RETAIL ORDERS ANALYSIS

This dashboard report provides a comprehensive analysis of sales orders for the years 2022 and 2023. The purpose of this analysis is to offer insights into sales performance, highlight key trends, and identify top-performing categories and products.

Brief:
The analysis includes the following key components:

Yearly Top 3 Sales Categories:
- Identification and comparison of the top 3 sales categories for each year, highlighting the most successful product lines.

Regional Sales:
- Breakdown of sales by region to understand geographical performance and market distribution.

Sales Comparison (2022 vs. 2023):
- Comparative analysis of total sales between 2022 and 2023 to identify growth trends, patterns, and areas for improvement.

Top 10 Sales Products:
- Listing and analysis of the top 10 best-selling products over the two years, providing insights into product popularity and customer preferences.

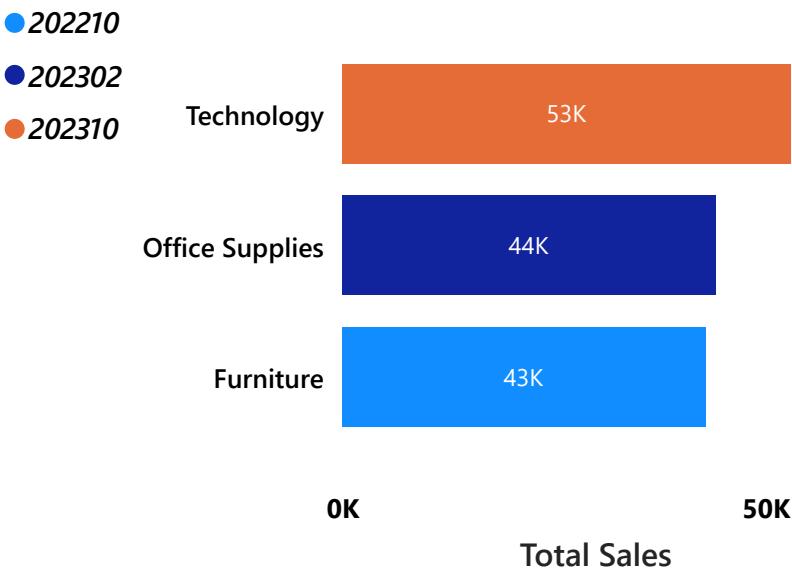## Highest Sales by Subcategory
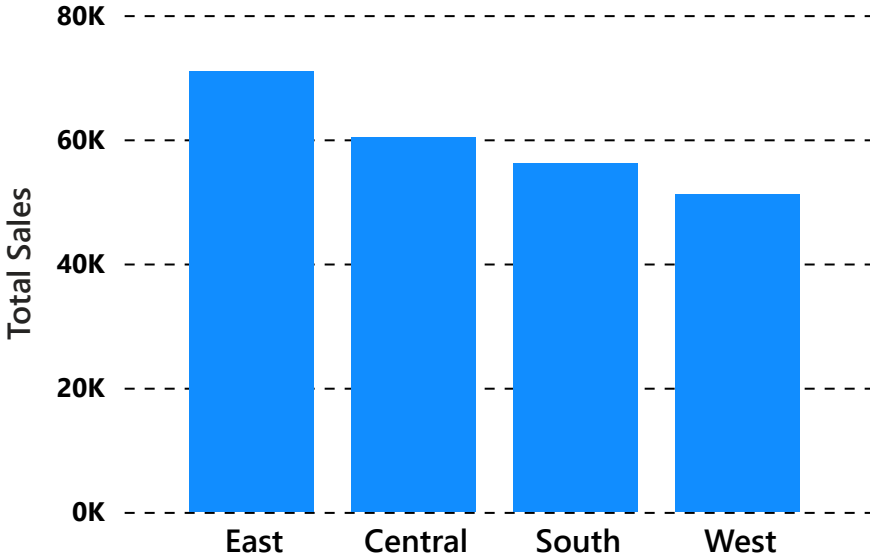
Machines

