Total Sales by Category	
Segment	(All)
Country/Region	(All)

Row Labels	Sum of Sales
Furniture	741999.7953
Office Supplies	719047.032
Technology	836154.033
Grand Total	**2297200.86**

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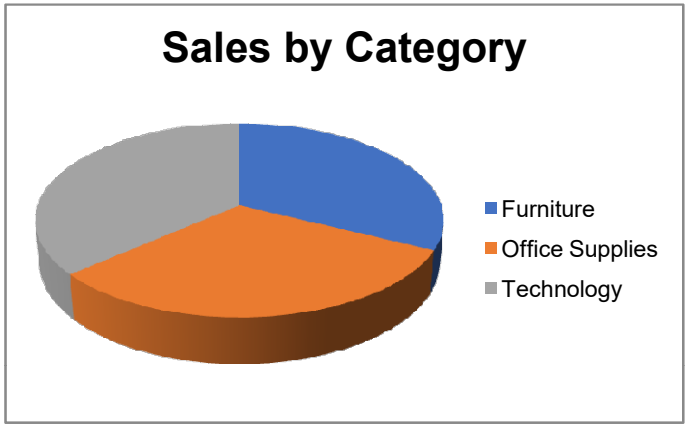
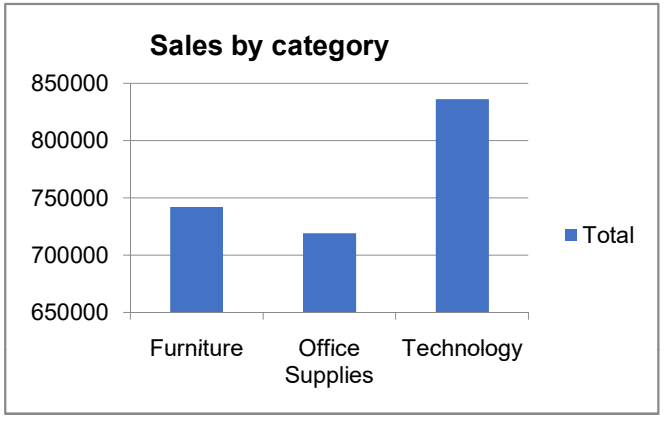


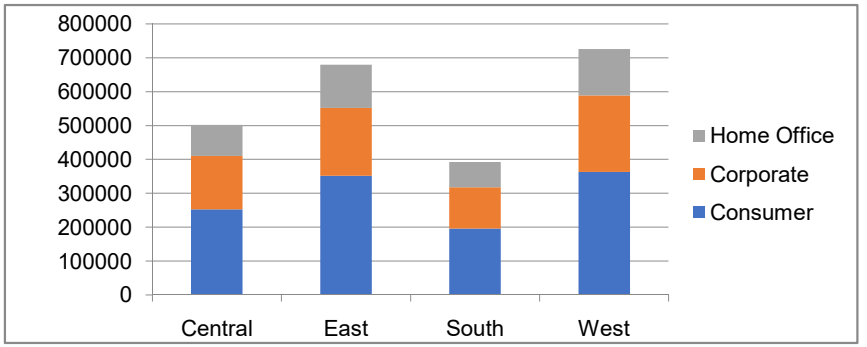


Key Insights – Sales by Category

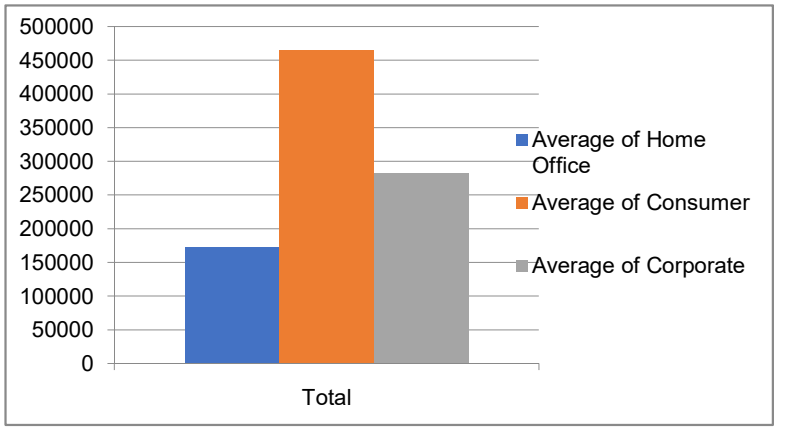
1. **Technology is the highest-selling category**, contributing the largest share of total sales.
2. **Office Supplies ranks second in total sales**, showing steady and consistent demand.
3. **Furniture contributes the lowest sales among the three categories**, indicating comparatively lower revenue performance.
4. **Technology and Office Supplies together drive the majority of total sales**, making them key focus areas for business growth.
5. **Furniture category shows potential for improvement** through better pricing, promotions, or product mix.

