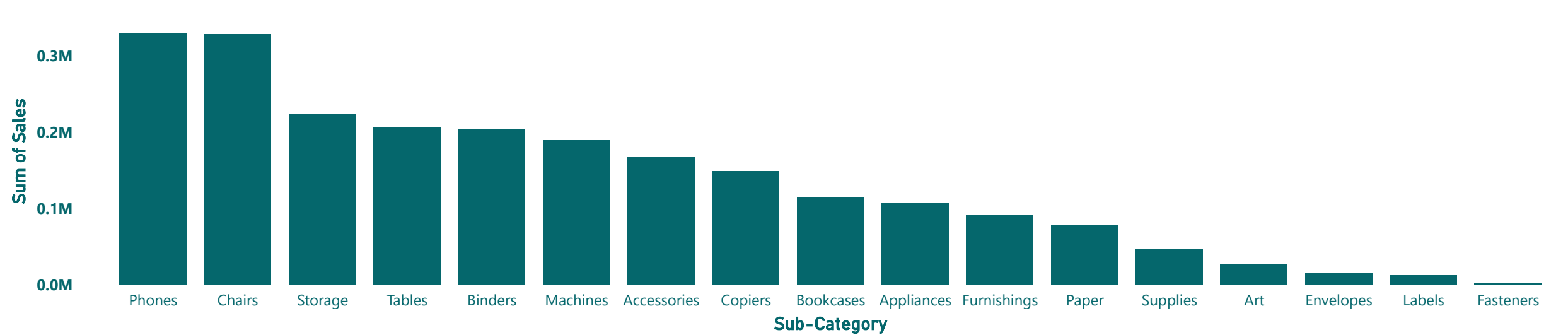


Sales Trend Over Time (By Year)



# Sales Analysis

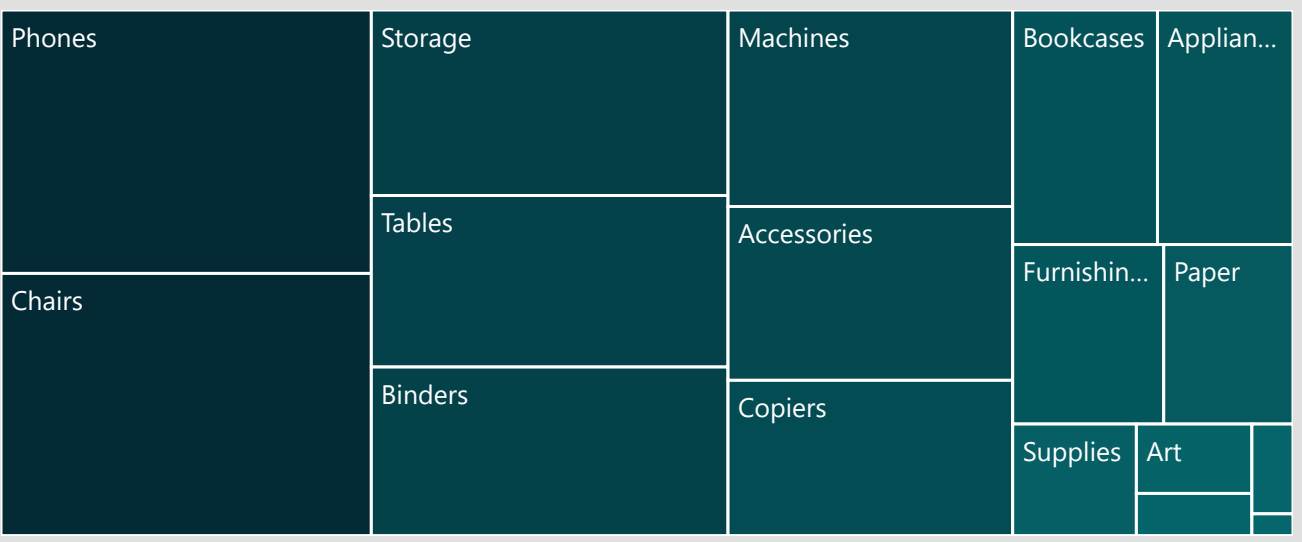
Sum of Sales by Sub-Category



Sales Trend Over Time (By Year)

