The dataset contains order details, including sales, profit, quantity sold, and category/sub-category information. I'll now analyze the data and generate a business report explaining insights on:

- **Sub-category wise sales**
- **Category wise sales**
- **Category wise profit**
- **Category wise quantity sold**

I'll summarize these insights in a structured report format.

Here's the business report analyzing the given data:

Business Analysis Report

Prepared for Data Analysis on Sales and Profit Metrics

1. Sub-Category Wise Sales

The top-performing sub-categories in terms of sales are:

- **Phones:** $330,007.05
- **Chairs:** $328,449.10
- **Storage:** $223,843.61
- **Tables:** $206,965.53
- **Binders:** $203,412.73

The lowest-performing sub-categories include:

- **Fasteners:** $3,024.28
- **Labels:** $12,486.31
- **Envelopes:** $16,476.40

This indicates that technology products (like Phones) and office furniture (like Chairs and Tables) contribute significantly to revenue.

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2. Category Wise Sales

- **Technology:** $836,154.03 (Highest)
- **Furniture:** $741,999.80
- **Office Supplies:** $719,047.03 (Lowest)

Technology products lead in sales, likely driven by high-value items like Phones and Machines.

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3. Category Wise Profit

- **Technology:** $145,454.95 (Highest)
- **Office Supplies:** $122,490.80
- **Furniture:** $18,451.27 (Lowest)

Although Furniture has significant sales, its profit is much lower, possibly due to high costs or discounts.

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4. Category Wise Quantity Sold

- **Office Supplies:** 22,906 units (Highest)
- **Furniture:** 8,028 units
- **Technology:** 6,939 units (Lowest)

Office Supplies have the highest quantity sold, but Technology generates the most revenue, indicating that tech products have higher price points.

Key Insights & Recommendations

1. **Focus on high-profit categories** – Technology is the most profitable, so efforts should be made to increase sales in this category.
2. **Optimize Furniture pricing** – Despite high sales, its profit margins are low. Reducing discounts or optimizing supply costs could help.
3. **Leverage Office Supplies volume** – Since it sells the most quantity, bundling strategies or cross-selling with Technology could drive additional revenue.