

Summary:

- . The West region generated the highest sales (\$730K), followed by the East and South. Central had the lowest.
- . Canon imageCLASS and Fellowes PB500 were the top-selling products, indicating high demand for office equipment.
- . The Consumer segment contributed the highest revenue but had the lowest profit margin (48.37%).
- . Corporate and Home Office segments had stronger profit margins, suggesting a more profitable customer base.
- . Sales showed a steady increase from 2014 to 2017, peaking in 2017.
- . Copiers and Phones were the most profitable sub-categories, while Tables and Bookcases generated losses.
- . Despite high sales, certain furniture items (like Tables) had negative profit margins, highlighting cost inefficiencies.
- . Overall profit margin is modest relative to total sales, suggesting a need to optimize product-level pricing or reduce costs.