



1. Technology category generates the highest total sales, making it the strongest revenue-driving category.
2. West region records the highest overall sales across all customer segments.
3. Consumer segment contributes the maximum share of sales compared to Corporate and Home Office segments.
4. Central and South regions show relatively lower sales, indicating potential areas for business improvement.
5. Category-wise and region-wise sales analysis helps identify top-performing and underperforming business segments.