



Insights from Super Store Sales Dashboard

File: insights.txt

- Highest Sales Region:**
 The West region leads in total sales with approximately 522.44K, accounting for 33.83% of the total regional sales, indicating a strong market presence in that area.
- Top-Selling Sub-Category:**
 Chairs contribute the highest sales among sub-categories, with approximately 196.33K (12.54%), making it the most profitable sub-category.
- Profit Trend by Year:**
 Profits show a noticeable spike in early 2020, followed by fluctuations in 2021 and 2022. This may correlate with market events or seasonal factors affecting profitability.
- Sub-Category Sales & Order Trend:**
 While Sales peak for categories like Chairs and Phones, the Order Month trend shows a decline in ordering activity over time, suggesting a need to boost customer engagement or revise ordering strategy.