**DATA-DRIVEN BUSINESS RECOMMENDATIONS**

1. Discounts: Set a cap on discounting — e.g., limit discounts to a maximum of 15%, especially for low-margin items.
2. Category: Either renegotiate supplier costs or consider removing/discounting less aggressively in these sub-categories.
3. Profit-margin: Invest in promotions or bundles that feature these high-margin products.
4. Shipping: Offer faster shipping selectively or as a paid upgrade to reduce cost impact.
5. Marketing: Allocate more inventory, marketing, and staffing resources in these areas to scale up performance.
6. State level: Perform a state-level cost-benefit audit and adjust pricing/shipping/discounting policies accordingly.
7. Segments: Tailor marketing and discounting strategies for the Home Office segment or reconsider targeting.
8. Trends: Introduce a dynamic pricing system based on product performance and seasonality.
9. Promotions: Use more promotions or cross-selling strategies.
10. Region: Localize inventory and promotions using region-specific performance dashboards.