

Sales Analysis Report

Region
Central
East
South
West

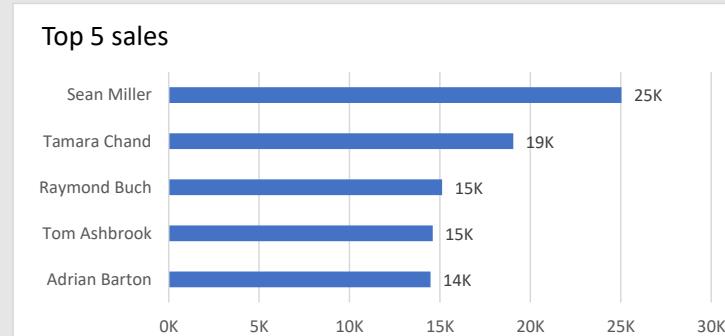
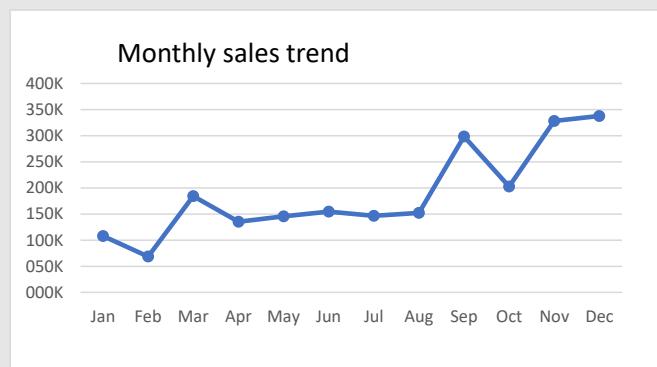
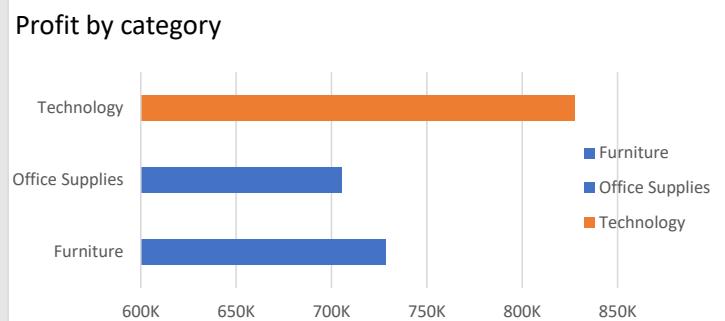
Category
Furniture
Office Supplies
Technology

Months
Jan
Feb
Mar
Apr
May
Jun

Total Sales
₹ 2261536.78



Total Profit
₹ 2261536.78



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.