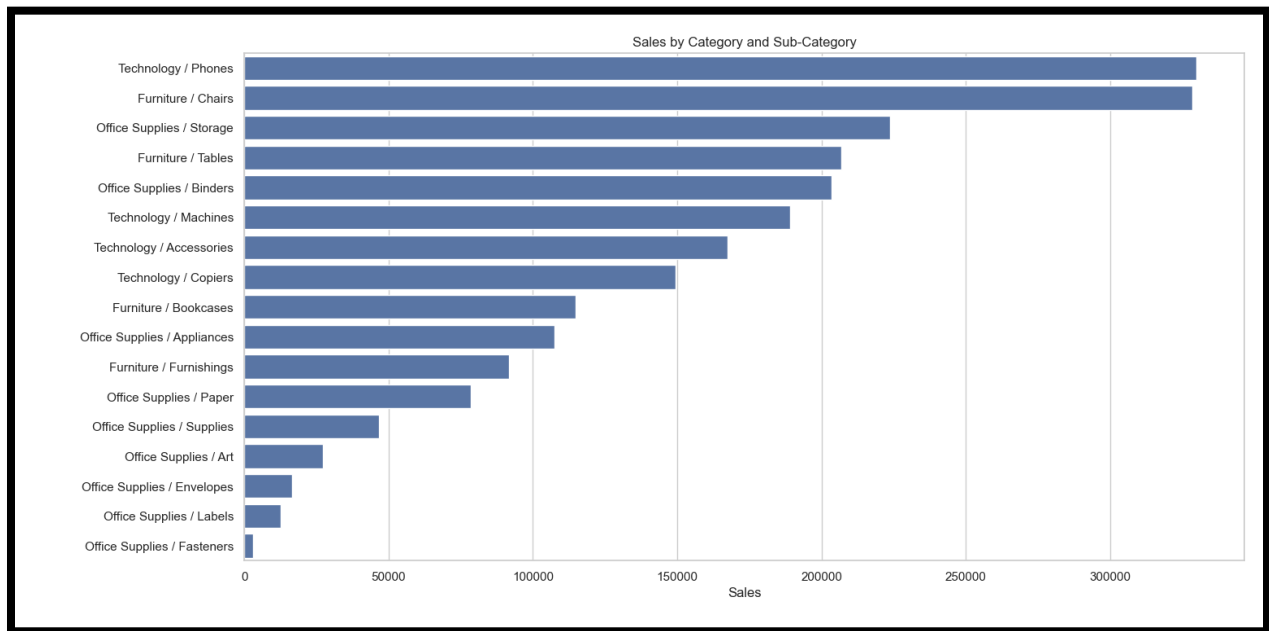


KEY FINDINGS AND VISUALIZATION

Sales by Category and Sub-Category



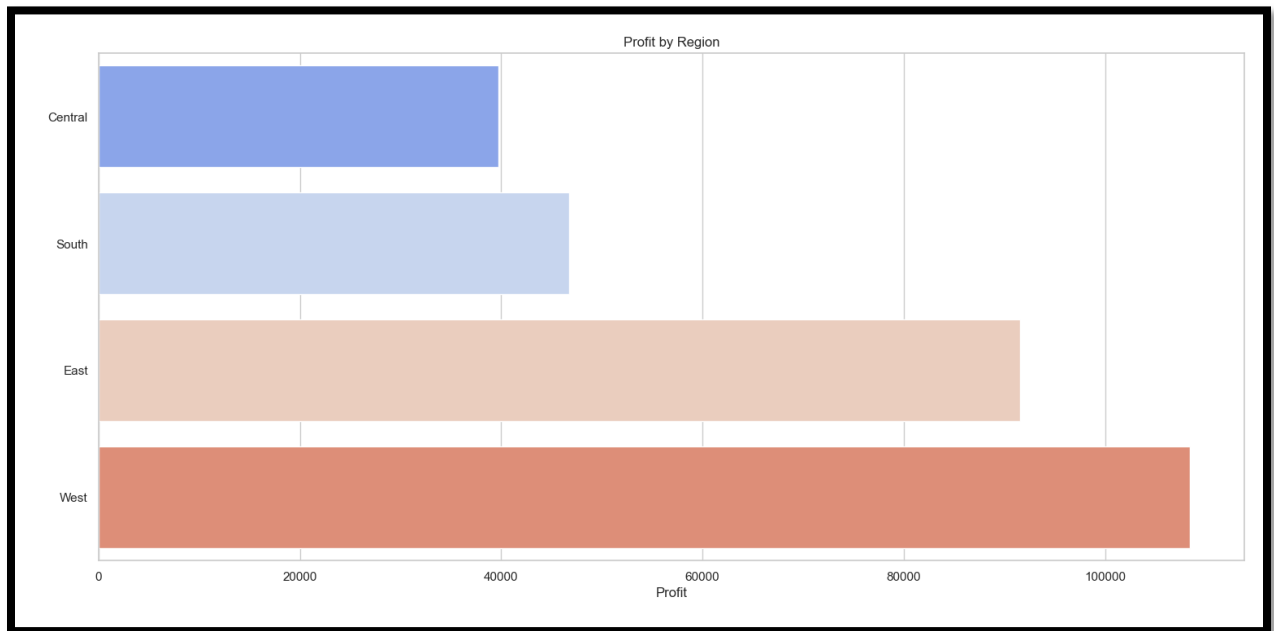
Technology products, especially Phones, Chairs, and Copiers, contribute the highest sales.