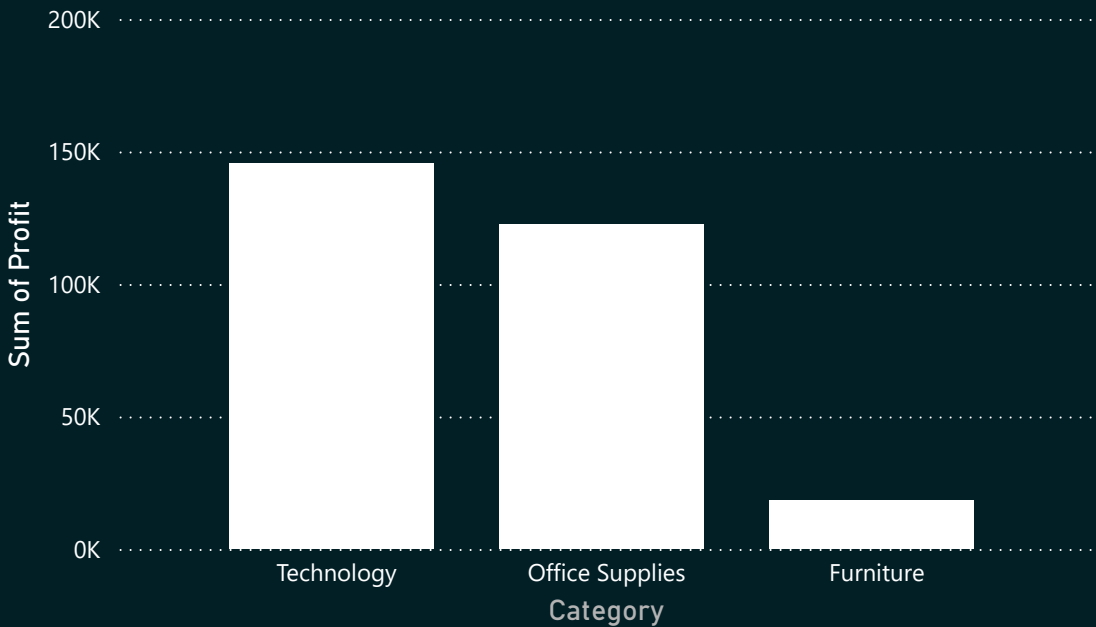


Sum of Sales by Sub-Category

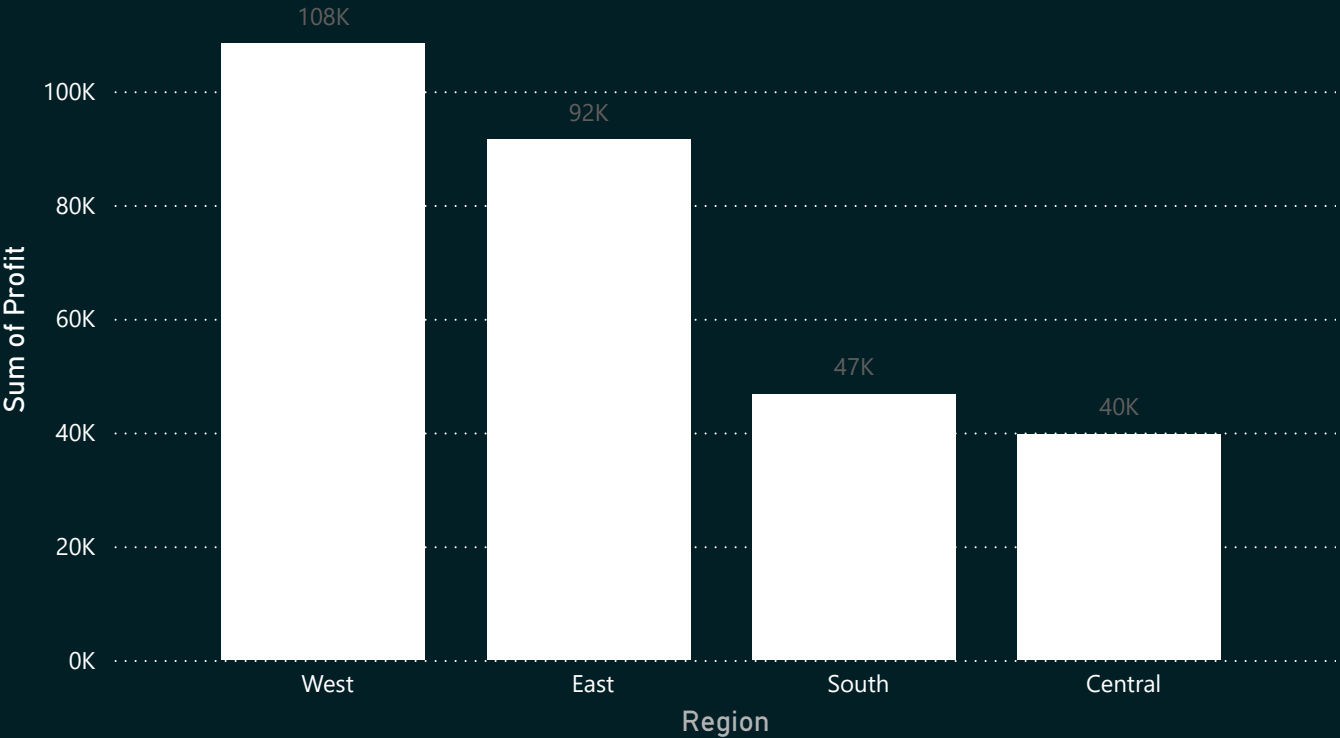


