# Key Insights from Sales Dashboard

1. Sales Trend by Month:  
- Sales increased significantly in October and December, showing seasonal spikes.  
- Lowest sales occurred in February, suggesting possible off-season dips.

2. Sales by Region:  
- East and West regions contribute the most — together making up over 60% of total sales.  
- South has the lowest sales among all four regions.

3. Sales by Segment and Region:  
- The Consumer segment dominates sales in all regions, especially in the East.  
- Home Office segment performs relatively lower in all regions.

4. Sales by Category and Ship Mode:  
- Technology is the highest-selling category, with Standard Class as the most used shipping method.  
- Furniture and Office Supplies also heavily rely on Standard Class and Second-Class shipping.

