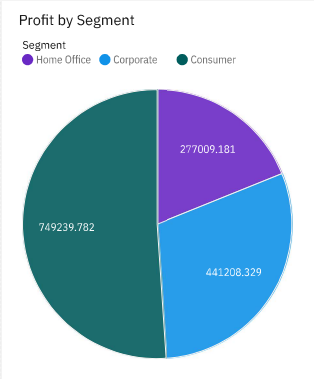


PROFIT BY SEGMENT

Segment Consumer has the highest values of both Profit and Quantity.
Profit is unusually high when Segment is Consumer.

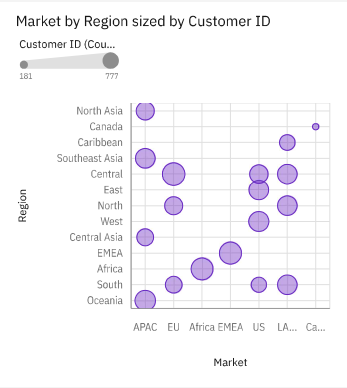
Over all segments, the sum of Profit is almost 1.5 million.

Profit ranges from over 277 thousand, when Segment is Home Office, to over 749 thousand, when Segment is Consumer.



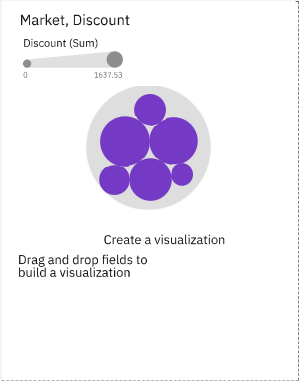
MARKET BY REGION SIZED BY CUSTOMER ID

- Region Central has the highest values of both Customer ID and Discount.
- Add insight to favorites
- The total number of results for Region, across all markets, is over 51 thousand.



MARKET ,DISCOUNT

- Market APAC has the highest values of both Discount and Quantity.
- Discount is unusually high when Market is APAC and US.
- Over all markets, the sum of Discount is nearly 7500.
- Discount ranges from 0, when Market is Canada, to over 1500, when Market is APAC.
- For Discount, the most significant values of Market are APAC, US, and LATAM, whose respective Discount values add up to over 4500, or 62.7 % of the total.



PROFIT BY CATEGORY

- Profit is unusually low when Category is Furniture.
- Category Office Supplies has the highest Total Quantity but is ranked #2 in Total Profit.
- Category Technology has the highest Total Profit but is ranked #2 in Total Quantity.
- Over all categories, the sum of Profit is almost 1.5 million.
- Profit ranges from over 285 thousand, when Category is Furniture, to almost 664 thousand, when Category is Technology.
- For Profit, the most significant values of Category are Technology and Office Supplies, whose respective Profit values add up to almost 1.2 million, or 80.6 % of the total.

