

# Insights for Superstore Sales Performance Dashboard

**1. West region leads in sales performance,** contributing the highest total sales across all regions. This suggests strong demand or better marketing strategies in that area.

**2. Technology category consistently outperforms,** with the highest share of sales among all product categories in every region. This indicates a customer preference for tech-related items.

**3. Phones and Chairs are top sub-categories,** each accounting for over 24–26% of sub-category sales. These items could be prioritized for promotion or inventory planning.

**4. Sales tend to peak around March and October–November,** based on the line chart. These months might correspond with seasonal trends, promotions, or end-of-quarter buying behaviour.