

# SALES PERFORMANCE OVERVIEW - JAN 2023 TO DEC 2024

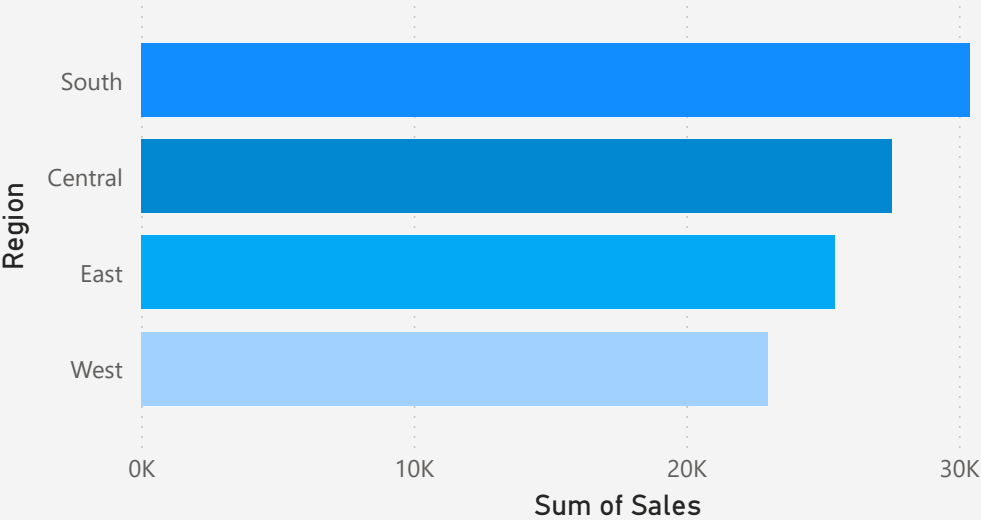
## Filter by Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

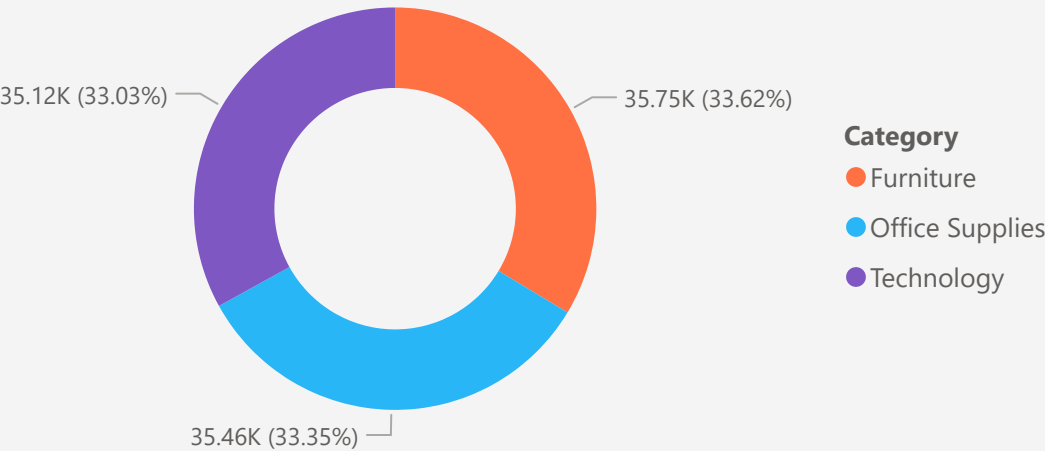
## Monthly Sales Trend



## Sales by Region



## Sales by Product Category



- . Sales are in a **downward trend** over the period from **Jan 2023 to Dec 2024**, with a noticeable decline starting **mid-2023**.
- . The **South region leads in total sales**, outperforming other regions like **Central, East, and West**.
- . Sales are **evenly distributed across categories**, with **Furniture slightly leading**, followed by **Technology** and **Office Supplies**.
- . The **West region shows the lowest sales**, indicating potential opportunity or underperformance to investigate.

