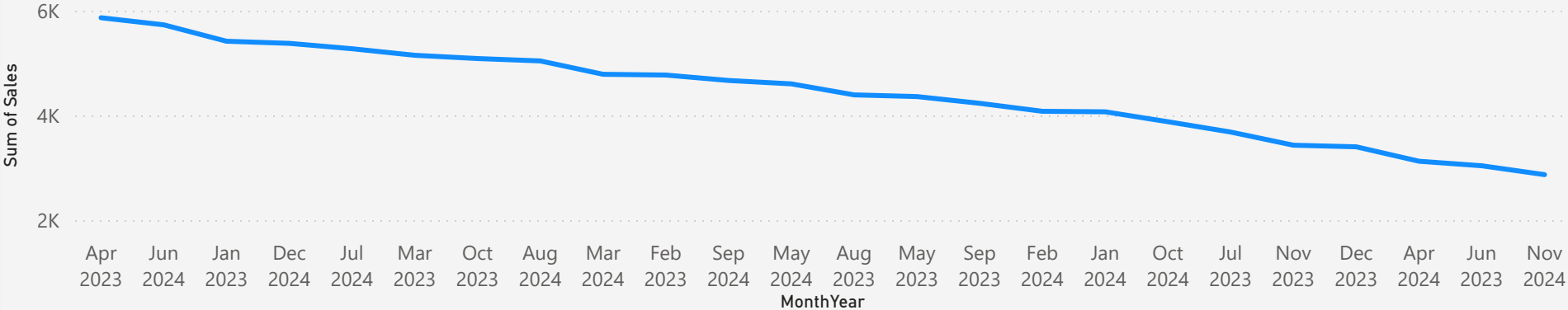


SALES PERFORMANCE OVERVIEW - JAN 2023 TO DEC 2024

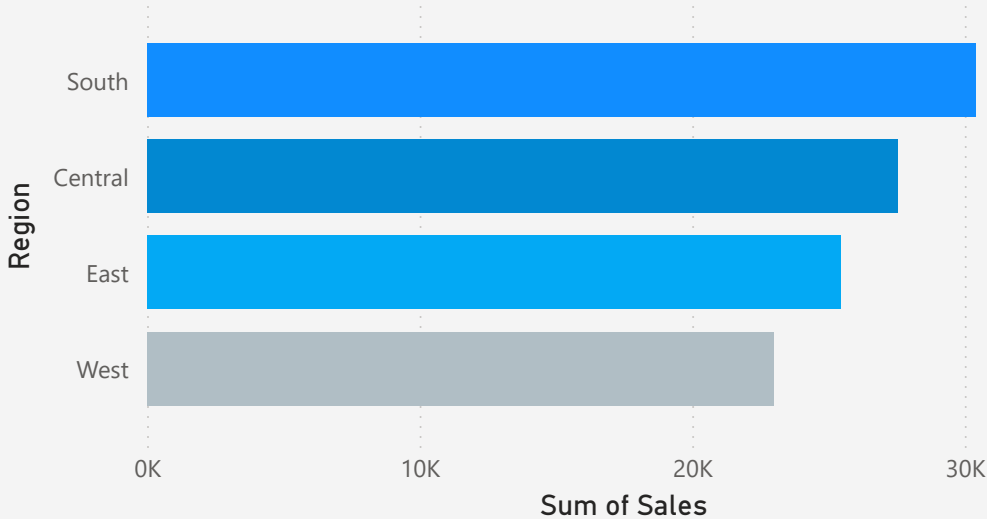
Filter by Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

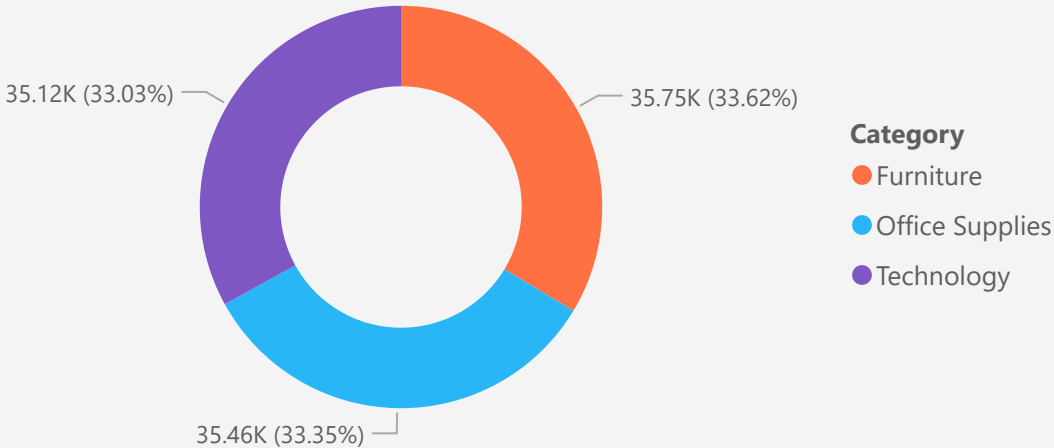
Monthly Sales Trend



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 and East.
- . **Sales are evenly distributed across categories**, with **Technology slightly leading**, followed by **Furniture** and **Office Supplies**.
- . The **West region shows the lowest sales**, indicating potential opportunity or underperformance to investigate.

