**Regional Sales Summary:**

**Problem Statement:**

Sales teams often lack a clear, data-driven understanding of regional performance, making it difficult to identify growth opportunities and optimize resources. This project aims to analyse and visualize regional sales data to uncover trends, evaluate profitability, and support strategic decision-making.

**Business Questions:**

* Inconsistent revenue and profit performance across U.S. regions
* Lack of visibility into seasonal swings, top SKUs, and channel profitability
* **Goal**: Leverage 5 years of historical data to pinpoint growth levers and optimize strategy

**Presentation:**

**(What’s needed in the presentation deck)**

* Problem Statement
* Approach
* Data Overview
* Project Workflow
* Exploratory Data Analysis
* Key Insights
* Recommendation