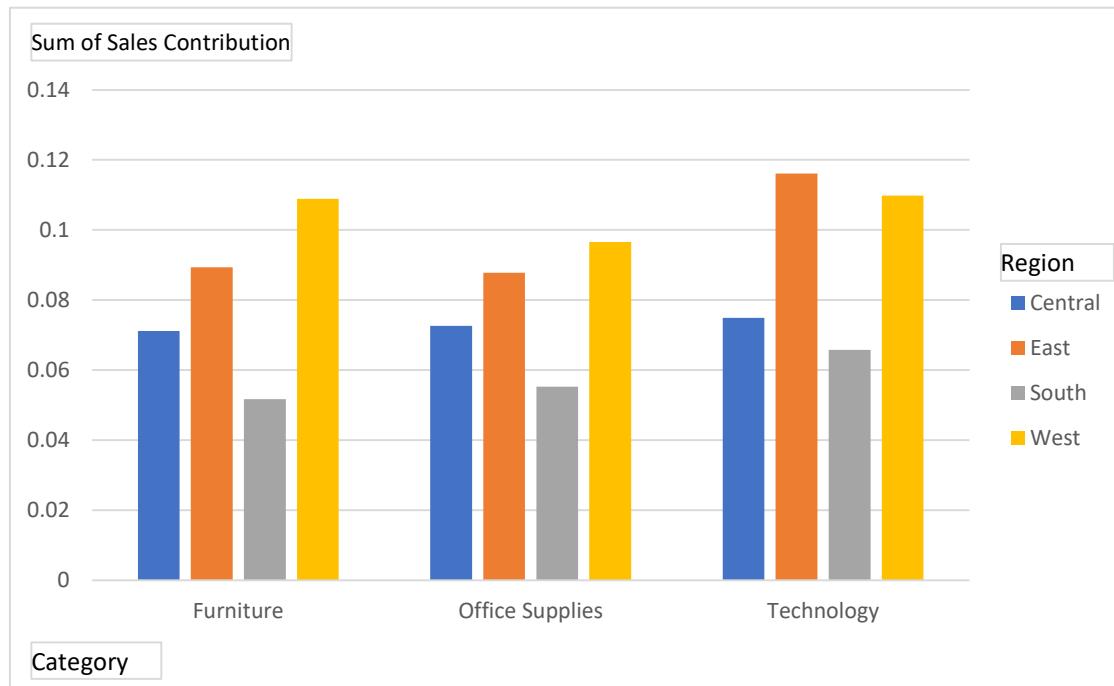


Sum of Sales Contribution	Column Labels				
Row Labels	Central	East	South	West	Grand Total
Furniture	0.07116973	0.089381437	0.051731819	0.108917446	0.321200433
Office Supplies	0.072622616	0.087778856	0.055235888	0.096539906	0.312177266
Technology	0.074908396	0.116095137	0.065788298	0.10983047	0.366622301
Grand Total	0.218700742	0.29325543	0.172756006	0.315287822	1



key insights

Insight 1

West region contributes the highest share of total sales, making it the strongest performing region overall.

Insight 2

East region is the second highest contributor, mainly driven by the Consumer segment.

Insight 3

Across all regions, the Consumer segment contributes more sales than Corporate and Home Office segments.

Insight 4

The South region shows the lowest sales contribution, indicating potential for market expansion.

Insight 5

Sales contribution analysis helps identify region–segment combinations that drive revenue, supporting data-driven business decisions.