

Region	Segment	Sum of Sales
Central	Consumer	252031.434
	Corporate	157995.8128
	Home Office	91212.644
Central Total		501239.8908
East	Consumer	350908.167
	Corporate	200409.347
	Home Office	127463.726
East Total		678781.24
South	Consumer	195580.971
	Corporate	121885.9325
	Home Office	74255.0015
South Total		391721.905
West	Consumer	362880.773
	Corporate	225855.2745
	Home Office	136721.777
West Total		725457.8245
Grand Total		2297200.86



INSIGHTS

- The West region has the highest total sales (₹725,457.82) followed closely by the East region (₹678,781.24) making them the top-performing regions.
- The Consumer segment consistently contributes the most sales across all regions, totaling ₹1,161,401.34 indicating strong demand from individual customers.
- Home Office is the lowest-performing segment in every region, suggesting an opportunity to boost marketing or promotions for this segment.
- The South region has the lowest overall sales (₹391,721.90) indicating it may require targeted strategies to increase revenue.
- The combination of West region + Consumer segment contributes the most to total sales (₹362,880.77) highlighting a key focus area for business growth.