

Sales by Region

Key Insights:

Top Performing Region:

Central leads significantly with the highest sales (9.32K), making it the most profitable region.

Other Strong Performers:

South and **North** regions follow Central, showing relatively high sales figures.

Oceania and **Southeast Asia** also contribute moderately.

Low Performing Regions:

East, **Canada**, and **Caribbean** regions reflect the **lowest sales**, indicating potential areas for improvement or marketing focus.

Mid-Level Sales Regions:

Regions like **Africa**, **EMEA**, **North Asia**, and **Central Asia** show average performance—these could be targeted for growth opportunities.

Conclusion:

The Central region is clearly the **primary revenue driver**, while South and North regions also perform well. However, there is a **considerable sales gap** in regions like **Canada**, **East**, and **Caribbean**, which may benefit from **targeted marketing, better supply chain strategies, or customer engagement programs**. Mid-tier regions offer **growth opportunities** if supported with localized strategies.

Sales by Category

Key Insights:

1 Top-Selling Category:

Technology dominates with **21K in sales**, contributing **60.63%** of the total. This is clearly the most profitable category.

2 Second Highest:

Furniture accounts for **7K in sales**, making up **20.06%** of the total—showing moderate performance.

3 Lowest Contributor:

Office Supplies also brings in **7K**, but only **19.32%** of total sales, slightly below Furniture.

Conclusion:

1.The **Technology** category is driving a **major portion of revenue**.

2.**Furniture and Office Supplies** are contributing equally in volume but need attention to **improve sales share**.

3.You may consider promotional strategies or bundling to boost **Office Supplies** and **Furniture** sales.

Sales by Month

Key Insights:

Peak Sales Months:

December and **November** show the **highest sales**, each above **4 million**, indicating strong year-end performance—possibly due to holiday or seasonal shopping trends.

Declining Trend:

From **October onward**, there is a **steady decline** in sales, reaching the lowest in **February**.

Low Sales Months:

February and **March** record the **lowest sales figures**—below **2 million**, suggesting a seasonal dip.

Conclusion:

1. Year-end months (Q4) perform best—ideal for launching major campaigns or product promotions.
2. Early months of the year need improvement strategies (e.g., post-holiday offers, loyalty programs).
3. Understanding seasonal patterns can help in **inventory planning** and **marketing strategy alignment**.