

➤ Findings from the Dashboard:

1. Technology Leads in Profit

The **Technology** category accounts for the highest profit, contributing **50.79%** of the total, which is significantly higher than Office Supplies (42.77%) and Furniture (6.44%).

2. West Region Has Highest Sales

Among all regions, the **West** region recorded the highest **sum of sales**, followed closely by the East. The South region had the lowest sales performance.

3. Sales Peak in November

Sales consistently grew through the year with **November** showing the highest monthly sales at **0.35M**, followed by **December** at **0.33M**.

4. Sales Distribution by Category is Balanced

Sales across the three categories are relatively balanced:

- Technology: **36.4%**
- Office Supplies: **31.3%**
- Furniture: **32.3%**