

Monthly Sales Performance

Insight 1: Regional Performance

West Region recorded the highest total sales, contributing around 35% of total revenue, followed by the East Region.

Insight 2: Monthly Trend

Sales peaked in December 2023, indicating a strong year-end buying trend, while February 2023 saw the lowest performance.

Insight 3: Category Breakdown

Technology products dominated the sales share, accounting for over 40% of total sales — making it the top-performing category.