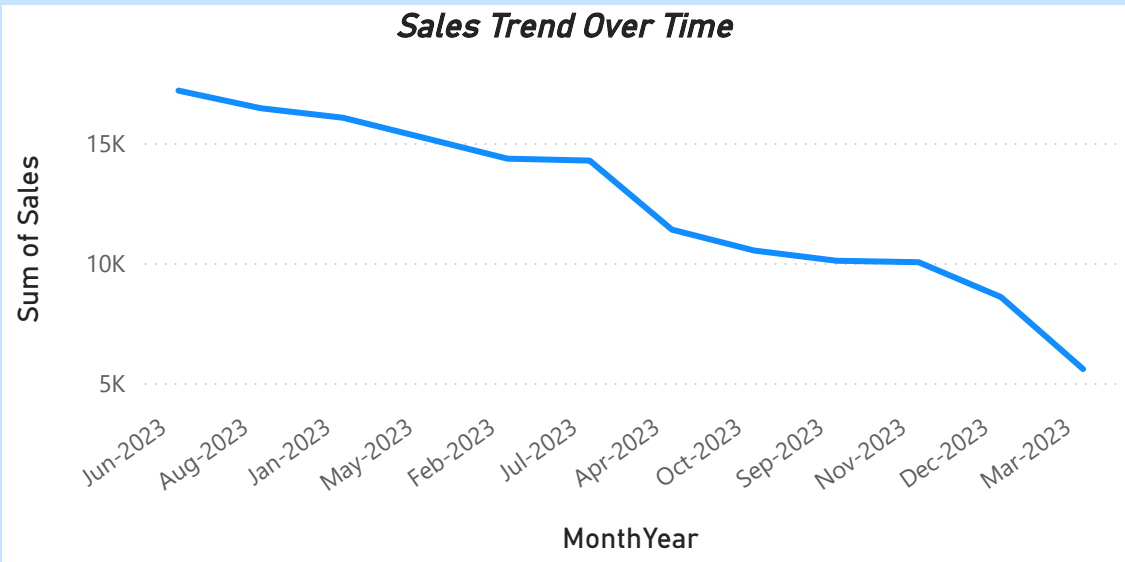


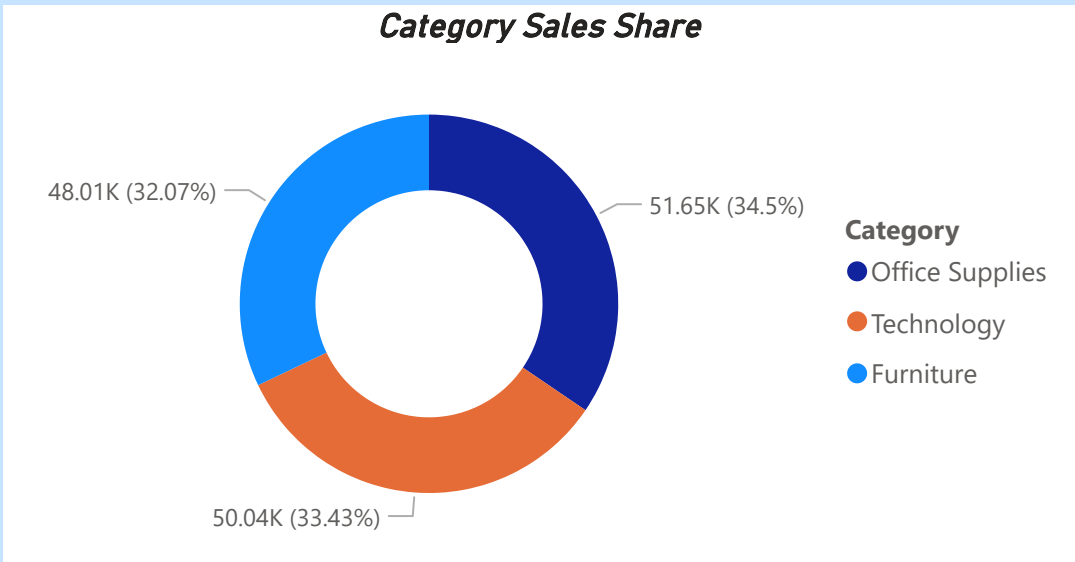
Charts



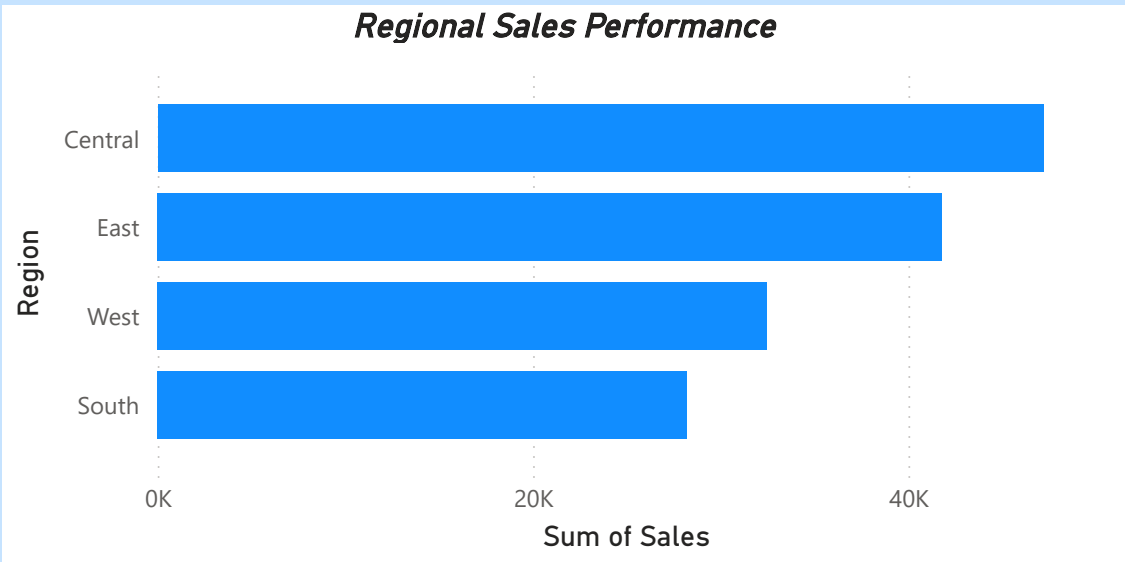
Sales Trend Over Time



Category Sales Share



Regional Sales Performance



Explore by Region & Category



## *Insights from charts*



### **1. Office Supplies are leading the race**

Our sales data shows that Office Supplies are bringing in the biggest share of revenue, accounting for around 40% of total sales. This category is clearly resonating with customers, so keeping popular items in stock and offering bundle deals could help sustain this momentum.

### **3. November is our golden month**

Sales saw a huge boost in November, up by 25% compared to the monthly average — likely thanks to holiday shopping trends. Planning future campaigns around this time could help us capture even more seasonal demand.

### **2. West is winning, South needs a push**

The West region is delivering the highest profit margins at 18%, while the South is lagging behind at just 9%. A targeted marketing push or special promotions in the South might help close the gap.

### **4. A small group drives big numbers**

Just 10 customers are responsible for nearly 15% of our total revenue. Nurturing these high-value relationships through loyalty rewards or exclusive offers could strengthen retention.

### **5. Big discounts aren't always good news**

While discounts above 20% attract more buyers, they also eat into profit margins. Being strategic about when and where we offer high discounts will help keep profits healthy.