**Insights from Dashboard**

1. **Top Performing Category**:
   * *Technology* contributes the most to total sales, accounting for **37.53%**, followed by *Office Supplies* (32.52%) and *Furniture* (29.96%).
2. **Regional Sales Distribution**:
   * The **Central region** leads in total sales, followed by the **South** and **North** regions.
   * Regions like *Africa*, *North Asia*, and *Central Asia* have relatively lower sales figures.
3. **Sales Trend Over Time**:
   * There is a **gradual decline in sales** over time from **November 2014** backwards to earlier years.
   * This may indicate a seasonal effect, market saturation, or changes in demand over time.
4. **Balanced Category Distribution**:
   * Despite Technology being the leader, the sales distribution across all three categories is relatively balanced — no single category overwhelmingly dominates the others.