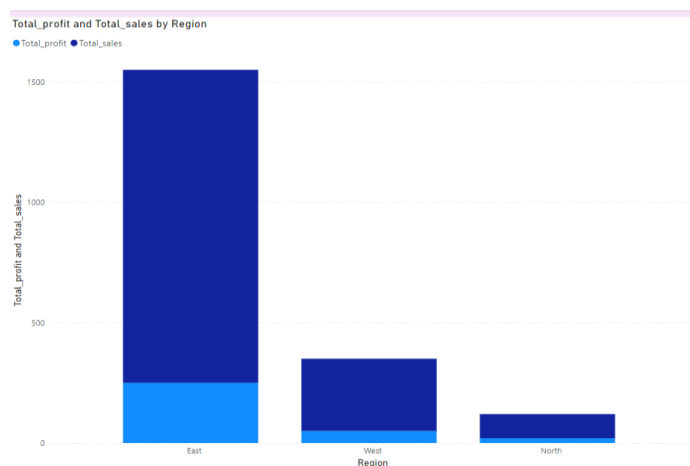**Analyzing Sales data based on Customer behaviour and product Performance**

Objective: Analyze sales data to identify key insights about sales trends, customer behavior, and product performance.
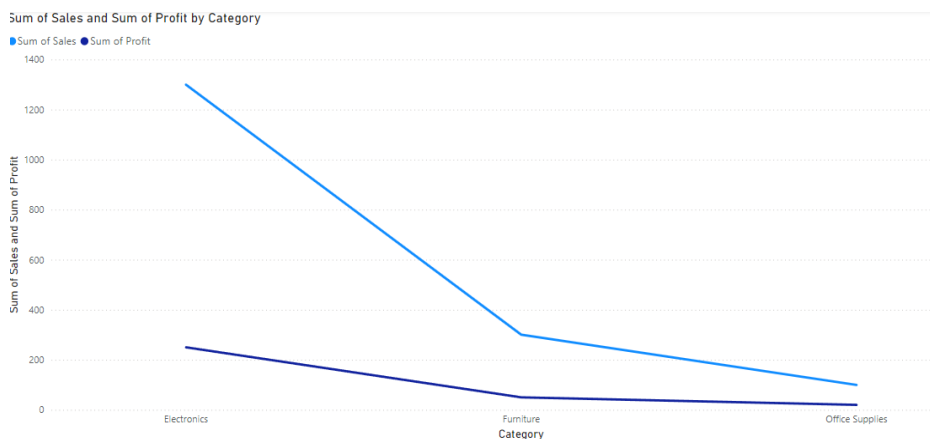
- The total sales and profit per region.



Key Insights : East Region has more Total sales and Profit.

North Region has minimum contribution for both sales and profit.

- Identify which product category contributes the most to sales and profit.



Key Insights : Electronics Product Category contributes the most to sales and profit.

Office Supplies category contributes the low to sales and profit.

- A bar chart showing total sales by region.
- A pie chart showing the contribution of each product category to total sales.
- A line chart showing sales trends over the order dates.
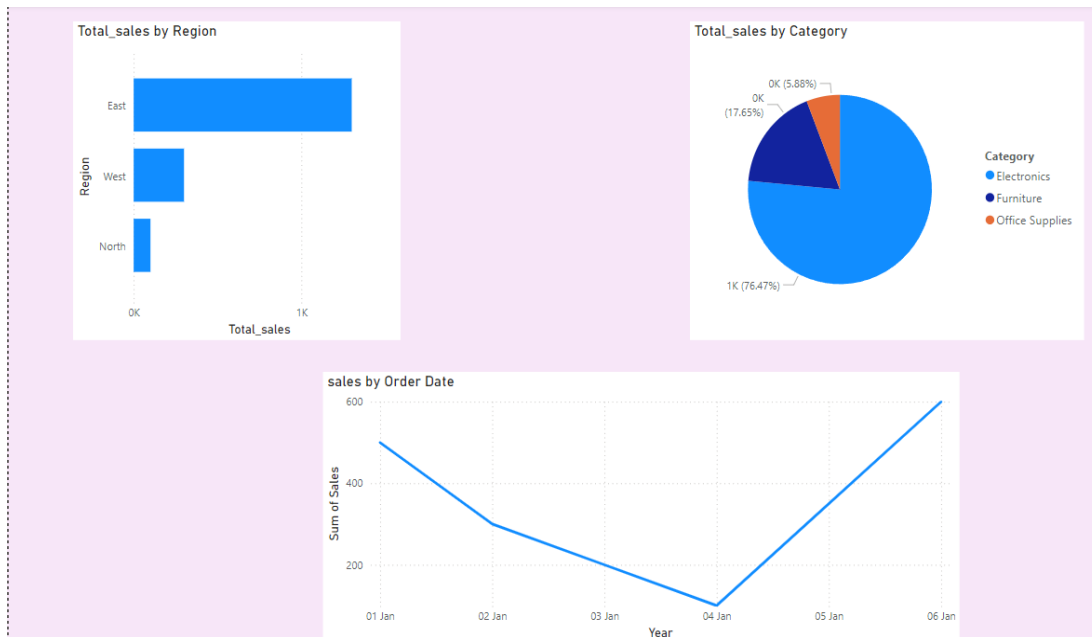
Key Insights :

1. In bar Chart East Region has more total Sales.
2. In Pie Chart showing the Electronics category Contribution more total sales.
3. In Line Chart showing a trend sale by Order Date.