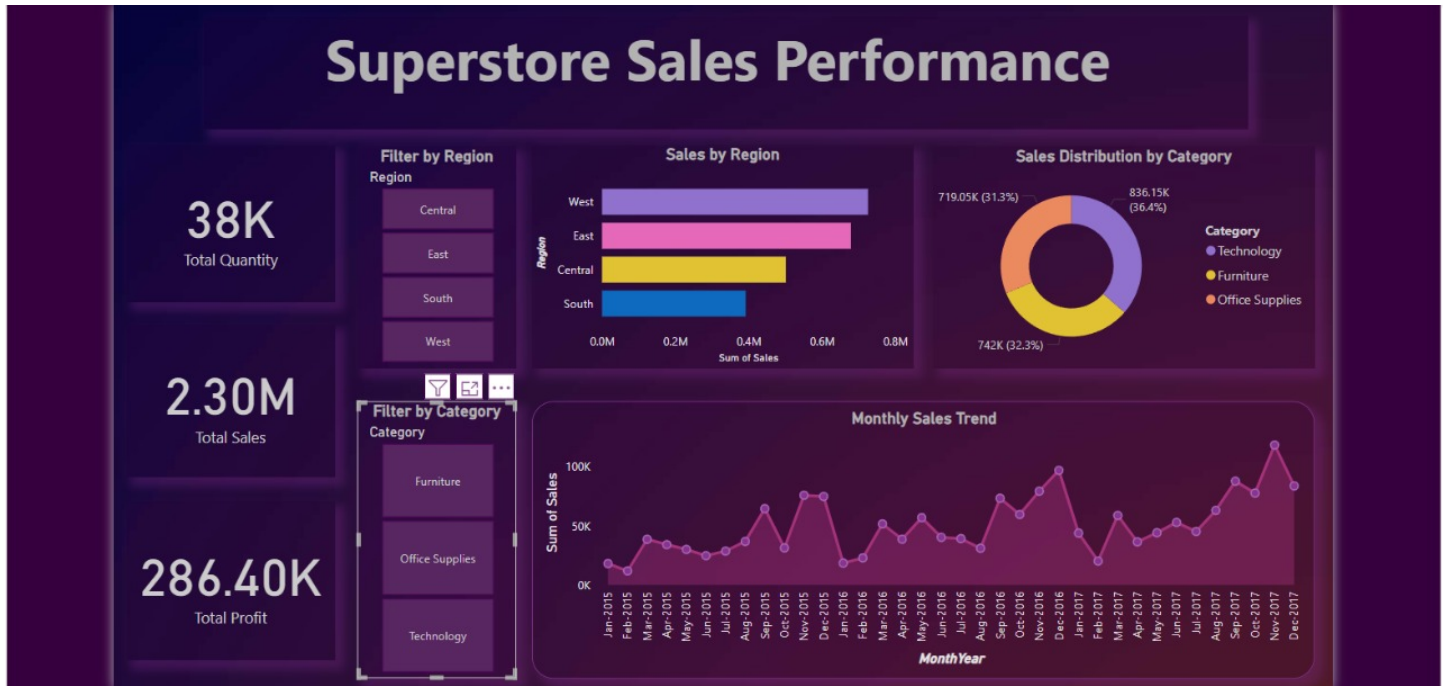# Superstore Sales Dashboard

# Sales Insights (from Dashboard)

- West region consistently led in sales, contributing the highest revenue across the timeline, especially during Q4 months.
- Technology category outperformed all other categories, accounting for the largest share of total sales.
- Sales showed a peak in November each year, likely due to seasonal offers and holiday shopping trends.
- South region and Furniture category had the lowest performance, indicating potential improvement areas or lower market demand.