

Insights from Sales Dashboard:

1. The West and East regions show the strongest revenue performance, while Southern states show room for growth.
2. Technology category leads all categories in sales with over \$836,000, outperforming Furniture and Office Supplies.
3. December recorded the highest profit percentage (15.38%), while February peaked in return rate at 20.82%.
4. Consumer segment contributes more than 50% of total revenue, indicating strong demand in individual purchases.