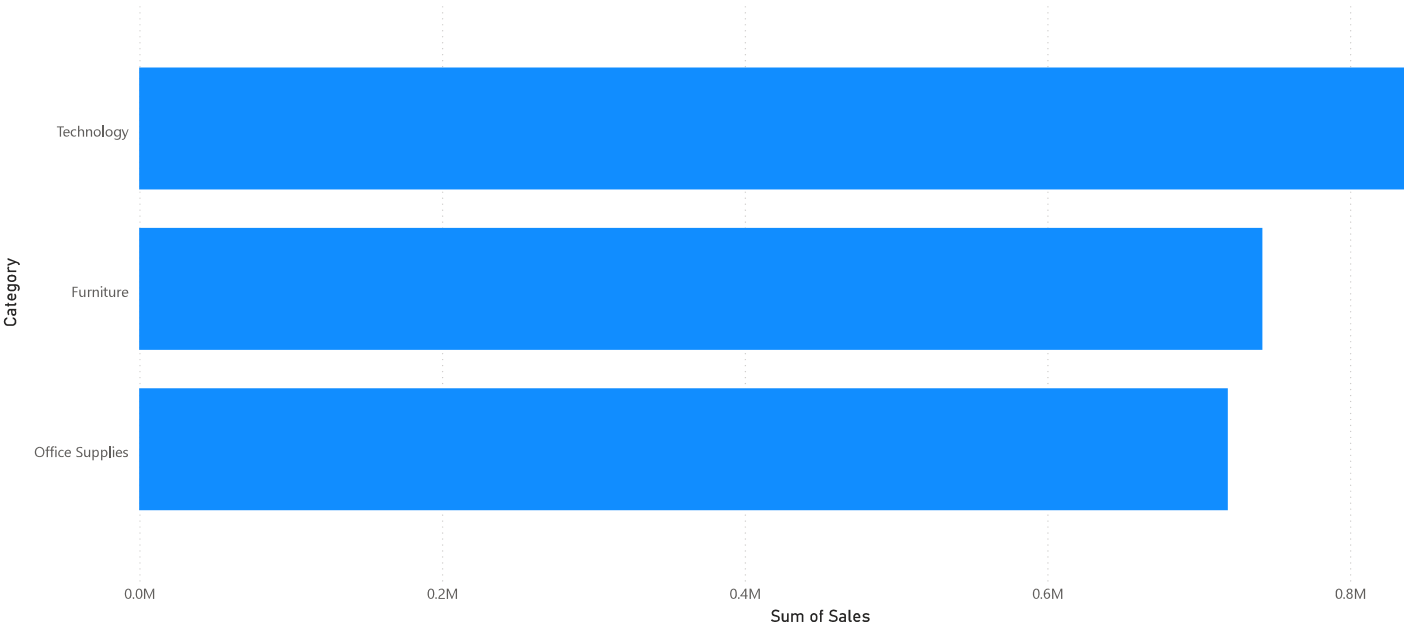**Clustered Bar Chart – Sales by Category**
Title: Sales by Product Category
Insight:
"Technology is the top-selling category, contributing significantly more than Furniture and Office Supplies.
Office Supplies lags behind — this could be a potential area for targeted promotions or discounts."

Compare sales by category

Stacked Column Chart – Sales by Sub-Category (Grouped by Category)

Title: Sub-Category Sales Distribution by Category

Insight:

"Within Technology, Phones and Accessories dominate sales.

Chairs and Binders lead in Furniture and Office Supplies respectively.

Some sub-categories like Tables and Supplies underperform, indicating areas for improvement."

