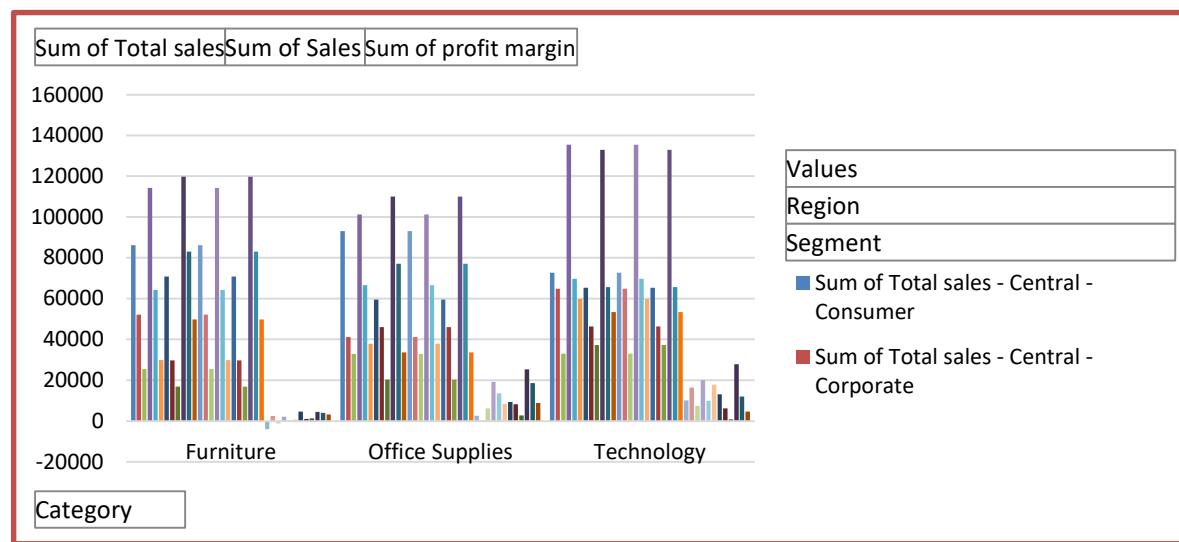


Category	Data	Region	Segment					
	Sum of Total sales				Central Total	East		
	Central					Consumer	Corporate	Home Office
Category	Consumer	Corporate	Home Office		Central Total			
Furniture	86229.219	52085.6018	25482.343	163797.1638	114211.802	64209.046	29870.356	
Office Supplies	93111.479	41137.701	32777.235	167026.415	101255.136	66474.735	37786.184	
Technology	72690.736	64772.51	32953.066	170416.312	135441.229	69725.566	59807.186	
Grand Total	252031.434	157995.8128	91212.644	501239.8908	350908.167	200409.347	127463.726	



Insights from Pivot Table

- The **Technology** category has the highest total sales.
- The **West** region record shows the highest sales volume.
- The **Consumer** segment is the largest within the Central region.
- Despite high sales volume, the **Office Supplies** category shows the lowest profit margin.
- Regional sales distribution is highly skewed towards the East.

Sum of Total sales									
East Total	South			South Total	West			West Total	
	Consumer	Corporate	Home Office		Consumer	Corporate	Home Office		
208291.204	70800.204	29645.0315	16853.4485	117298.684	119808.087	83080.1065	49724.55	252612.7435	
205516.055	59504.581	45930.17	20216.562	125651.313	110080.94	77133.856	33638.453	220853.249	
264973.981	65276.186	46310.731	37184.991	148771.908	132991.746	65641.312	53358.774	251991.832	
678781.24	195580.971	121885.9325	74255.0015	391721.905	362880.773	225855.2745	136721.777	725457.8245	

Analysis

The **Consumer** segment contributes the highest share of total sales, indicating that it is the primary revenue-driving segment for the business.

The **South** region is the maximum sales contribution across most customer segments, making it the top-performing region.

The **Corporate** segment shows consistently strong sales performance in all regions compared to Consumer and Home Office segments.

However, some categories show **lower profit margins**, highlighting the need for better pricing or cost optimization strategies.

Business performance varies significantly, suggesting that **targeted regional marketing strategies** can help improve overall business performance.

Sum of Sales								
Central			Central Total	East			East Total	South
Consumer	Corporate	Home Office		Consumer	Corporate	Home Office		Consumer
86229.219	52085.6018	25482.343	163797.1638	114211.802	64209.046	29870.356	208291.204	70800.204
93111.479	41137.701	32777.235	167026.415	101255.136	66474.735	37786.184	205516.055	59504.581
72690.736	64772.51	32953.066	170416.312	135441.229	69725.566	59807.186	264973.981	65276.186
252031.434	157995.8128	91212.644	501239.8908	350908.167	200409.347	127463.726	678781.24	195580.971

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Sum of Sales						Sum of profit margin	
South		South Total	West			West Total	Central
Corporate	Home Office		Consumer	Corporate	Home Office		Consumer
29645.0315	16853.4485	117298.684	119808.087	83080.1065	49724.55	252612.7435	-3994.4342
45930.17	20216.562	125651.313	110080.94	77133.856	33638.453	220853.249	2583.1432
46310.731	37184.991	148771.908	132991.746	65641.312	53358.774	251991.832	9975.3391
121885.9325	74255.0015	391721.905	362880.773	225855.2745	136721.777	725457.8245	8564.0481

Sum of profit margin								
Central		Central Total	East			East Total	South	
Corporate	Home Office		Consumer	Corporate	Home Office		Consumer	
2321.9939	-1198.6091	-2871.0494	2038.1122	342.1257	665.9279	3046.1658	4616.7326	
99.2948	6197.5419	8879.9799	19222.6927	13457.665	8334.2214	41014.5791	9190.1172	
16282.6133	7439.4796	33697.432	19930.1794	9822.7882	17709.0675	47462.0351	13106.723	
18703.902	12438.4124	39706.3625	41190.9843	23622.5789	26709.2168	91522.78	26913.5728	

Sum of profit margin									Total Sum of Total sales	
South		South Total	West			West Total			Total Sum of Total sales	
Corporate	Home Office		Consumer	Corporate	Home Office					
952.0303	1202.4432	6771.2061	4330.668	3968.6659	3205.6164	11504.9503	741999.7953			
8142.6596	2653.616	19986.3928	25334.3679	18527.7008	8747.7803	52609.849	719047.032			
6120.5333	764.5751	19991.8314	27785.5681	11941.0632	4577.0183	44303.6496	836154.033			
15215.2232	4620.6343	46749.4303	57450.604	34437.4299	16530.415	108418.4489	2297200.86			

Total Sum of Sales	Total Sum of profit margin
741999.7953	18451.2728
719047.032	122490.8008
836154.033	145454.9481
2297200.86	286397.0217