

Sales

236.35K

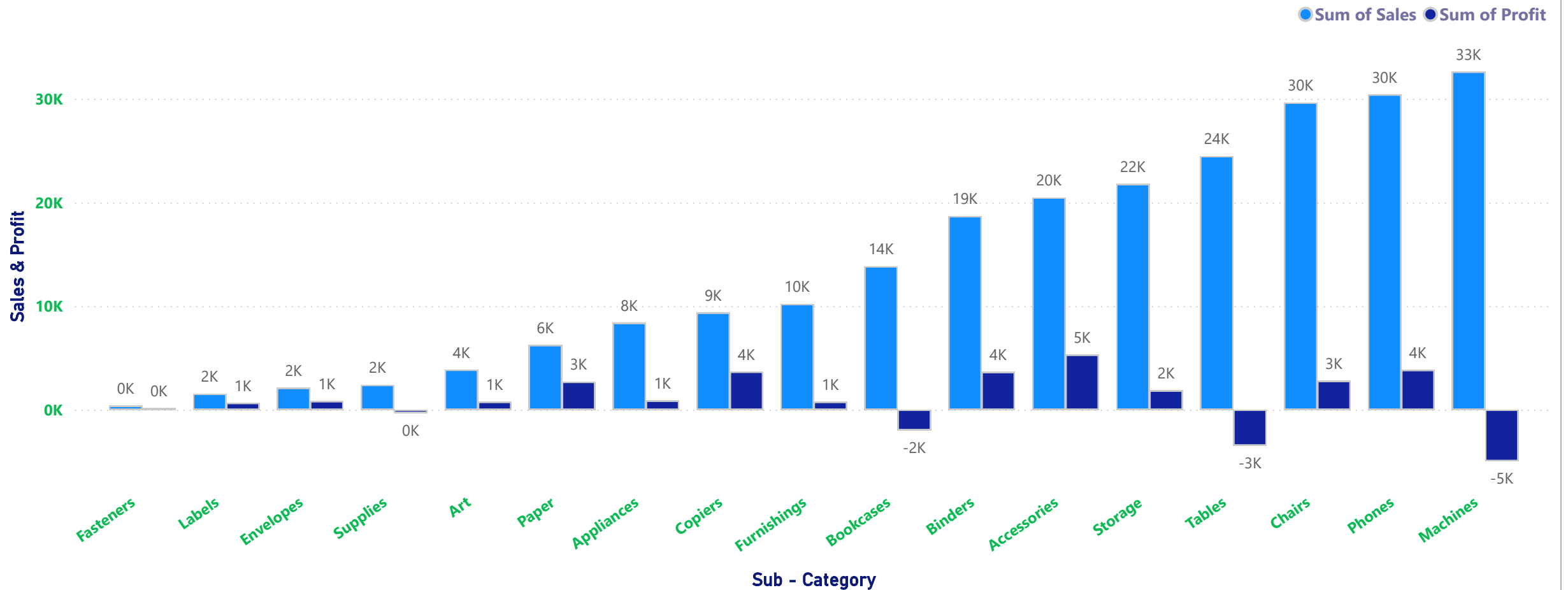
Profits

17.05K

Loss-Making Sub-Categories

11

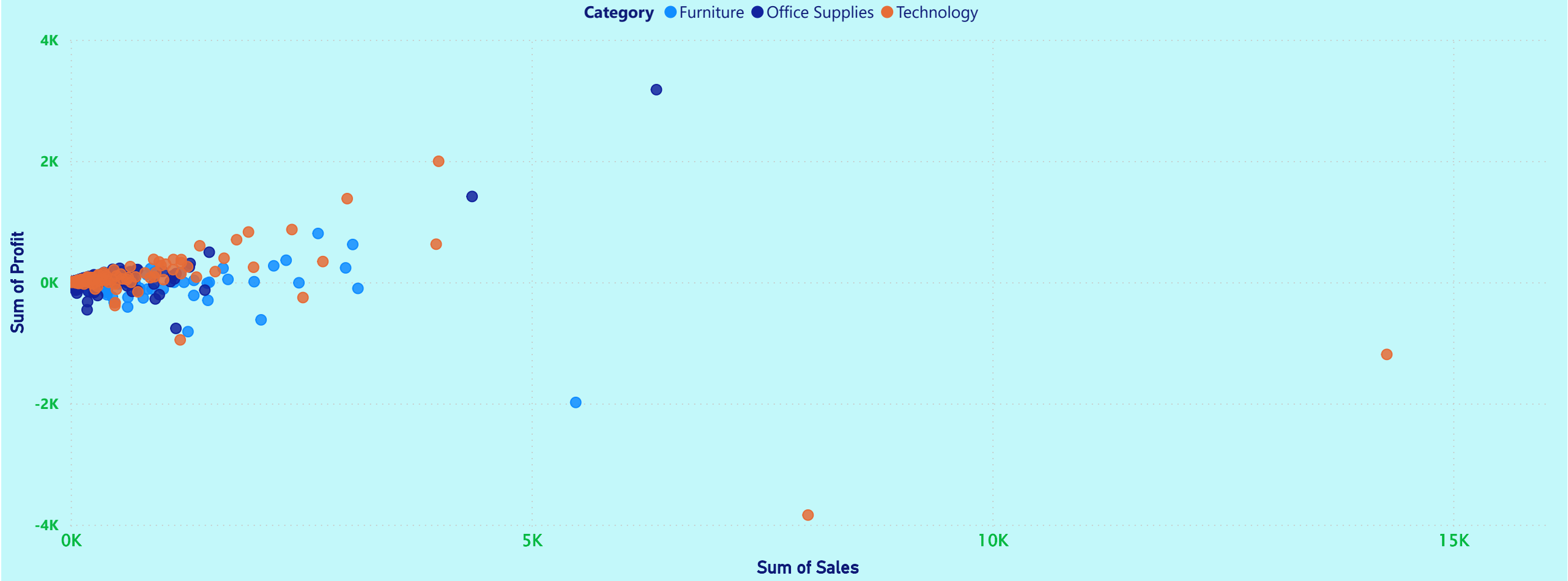
## Which Sub-Categories Are Profitable and Which are not ?



[illegible]

**Profitability varies significantly across states. While regions like Texas and Pennsylvania are operating at a loss, several states show no data - possibly due to lack of sales activity.**

## Sales vs Profit by Product



High-sales products like Tables and Machines are generating significant losses. This indicates a profitability issue despite volume, especially in the Technology category.