Breakdown sales by sub-category inside each category

Category ● Furniture ● Office Supplies ● Technology
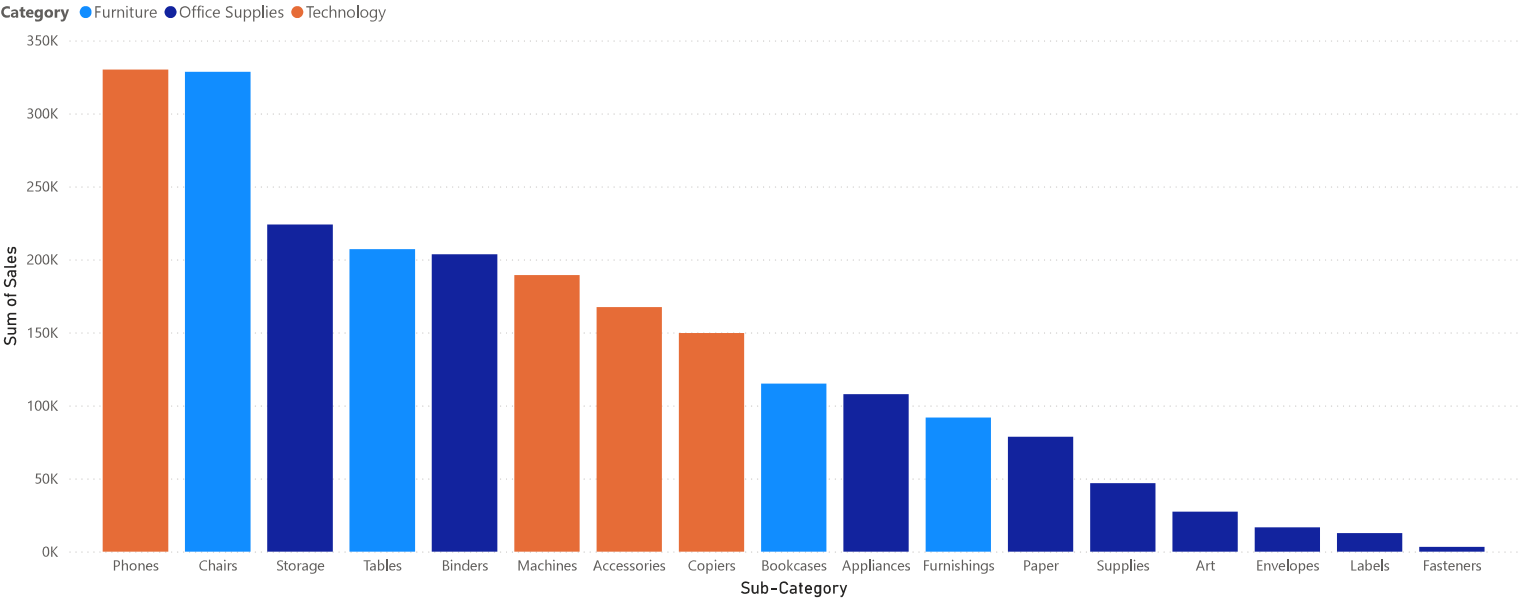
Line Chart – Monthly Sales Trend
Title: Sales Trend Over Time
Insight:
"Sales spike significantly during (October–December), likely due to holiday season shopping.
Sales dip during early months like January and February.
This seasonal trend suggests timing promotions for maximum impact."

