

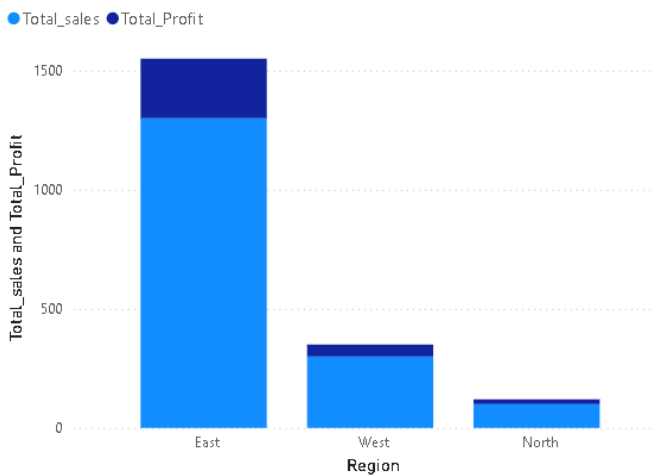
Sales Performance Analysis Report

Objective:

- 1. Analyze Sales Trends: Identifying patterns and variations in sales over time to identify peak and low-performing periods.
- 2. Understand Customer Behavior: Evaluate regional sales data to assess customer preferences and purchasing behavior.
- 3. Assess Product Performance: Identify the best- and worst-performing product categories to guide marketing and inventory strategies.

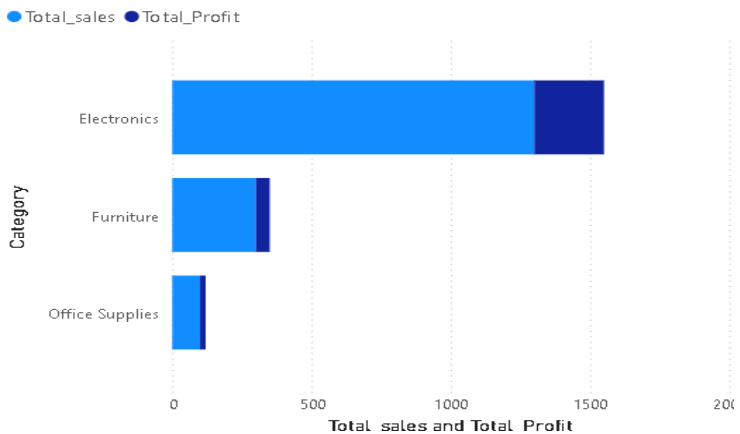
Analysis on Region and Category:

1. Total Sales and Profit per Region:



- This bar chart compares total sales and total profit across regions: East, West, and North.
- Key Insight:
 - The East region has the highest total sales and profit, significantly outperforming other regions.
 - The North region has minimum contributions in both sales and profit.

2. Total Sales and Profit by Category:



- This bar chart compares total sales and profit for categories: Electronics, Furniture, and Office Supplies.
- Key Insight:
 - Electronics generate the highest sales and profit.
 - Office Supplies contribute the least to sales and profit.

Summary:

Regional Performance:

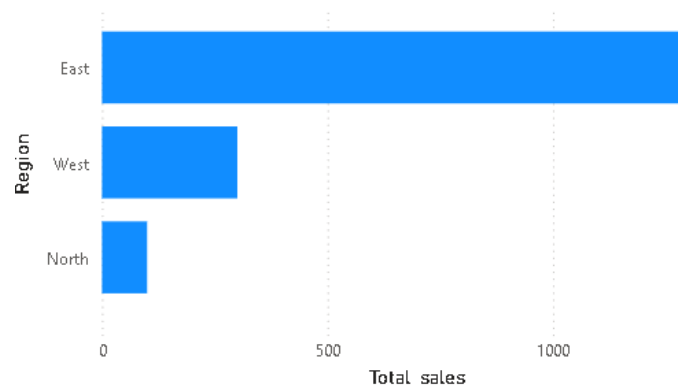
- Focus on the East region for future campaigns and allocate more resources there.
- Investigate the reasons for lower performance in the North region to identify improvement opportunities.

Category Performance:

- Electronics dominate sales and profit. This category can be promoted further for maximum returns.
- Consider strategies to improve sales in Office Supplies, such as discounts or bundle offers.

Analysis on Charts

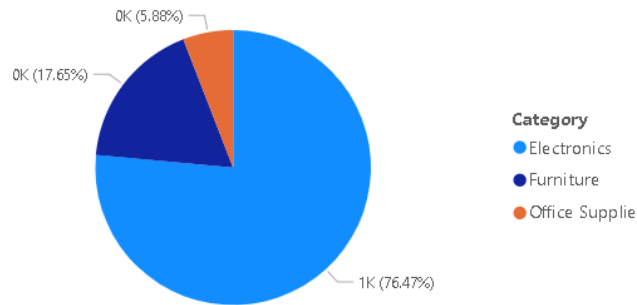
1. Total Sales by Region:



- A horizontal bar chart showing total sales in East, West, and North regions.
- Similar to Region and Category, the East region leads in sales, followed by West and North

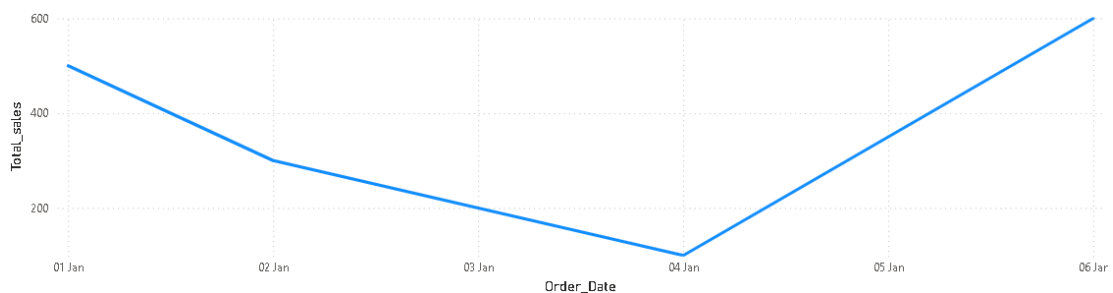
2. Total Sales by Category (Pie Chart):

- A pie chart displaying the percentage share of total sales for each category.
- Electronics account for 76.47% of total sales, emphasizing their importance in overall revenue.



- Furniture and Office Supplies have a smaller share.

3. Total Sales by Order Date (Line Chart):



- A line chart showing sales trends across dates (January 1–6).
- Sales decline steadily from January 1 to January 4 but rebound sharply on January 5 and January 6.
- Promotions or external factors may have influenced the sales recovery.

Recommendations

1. Strengthen Dominant Areas:

- Prioritize campaigns and inventory for the East region and Electronics category.

2. Address Weak Areas:

- Analyze the North region and Office Supplies category for potential growth strategies.

3. Monitor Sales Trends:

- Investigate causes for the mid-week sales dip (Jan 1–4) and reinforce strategies that boosted sales on Jan 5–6.