

Key Insights:

1. East and West regions are leading in terms of sales and profit generated
2. Standard class is the most preferred ship mode followed by second class. This is consideration to the sales generated by each channel
3. Consumer segment is generating the highest sales and profit this is followed by Corporate segment
4. Top 3 cities in terms of decreasing profits are – New York City, Los Angeles and Seattle
5. Top 3 categories with highest profits are – Technology, Office supplies and Furniture
6. Top 3 products with highest profits are –
 - a. Canon imageCLASS 2200 Advanced Copier (Technology)
 - b. Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind (Office Supplies)
 - c. Hewlett Packard LaserJet 3310 Copier (Technology)