

Year

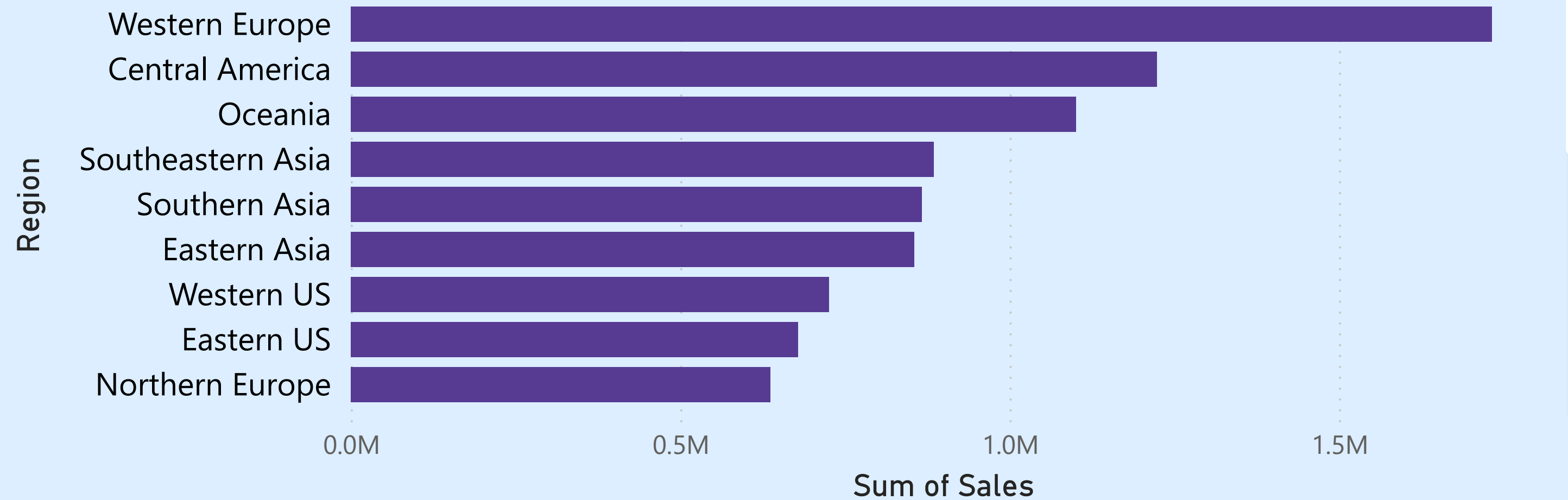
2012

2013

2014

2015

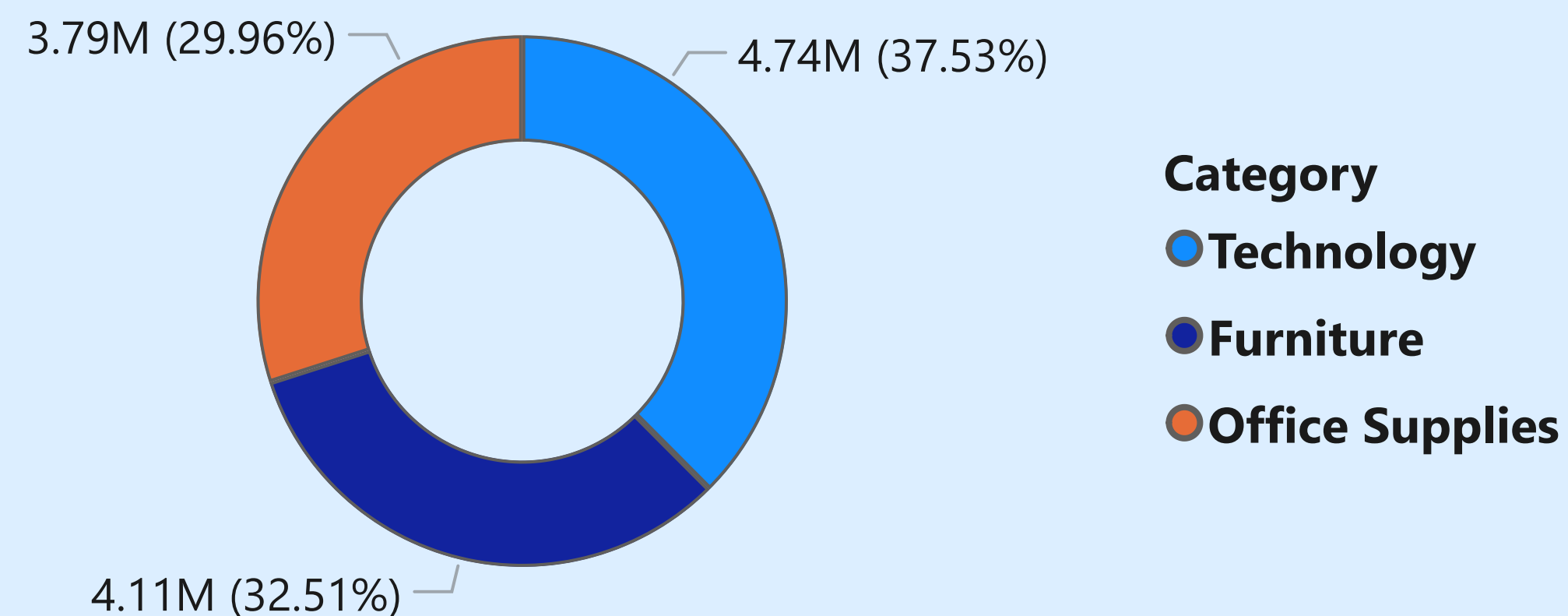
Sum of Sales and Sum of Profit by Region



Key Insights:

- **Technology** category contributes **37.53%** of total sales (~\$4.74M), the highest among all categories.
- **Western Europe** leads in sales (\$1.73M), followed by **Central America** (\$1.22M) and **Oceania** (~\$1.10M).
- **November 2015** saw the highest sales, increasing by **110.82%** compared to the monthly average — likely due to holiday promotions.
- **Furniture** generates **32.51%** of sales (~\$4.11M) but has the **lowest profit margin (6.94%)**, suggesting room for cost optimization.
- **Office Supplies** account for **29.96%** of sales (~\$3.79M) with a **healthy profit margin of 13.69%**.

Sum of Sales by Category



Sum of Sales by Year and Month

