**Sales Dashboard Insights**

**Overall Performance**

• The company achieved a total sales of 6.22M, generating a profit of 1.51M across 180K products sold and 26K total orders.  
• This indicates strong sales volume and a healthy profit margin across the dataset.

**Regional Insights**

• Western Europe recorded the highest sales, outperforming other regions such as Central America and Oceania.  
• Regions like Southern Europe and Eastern US contributed comparatively lower sales volumes, suggesting potential areas for improvement or marketing focus.

**Category & Product Insights**

• Technology emerged as the top-performing category, contributing approximately 37% of total sales (≈2.34M), followed by Office Supplies and Furniture.  
• Within sub-categories, products such as Phones, Chairs, and Storage led sales performance, while Binders and Fasteners showed lower contributions.

**Geographic Distribution**

• The map visualization shows major sales concentrations across Western Europe and parts of Asia, highlighting key international markets.  
• Expanding sales efforts in underperforming regions like Southern Africa or North America could balance revenue distribution.

**Bonus Insight**

• The relationship between sales and profit appears consistent across categories, but Furniture shows relatively lower profitability — suggesting higher cost or discount impact in that category.