# Profitability Analysis

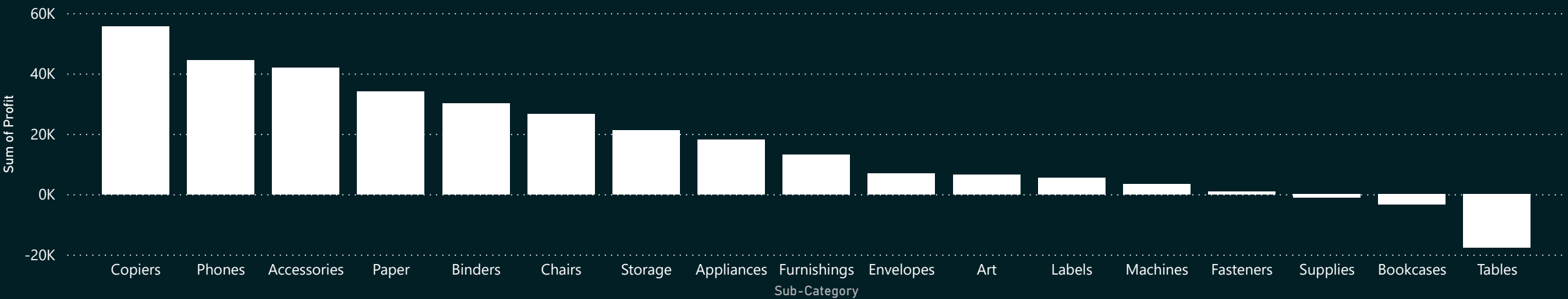
Sum of Profit by Category



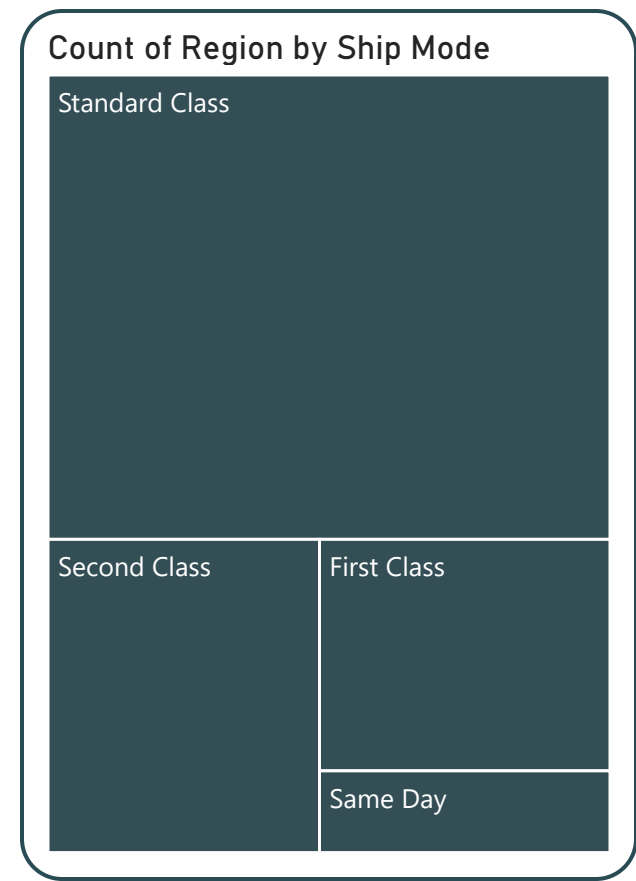
