

Row Labels	Sum of Sales
Technology	8,36,154.03
Furniture	7,41,999.80
Office Supplies	7,19,047.03
Grand Total	22,97,200.86

Sum of Sales	Column Labels	
Row Labels	Consumer	Corporate
Central	2,52,031.43	1,57,995.81
East	3,50,908.17	2,00,409.35
South	1,95,580.97	1,21,885.93
West	3,62,880.77	2,25,855.27
Grand Total	11,61,401.35	7,06,146.37

Segment
Consumer
Corporate
Home Office

Region
Central
East
South
West

Category
Furniture
Office Supplies
Technology

Technology is the highest revenue-generating category with total sales of **836,154.03**.

West region contributes the highest total sales (**725,458.04**), showing strongest market performance.

South region is the lowest-performing region (**391,722 sales**), indicating a need for strategic focus.

West region has the highest average profit margin (**21.95%**), meaning it is the most profitable.

Central region shows a negative average profit margin (**-10.41%**), which indicates operational challenges.

Home Office	Grand Total
91,212.64	5,01,239.89
1,27,463.73	6,78,781.24
74,255.00	3,91,721.91
1,36,721.78	7,25,457.82
4,29,653.15	22,97,200.86

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Supplies
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4, making it the key business driver.

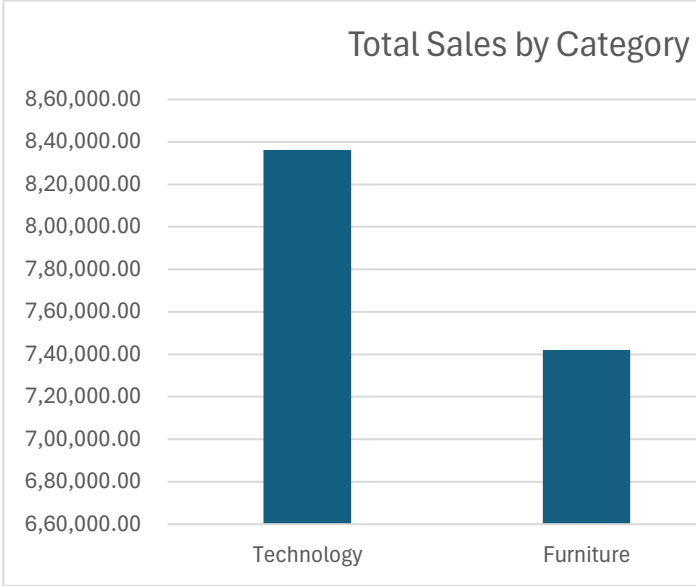
ket performance.

or improvement in demand or strategy.

st profitable region overall.

; losses and requires urgent attention (pricing/discount control).

Average of Profit Margin	Column Labels	
Row Labels	Central	East
Furniture	-0.19	0.09
Office Supplies	-0.16	0.21
Technology	0.18	0.13
Grand Total	-0.10	0.17



South	West	Grand Total
0.14	0.10	0.04
0.16	0.29	0.14
0.19	0.15	0.16
0.16	0.22	0.12

