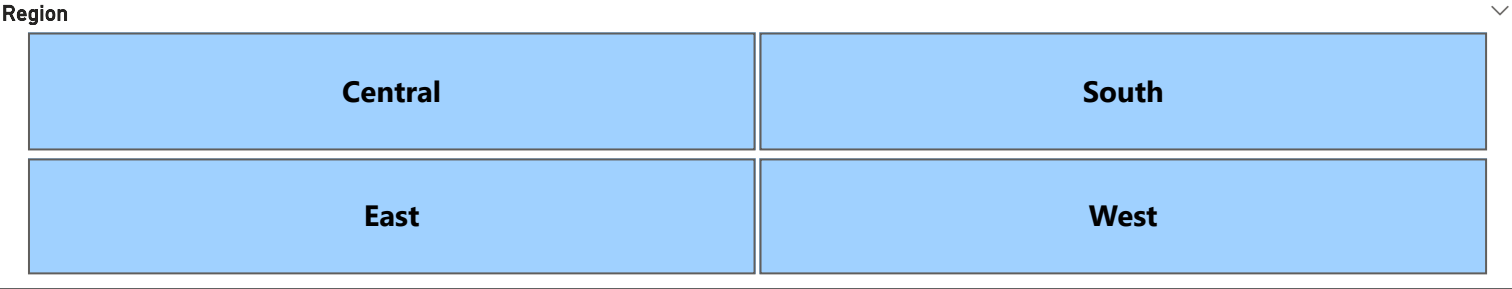


# Regional Sales & Profit Dashboard



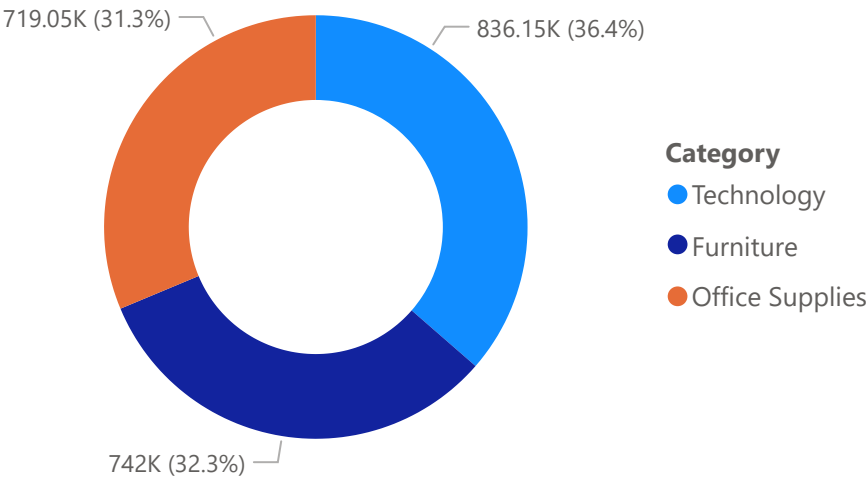
2,297.20K

Total Sales

286.40K

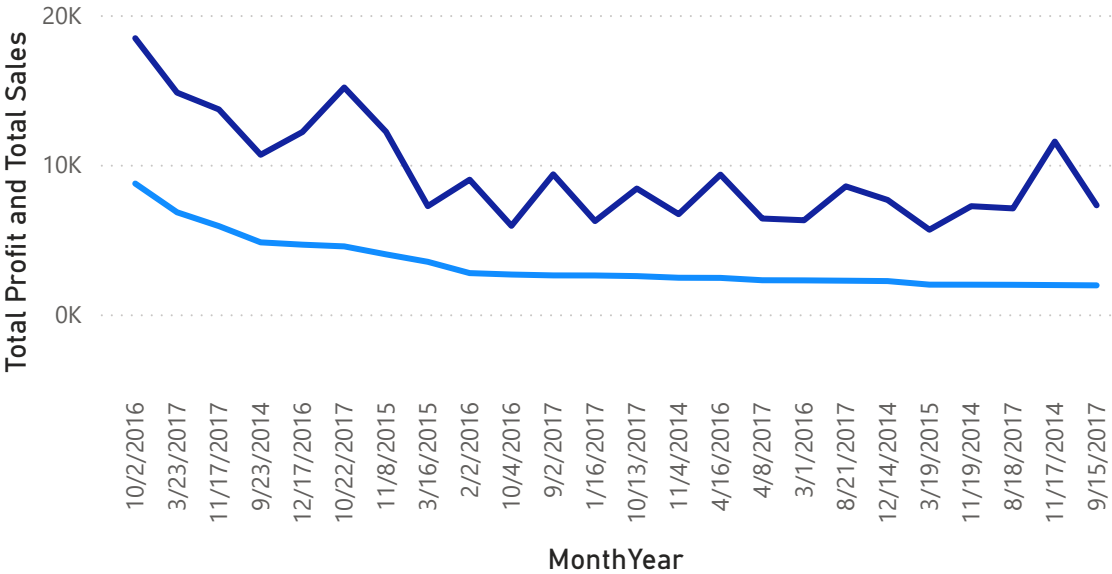
Total Profit

Sum of Sales by Category



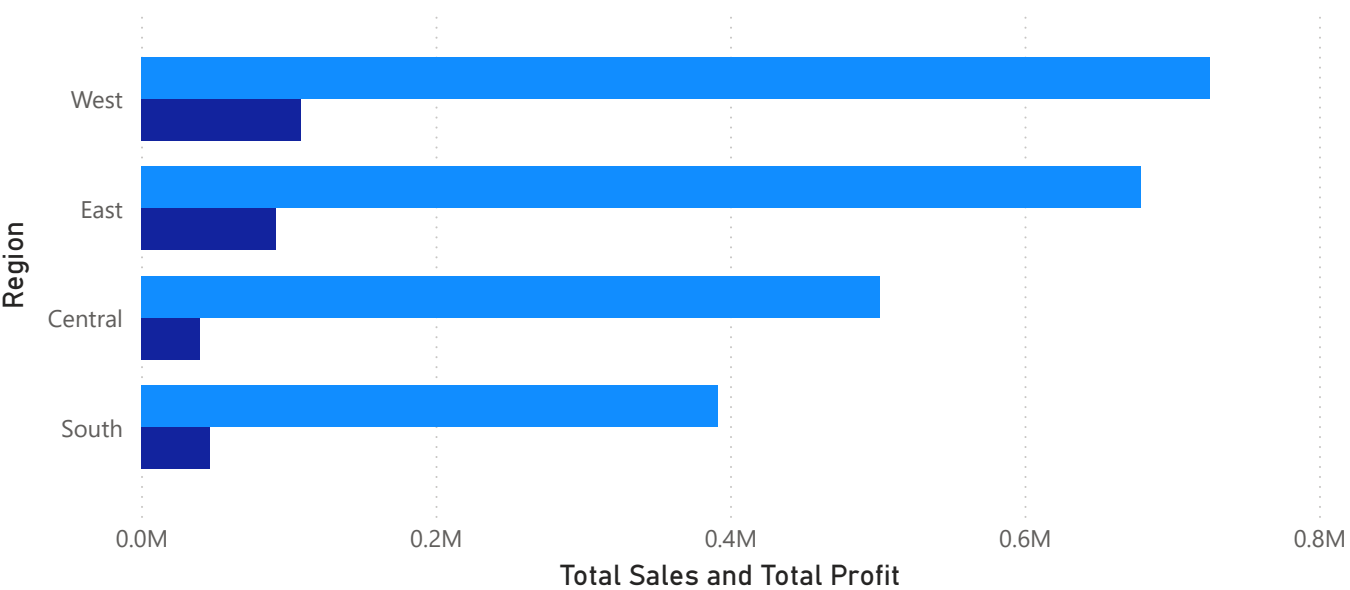
Total Profit and Total Sales by MonthYear

Total Profit Total Sales



Total Sales and Total Profit by Region

Total Sales Total Profit




# Insights

 **West** region had the highest total sales and profit among all regions.

 **Technology** is the top-performing category, contributing **36.4%** of total sales.

 Sales show a **downward trend** over time, especially from **2015 onward**.

 **South** region had the **lowest total profit**, indicating a potential area for improvement.

# Recommendations

- 1.Boost Sales in Underperforming Regions:** Focus marketing efforts and regional promotions in the **South** to improve profit margins
- 2.Review Sales Trends:** Investigate the drop in sales post-2015 and identify factors contributing to the decline
- 3.Reinforce Technology Sales:** Capitalize on Technology's strong performance with exclusive bundles or loyalty offers
- 4.Data-Driven Promotions:** Monitor and align discount strategies with profit outcomes to avoid revenue loss