Key Business Insights

* The states Texas,Ohio,Pennsylvania,Illinois,North Carolina,Colorado,Tennesse,Arizona,Florida,Oregon are showing negative profit.
* The Central region although having substantial sales is showing the least profit.
* Furnishings in the category furniture,fasteners in the category office supplies and copiers in the category Technology showing the lowest sales.
* Bookcases,Tables,Appliances,Binders,Machines are having low profit/sales ratio.
* Tables and bookcases have a good amount of sales value,so discount should be reduced on them to achieve profit as these items are showing negative profit.
* Tables,bookcases and Suppliers can give maximum profit if the shipping mode is Same Day.
* Tables,bookcases and Suppliers can give maximum profit in the segment Home Office.