

Sales Dashboard Summary

Visual Insights from Dashboard Data

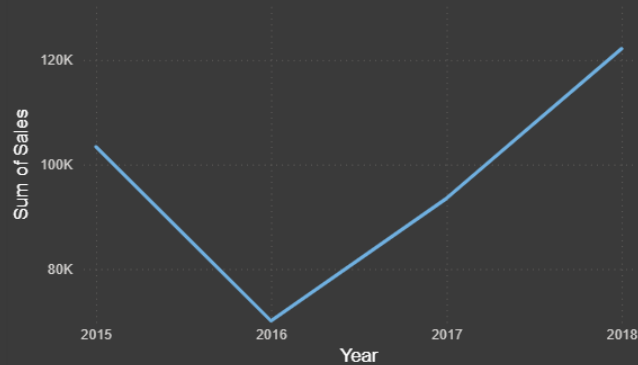
Region

- ☐ Central
- ☐ East
- ☒ South
- ☐ West

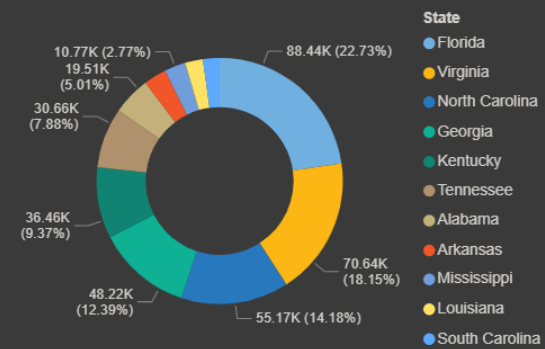
Category

- ☐ Furniture
- ☐ Office Supplies
- ☒ Technology

Sum of Sales by Year



Sum of Sales by State



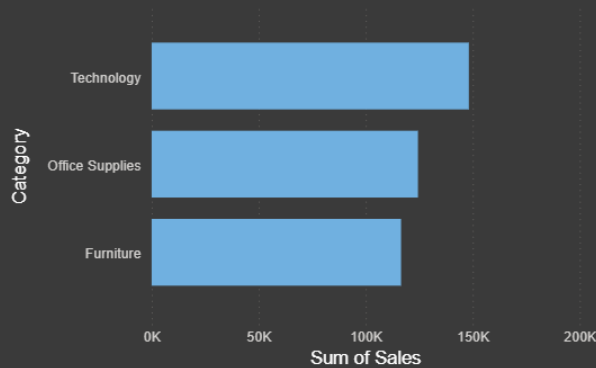
Sum of Sales

389.15K

Average of Sales

243.52

Sum of Sales by Category



Customer Name	State	Category	Sum of Sales	Order ID
Alan Schoenberger	Alabama	Furniture	545.88	CA-2015-1
Alan Schoenberger	Alabama	Office Supplies	275.97	CA-2015-1
Alan Schoenberger	Alabama	Technology	1,394.95	CA-2015-1
Irene Maddox	Alabama	Furniture	1,819.86	CA-2015-1
Irene Maddox	Alabama	Office Supplies	160.03	CA-2015-1
Pauline Johnson	Alabama	Furniture	8.96	CA-2015-1
Evan Henry	Alabama	Technology	180.93	CA-2015-1
Tamara Chand	Alabama	Office Supplies	23.92	CA-2015-1
Tamara Chand	Alabama	Technology	498.00	CA-2015-1
Bart Folk	Alabama	Office Supplies	14.67	CA-2015-1
Natalie Webber	Alabama	Furniture	1,858.82	CA-2016-1
Natalie Webber	Alabama	Technology	59.97	CA-2016-1
Dave Hallsten	Alabama	Office Supplies	76.32	CA-2016-1
Dave Hallsten	Alabama	Technology	899.97	CA-2016-1
Total			3,89,151.46	

Key Insights

- ◆ 1. Sales Performance: Highlighting top-performing regions and products.
- ◆ 2. Discounts & Promotions: Impact on revenue and order volume.
- ◆ 3. Customer Reviews: Correlation with sales trends.
- ◆ 4. Seasonal Trends: Identifying peak sales months.

Recommendations

- ◆ 1. Focus on high-growth product categories.
- ◆ 2. Optimize discount strategy for profitability.
- ◆ 3. Enhance customer engagement based on reviews.
- ◆ 4. Stock planning aligned with seasonal peaks.