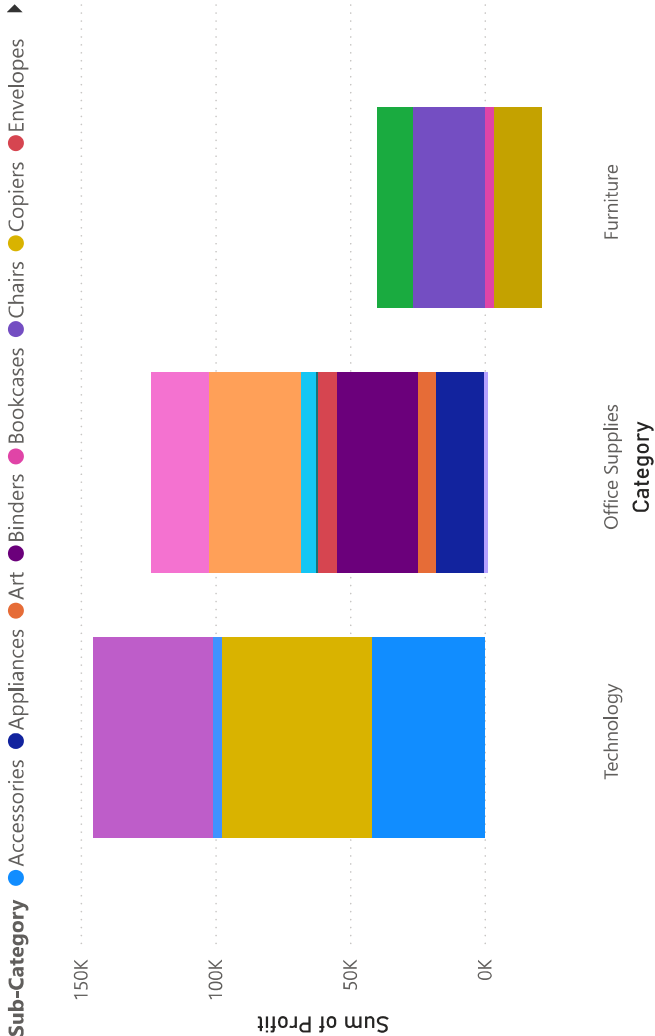
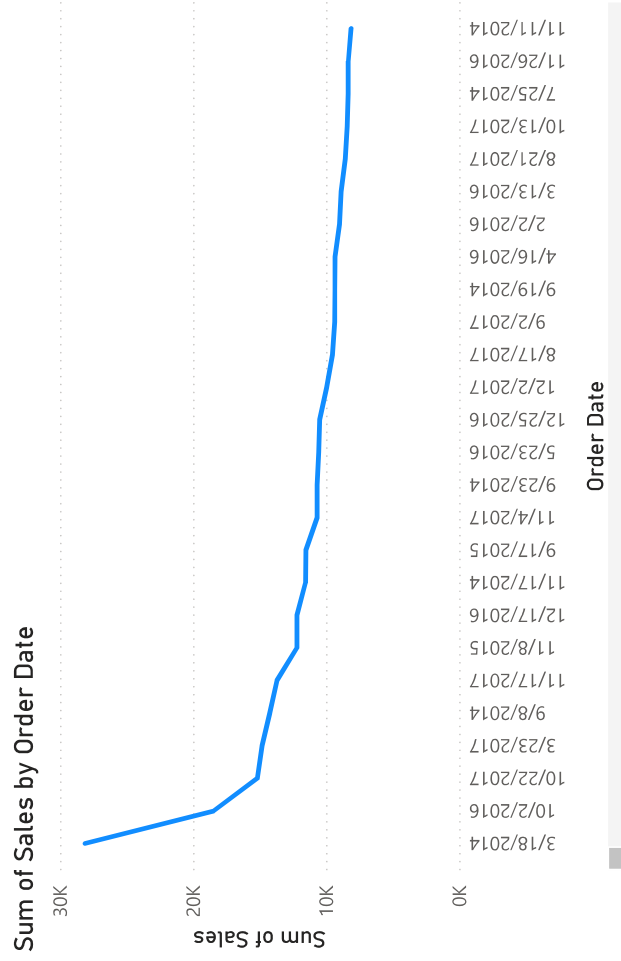
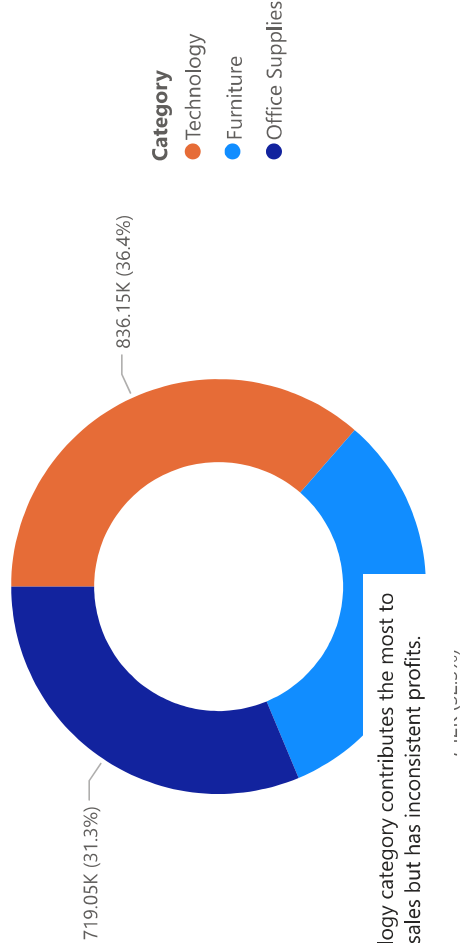