Office Supplies sub-categories like Binders and Paper have moderate sales, but many others lag behind.

Some Furniture items, like Tables and Bookcases, have lower sales, indicating underperformance.

Focus marketing and upselling on high-performing sub-categories like Phones and Copiers, while evaluating the ROI of low-performing ones.

Profit by Region



West and East regions generate the highest profits.

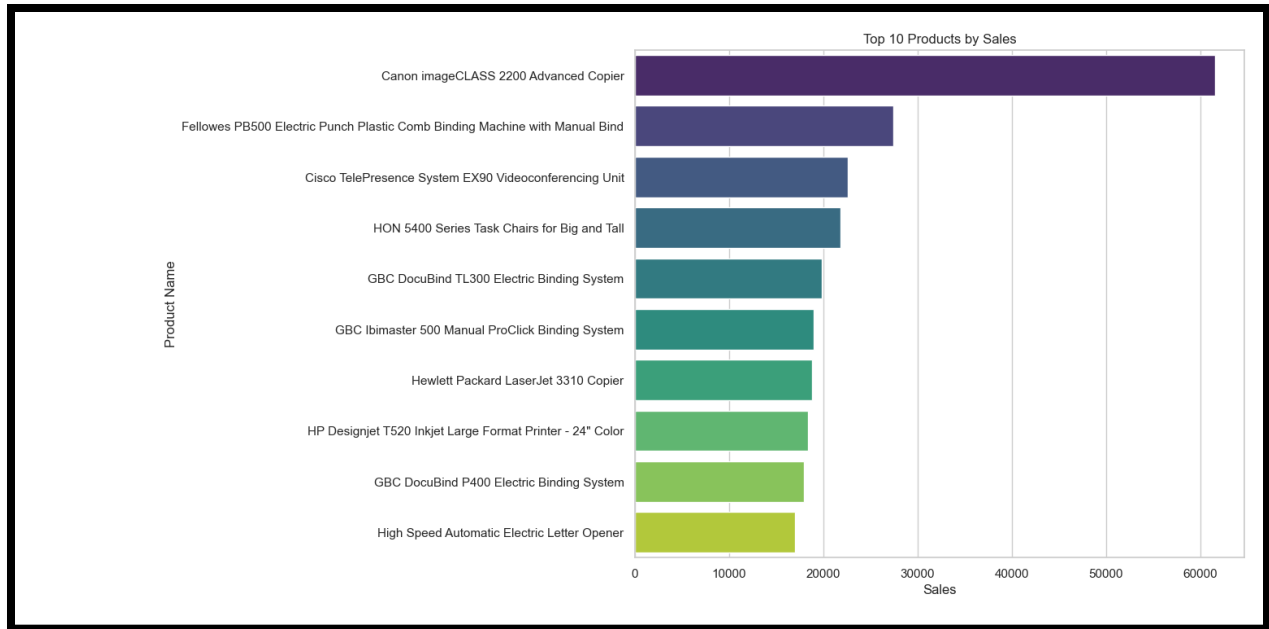
South is neutral/profitable but lower than others.

Central region shows low or negative profits despite decent sales volume.

