



## REGION

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

## CATEGORY

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

## ANALYSIS

Sum of Sales

2.30M

Average of Sales

229.86

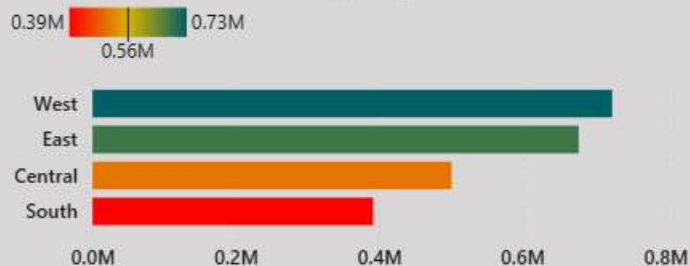
Sum of Profit

286.40K

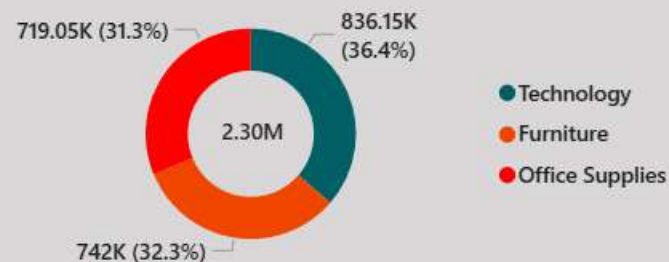
Sum of Discount

1.56K

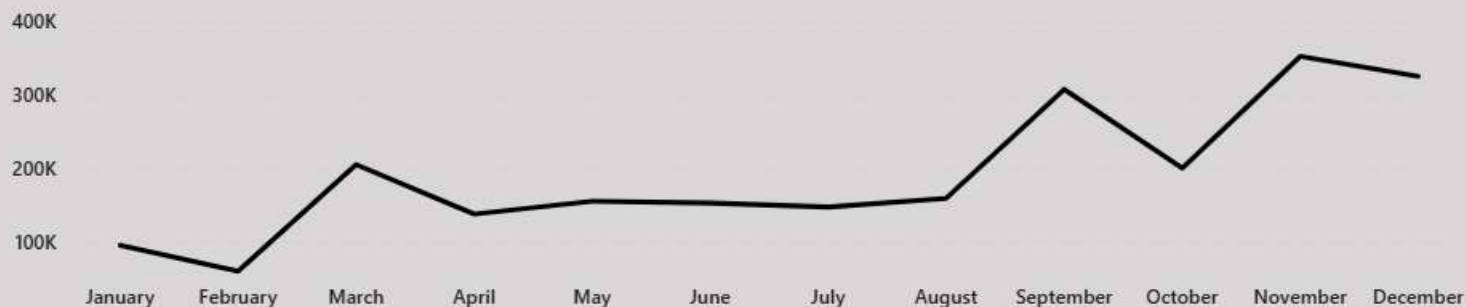
Sales by Region



Sales by Category



Sales Over Month



# INSIGHTS

## Sales and Profit

- The total sales are 2.30 million, and the total profit is 286.4 thousand.
- This means the company is making a good amount of money as profit compared to its sales.

## Sales by Region

- The West region has the highest sales, followed by the East region.
- Central and South regions have lower sales.
- This shows that the company should focus more on Central and South to increase sales there.

## Sales by Category

- Technology products have the highest sales (36.4%), followed by Furniture (32.3%), and then Office Supplies (31.3%).
- Technology is the strongest category for sales.

## Monthly Sales Trend

- Sales increase and decrease throughout the months.
- March, September, November, and December have higher sales.
- The company should check what is driving higher sales in these months and try to repeat those actions in other months as well.

