

1. Yearly Profit Analysis:

- 2014: Highest profitable year with \$251k profit out of \$725.46k total revenue.
- Comparative Profits By Year :
 - 2013: \$187k
 - 2012: \$140k
 - 2011: \$148k

2. Category Performance:

- Highest Profitable Category: Binders with a profit of \$16.10k.
- Most Selling Category: Phones, contributing to 35% of total sales.

3. Monthly Performance:

- December: Both highest profitable and highest selling month with a profit of \$13.26k out of \$725.46k total revenue.