

Business Sales & Profit Performance Dashboard Summary

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Key Highlights

Total Sales	■13 Million
Total Profit	■4 Million
Total Orders	500

1. Regional Performance

All regions—East, West, North, and South—performed fairly evenly in terms of profit, with profits around ■1 Million each. This indicates a balanced regional performance.

2. Monthly Sales Trend

Sales peaked around March and June, reaching close to ■4M, while the lowest sales occurred in December, falling below ■1M. This suggests seasonality or promotional impact during certain months.

3. Category Insights

Fashion leads in total sales (■4.5M), followed by Electronics (■4M) and Home Appliances (■3.5M). Profit distribution is also consistent across these categories, indicating strong product performance across all segments.

4. Product Performance

Among individual products, ACs generated the highest sales, followed by Shirts, Shoes, and Headphones. This highlights the success of both seasonal (ACs) and fashion-based (Shirts, Shoes) products.

5. Summary Insights

The business demonstrates steady growth with strong contributions from all regions and categories. Seasonal variations are evident in monthly sales, and opportunities exist to boost performance during off-peak months (especially December). The company maintains a healthy profit margin of roughly 30%.