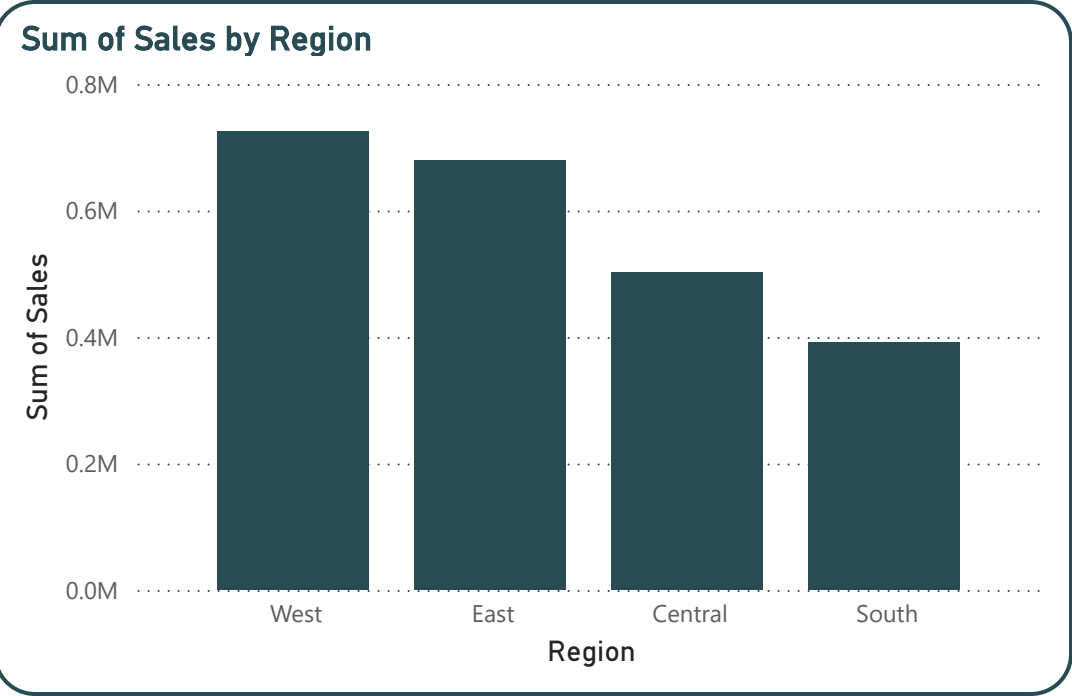
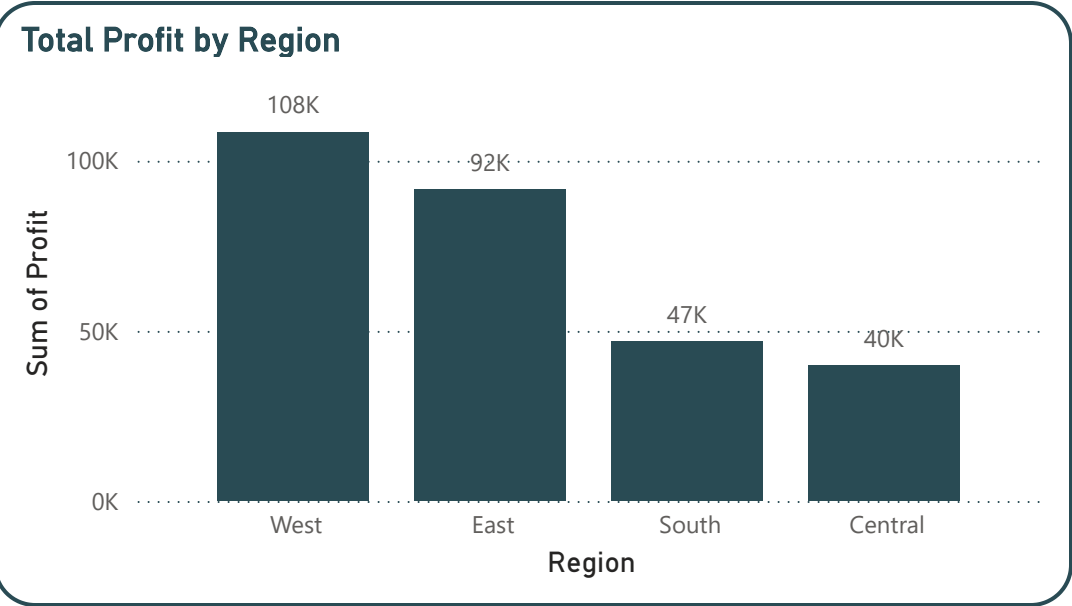
Total Profit by Region



