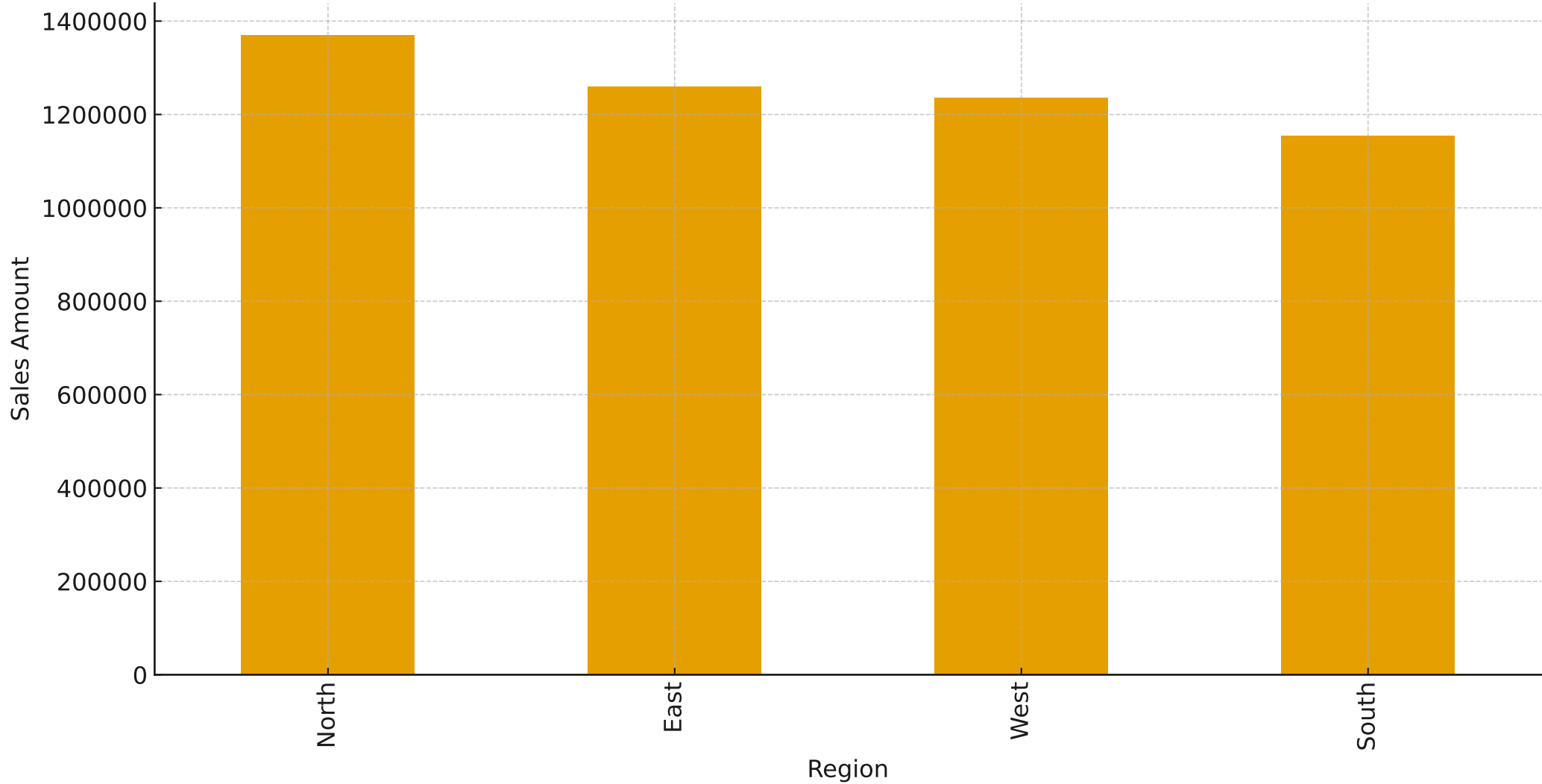# Sales Data Analysis & Storytelling Report

Dataset: sales_data.csv — Rows: 1000, Columns: 16
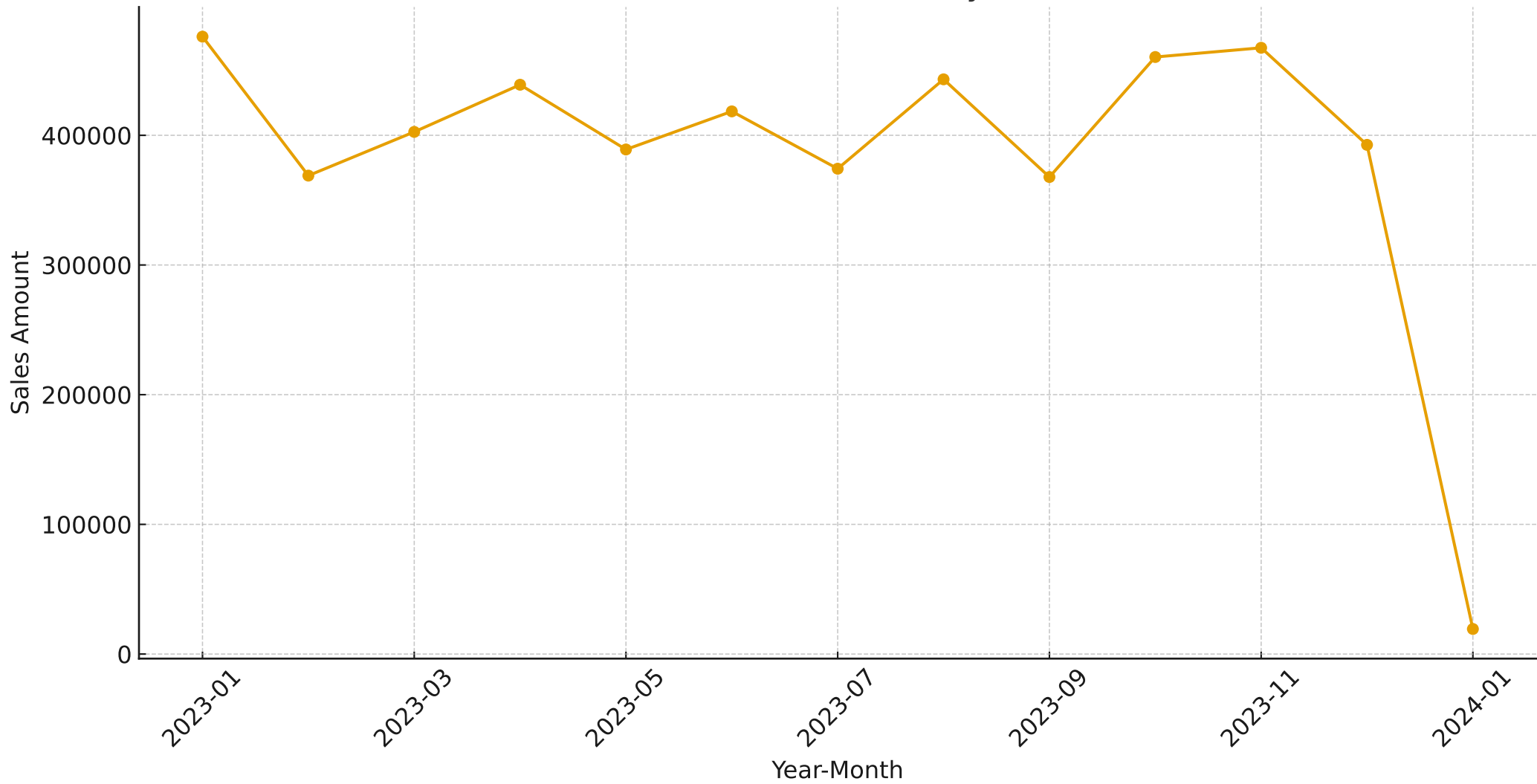
