

INSIGHTS

1.Top-Performing Region: The **West** region consistently led in total sales, especially during indicating a strong seasonal demand in that market.

2.Category Performance: **Technology products** generated the highest revenue, while **Office Supplies** had a higher sales volume but lower profit margins.

3.Monthly Trend: Sales peaked in **November and December**, suggesting holiday promotions and year-end purchases significantly boost performance.

4.High-Profit Segments: Certain product sub-categories, such as **Copiers** and **Phones**, contributed disproportionately to overall profit, making them strategic focus areas.

