summarizing key insights from a sales dataset
Sales and Profit Analysis Summary

1. Category Sales Contribution:
- **Technology** has the highest sales at **36.4%.**
- The highest sales contribution in the subcategory is from **Phones**, accounting for **15.06%** of sales.

2. Monthly Sales Performance:
- The months of **November** and **December** show the highest sales contributions.

3. Profit Insights:
- The highest profit occurs from **September** to **December**.
- The peak profit of **₹43,369** is recorded in **December**.
- **Technology** leads in profit contribution at **50.8%**, followed by **Office Supplies** at **42.8%**, and **Furniture** at **6.4%**.

4. Discount Contributions:
- **Binders** have the maximum discount contribution at **₹567**.

5. Regional Sales and Profit:
- The **West Region** contributes the most to sales and profit, totaling **₹725,458**, followed by the **East**, **Central**, and **South** Regions (least at **₹391,722**).

6. State Contributions:
- Among the top 15 states, **California** tops with sales of **₹457,688**, followed closely by **New York** and **Texas**.

- Profit Contribution are as follows:
  - California: **₹76,381**
  - New York: **₹74,039**
  - Texas shows a loss of **-₹25,729.**

Conclusion

This analysis highlights significant trends in sales and profit across various categories, months, regions, and states. Technology consistently outperforms in both sales and profit, while the West Region dominates overall contributions. Understanding these dynamics can guide strategic decisions in inventory, marketing, and regional focus for improved performance.