Total Sales: 5019265.23

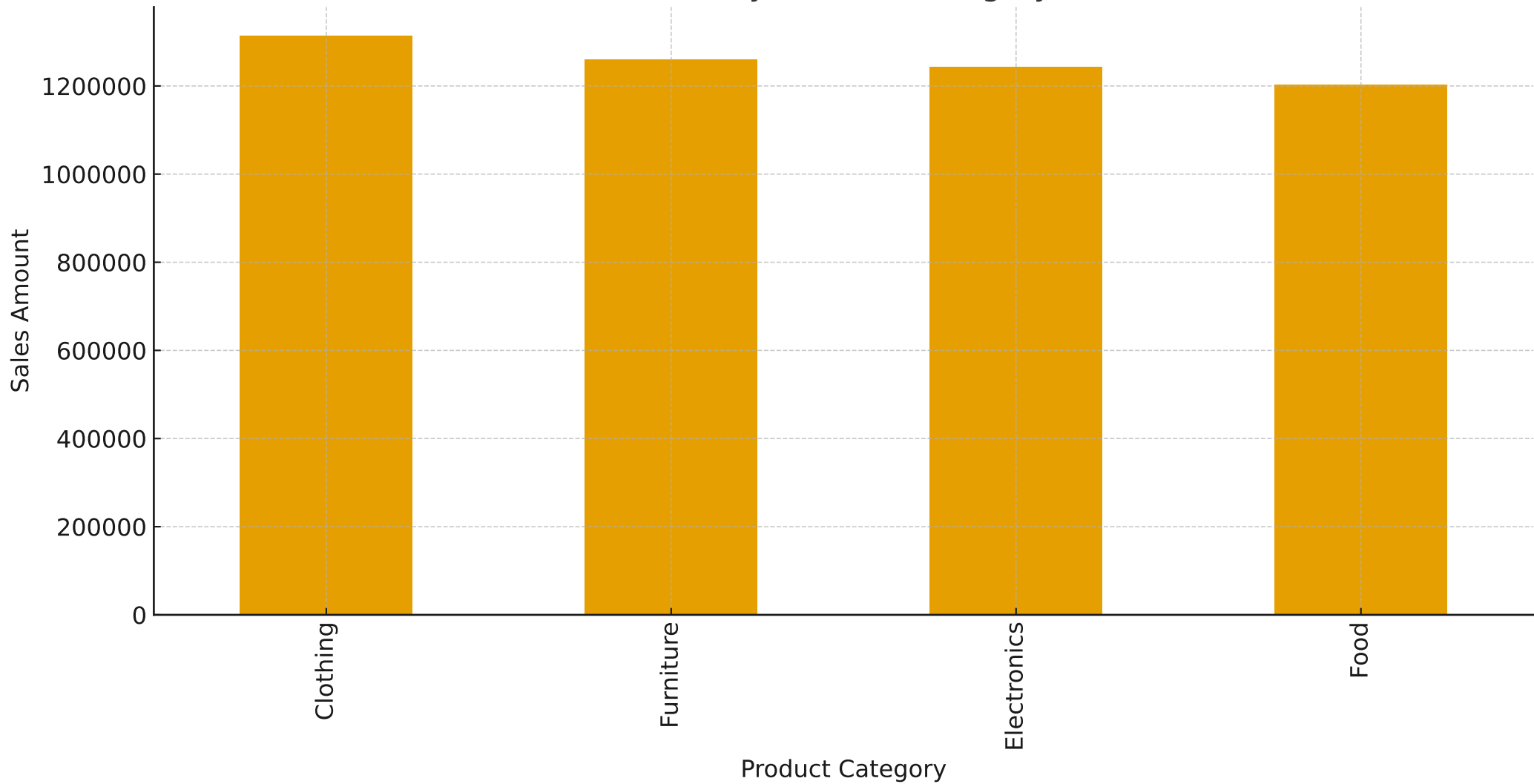Total Profit (estimate): -58822828.41
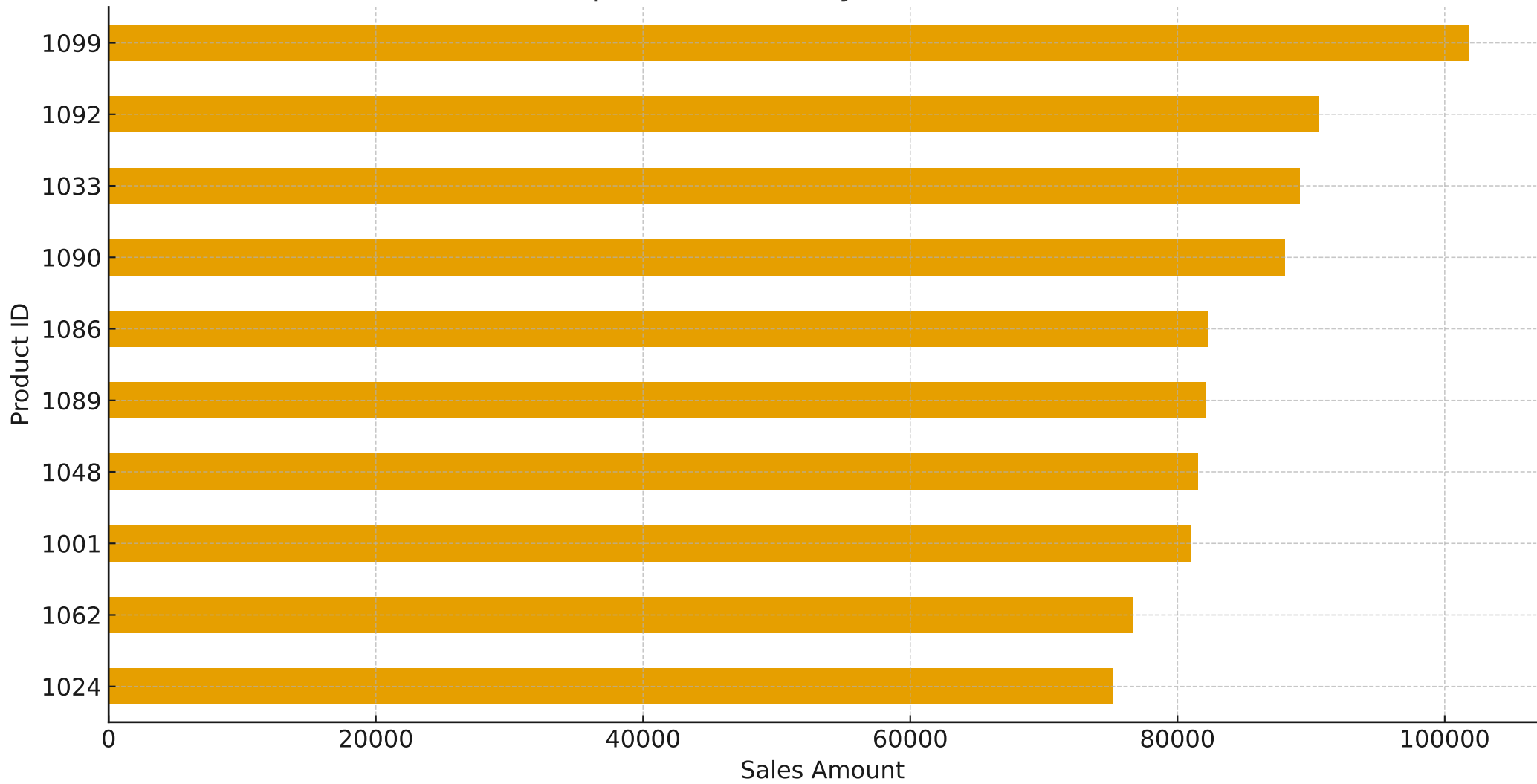
Total Sales by Region
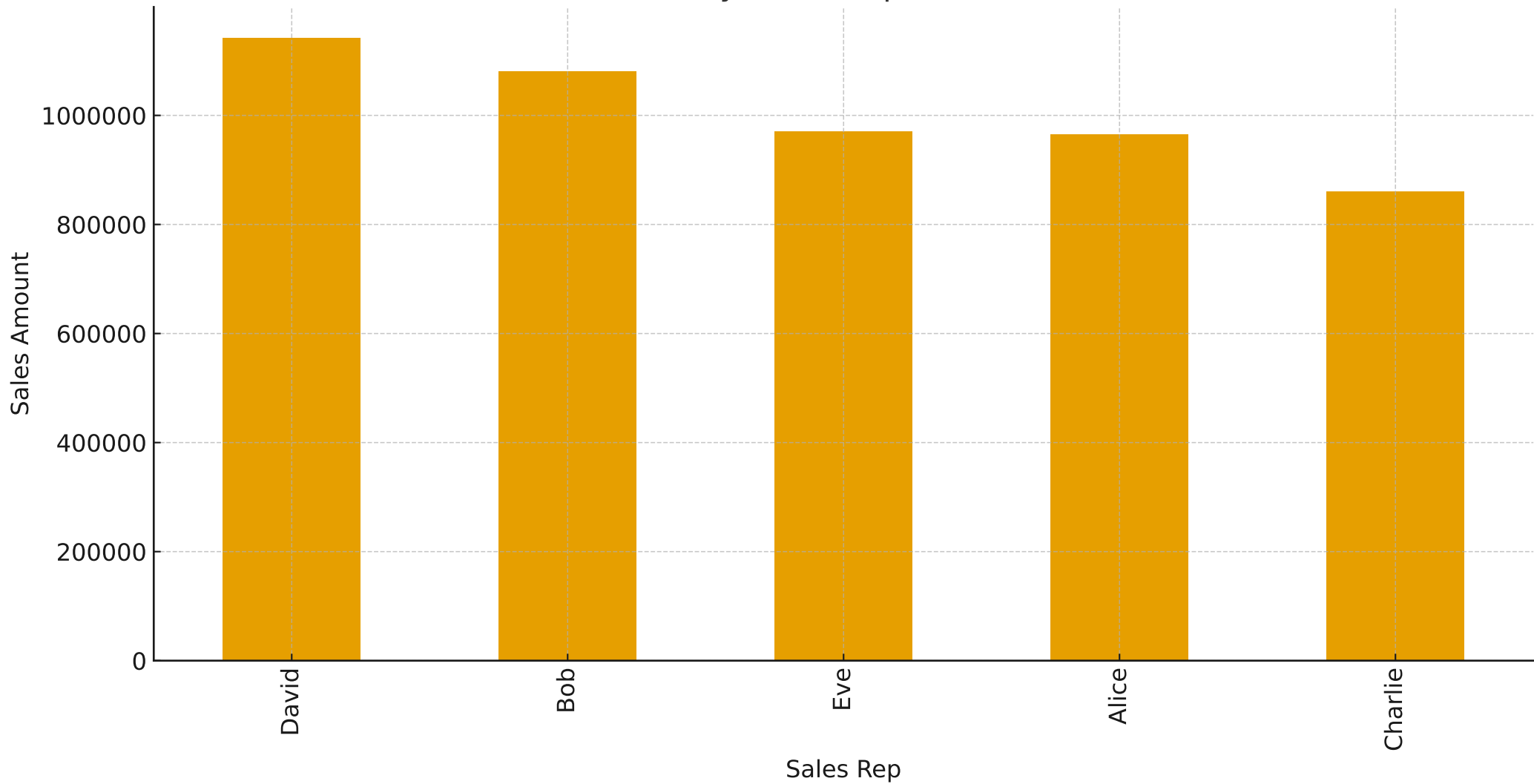
