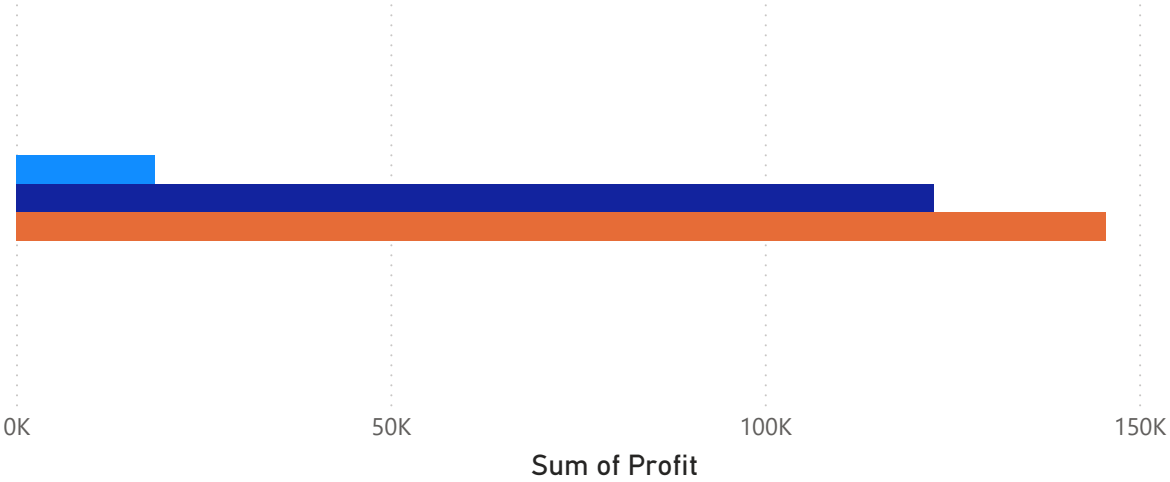


Sales by Category: Technology Leads Revenue

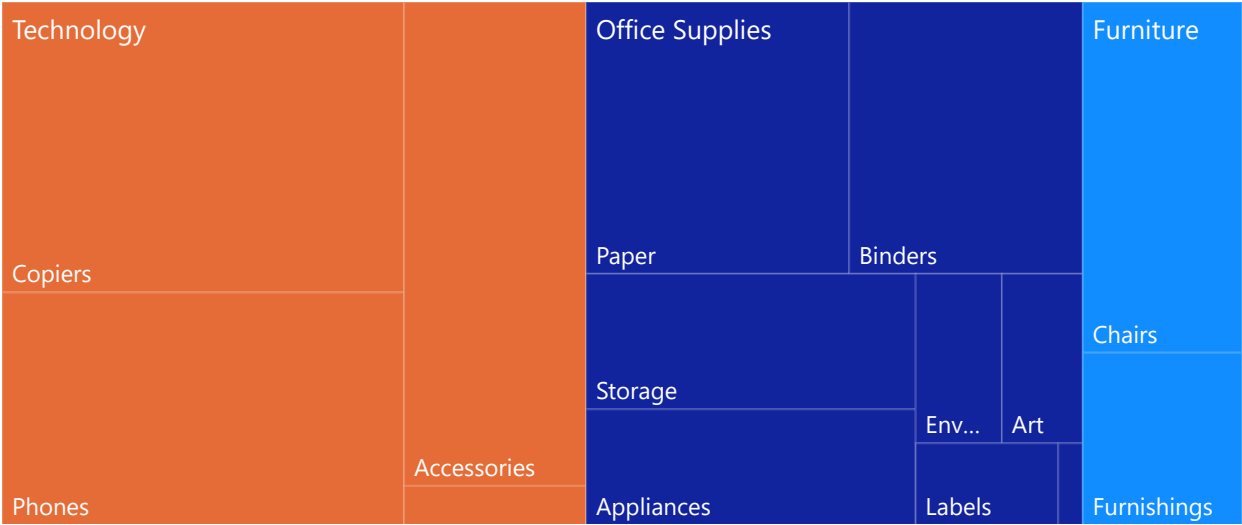
Category Furniture Office Supplies Technology



