# Key Insights from Sales Dashboard

1. Monthly Sales Trend

* i. Sales peaked in November and December, suggesting a seasonal boost during holidays.
* ii. The lowest sales occurred in February, indicating a typical post-holiday slowdown.

2. Regional Performance

* i. The West region had the highest total sales, outperforming all other regions.
* ii. The South region displayed steady month-over-month growth, particularly in Q2 and Q3.

3. Category-Level Sales Analysis

* i. The Technology category led in overall sales, driven by high product demand.
* ii. Furniture contributed moderately to sales but was less efficient in profitability.
* iii. Office Supplies showed lower sales volume but delivered higher profit margins.

4. Profitability Insights

* i. Despite strong revenue, Technology products had lower margins, possibly due to discounts or costs.
* ii. Office Supplies emerged as the most efficient category in terms of profit-to-sales ratio.

5. Key Performance Indicators (KPIs)

* i. Total Sales: $ 4,99,317.69
* ii. Total Profit: $ 25,356.35