

# Insights Report

**Title:** Sale Analysis & Recommendations

**Objective:** To Identify sales trends and opportunities for improvement

## **Key Insights:**

- The Technology category has the highest sum of profit when compared with the other categories.
- The west region has the highest total sales (725457.8245)
- The Furniture category has the least profit despite having moderate sales volume.

## **Recommendations:**

- Prioritize Eureka Disposable Bags in marketing and sales efforts to boost sales.
- Focus on the south region by identifying local market challenges, launching target promotions to close the performance gap between regions.
- Focus on improving overall product sales since even low-selling products are showing up in the top 5.

## **Tools Used:**

1. Excel
2. PowerBI