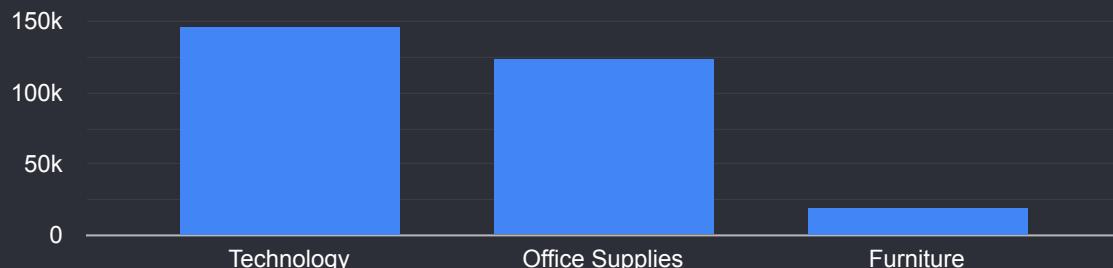


Category

Sales
2.3mProfit
286.4kAvg Profit per Order
57.18

Discounting reduces profitability across all categories, with Furniture becoming unprofitable first (~20–30% discount), while Technology remains more resilient. Losses are disproportionately driven by Furniture and a subset of heavily discounted products.

Profit vs Discount
● Technology ● Office Supplies ● Furniture
*Profit Margin vs Discount*
● Technology ● Office Supplies ● Furniture
*Profit by Category*
█ Profit
*Sales by Category*
█ Sales
*Top 15 Loss-Making Products*

| | Product Name | Category | Discount | Profit |
|----|-----------------------------------------------------------|-----------------|----------|-----------|
| 1. | Cubify CubeX 3D Printer Double Head Print | Technology | 0.7 | -9,239.97 |
| 2. | GBC DocuBind P400 Electric Binding System | Office Supplies | 0.8 | -5,552.84 |
| 3. | GBC Ibimaster 500 Manual ProClick Binding System | Office Supplies | 0.7 | -3,957.1 |
| 4. | Cubify CubeX 3D Printer Triple Head Print | Technology | 0.5 | -3,839.99 |
| 5. | Fellowes PB500 Electric Punch Plastic Comb Binding Mac... | Office Supplies | 0.8 | -3,431.67 |
| 6. | Lexmark MX611dhe Monochrome Laser Printer | Technology | 0.7 | -3,399.98 |
| 7. | Chromcraft Bull-Nose Wood Oval Conference Tables & Ba... | Furniture | 0.4 | -3,008.35 |
| 8. | Ibico EPK-21 Electric Binding System | Office Supplies | 0.8 | -2,929.48 |
| 9. | GBC DocuBind TL300 Electric Binding System | Office Supplies | 0.7 | -2,682 |