Executive Summary:

Your dataset contains 9,994 U.S. retail transactions from 2011–2014, covering Office Supplies, Furniture, and Technology across all regions (West, East, Central, South). It includes detailed order-level information such as customer, product, discounts, profit, and shipping.

Overall Financial Performance
 * Total Sales: ≈ $2.3M
 * Total Profit: ≈ $286K
 * Average Profit Margin: 12%
 * Profitable Orders: 8,123
 * Loss-making Orders: 1,871 (≈19%)

Key Drivers of Performance
 * Discounts are the primary cause of losses.
Profitability collapses beyond 30% discount, and 70–80% discounts generate deep losses.

 * Loss-heavy categories:
 * Furniture (Tables, Bookcases, Chairs)
 * High-discount Office Supplies (Binders, Storage)
 * Several Technology items (printers, 3D printers)

 * Profit-strong categories:
 * Paper, Labels, Fasteners
 * Technology Accessories
 * Select Appliances

Sales by Category
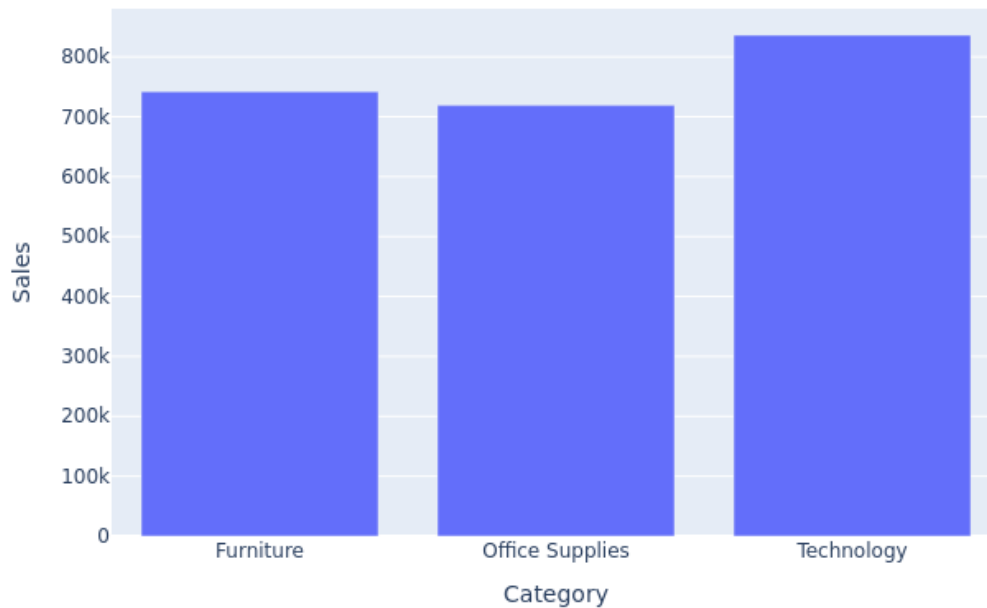
Best- and Worst-performing Products

*   Top Profit Generators:
*   Canon imageCLASS Advanced Copier (+ $25,199 profit)
*   Fellowes PB500 Binding Machine (+ $7,753)
*   HP LaserJet & DesignJet printers (+ $4K–$7K each)

*   Largest Loss Makers:
*   Cubify CubeX 3D Printer (– $8,800)
*   Lexmark MX611dhe Printer (– $4,590)
*   Over 301 SKUs lose money due to aggressive
discounting.

Customer & Regional Trends

*   Sales are distributed evenly across regions with no single region dominating losses.
*   Office Supplies are purchased most frequently and deliver consistent positive
margins.
*   Furniture and high-ticket Technology create volatility due to pricing and discount
policies.

Strategic Recommendations

1. Cap discounts at 30%—profitability declines sharply beyond this point.
2. Audit and reprice 301 loss-making SKUs to correct structural pricing issues.
3. Promote high-margin categories (Paper, Labels, Accessories).
4. Bundle products to grow revenue (e.g., Printers + Paper, Chairs + Accessories).
5. Restrict bulk-order discounts on Furniture and Machines to avoid deep losses.