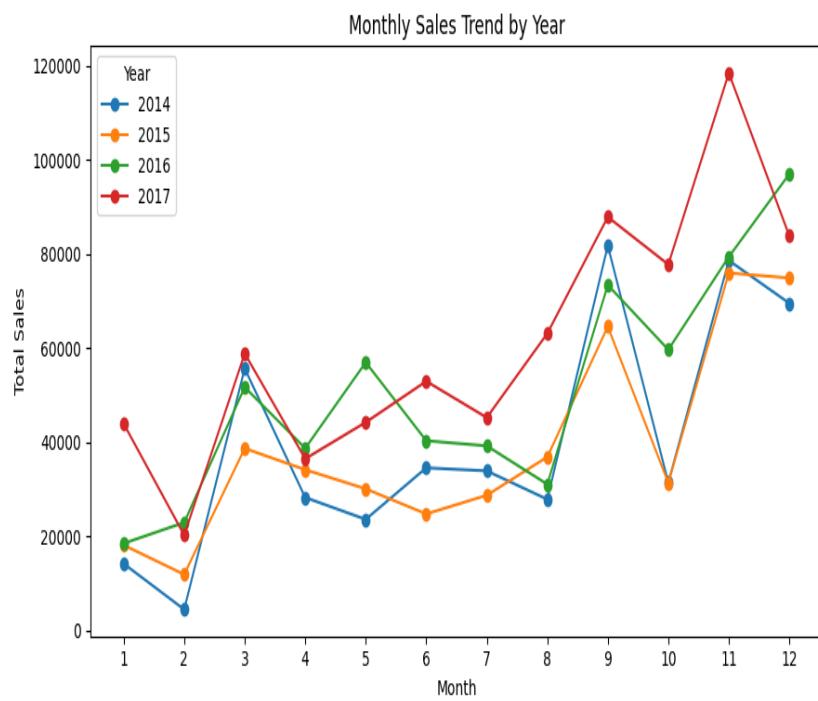


INSIGHTS:

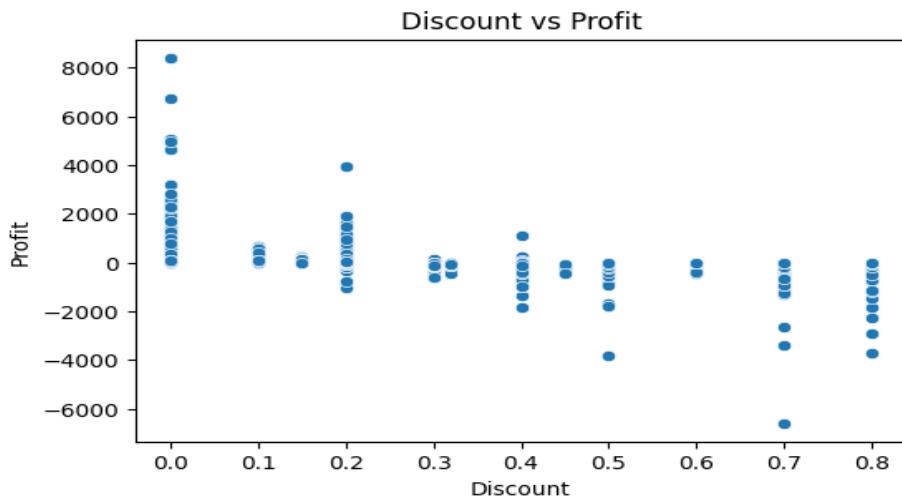
1. Technology leads in total revenue, followed by Furniture, then Office Supplies.
2. While Furniture brings in high revenue, its profit margins (from previous charts) are thinner. The business should focus on Technology as it leads in both sales and profit potential



INSIGHTS:

