



Total Sales
\$3.42M



Sales Achievemen..
1646%



#Customers
30K



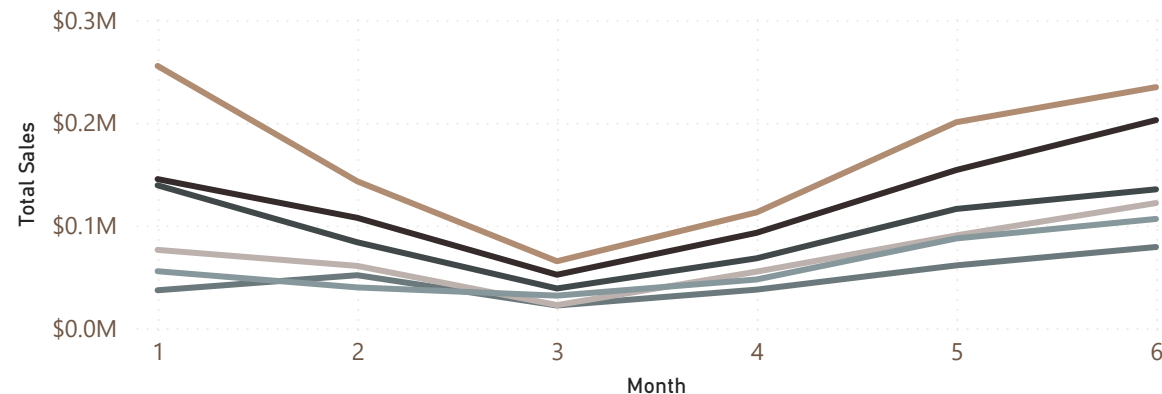
#Products
24



#Stores
14

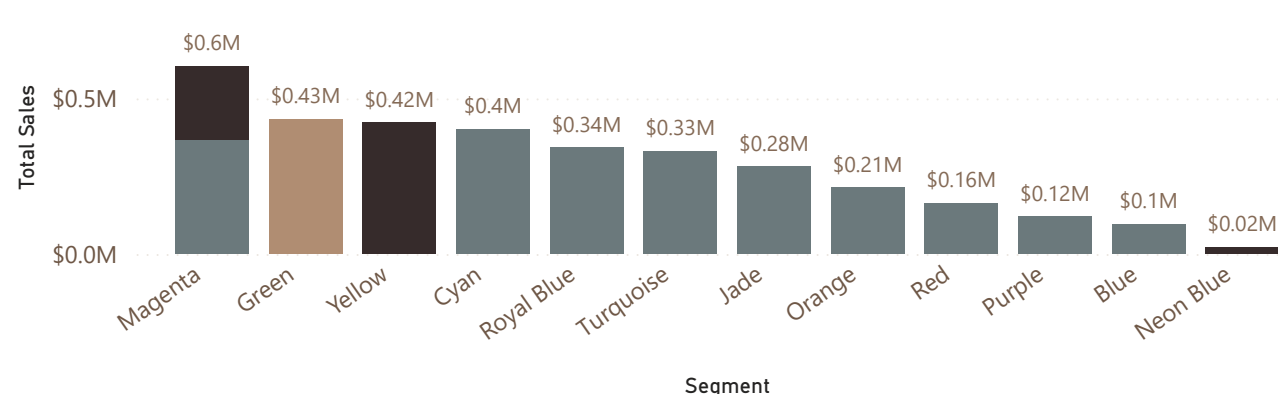
Total Sales by Month and Store Region

Store Region ● Atlantic ● Far West ● Flat Plains ● Great Lakes ● Rocky Mountains ● Southwest

