**Report**

**1. Monthly Sales Trends (Image 1)**

**Insights:**

* **Sales are highest in November and December**, peaking at **1.5K orders**, indicating strong **seasonal demand** (possibly holiday sales).
* **Product ID OFF-PAK** has the highest order count (19), while others average around 14–16.
* **Sales by Region**:
  + **West leads (29.73%)**, followed by **East (28.58%)**, and **Central (24.28%)**.
  + **South has the lowest sales (17.41%)**.
* **Total Sales**: ~**2.3 Million**, with a range from **0.44 to 22.64K per product**.
* **Geographic concentration** is highest in **North America**, as shown in the map.

**2. Customer Behavior (Image 2)**

**Insights:**

* **Top customers**:
  + **Sean Miller** leads with **25K+ sales**, followed by **Tamara Chandler** and **Raymond Buch**.
* **Segment Performance**:
  + **Consumer segment dominates with 1.16M (50.56%)** of sales.
  + **Corporate (30.74%)**, and **Home Office (18.7%)** trail behind.
* **Trend lines** show varied sales contributions by customers across years, with peaks around **2013-2014**.
* The **Matrix** shows how individual customers purchase across product types like Accessories, Appliances, Art etc., useful for personalized marketing.

**3. Category-wise Performance (Image 3)**

**Insights:**

* **Technology** is the best-performing category with **highest sales & profit**, followed by **Furniture**, and then **Office Supplies**.
* **Yearly Growth**: All categories show **consistent growth** from **2011 to 2014**.
  + **Technology sales grew sharply**, indicating increasing customer preference.
* **Sales Count**:
  + **Office Supplies** leads in number of transactions (**6K orders**), but not in revenue or profit.
  + Implies Office Supplies might be **low-cost, high-frequency** items.
* The bar chart comparing **sales vs. profit** gives a clear view of how each category contributes to business health.

**Overall Dashboard Insights (Summary):**

| **Dimension** | **Key Finding** |
| --- | --- |
| **Time (Monthly)** | Peak sales in **Nov–Dec**, indicating **seasonal buying behavior** |
| **Customer** | Top 10 customers account for a significant portion of sales — **focus on retention** |
| **Region** | **West and East** are the top-performing regions; **target South** for improvement |
| **Segment** | **Consumer** is the most valuable segment (50%+ share) |
| **Category** | **Technology** leads in both **sales and profit**, while **Office Supplies** sells most |

**What are the best-selling products?**

**When do sales peak during the year?**

**Which categories or regions bring the most revenue?**

* Based on your Power BI dashboard, here are the answers of questions with insights pulled from the visual data:

**What are the best-selling products?**

* From the **“Count of Sales by Product ID”** chart:
  + **Product ID: OFF-PAK-10000338** (Office Supplies - Paper) has the **highest number of sales (19 orders)**.
  + Other frequently sold products include:
    - **TEC-AC-10001561**
    - **FUR-CH-10003817**
    - All these fall within the range of **14–18 orders**.
* These are likely **low-cost, high-frequency** items (like paper, accessories, chairs, etc.).

**Insight**: Focus on bundling or upselling around these products.

**When do sales peak during the year?**

* From the **“Count of Sales by Month”** line chart:
  + Sales **peak in November (1.5K orders)** and remain high in **December (1.4K orders)**.
  + A secondary rise happens around **April to June (~0.8K orders)**.
  + **Lowest sales** occur in **February (0.3K orders)**.

**Insight**: Plan promotions and inventory for **Q4** to leverage **holiday season demand**.

**Which categories or regions bring the most revenue?**

**Categories:**

From the **Category-wise Performance**:

* **Technology** has the **highest revenue and profit** overall.
* **Furniture** is second, and **Office Supplies**, though highest in order count, brings less revenue.

Example from bar chart:

* Technology ≈ **$950K**
* Furniture ≈ **$850K**
* Office Supplies ≈ **$800K**

**Insight**: Invest in promoting **Technology products**; they have **high profitability**.

**Regions:**

From the **“Count of Sales by Region” (Pie Chart)**:

* **West** leads with **29.73%** of sales.
* Followed by:
  + **East – 28.58%**
  + **Central – 24.28%**
  + **South – 17.41%**

**Insight**: Focus expansion efforts in **South**, and **maintain strong performance** in **West and East**.