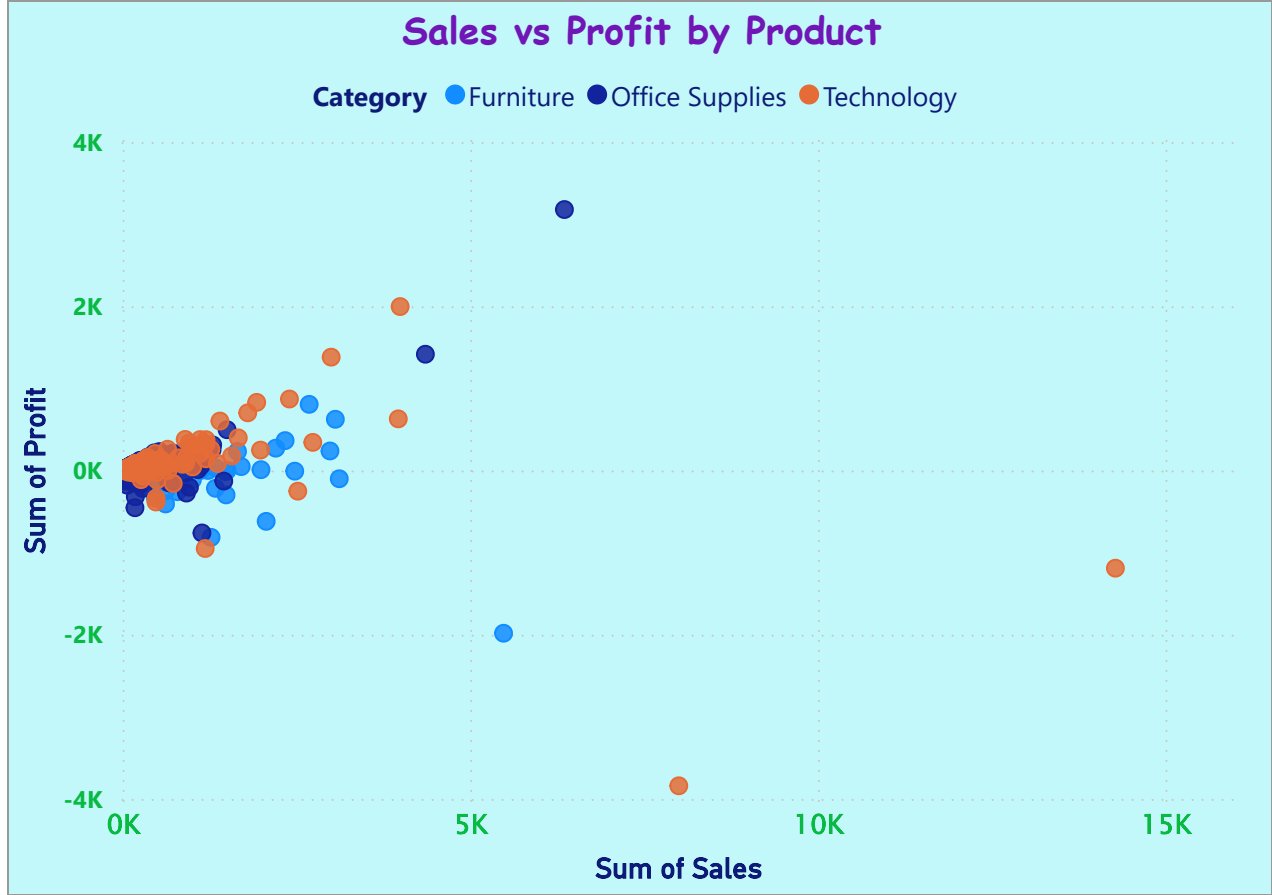
## Profit by Region and Segment

Region	Consumer	Corporate	Home Office	Total
West	7,275.32	2,238.76	1,336.76	10,850.84
East	-754.29	-254.47	3,793.58	2,784.82
Central	-2,231.57	2,141.59	2,259.63	2,169.64
South	4,961.28	-3,598.78	-119.39	1,243.11
Total	9,250.74	527.09	7,270.58	17,048.41

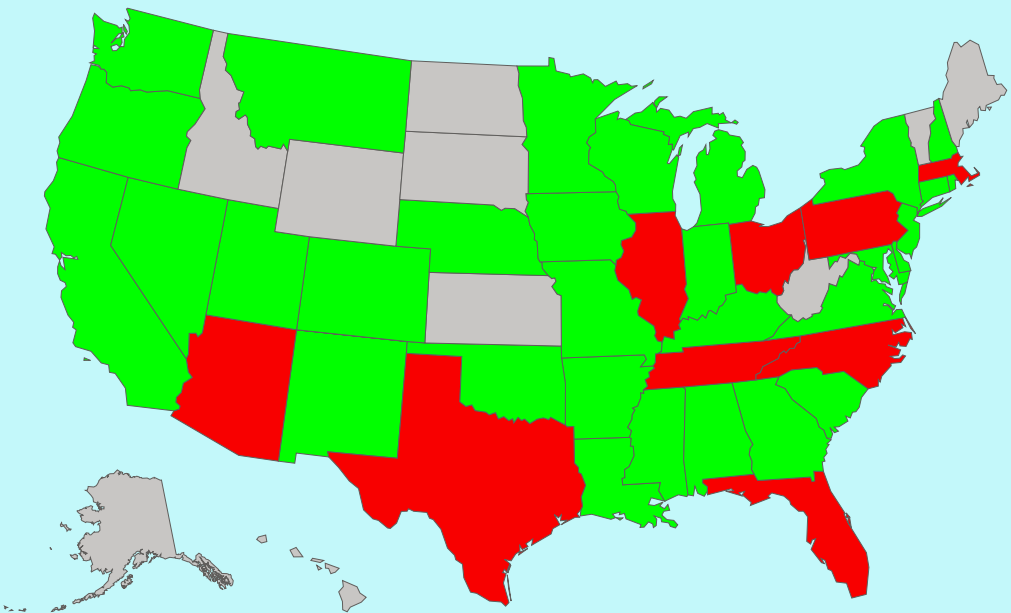
South region's Corporate segment shows a major loss (-3.6K), while Central and East also have negative Consumer profits. Only the West region performs strongly across all segments.

# Business Insight Summary

Despite strong sales, multiple sub-categories like Machines (-5K), Tables (-3K), and Bookcases (-2K) are operating at a loss. States like Texas and Pennsylvania show consistent underperformance with major profit deficits.



## Profit By State



Regional and segment-wise, the South region underperforms overall - especially in Corporate and Home Office segments.

A total of 11 sub-categories are loss-making, demanding targeted profitability strategies.