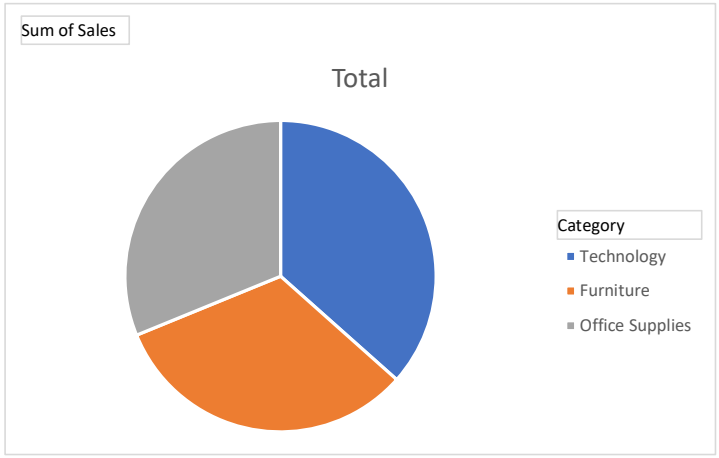
Row Labels	Sum of Sales
Technology	827455.873
Furniture	728658.5757
Office Supplies	705422.334
Grand Total	**2261536.783**

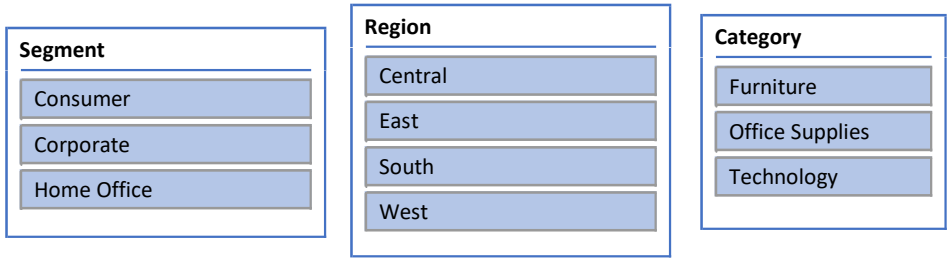


Insights

The Technology category is the primary revenue driver for the business, generating the highest total sales of approximately Rs 827455.87
The next category is Furniture, generating the sales of approx. Rs 728658.57
The last category is Offfice supplies which generated sales of approx. Rs 705422.33

Note : The dataset doesnot contain profit information, therefore analysis is based solely on sales performance.

Sum of Sales	Column Labels			
Row Labels	**Consumer**	**Corporate**	**Home Office**	**Grand Total**
Central	₹ 2,50,210.52	₹ 1,52,031.50	₹ 90,404.89	₹ 4,92,646.91
East	₹ 3,47,906.61	₹ 1,95,897.43	₹ 1,25,714.70	₹ 6,69,518.73
South	₹ 1,94,702.21	₹ 1,20,546.87	₹ 73,902.37	₹ 3,89,151.46
West	₹ 3,55,241.19	₹ 2,20,018.28	₹ 1,34,960.22	₹ 7,10,219.68
Grand Total	**₹ 11,48,060.53**	**₹ 6,88,494.07**	**₹ 4,24,982.18**	**₹ 22,61,536.78**



Insights

More than 50% of total revenue is generated by the consumer segment, indicating a high business reliance on individual retail shoppers rather than corporate or home office clients.
The top performing region is the West region as it contributes the highest total sales.
The customer segment is the largest contributor to the business across all regions, totaling over Rs 11.48 L.
The Home Office Segment in the South region is the lowest performing area for targeted marketing or sales expansion.