**DATA-DRIVEN BUSINESS INSIGHTS**

1. Discount: High discounts (especially >20%) often correlate with negative profit margins, particularly in Technology and Furniture categories.
2. Sub-category: Sub-categories like Tables and Bookcases consistently show losses, despite good sales numbers.
3. Profit-margin: Office Supplies and Accessories have high-profit margins even with moderate sales.
4. Shipping: Same Day and First-class shipping modes tend to have higher delivery speed but lower profit margins.
5. Region: The West and East regions are the most profitable overall.
6. State: States like Texas, Illinois, and North Carolina show high sales but negative or low profits — likely due to excessive discounts or high shipping costs.
7. Segment: Corporate and Consumer segments perform well, but Home Office shows lower profitability.
8. Discount: Many products are being sold at significant discounts even when they don’t need them to sell.
9. Sub-category: Products like Binders, Phones, and Chairs perform well both in sales and profit.
10. Underperforming sales: Some products are underperforming in certain regions, despite doing well elsewhere.