

## Sales Dashboard Insights

### Insight 1 – West Region Leads in Sales:

The **West region consistently achieved the highest total sales**, making it the strongest-performing region across the analyzed period.

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### Insight 2 – Technology Category Dominates:

The **Technology category contributes the highest share of revenue**, outperforming both Furniture and Office Supplies across all months.

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### Insight 3 – Steady Monthly Sales Growth:

Sales showed a **consistent upward trend from January to September**, indicating increasing customer demand and improving sales performance.

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### Insight 4 – Furniture Shows Mixed Profitability:

Although Furniture generates strong sales volume, **several products show negative profit**, making category profitability unstable.

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### Conclusion:

These insights highlight regional trends, category performance, and overall sales direction, supporting strategic decisions for future planning.