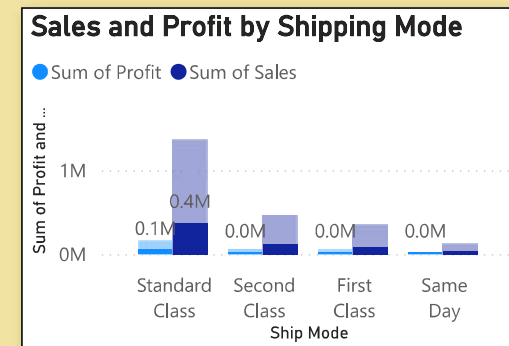
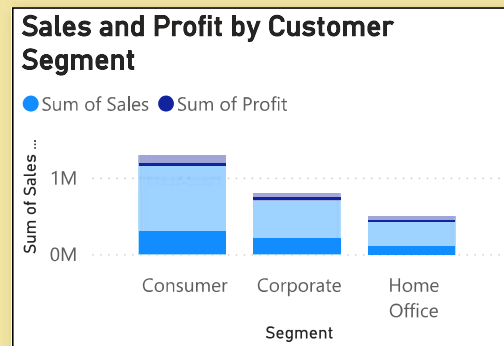
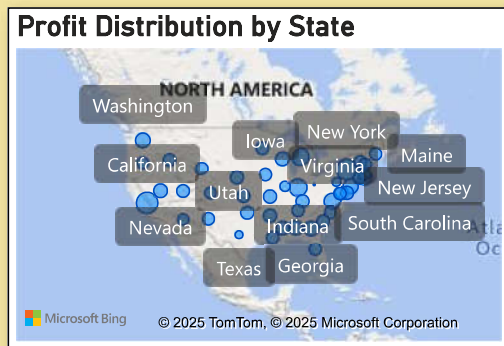


**Insight:**  
Copiers and Phones are profitable, while Chairs and Tables show losses despite high sales — hinting at cost or discount

**Insight:**  
Sales and profit steadily increased from 2015 to 2017, showing healthy business growth.

**Insight:**  
Products with higher discounts tend to generate lower or negative profits — indicating the need for a better pricing strategy.



**Insight:**  
States like Texas and Illinois, despite large sales volumes, are showing negative profits — a red flag for discounting or operational inefficiencies.

**Insight:**  
Corporate customers bring higher profit margins despite lower sales — a key target segment.

**Insight:**  
Same Day and First Class deliveries show low or negative profit — suggesting the need to optimize high-cost shipping or adjust pricing strategies.