**Sales Performance Report with Insights**

**Snapshot-** This analysis investigates product sales and regional revenue performance over time using R and visual analytics. The dataset was processed to derive quarterly trends, regional contributions, and product-wise unit sales, with an emphasis on performance classification. The aim is to support data-driven decisions for sales strategy, product focus, and territory management.

**Visualizations & Insights-**

1. **Region vs Revenue Bar Chart-   
   Disparity in Regional Revenue:** A few regions e.g., the Middle East dominate the revenue landscape. This could indicate well-penetrated markets.  
   **Strategic Opportunity:** Underperforming regions like Latin America, North America, and rest of the world need targeted marketing or distributor development. Alternatively, the product mix in those regions might not match customer preferences.
2. **Quarterly Revenue Trend Line Chart-  
   Stable Growth with Fluctuations:** Revenue shows a steady upward trend across quarters, with occasional dips possibly due to seasonality or external shocks (e.g., economic conditions, supply chain). There was a continuous dip around Q2 and Q3 2022. **Recent Decline:** The 3rd quarter of 2025 has taken a sharp dip because the end date was 18th July 2025. So only the revenue for 18 days of this quarter have been calculated.
3. **Units Sold by Category and Performance Stacked Bar Chart  
   Top Performers Identified:** The unknown category has the highest units sold. Products of Category B have a significantly higher share of "High" performance, indicating strong demand and brand affinity. **Room for Improvement:** Products of Category C with a dominant "Low" label may require price revision, bundling strategies, or targeted promotional campaigns.