Sum of Profit by Category and Sub-Category

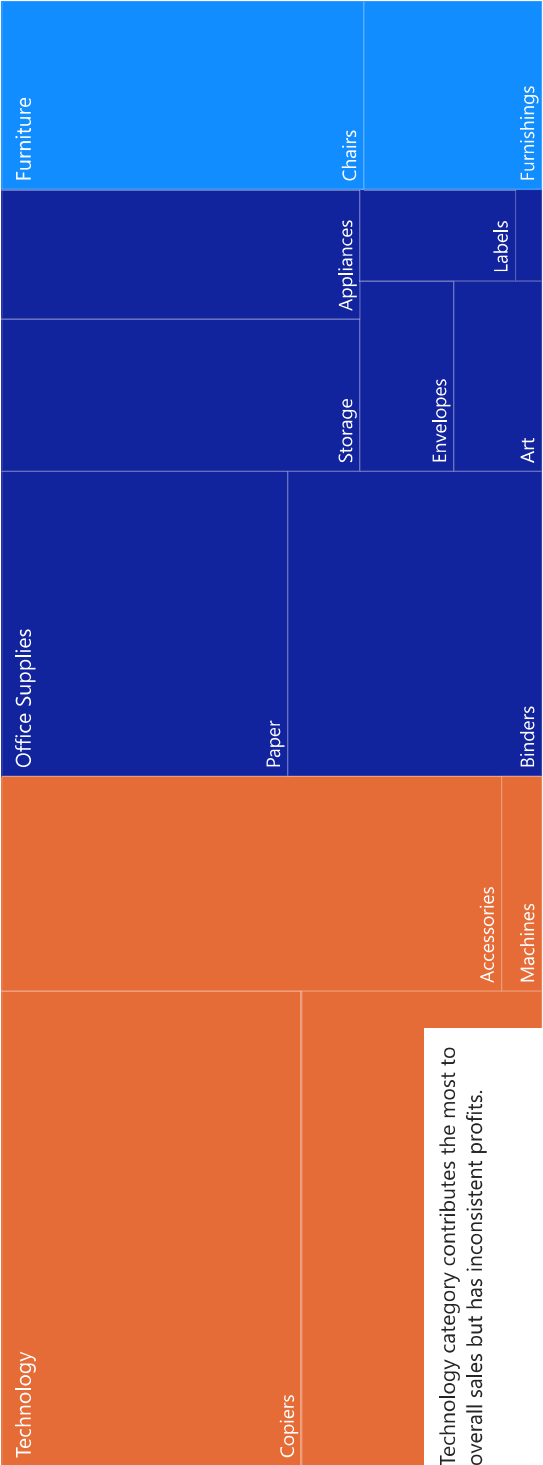




Sum of Sales by Category



Sum of Profit by Category and Sub-Category



Technology category contributes the most to overall sales but has inconsistent profits.

Insights:

- **The East region** outperforms all other regions in terms of **total profit**.
- **Sales consistently peak** during the months of **November and December**, likely due to holiday shopping.
- The **Office Supplies** category has **lower profitability**, despite steady sales volume.
- Several **Sub-Categories** such as *Tables* and *Binders* show negative profit margins in some regions.

Recommendations:

Focus marketing and inventory efforts in the East region to capitalize on high profit returns.

Launch **targeted promotions and bundling strategies** in Q4 (Oct–Dec) to further boost seasonal sales.

Revamp pricing or supplier strategy for Office Supplies and low-performing sub-categories to improve profitability.

- 1.
2. Consider reviewing **shipping modes or logistics** in loss-making regions to reduce overhead costs.