# Key Insights from Sales Dashboard

**1. Sales Over Time:**  
- **Annual Growth:** Sales show a consistent year-over-year increase, with 2017 reaching $2M+ in total sales

- **Seasonal Pattern**: Q4 spikes (Nov-Dec) account for 35% of annual revenue, indicating critical holiday demand.

**2. Profit by Category:**  
**-Tech Dominance**: Technology generates $150K profit—3X more than Furniture ($50K).

**-Hidden Losses**: 8 sub-categories (like Tables at -$18K) drag down overall profitability.

**3. Top 10 Products by Sales:**

- **Product Power Law**: Canon copier ($59K sales) outperforms others by 2-3X, indicating a "hero product."

**-B2B Bias**: 7/10 top products are office equipment (copiers, chairs), suggesting strong corporate demand.

**4. Sales by Region and Segment:**- **West Consumer Wins**: $362K sales in West Consumer segment—48% higher than regional average.

**-Corporate Struggles**: Corporate sales lag in all regions, especially South (22% below average).

**5. Sales by Category:**

**-Tech Leads**: Technology captures 37% of total sales ($856K), driven by phones/accessories.

**-Balanced Demand**: Furniture ($742K) and Office Supplies ($713K) split remaining sales

nearly evenly.

  



 

 