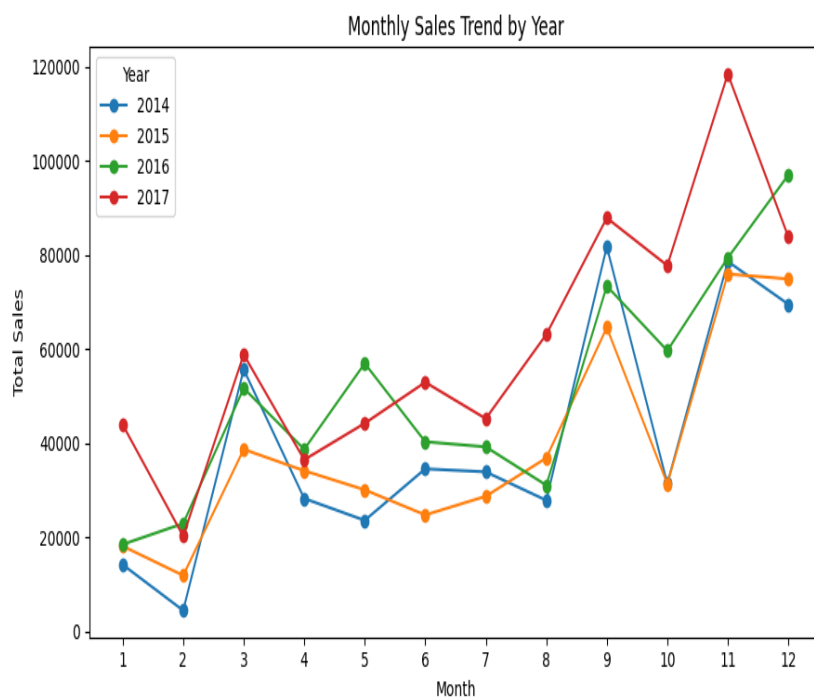


#### INSIGHTS:

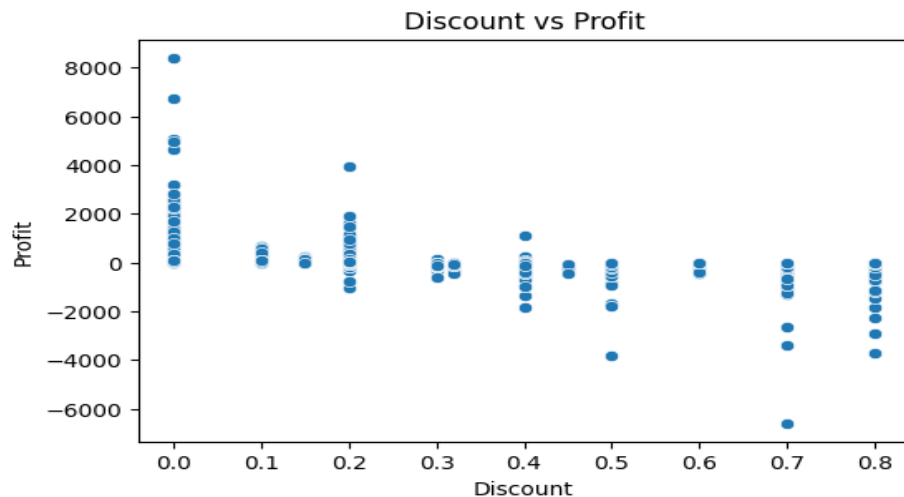
1. Technology leads in total revenue, followed by **Furniture**, then **Office Supplies**.
2. While Furniture brings in high revenue, its profit margins (from previous charts) are thinner. The business should focus on Technology as it leads in both sales and profit potential



#### INSIGHTS:

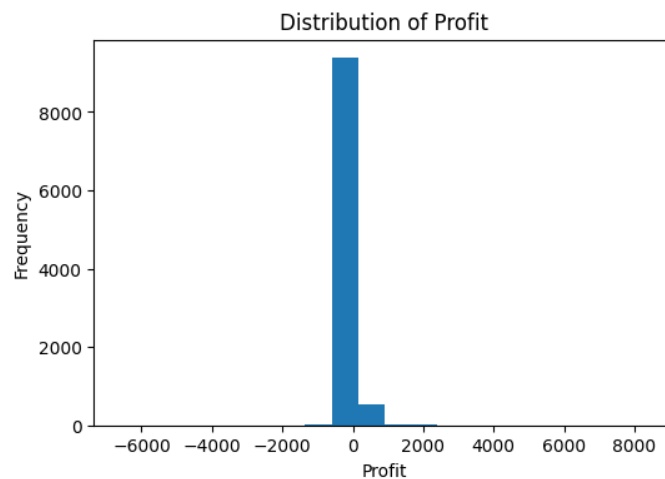
1. Monthly sales have grown steadily year-over-year, with 2017 clearly outperforming the previous three years in most months, especially from September onwards.

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.



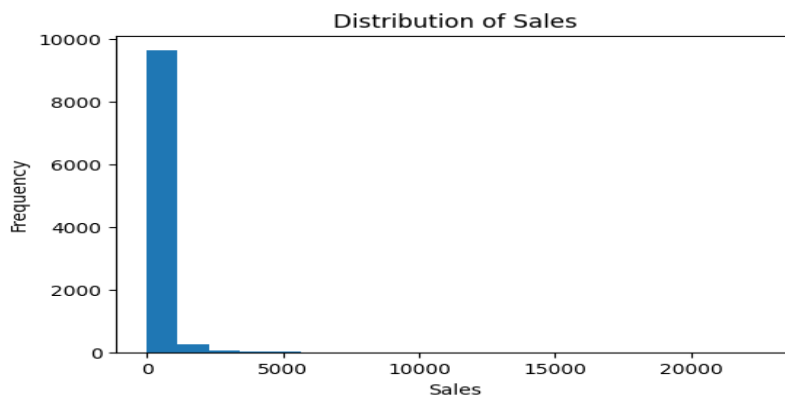
**INSIGHT:**

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.



