

Profit_Margin_Analysis.

Row Labels	Sum of Profit Margin
Central	28523%
East	29865%
North	29961%
South	27858%
West	27546%
Grand Total	143754%

Insight: Profit Margin by Region

North region generates the **highest profit margin**, indicating strong pricing or cost efficiency.

East and Central regions also perform well, contributing consistently to overall profitability.

South and West regions show comparatively **lower profit margins**, suggesting potential areas for improvement.

Overall, profit margins are **uneven across regions**, highlighting the need for **region-specific strategies** to optimize performance.

- o maximize profitability.