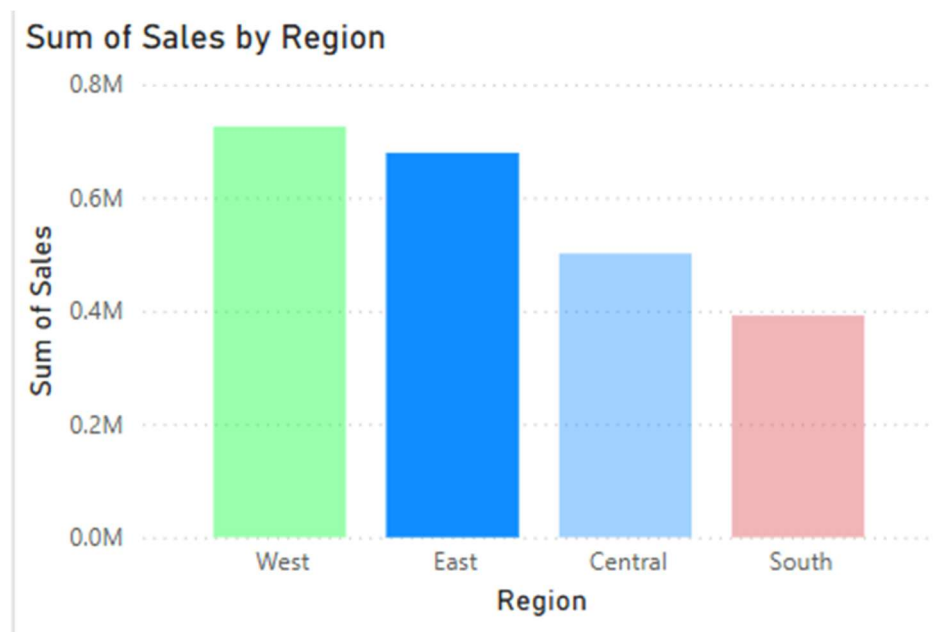


Dashboard Insights – Superstore Sales Analysis

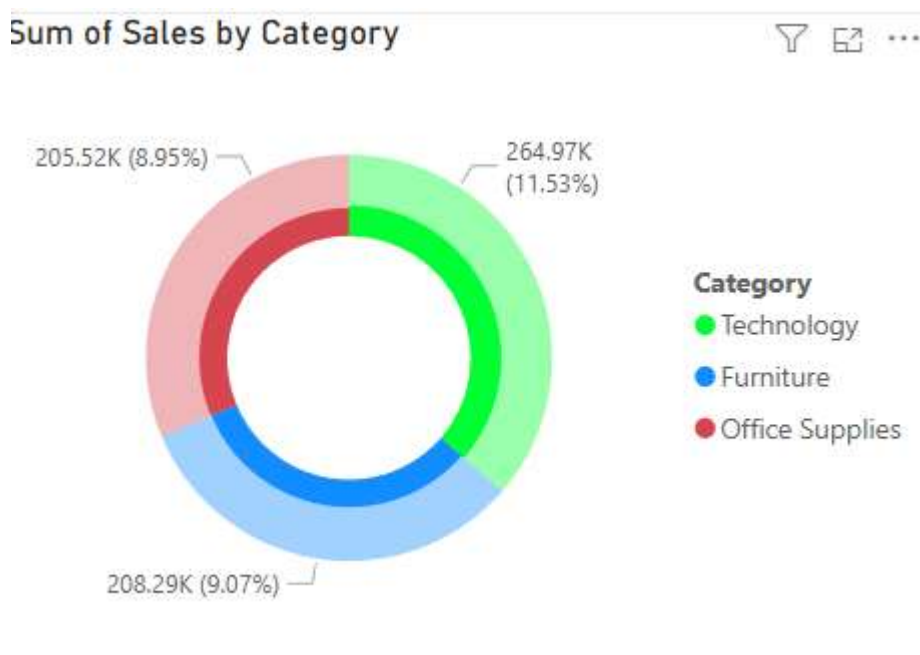
1. West Region Leads in Sales

The West region recorded the highest total sales, accounting for over **31% of total sales**, followed by East and Central. This suggests strong market penetration or customer base in the West.



2. Technology is the Top-Performing Category

Among all product categories, **Technology** leads in sales, followed by **Furniture** and **Office Supplies**. This indicates a higher demand or larger average transaction value in technology-related products.



3. Sales Trend Shows Decline Over Time

The line chart displays a **gradual decline in sales over time** from 2017 back to 2014, possibly indicating seasonal trends, market saturation, or data skew from recent orders.

Sum of Sales by Order Date



4. South Region Has the Lowest Sales

The South region contributes the least to overall sales (only about **17%**), suggesting potential for **targeted marketing, promotions, or new customer acquisition strategies** in that area.

Sum of Sales by Region