Insight: Focus on Technology for expansion; it drives the majority of sales

Profit by Sub-Category: Identify Loss Areas

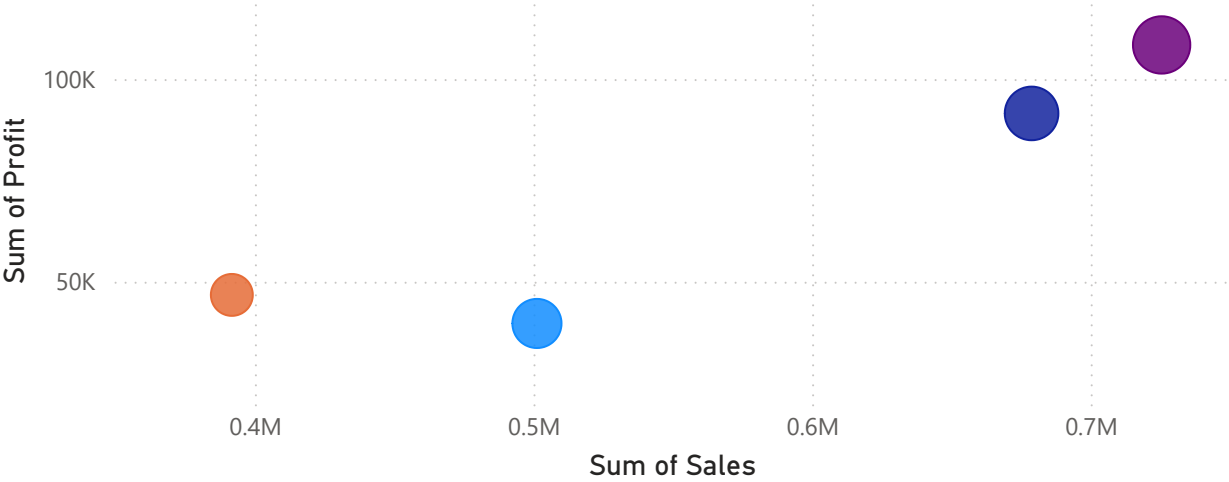
Category Technology Office Supplies Furniture



Insight: Phones boost profits, but Tables show losses—suggest reducing discounts in Furniture

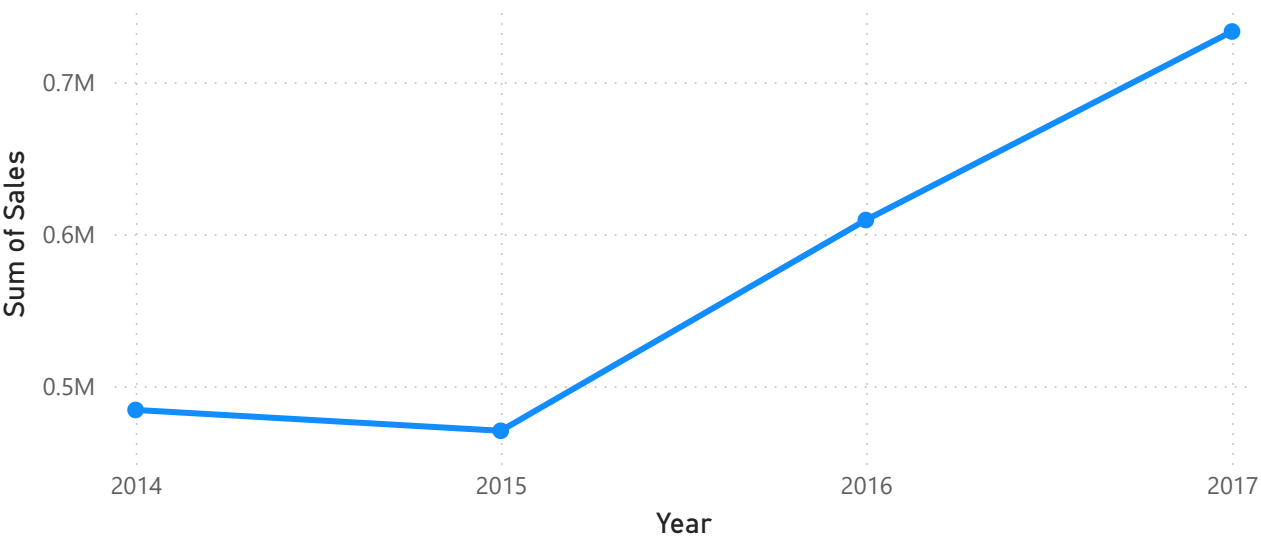
Profit vs. Sales by Region – Identify Optimization Areas

Region Central East South West



Insight: East region has high sales but low profits

Sales Trends: Steady Yearly Growth



Insight: Sales declined after 2014 but showed strong recovery and growth from 2015 to 2017. Recommendation: Analyze strategies from high-growth years for scaling