

Sales Dashboard Insights

1. Western Region Leads in Sales The West region consistently recorded the highest sales across most months, indicating strong market performance and customer base in that region.
2. Technology Category Outperforms Others The Technology category contributed the most to overall sales and profit, making it the top-performing product category.
3. December Peak in Sales Sales saw a noticeable spike in December, possibly due to holiday season promotions or year-end buying trends.
4. Profit Variability by Category While Furniture had moderate sales, its profit margin was lower, indicating either higher costs or discount-driven sales.