**E-commerce Sales Dashboard – Executive Summary**

**Insights:**  
This dashboard analyzes sales performance, profitability, and product trends across regions, categories, and cities for 2011–2014, highlighting opportunities to optimize revenue and reduce losses.

**Key Insights**

**1. Sales Distribution by Category:**

* Furniture leads with ~$20K in sales (42% of total revenue).
* Technology follows at ~$17K, and Office Supplies at ~$10K.
* Strong performance in Furniture and Technology indicates consumer preference for these categories.

**2. Profit Analysis by Region:**

* West region contributes 97% of total profit—an area of high profitability.
* South, East, and Central regions show minimal profit impact, highlighting underperformance and opportunities for growth.

**3. Trend Analysis:**

* Overall sales declined from 2011–2014, signaling a need for strategic adjustments to reverse the trend.

**4. Product & City Performance:**

* Lexmark products are top performers, driving sales.
* Cities like Franklin exhibit the highest sales concentration, suggesting market hotspots.

**Key Metrics**

* **Total Sales:** 47.78K
* **Total Profit:** -72.95 (**Negative profit indicates losses**)
* **Total Quantity Sold:** 802 units

**Recommendations**

1. **Focus on High-Profit Regions:**
   * Allocate marketing and promotional efforts to the West region to maximize profitability.
2. **Address Loss-Making Categories:**
   * Investigate categories with negative profit. Optimize pricing, costs, or run targeted promotions.
3. **Expand Successful Product Lines:**
   * Increase Lexmark product offerings and explore other underperforming cities to diversify revenue streams.
4. **Strategic Action to Reverse Decline:**
   * Implement measures to boost sales across all categories and regions, especially where underperformance is evident.