

TASK 8: Simple Sales Dashboard Design

INSIGHTS

✓ 1. Technology is the Top-Selling Category

- **Technology** leads with **36.4%** of total sales, outperforming both **Furniture (32.3%)** and **Office Supplies (31.3%)**.

✓ 2. West Region Has the Highest Sales

- The **West region** generates the **most revenue** among all regions, indicating stronger market demand or coverage there.

✓ 3. Sales Peak in November

- **November** shows the **highest sales volume**, suggesting strong performance likely due to seasonal trends, offers, or holidays.

✓ 4. South Region Underperforms

- The **South region** records the **lowest sales**, presenting an opportunity for focused marketing or distribution efforts.

✓ 5. Sales Fluctuate Significantly Over Months

- There is a noticeable **drop in August** followed by a **sharp increase in September and November**, highlighting inconsistent month-on-month performance.
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