Sales Trend Over Time (by Month)
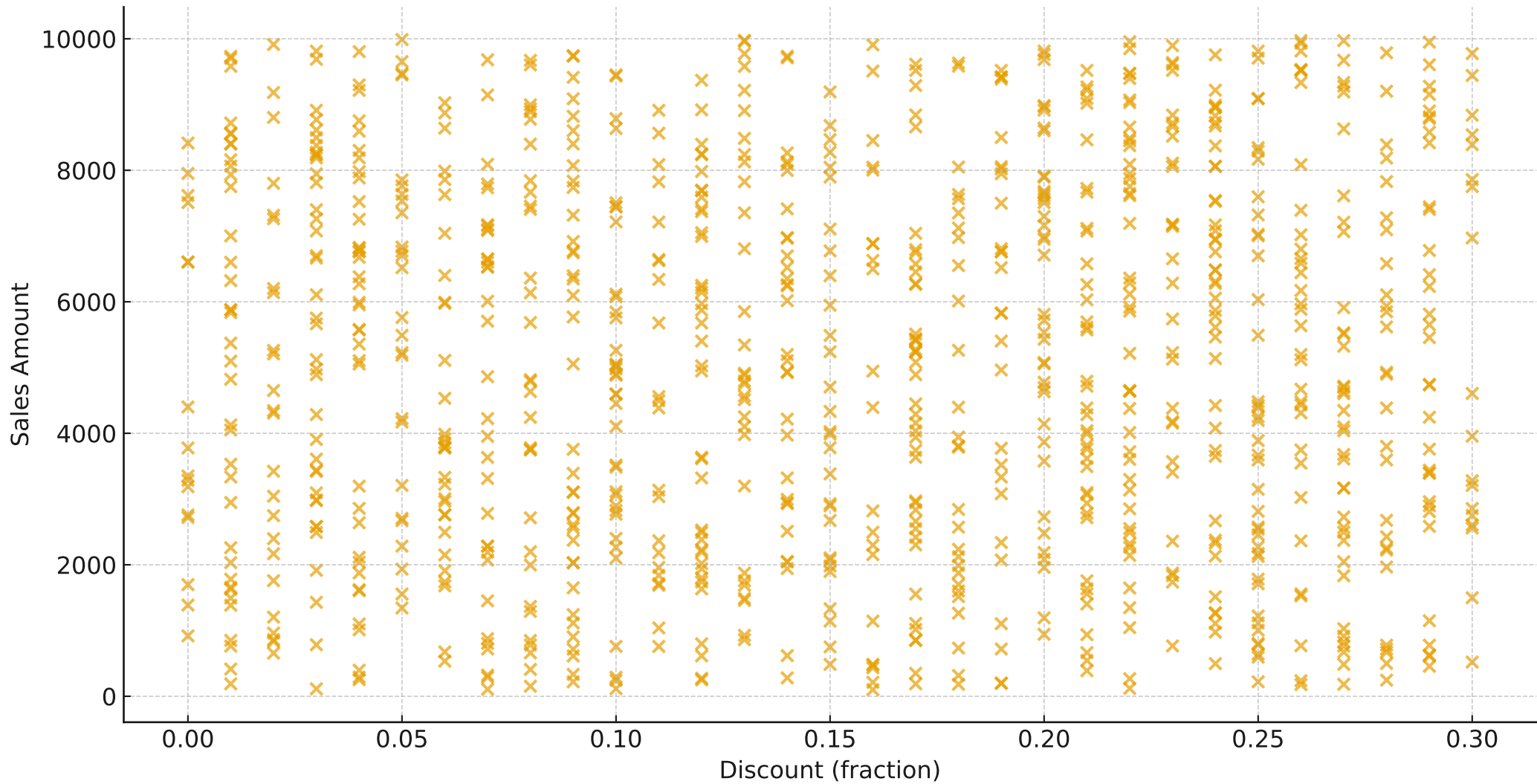
Sales by Product Category
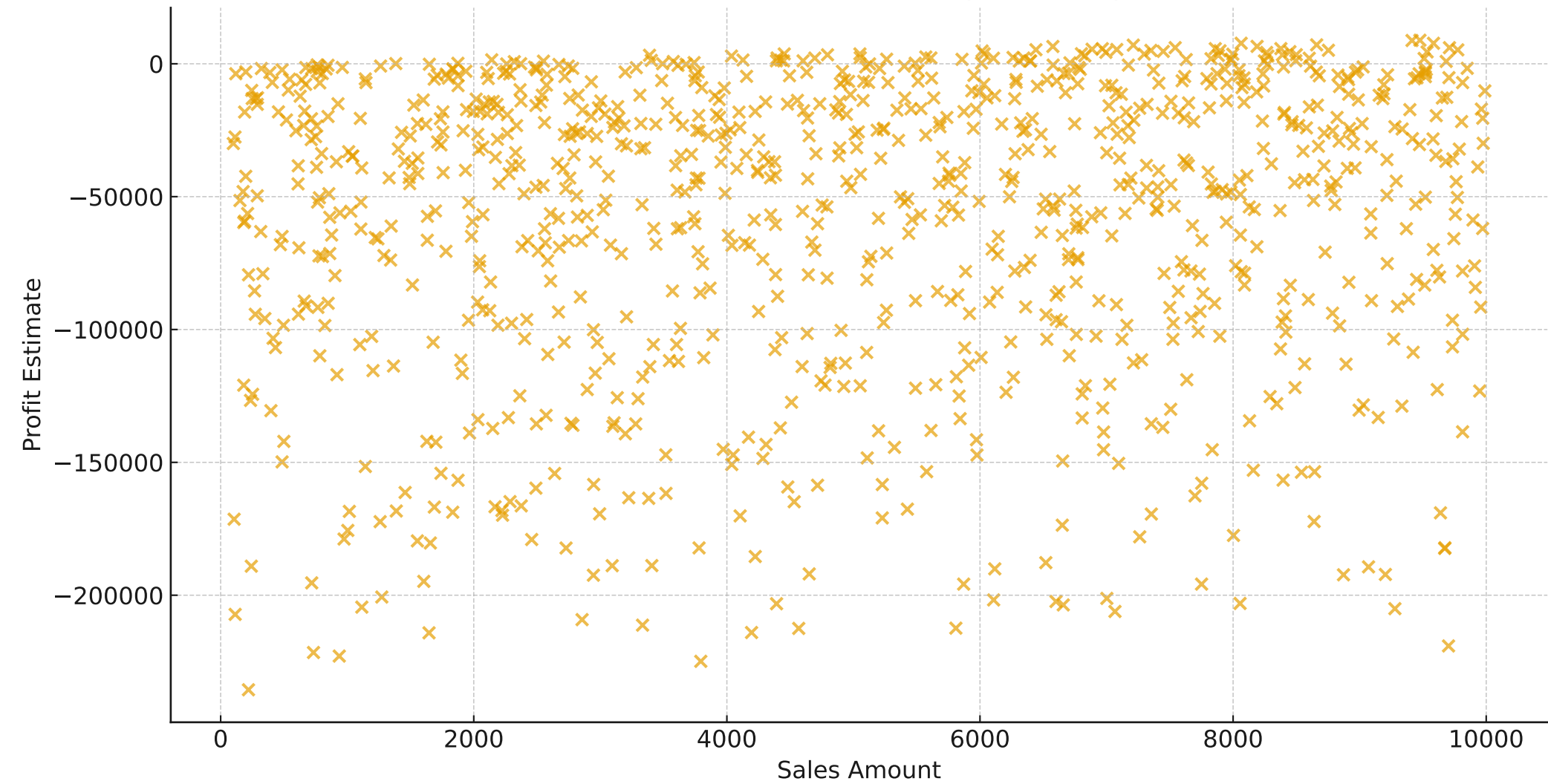
Top 10 Products by Sales Amount

Sales by Sales Representative

Discount vs Sales Amount (each transaction)

Sales Amount vs Profit (estimate)

Key Insights:

- Top region by sales: North (1369612.51)
- Top product category by sales: Clothing (1313474.36)
- Top sales representative by sales: David (1141737.36)
- Peak sales month: 2023-01 (476092.36)
- Correlation between discount and sales amount (transactions): 0.023
- Total estimated profit: -58822828.41

Recommendations:

- Focus promotional efforts in the top-performing region and product category.
- Investigate months with sales dips and adapt inventory/marketing seasonally.
- Review large discounts to ensure they improve profitability.
- Coach lower-performing sales reps using tactics from top performers.