Insights

KPI Cards

Total Sales, Customer Count, Order Count:
The business recorded $2.26M in sales from 793 unique customers and completed 9,800 orders.

Sales by Category (Donut Chart)

Category Insight:
The Technology category generated the largest share of sales, making up about 37% of total sales.

Sales Over Months (Line Chart)

Monthly Trend:
Sales show noticeable spikes towards December, indicating a strong year-end peak.

Sales by Region (Bar Chart)

Regional Performance:
The West region achieved the highest total sales, clearly outperforming other regions.

Sales by City (Map)

City-Level Insight:
Major sales concentrations are found in select metropolitan cities, highlighting urban demand.

Sales by Sub-Category (Ribbon Chart)

Sub-Category Sales:
Phones and Chairs are the top two sub-categories, together contributing a significant portion of overall sales.