You can still rely on the results of your post-hoc analysis, but with specific considerations due to the violation of the normality assumption. Here's a breakdown of how to interpret your findings in light of the normality issue:

**1. Reliability of the Results**

- **Non-parametric Context**: If you used a non-parametric test like Dunn's test, your results are generally more reliable despite the normality violation. Non-parametric tests are less affected by the distribution of data, making them suitable for your situation.

- **Statistical Significance**: The extremely low p-values for the comparisons indicate strong evidence against the null hypothesis. This suggests that the differences in log-transformed sales between the categories are statistically significant.

**2. Interpretation of Findings**

- **Furniture vs. Office Supplies**: The p-value of $1.534319 \times 10^{-138}$ shows an overwhelming significance, indicating that sales performance in these categories is notably different.

- **Furniture vs. Technology**: A p-value of $5.207264 \times 10^{-02}$ is just below the alpha level, supporting a significant difference in sales between these categories.

- **Office Supplies vs. Technology**: The p-value of $2.001982 \times 10^{-154}$ reinforces that there is a significant difference in sales between these two categories.

**3. Implications for Decision-Making**

- **Strategic Focus**: The significant differences among categories imply that businesses should tailor their strategies—such as sales tactics, inventory management, and marketing efforts—according to the distinct performance metrics of each category.

- **Resource Allocation**: Understanding which categories perform better can inform resource allocation and promotional strategies to enhance overall sales performance.

**4. Cautions and Considerations**

- **Practical Significance**: While the statistical differences are clear, assess the effect sizes to understand the magnitude of these differences and their implications for business decisions.

- **Acknowledging Normality Violations**: Be transparent about the normality violation when reporting results. While the statistical methods used allow for meaningful interpretation, acknowledging the data's distribution characteristics will provide a more nuanced understanding of the results.

**Conclusion**

In summary, while the normality assumption violation does warrant caution, the significant results from your post-hoc analysis can still be considered reliable, especially if non-parametric methods were used. Interpret the findings in the context of their practical implications and ensure to communicate the nuances of the analysis clearly when making business decisions.