

1. MONTHLY SALES TREND

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SALES PEAKED IN **APRIL 2023** AT AROUND **\$2,000**, SHOWING SIGNIFICANT GROWTH COMPARED TO **FEBRUARY (\$1,200)** AND **MARCH (\$950)**. THIS SUGGESTS A STRONG UPWARD TREND IN SALES OVER THE 3-MONTH PERIOD.

2. REGIONAL PERFORMANCE

THE **CENTRAL REGION** LEADS IN SALES WITH ABOUT **\$2,450**, CLOSELY FOLLOWED BY THE **SOUTH REGION (\$2,400)**. THE **WEST REGION** LAGS BEHIND WITH ONLY **\$1,400**, INDICATING POTENTIAL FOR MARKET IMPROVEMENT.

3. Category Contribution

- **Technology** dominates sales, contributing **57.67%** (~\$5K) of the total.
- **Furniture** accounts for **30.06%** (~\$2K), while **Office Supplies** contributes only **12.27%** (~\$1K).
- This highlights Technology as the primary revenue driver.

4. Profitability

- The dashboard shows a **total profit of \$1,250** against **total sales of \$8,150**.
- The margin indicates that while sales are strong, profitability is moderate, and certain categories (like Furniture) may have thinner or negative margins.