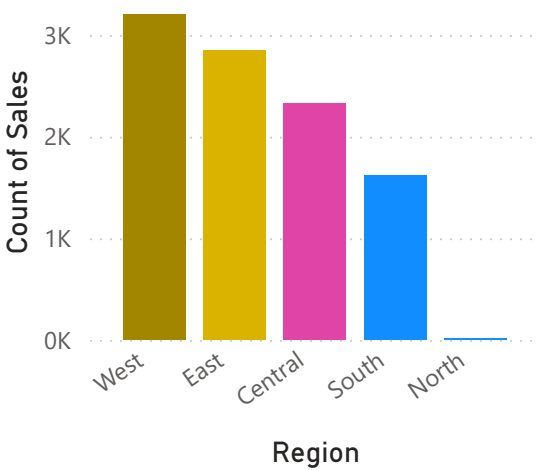


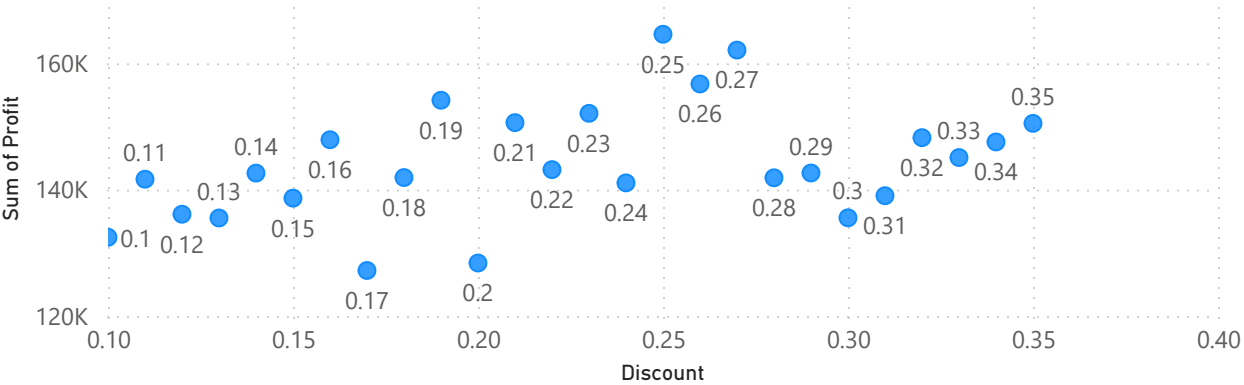
# Sales Performance Dashboard

Sales by Region



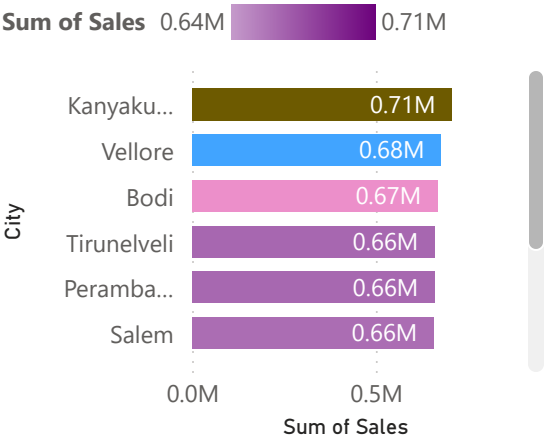
West Region has the highest sales

Impact of Discount on Profit



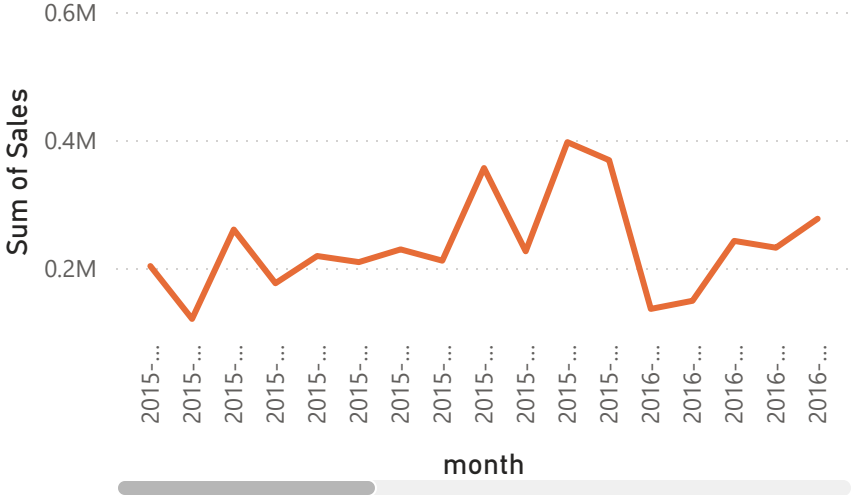
Discounts >20% lead to negative profits.

Top 10 Revenue-Generating Citi



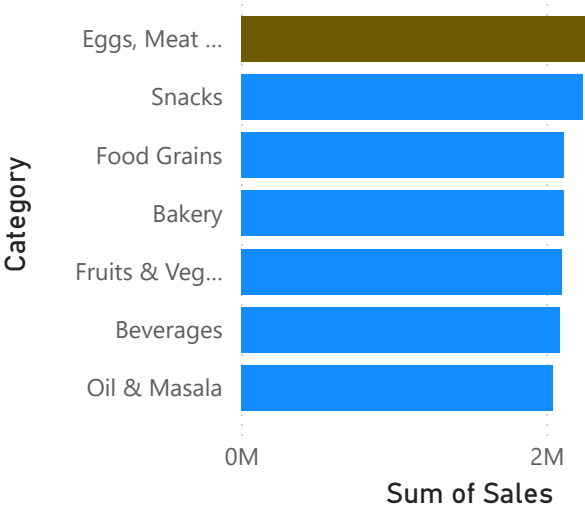
Kanyakumari and Vellore are the highest-performing cities in terms of total sales.

Monthly Sales Trend



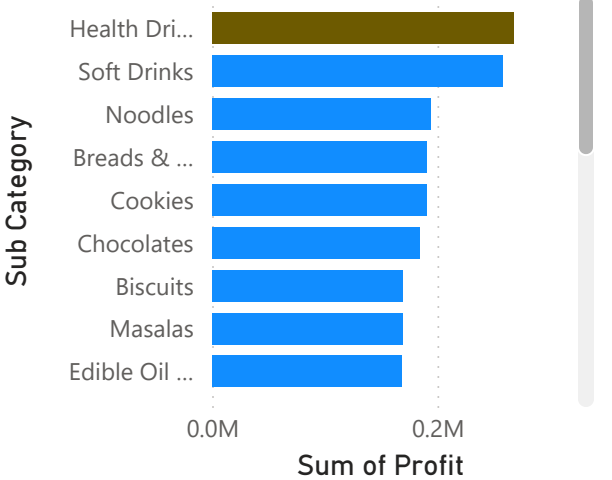
Sales peaked during the festive season months, showing clear seasonality in customer buying behavior.

Sales and Profit by Product Category



Egg, meat and fish drive high sales.

Sales and profit by subcategory



Health drinks and soft drinks lead in revenue among all sub-categories