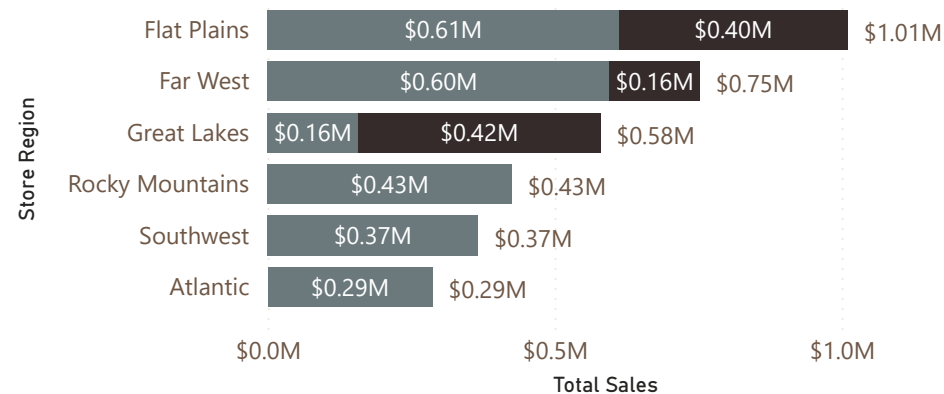


Total Sales by Segment and Category

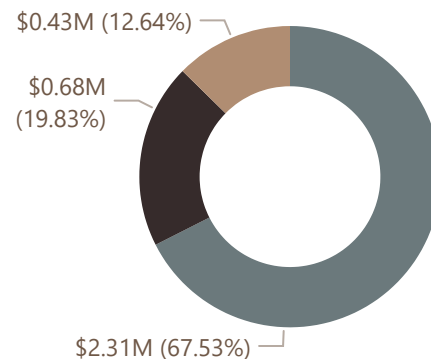
Category ● Office 365 ● Power Platform ● XBOX



