

Insights from Sales Dashboard

1. Sales by Region

The **West region** recorded the highest sales and profit, while the **Central region** showed weaker performance.

2. Category Contribution

Technology and Office Supplies contributed the most to overall sales, whereas **Furniture lagged behind** in performance.

3. Profitability Analysis

Despite good sales volumes, **Furniture sub-categories like Tables and Bookcases** showed losses, highlighting areas that need attention.