**SUMMARY OF THE MAIN KPIs**

**West and East regions are the strongest revenue contributors**, generating approximately $725,458 and $678,781 respectively, while the Central and South regions lag. This suggests a need to explore growth opportunities in the underperforming areas by replicating successful strategies from the top regions.

Regarding profitability, **Office Supplies delivers the highest margin, significantly outperforming Technology and Furniture. Although Furniture contributes to revenue, its low-profit** margin indicates room for improvement through cost control or pricing adjustments.

Key product insights show that **high-value office equipment**, such as the Canon Image CLASS 2200 Advanced Copier, contributes significantly to revenue. These results suggest a strong reliance on B2B sales for premium office tools.

Overall, **regional optimization and product margin enhancement** appear to be key levers for improving profitability and expanding business performance.