

TASK 8: Simple Sales Dashboard Design

1. Total Performance Overview:

- **Total Sales:** \$13 million
 - **Total Quantity Sold:** 178,000 units
 - **Total Profit:** \$1.5 million
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2. Top-Selling Categories:

- **Technology** is the leading category with the highest share of total sales (about 38%).
 - **Furniture** and **Office Supplies** follow closely, each contributing about a third of total sales.
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3. Top Sub-Categories:

- **Phones, Copiers, and Chairs** are the top three sub-categories by sales volume, each crossing \$1 million.
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4. Regional Performance:

- The **Central region** generates the highest sales and profit among all regions.
 - Regions like **West, Central America, and Africa** contribute the least.
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5. Seasonal Trends:

- **Sales and profit peak in December**, indicating a strong year-end spike — likely due to holiday sales.
- There is a noticeable dip mid-year (around June/July).

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