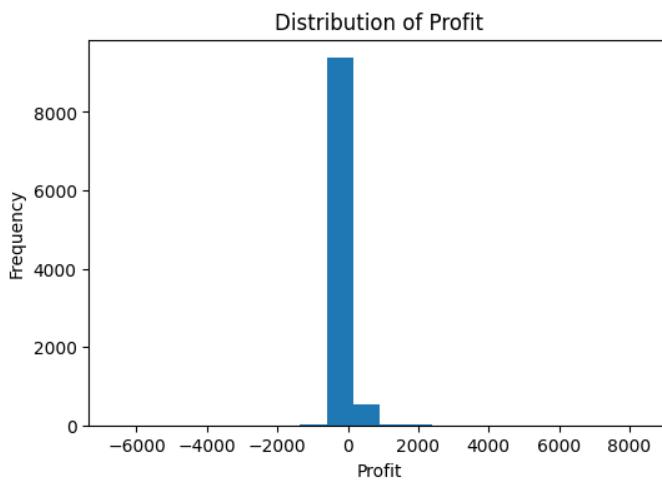
1. Monthly sales have grown steadily year-over-year, with 2017 clearly outperforming the previous three years in most months, especially from September onwards.

2. There is a recurring sales peak around March and again in November and December, suggesting strong seasonal demand that the business can plan campaigns and inventory around.
3. Mid-year months (May–August) are relatively softer, indicating an opportunity to introduce promotions or new offers to smooth revenue across the year.



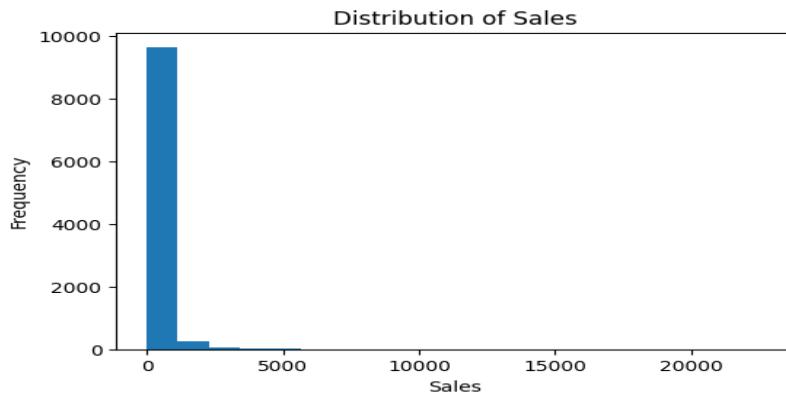
INSIGHT:

1. Offering higher discounts significantly impacts the bottom line. While zero or low discounts consistently yield profits, discounts above **20%** often result in financial losses.
2. Review discount strategies to ensure they drive volume without sacrificing all profitability.



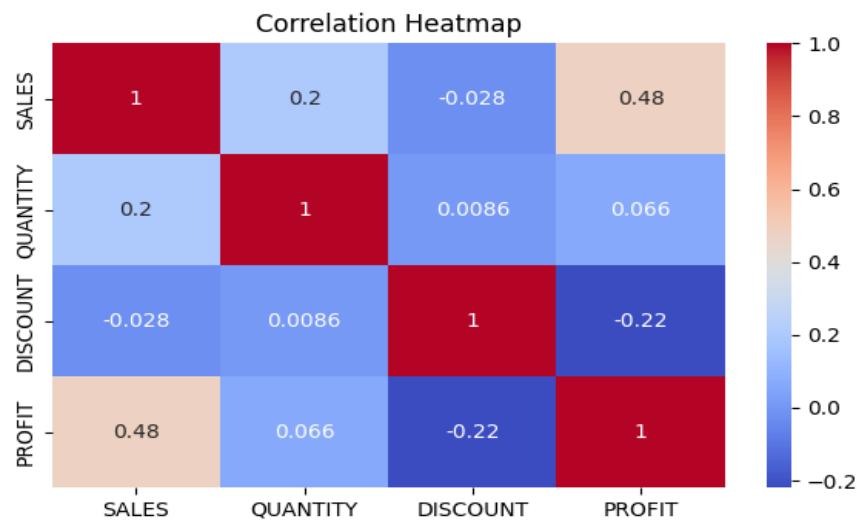
INSIGHT:

1. The vast majority of individual transactions are clustered around the break-even point or small profit margins.
2. There is a need to identify the "high-value" outliers that drive significant profit and replicate those sales conditions across more orders.

