**1. Regional Analysis**

* **West** leads with the highest sales and profit:
  + Sales: $725,458 | Profit: $108,418 | Orders: 3,203
* **East**: $678,781 in sales, $91,523 in profit, 2,848 orders
* **Central**: $501,240 in sales, $39,706 in profit, 2,323 orders
* **South**: $391,722 in sales, $46,749 in profit, 1,620 orders
* **Average order value** is fairly consistent, with the South slightly higher ($241.80 per order).

**2. Category Insights**

* **Technology** is the top-selling and most profitable category:
  + Sales: $836,154 | Profit: $145,455 | Orders: 1,847 | Avg Sale: $452.71
* **Furniture**: $741,999 in sales but low profit ($18,451). This suggests high sales but narrow margins.
* **Office Supplies**: $719,047 sales, $122,491 profit, and the most orders (6,026), but much lower average sale per order.

**3. Regional-Category Hotspots**

* **Top region-category combinations:**
  + East–Technology: $264,974 sales | $47,462 profit
  + West–Furniture: $252,613 sales | $11,505 profit
  + West–Technology: $251,992 sales | $44,304 profit
  + West–Office Supplies: $220,853 sales | $52,610 profit

**4. Sub-Category Performance**

* **Highest sales:**
  + Phones ($330,007), Chairs ($328,449), Storage ($223,844), Tables ($206,966), Binders ($203,413)
* **Most profitable:**
  + Copiers ($55,618), Phones ($44,516), Accessories ($41,937)
* **Loss-making sub-categories:**
  + Tables (–$17,725), Bookcases (–$3,473), Supplies (–$1,189). Furniture items such as tables and bookcases drive significant losses.
* **High ticket sub-categories:**
  + Copiers: average sale $2,199, average profit $818 per order, but only 68 orders

**5. Customer Segment Analysis**

* **Consumer**: $1,161,401 sales | $134,119 profit | 5,191 orders
* **Corporate**: $706,146 sales | $91,979 profit | 3,020 orders
* **Home Office**: $429,653 sales | $60,299 profit | 1,783 orders
* All segments are profitable, with Consumers driving the majority of sales and profit.

**6. State-Level Insights**

* **Top states by sales:**
  + California ($457,688), New York ($310,876), Texas ($170,188)
* **Top by profit:**
  + California ($76,381), New York ($74,039), Washington ($33,403), Michigan ($24,463)
* **Losses by state:**
  + Texas, Pennsylvania, Illinois, and Ohio all show negative total profit, indicating pricing or cost issues.

**7. Additional Trends**

* **Order volume:**
  + Most orders are for Office Supplies, but average profit and sales per order are much higher for Technology and select Furniture items.
* **Loss drivers:**
  + Tables and Bookcases are the primary contributors to losses in the Furniture category.
* **Highest profit sub-category per order:**
  + Copiers (average profit $818 per order), but very low volume (68 orders).

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**Key Takeaways**

* **Strongest performing region:** West, both in sales and profit.
* **Top category:** Technology, with the highest sales, profit, and order values.
* **Key sub-category:** Phones, for sales and profit; Copiers, for highest profit per order but low volume.
* **Areas of concern:** Tables and Bookcases are generating losses, mostly in the Furniture category. Several states are consistently loss-making, most notably Texas and Pennsylvania.
* **Customer focus:** Consumers are the largest segment, followed by Corporate clients.