



## Dashboard Insights Summary:

### 1. Monthly Trend: **SALES OVER TIME**

“Sales steadily increased throughout the year, peaking in March and July. Central and West regions led in performance.”

### 2. Regional Performance: **SALES BY REGION**

“West had the highest sales, while East had higher average profit margins, indicating cost efficiency.”

### 3. Category Breakdown: **SALES BY CATEGORY**

“Office Supplies is the top-selling category, followed by Furniture. Technology lag behind.”

### 4. Interactive Filters:

“Filters allow quick analysis of regional/category-specific trends, enabling dynamic insights.”