

Sales Dashboard Insights Report

Insight 1:

The **Technology category** contributed the most to overall sales with **38.14% share**, outperforming Furniture and Office Supplies.

Insight 2:

The **West region** generated the **highest sales and profit**, showing strong business performance compared to East, Central, and South.

Insight 3:

Standard Class shipping dominated order fulfillment, accounting for **over 57%** of all sales, suggesting customer preference or cost-effectiveness.

Insight 4:

Consumer segment was the most active buyer group, driving the highest sales volume across categories, while **Home Office** contributed the least.