Sum of Profit by Sub-Category



# Geographical Analysis



## Accessories

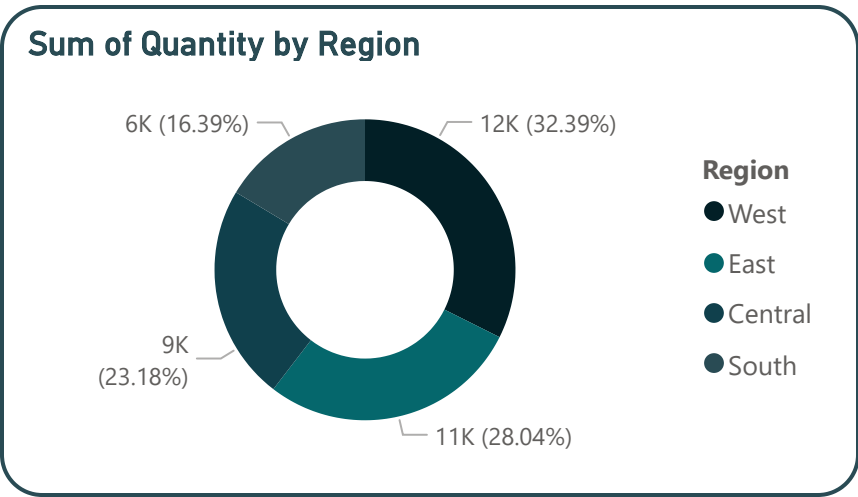
First Sub-Category

9994

Count of Postal Code

1.56K

Sum of Discount



## Furniture

First Category

# CONCLUSION

## Observation 1:

Overall sales growth is exceptionally strong

## Observation 2:

Technology is the top sales category, but Office Supplies are lowest.

## Observation 3:

West Region is highly profitable, but Central Region has very low profit.

## Further Action:

We must take immediate action to uncover the reasons behind the disappointing sales in office supplies, focusing intently on essential factors such as our marketing strategies and pricing approaches.

Furthermore, a comprehensive analysis of the Central Region is crucial to pinpoint and rectify the underlying profit issues, which could include excessive discounts, high shipping costs, or specific unprofitable products. We must address these challenges decisively to enhance our overall profitability.