**📊 Final Insights Report**

**Project Title:** Business Sales Dashboard from E-Commerce Data  
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**Date:** [Insert Date]

**🔍 Key Insights**

1. **Overall Business Performance**
   * **Total Sales:** 2.30M
   * **Total Profit:** 286.40K
   * **Average Order Value (AOV):** 458.61
   * **Total Orders:** 5009  
     👉 Indicates a healthy business with strong sales and good profit margins.
2. **Regional Analysis**
   * **West region** leads with **725K (32%)** of total sales.
   * **East** and **South** follow closely, while **Central** contributes the least.  
     👉 West is the strongest market; Central region needs improvement.
3. **Category Performance**
   * **Technology** is the highest revenue-generating category.
   * **Furniture** and **Office Supplies** contribute equally but less than Technology.  
     👉 Businesses should invest more in tech-related promotions.
4. **Sub-Category Performance**
   * **Phones, Tables, Binders, and Chairs** are top-performing sub-categories.
   * **Storage and Copiers** also contribute significantly.  
     👉 Focus on best-sellers for higher profit margins.
5. **Time-Series Analysis (Order Trends)**
   * Sales **peak in December**, likely due to holiday shopping season.
   * A **drop is observed post-holidays** (Jan–Feb).  
     👉 Seasonal sales planning and discounts should target December.
6. **Product-Level Insight**
   * Best-selling product includes **Canon imageCLASS Printer**.  
     👉 Stocking and promoting high-demand products can drive future sales.

**📌 Recommendations**

1. **Focus on Technology category** with targeted campaigns.
2. **Expand in Central region** through discounts or promotions.
3. **Leverage seasonal peaks** (December) with holiday offers.
4. **Promote top-selling products** like printers and phones to maximize revenue.
5. **Monitor low-performing categories** and redesign strategies.

**🎯 Conclusion**

The dashboard provides valuable insights into sales trends, customer preferences, and regional performance. These findings can guide data-driven decisions, helping the business improve profitability and customer targeting.