

Trends

1. **Europe region** consistently achieved the highest sales compared to other regions.
2. **December** shows a clear spike in sales, reflecting increased demand at the end of the year.
3. **Baby Food category** contributes the largest share of total revenue and is a key driver of profit.

Anomalies

1. **March** recorded an unexpected drop in sales despite usually being a strong month.
2. **Office Supplies** underperformed compared to other categories, even though it is considered an essential product line.

Recommendations

1. **Increase marketing efforts in Asia** to compensate for weaker performance in that region.
2. **Launch special promotions in March** to stabilize sales and address the sudden decline.
3. **Focus on retaining Baby Food customers** since this category is the most profitable.

Conclusion

The dashboard highlights clear opportunities to boost sales in underperforming regions and months, while emphasizing the importance of maintaining strong customer loyalty in the most profitable categories.

