**STORE ANALYSIS DASHBOARD INSIGHTS REPORT**

### 💰 Overall Performance Summary

* **Total Sales:** $13 Million
* **Total Profit:** $1.47 Million
* **Profit Margin:** ~11.3%

✅ Moderate profit margin; opportunity to optimize cost structure or pricing strategy.

### 🌍 Regional Sales Breakdown

#### Sum of Sales by Region

* **Top 3 Performing Regions:**
  + **Central** (highest: ~2.8M)
  + **South**
  + **North**
* **Bottom Regions:**
  + **Canada, Caribbean, East, West**

**Insights:**

* Central region leads sales; strong consumer demand or effective operations.
* Underperforming regions may need market penetration strategies.

**Actions:**

* Invest in top regions for further growth.
* Investigate and resolve barriers in low-performing areas.

### 📦 Product Category Performance

#### Sum of Sales by Sub-Category

**Top Sub-Categories:**

* **Phones** ($1.71M)
* **Copiers** ($1.51M)
* **Chairs, Bookcases, Storage**

**Low Performers:**

* **Accessories, Tables, Machines**

**Insights:**

* Technology & Office Supplies dominate sales.
* Furniture items show mixed performance.

**Actions:**

* Continue investment in Phones & Copiers.
* Improve marketing or bundle low-performing items.

### 📅 Sales Trend by Month

#### Count of Orders

* **Peak Months:** July, December
* **Low Months:** January, February

**Insights:**

* Seasonality drives peaks (possibly holidays or mid-year sales).

**Actions:**

* Launch campaigns & stock builds ahead of peak months.
* Offer incentives or discounts in slower months.

### 👥 Customer Performance

#### Sales by Customer Name

* **Top Customers:**
  + Muhammed Yedwab
  + Eric Murdock
  + Steven Ward

**Insights:**

* High reliance on repeat buyers / key accounts.

**Actions:**

* Build loyalty programs.
* Offer exclusive deals to VIP customers.

### ✨ Strategic Opportunities

1. **Upsell & Cross-Sell:** Expand tech and office categories.
2. **Regional Growth:** Target campaigns in weak regions.
3. **Margin Optimization:** Reprice or streamline costs for low-profit items.
4. **Seasonal Promotions:** Leverage trend data to boost ROI.