**INSIGHTS**

Total Profit: 286.40K indicates good overall business performance.

Top State: California leads in profit (76.38K); Alabama records the lowest.

Top Customers: Tamara, Raymond, and Sanjit are key profit contributors.

Category Performance: Technology is most profitable; Furniture needs improvement.

Regional Insights: West region performs best; South region is the weakest.

Sub-Category Highlights: Phones, Chairs, and Storage drive sales; Tables and Bookcases underperform.

Discount Impact: Higher discounts reduce profit margins.

**Conclusion:**

Strong profits from technology and western states; focus needed on furniture and southern regions to balance overall growth.