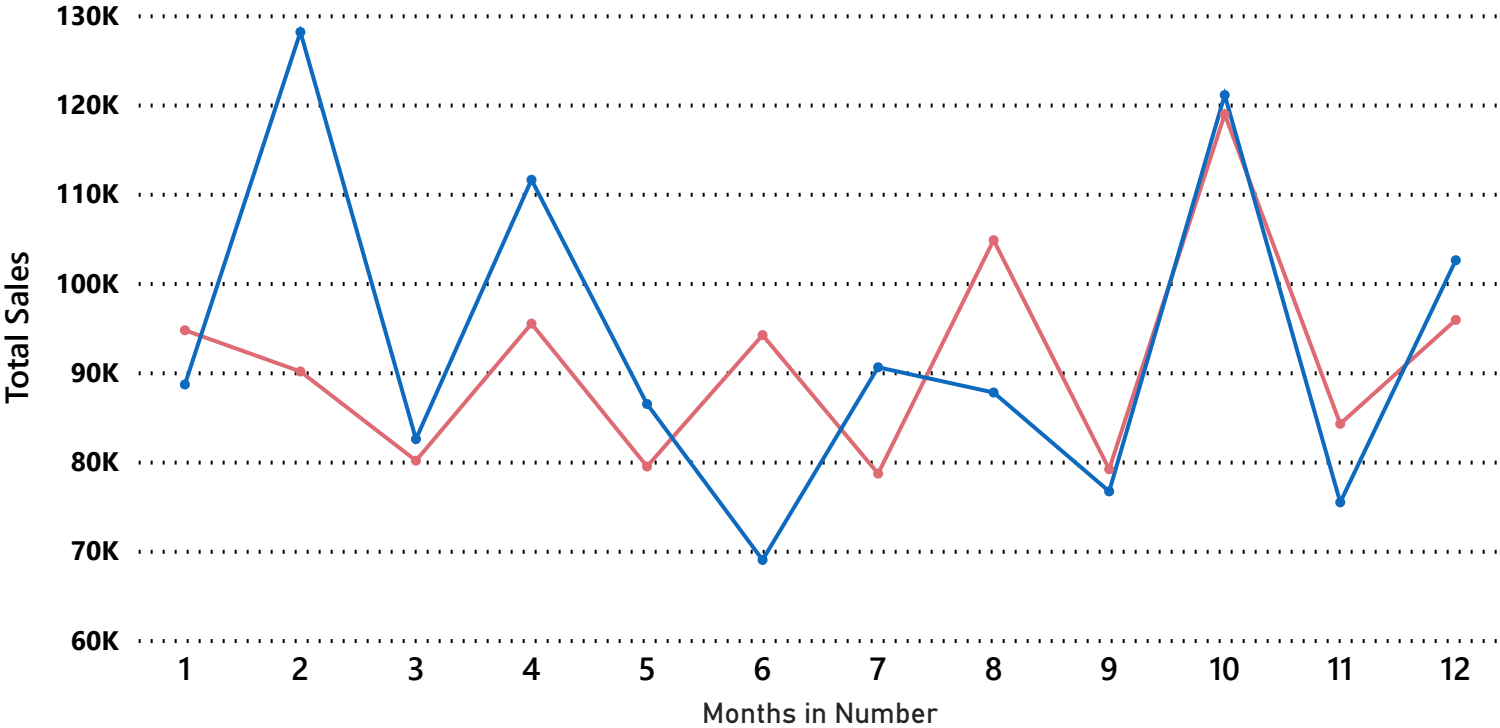| 73,723.20	109,178.50	35,455.30
2022_Sales	2023_Sales	Growth

Yealy Top 3 Sales Category

- 202210
- 202302
- 202310

Category	Total Sales
Technology	53K
Office Supplies	44K
Furniture	43K

(X-axis: 0K to 50K — Total Sales)

Regional Sales

Total Sales (0K–80K):
- East: ~71K
- Central: ~60K
- South: ~56K
- West: ~51K

Sales Compare 2022&2023

X-axis: Months in Number (1–12)
Y-axis: Total Sales (60K–130K)

Top10 Sales Products

Total Sales (up to 60K):
- TEC-CO-10004722: ~60K
- OFF-BI-10003527: ~26K
- TEC-MA-10002412: ~22K
- FUR-CH-10002024: ~21K
- OFF-BI-10001359: ~19K
- OFF-BI-10000545: ~18K
- TEC-CO-10001449: ~18K
- TEC-MA-10001127: ~18K
- OFF-BI-10004995: ~17K
- OFF-SU-10000151: ~16K