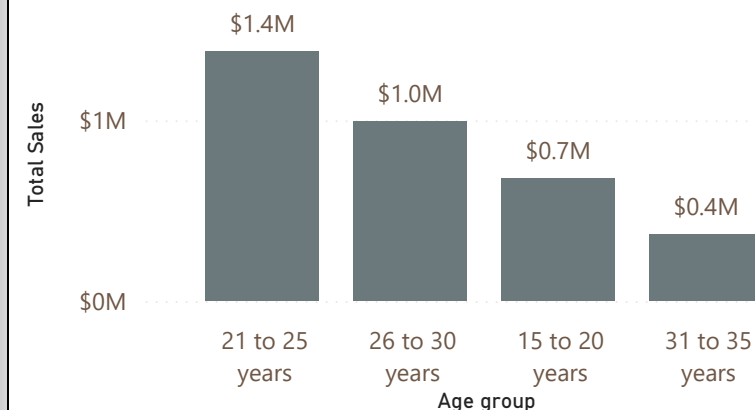
Total Sales by Store Region and Type

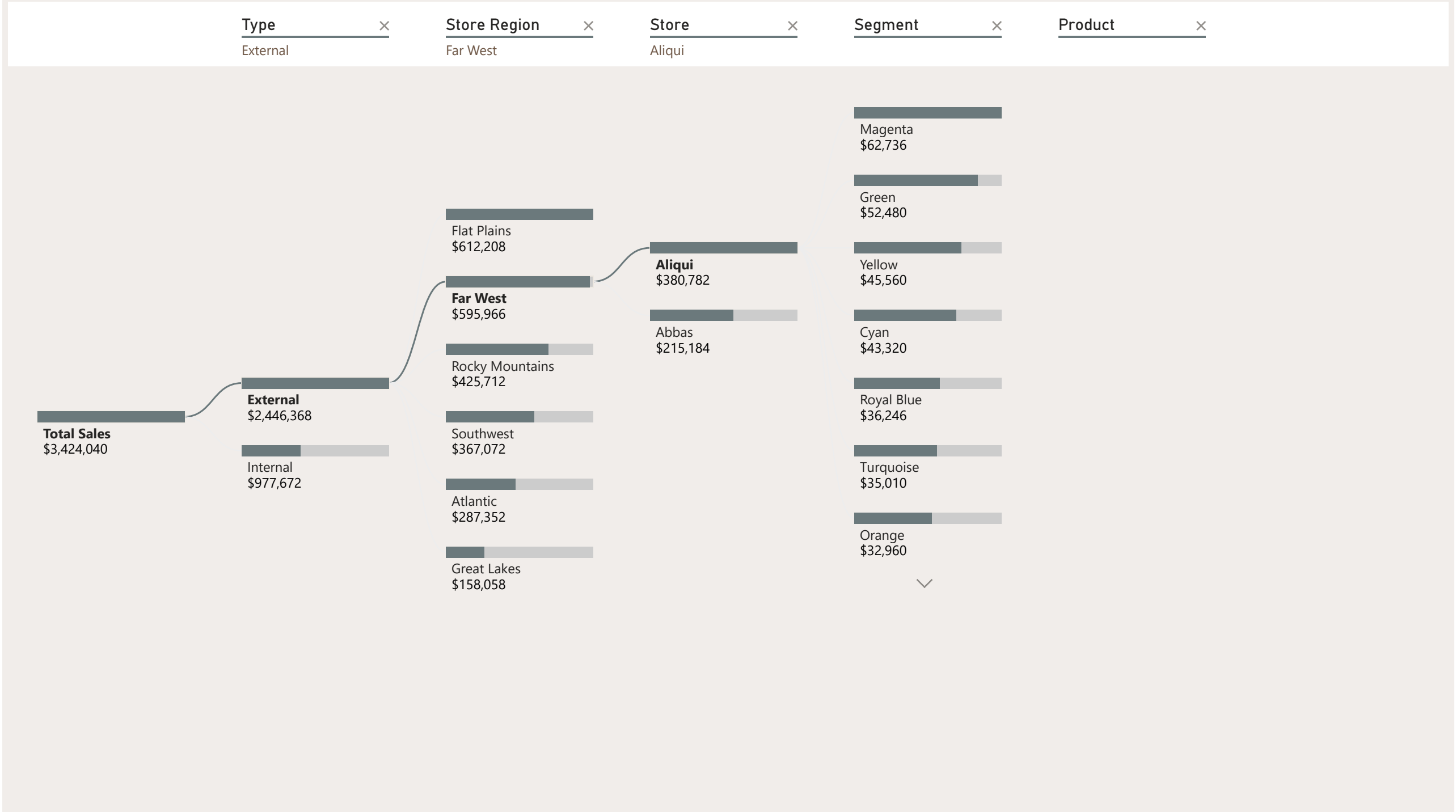


Category ● Office 365 ● Power Platform ● XBOX



Total Sales by Age group





Insights

1-Total Sales and Growth: Total sales are \$3.42M with a 164.6% achievement rate, indicating strong performance against goals.

2-Regional Performance: Flat Plains leads with \$1.01M, while Atlantic shows the lowest at \$0.29M. Sales trends indicate a dip in months 2-3, with recovery later.

3-Segment and Category: Office 365 dominates with \$2.31M, while XBOX is the lowest at \$0.43M. Magenta segment shows high sales (\$0.6M).

4-Gender Distribution: Males contribute 72.52% (\$2.48M), significantly outpacing females at 27.48% (\$0.94M).

5-Age Group: 21-25 age group drives the highest sales at \$1.4M, while 31-35 has the lowest at \$0.37M.

6-Store Type: external stores (e.g., Aliqui\$0.38M) and Internal stores (e.g., Contoso \$0.42M) show balanced contributions, with Flat Plains excelling.

7-Detailed Breakdown: Contoso store in Great Lakes for Magenta segment (OneNote \$0.45M) is a key performer.

Recommendations

1-Boost Underperforming Regions: Increase marketing efforts in Atlantic and Rocky Mountains to close the gap with Flat Plains.

2-Balance Gender Sales: Launch targeted campaigns for females to reduce the 72.52% male dominance.

3-Focus Age Groups: Expand on the 21-25 age group's success, and offer promotions to lift 31-35's \$0.37M sales.

4-Optimize Product Mix: Promote Office 365 and Magenta products, and investigate strategies to improve Neon Blue's \$0.02M.

5-Enhance Store Performance: Replicate Flat Plains' success (e.g., Contoso) in underperforming stores like Palma and Victoria.