Sales by Region & Segment

Sum of Sales	Column Labels			
Row Labels	**Consumer**	**Corporate**	**Home Office**	**Grand Total**
Central	252031.434	157995.8128	91212.644	501239.8908
East	350908.167	200409.347	127463.726	678781.24
South	195580.971	121885.9325	74255.0015	391721.905
West	362880.773	225855.2745	136721.777	725457.8245
Grand Total	**1161401.345**	**706146.3668**	**429653.1485**	**2297200.86**



Row Labels	(All)
Values	
Average of Home Office	**Average of Consumer**	**Average of Corporate**
171861.2594	464560.538	282458.5467



Insights:- Sales by Region & Segment

1. **West region is the top-performing region**, contributing the highest total sales among all regions.

2. **East region ranks second in total sales**, showing strong performance across all customer segments.

3. **Consumer segment contributes the highest sales overall**, making it the most important customer segment.

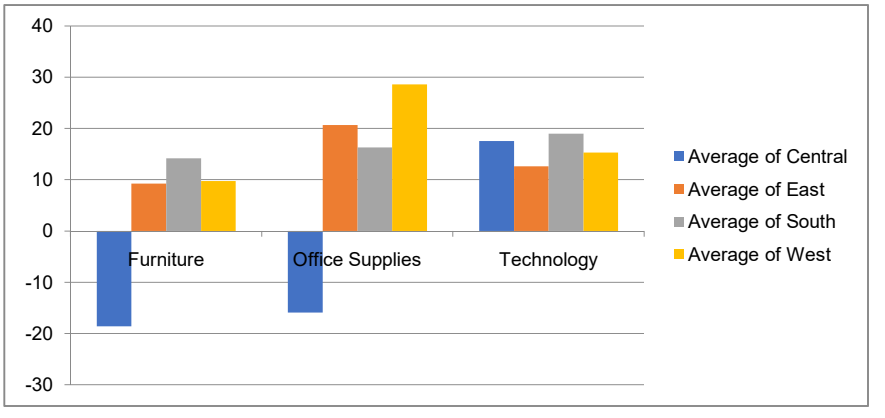
4. **Corporate segment shows strong average sales**, especially in the West and East regions.

5. **South region records the lowest sales**, indicating scope for improvement and targeted growth strategies.

Profit Margin by category and region.

Average of Prof	Column Labels				
Row Labels	**Central**	**East**	**South**	**West**	**Grand Total**
Furniture	-18.58364052	9.238887568	14.16616466	9.772249494	3.878353322
Office Supplies	-15.88791217	20.63054907	16.31649916	28.57946758	13.80302946
Technology	17.51237717	12.62461059	18.94880546	15.32109071	15.61380531
Grand Total	**-10.40729393**	**16.72269596**	**16.35190329**	**21.94866179**	**12.03139297**

	Values			
Row Labels	**Average of Central**	**Average of East**	**Average of South**	**Average of West**
Furniture	-18.58364052	9.238887568	14.16616466	9.772249494
Office Supplies	-15.88791217	20.63054907	16.31649916	28.57946758
Technology	17.51237717	12.62461059	18.94880546	15.32109071
Grand Total	**-5.653058509**	**14.16468241**	**16.47715643**	**17.89093593**



Insights:- Profit Margin by category & region

West region is the most profitable with the highest average profit margin.

Technology category shows stable positive margins across regions.

Furniture has negative profit margins in some regions, especially Central, indicating pricing or cost issues.