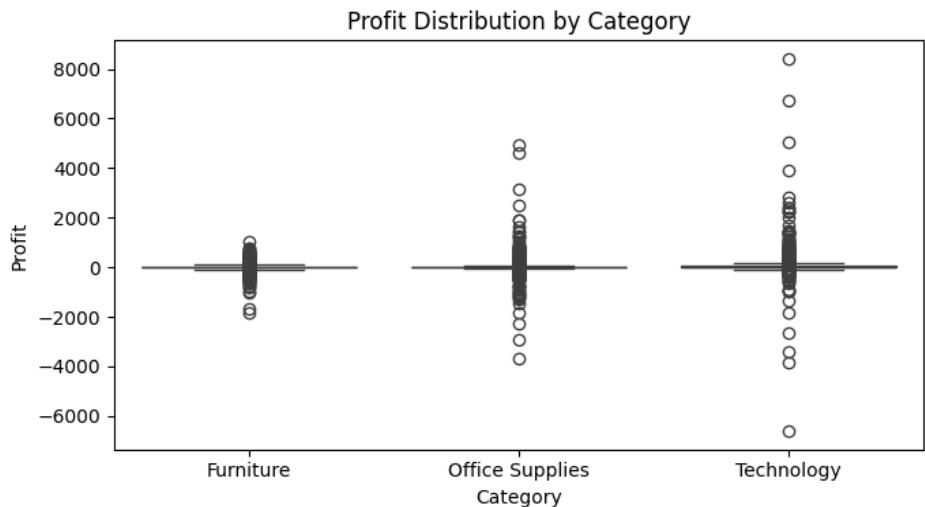


INSIGHTS:

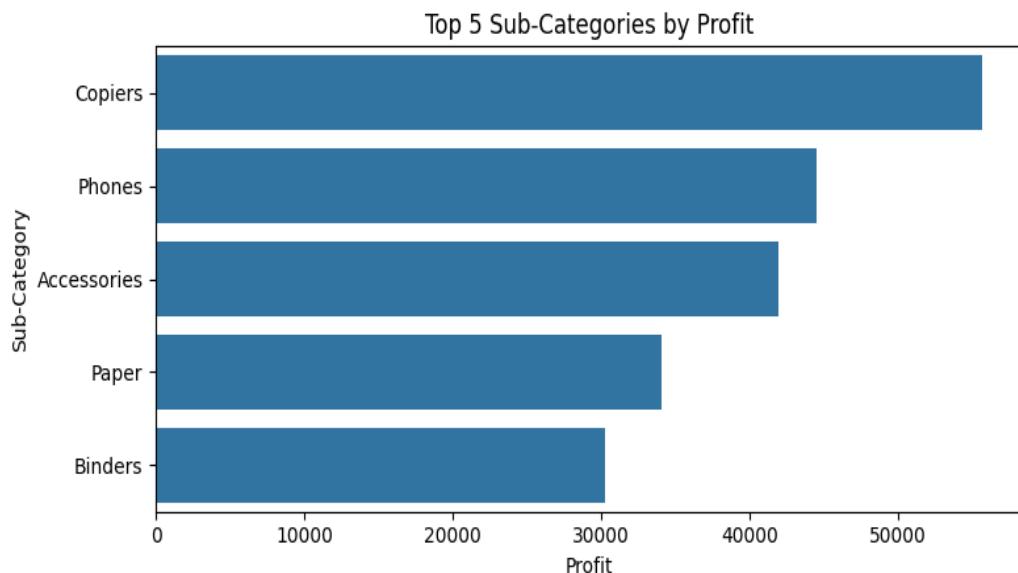
1. Most sales transactions are for small amounts, with very few "high-ticket" items being sold.
2. Focus on upselling or bundling products to increase the average order value beyond the current low-price concentration



INSIGHT: There is a moderate positive connection (0.48) between Sales and Profit, but a negative link (-0.22) between Discount and Profit. Increasing sales volume is good for profit, but increasing discounts is clearly harmful.



INSIGHT: Technology and Office supplies show the highest potential for big profits, but technology also carries the risk of large individual losses. Furniture has the most stable but narrow profit margins; growth efforts should likely focus on the high-upside technology category.



INSIGHT: Copiers are the most profitable sub-category, followed closely by Phones and Accessories. These top five categories are the engine of the business's earnings. Marketing budgets should be prioritized here to maximize ROI.