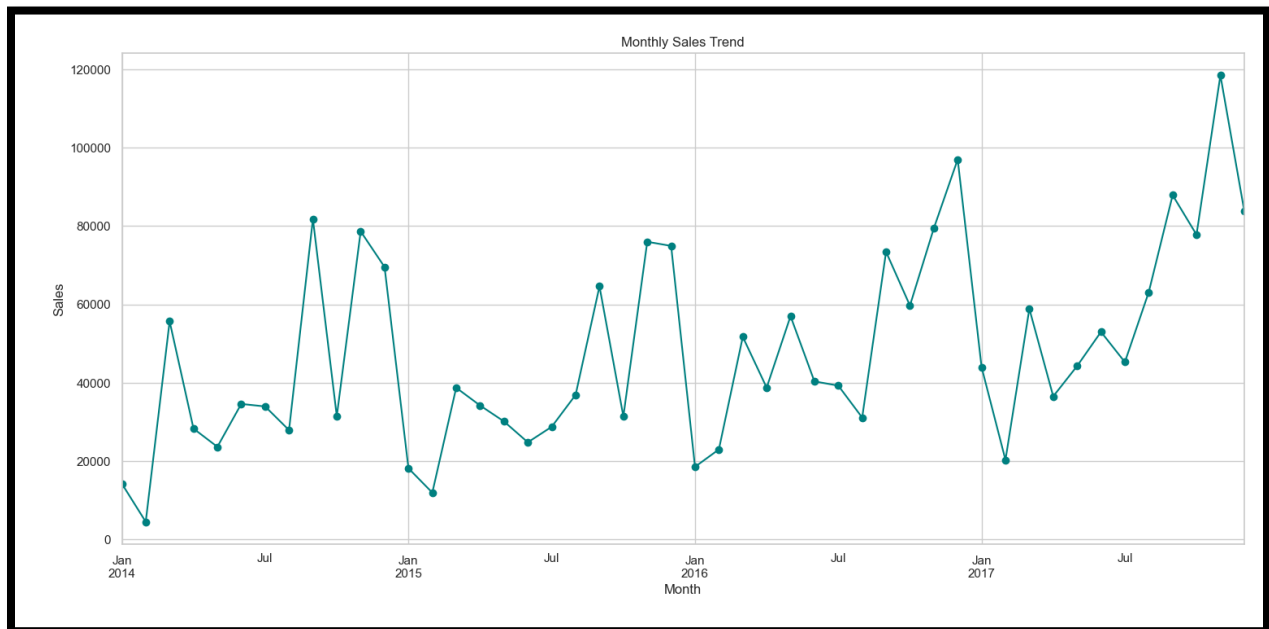
Top 10 Products by Sales

Products like Phones, Chairs, and specific Accessories dominate sales.

A few products account for a disproportionate share of revenue.



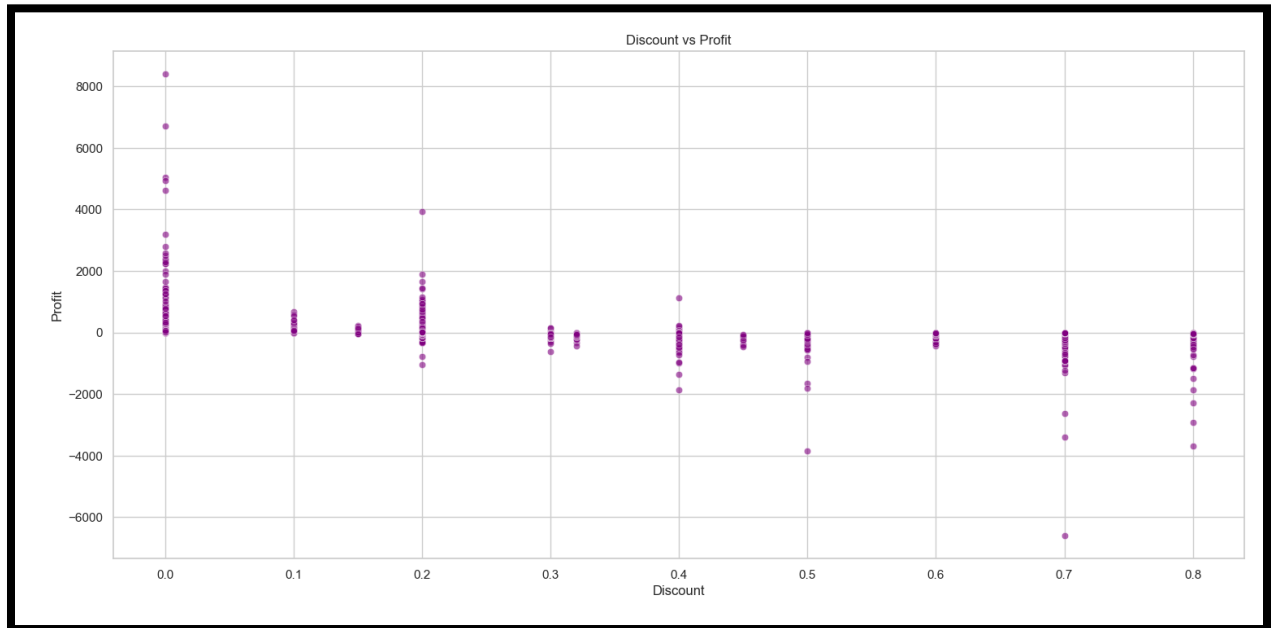
Monthly Sales Trend



Sales show clear seasonal patterns, with spikes toward year-end (especially in November and December).

Slower months like February and August suggest off-peak seasons.

Discount vs Profit



A negative correlation exists: higher discounts lead to lower profits.

Some sales with large discounts even result in losses.