

# Sales Analysis Report

## Region

Central  
East  
South  
West

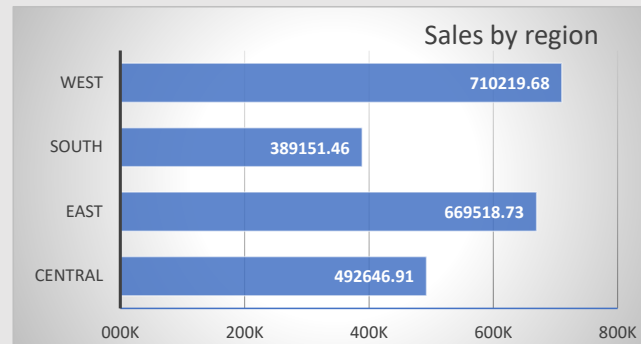
## Category

Furniture  
Office Supplies  
Technology

## Months

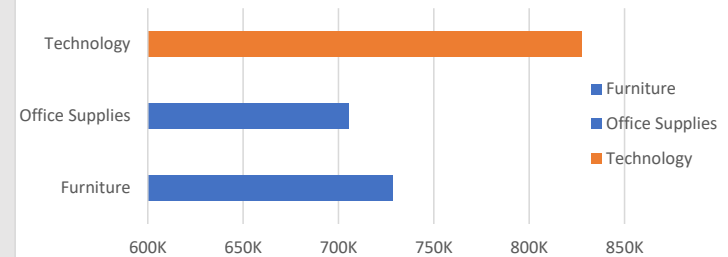
Jan  
Feb  
Mar  
Apr  
May  
Jun  
Jul  
Aug  
Sep  
Oct  
Nov  
Dec

Total Sales  
₹ 2261536.78

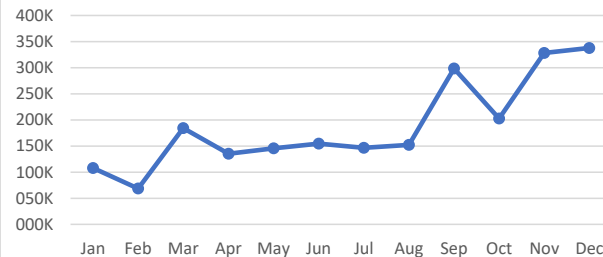


Total Profit  
₹ 2261536.78

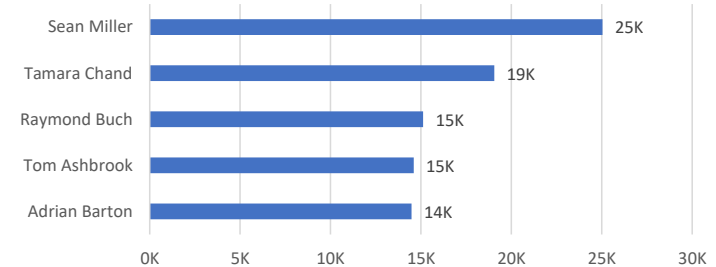
## Profit by category



## Monthly sales trend



## Top 5 sales



### Regional Performance

- **West region** is the highest sales contributor (~₹710K).
- **East region** follows closely (~₹669K).
- **South region** records the lowest sales (~₹389K).
- Sales gap between West and South is significant, indicating growth opportunity in South.

### Category Profitability

- **Technology** category generates the highest profit.
- Furniture and Office Supplies show moderate contribution.
- Technology is the primary driver of overall profitability.

### Monthly Trend

- Sales dip observed in **February**.
- Strong upward trend begins from **September**.
- **November and December** show peak performance.
- Q4 is the strongest performing quarter.

### Top Sales Representatives

- **Sean Miller** is the top performer (25K sales).
- Top 3 representatives contribute a major share of total sales.
- Performance gap indicates potential for training lower performers.