



Time-based Insights (Sales by Month)

- **Sales peaked in March**, suggesting strong performance in Q1.
 - **A noticeable drop in June** implies possible seasonal trends or decreased demand.
 - **Q1 performed better than Q2**, highlighting a need to analyze what drove Q1 success (e.g., campaigns, products).
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Regional Insights

- **East region leads** with the **highest total sales (~\$592K)** and **order volume (~566 orders)**.
- **South region lags**, contributing the **least sales (~\$357K)** and **lowest order count (~442)**.
- The **Central and West** regions are competitive, but **Central edges slightly ahead** in order volume.

Actionable Tip: Increase promotional efforts or product alignment in the **South** to boost performance.



Top Performing States

- **California** dominates both in **sales and order count**, making it a key state to protect and grow.
- Other high-performing states: **New York, Illinois, Texas, Florida**.

Insight: These states might be ideal for piloting new products or offers.



Product Category Insights

- **Technology** is the **top-performing category** with nearly **\$800K in sales**, yet has fewer orders than Office Supplies.
- **Office Supplies** generate the **highest order count**, indicating frequent but low-value purchases.
- **Furniture** sits in the middle — moderate sales and order volume.

Suggestion: Explore **cross-selling Office Supplies with Technology** to increase average order value.

Customer Segment Analysis

- **Corporate and Consumer segments** drive the majority of sales.
- **Home Office and Small Business** have relatively fewer orders and lower sales.

Actionable Step: Consider targeted campaigns or loyalty programs for **underperforming segments** to drive growth.

Regional Manager Performance

- **Erin (30.77%) and William (27.37%)** collectively manage over half the total sales.
- **Sam (18.56%) is trailing**, possibly managing the South region (lowest performance).

Opportunity: Review team strategies and provide support or training to managers like Sam.

Summary of Key Opportunities:

1. **Focus on South region** – Underperforming in both sales and orders.
2. **Boost Furniture and Small Business sales** – Mid-tier performance; room for growth.
3. **Capitalize on Technology and California performance** – High-value, scalable segments.
4. **Support low-performing managers** – Especially if tied to weak regions.