

## INSIGHTS OF SALESTORE DASHBOARD

### Insight 1 – Region Performance

The West region consistently generated the highest sales throughout the year.  
It outperformed all other regions by a significant margin.  
This makes it the top-performing region for revenue growth.

### Insight 2 – Category Profitability

The Technology category delivered the highest profit margins compared to Furniture and Office Supplies.  
It contributed most to overall profitability.  
This shows strong demand and efficient cost management in this segment.

### Insight 3 – Seasonal Trend

Sales peaked during the end-of-year months, showing clear seasonal demand.  
The mid-year months had moderate sales growth.  
This highlights opportunities for targeted promotions in peak periods.

### Insight 4 – Furniture Analysis

The Furniture category had moderate sales but lower profits.  
High costs or discount strategies reduced overall margins.  
This suggests areas for improving efficiency or pricing strategy.