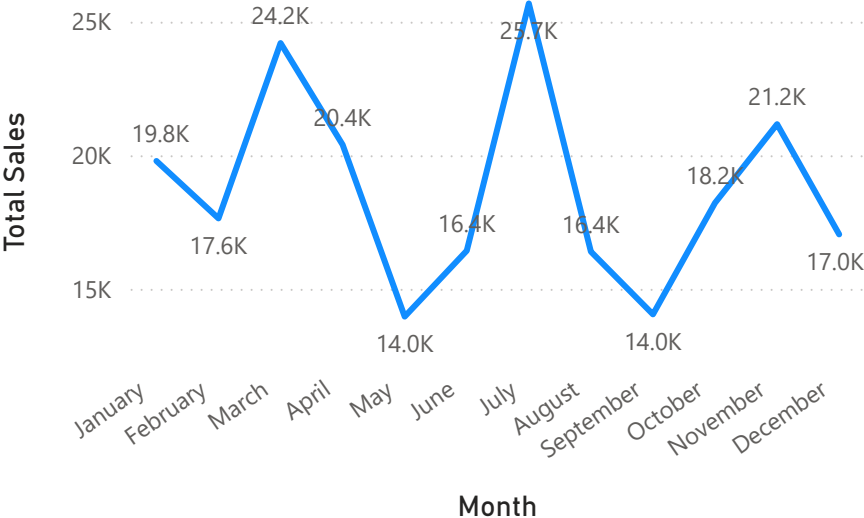
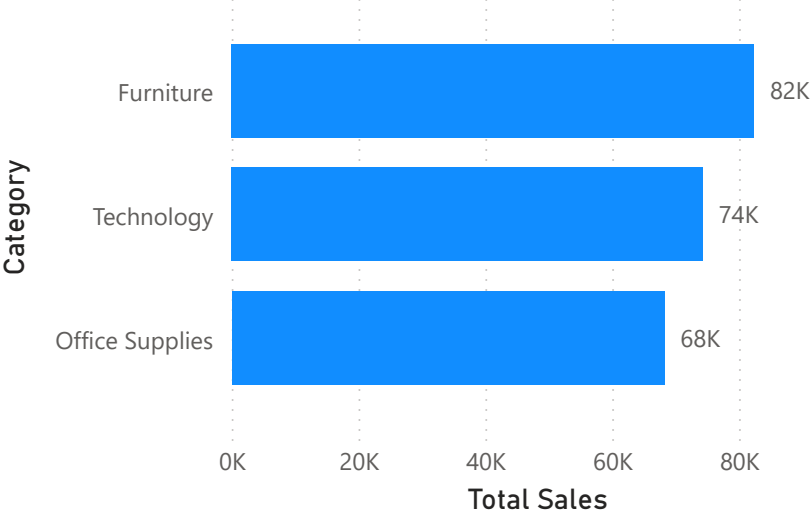


# Data Visualizations & Storytelling

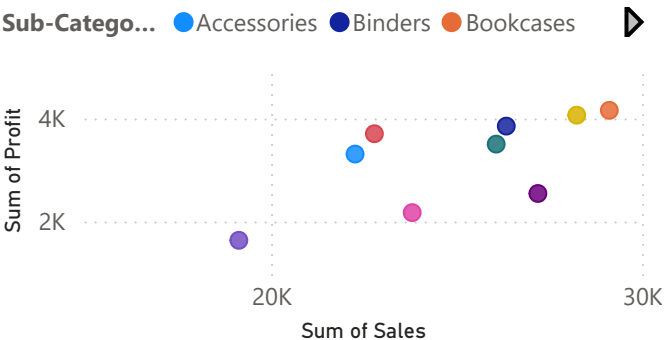
Monthly Sales Trend



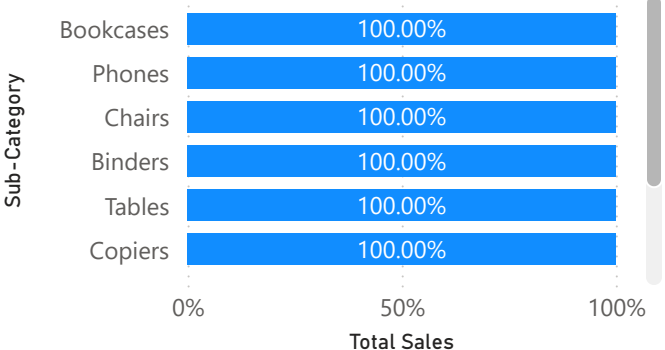
Sales by Category



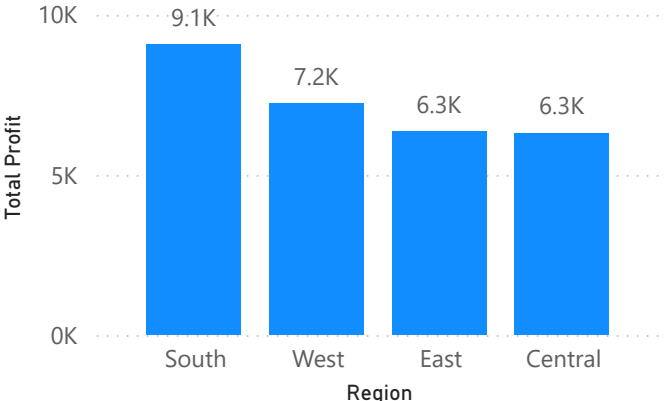
Sales vs Profit scatter



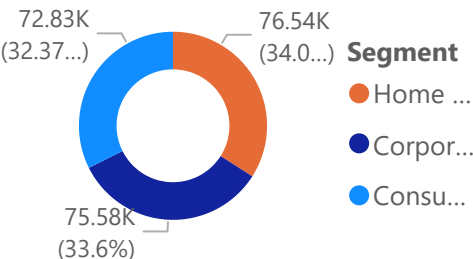
Sales by Category



Profit by Region



Segment share



224.95K

Total Sales

28.94K

Total Profit

0.13

Profit Margin

## ★ Insights

- Technology brings the highest sales.
- West region gives the most profit.
- Sales increase towards the end of the year.
- A few top sub-categories contribute most of the revenue.
- Some products have high sales but low profit because of discounts.

## ★ Recommendations

- Focus more on Technology products.
- Reduce discounts on low-profit items.
- Use West region strategies in other regions.
- Keep higher stock for top-selling sub-categories.