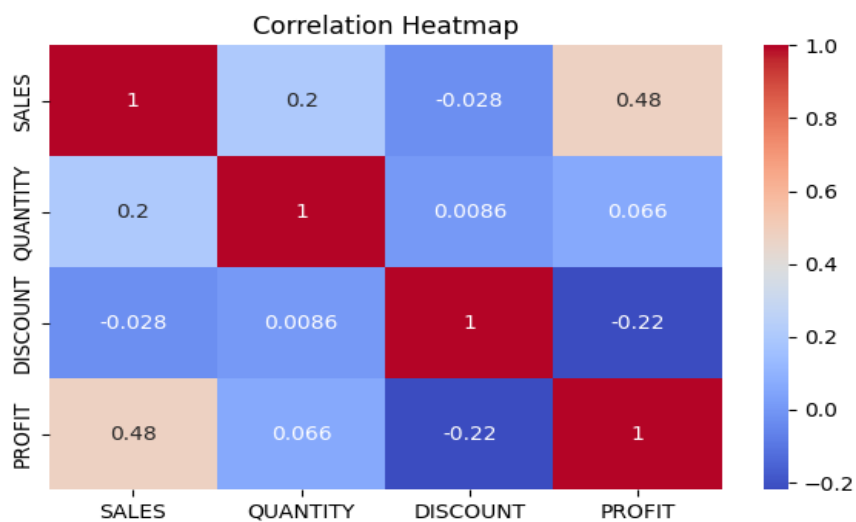
**INSIGHT:**

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.

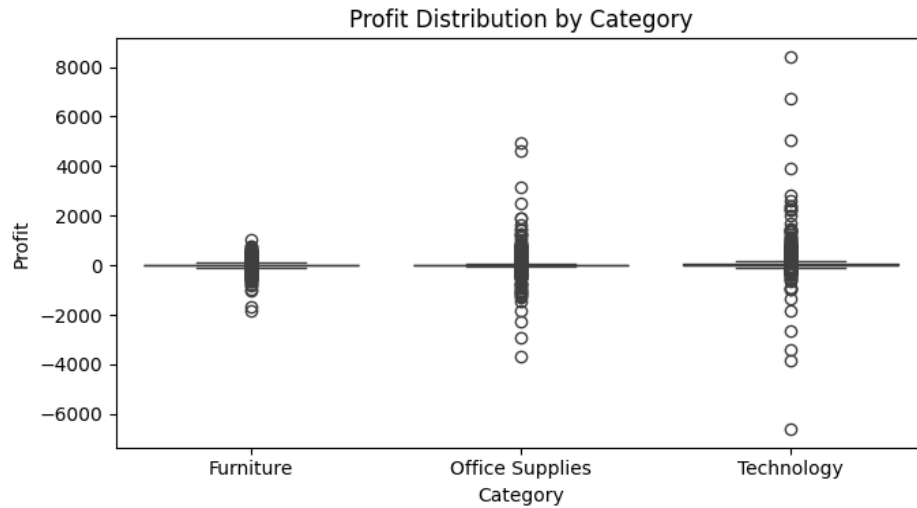


#### INSIGHTS:

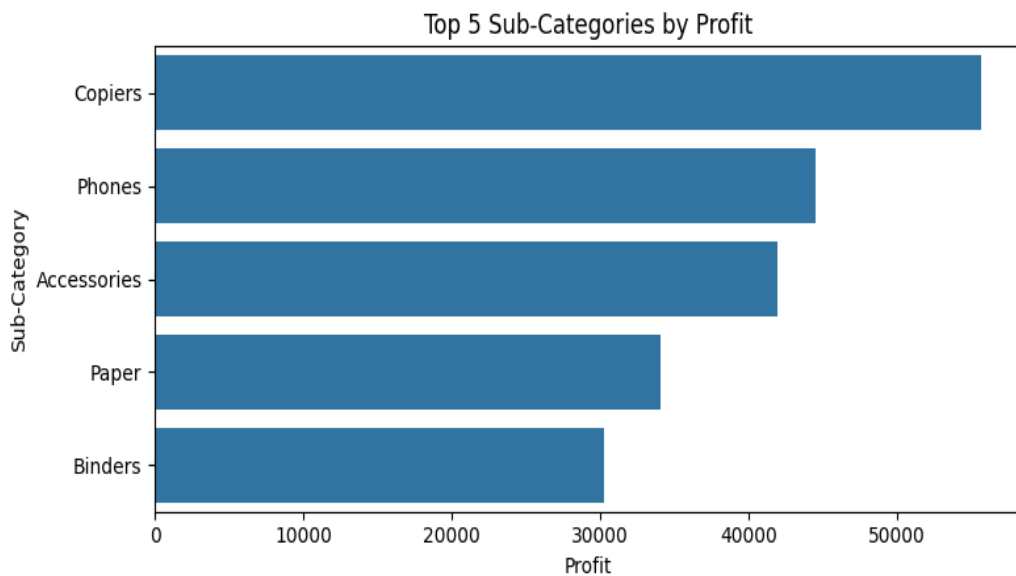
1. Most sales transactions are for small amounts, with very few "high-ticket" items being sold.
2. Focus on upselling or bundling products to increase the average order value beyond the current low-price concentration



**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.