Show how sales trends change over time

Order Date
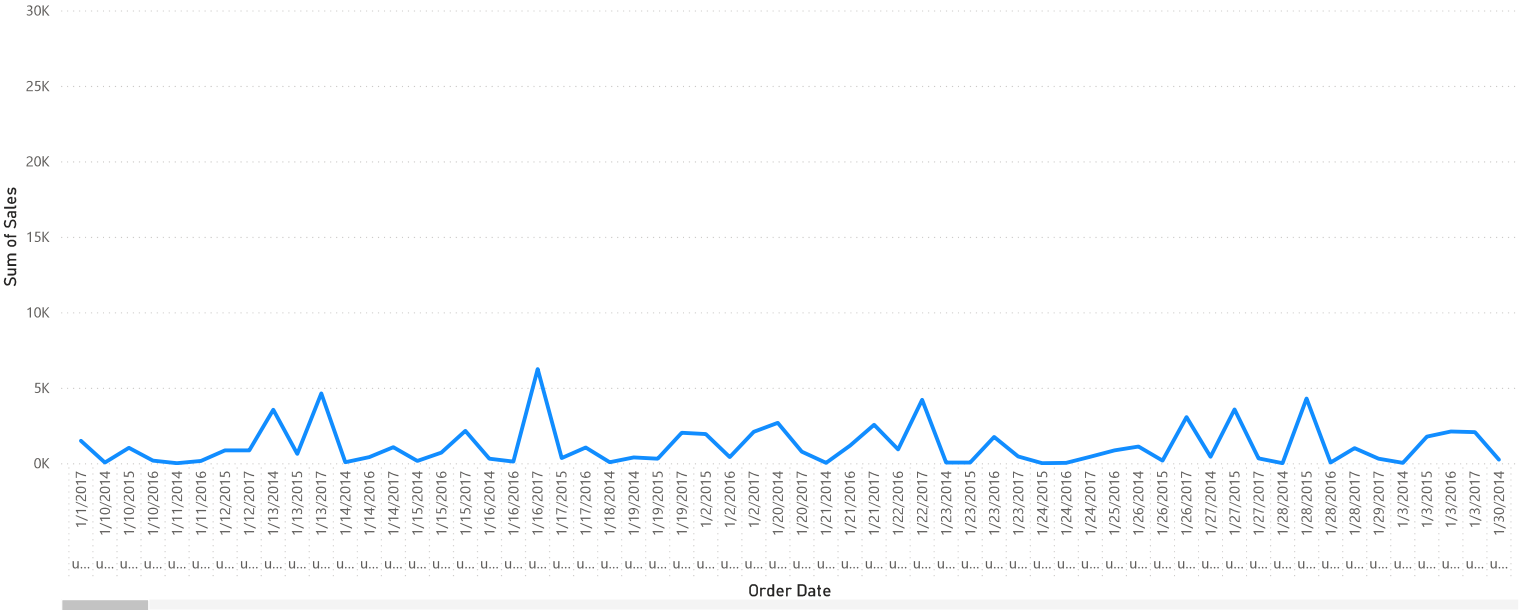
Donut Chart – Profit by Customer Segment
Title: Profit Contribution by Customer Segment
Insight:
"The Consumer segment generates the highest profit, followed by Corporate.
Home Office contributes the least, possibly due to lower volume or higher discount rates.
Marketing efforts could be expanded toward Corporate for a stronger ROI."

Show profit distribution by customer segment

60.3K (21.05%)

134.12K (46.83%)

91.98K (32.12%)

Segment
- Consumer
- Corporate
- Home Office
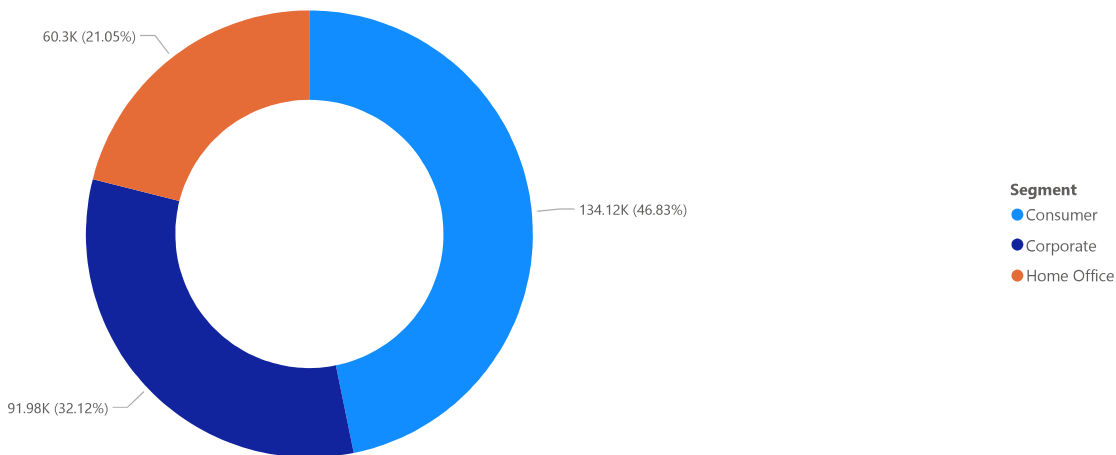
Summary Slide / Text

Summary of Key Insights
- **Technology** is the most profitable and highest-selling category overall.
- **Sales peak during (October to December)** — leveraging holiday demand.
- **Consumer segment** yields the most profit; Home Office contributes the least.

Recommendations
- Launch targeted campaigns in **Office Supplies** and **underperforming sub-categories** like Tables.
- Boost visibility of high-performing products to maximize revenue.
- Consider offering **bundled deals for Home Office** to improve performance.