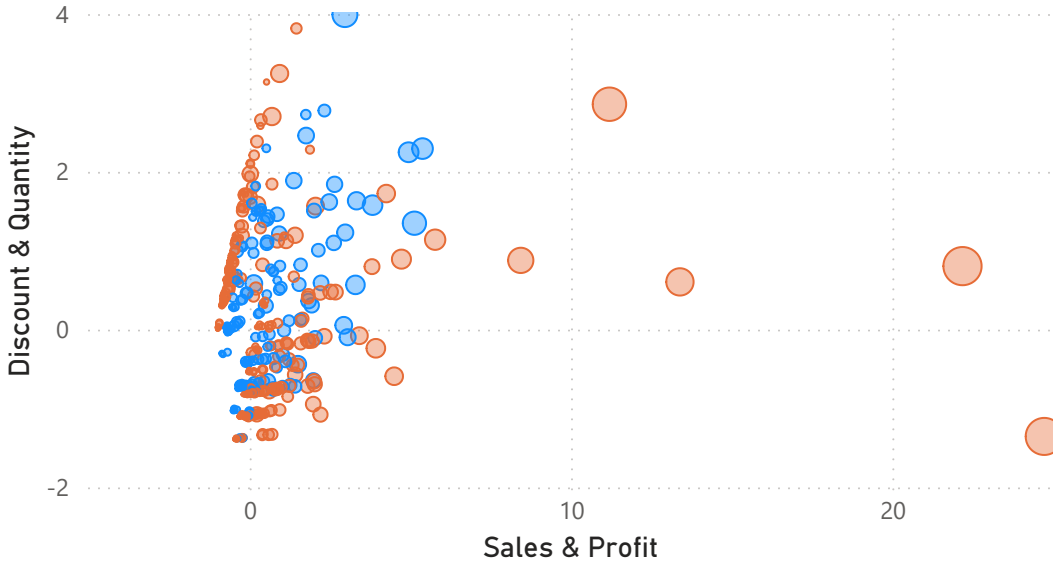


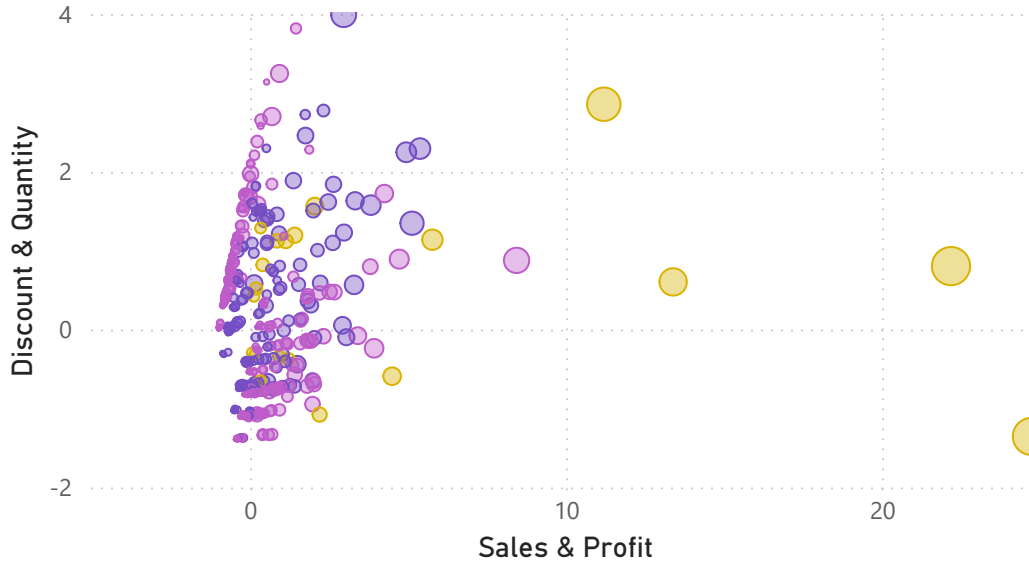
Sales Segmentation via PCA (Principal Component Analysis)

Category Furniture Technology

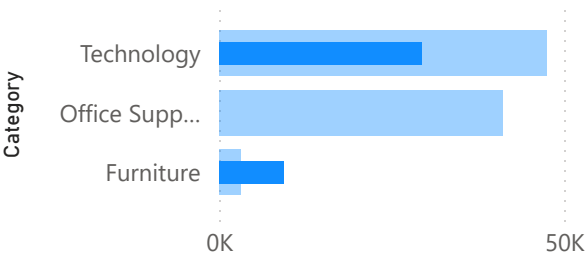


Sales Segmentation via PCA (Principal Component Analysis)

Sub-Category Chairs Copiers Phones



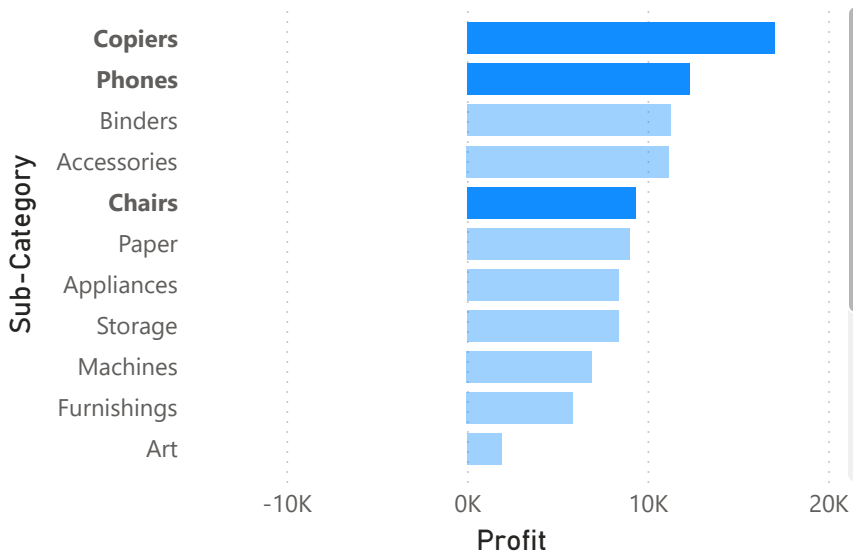
Profit by Category



Key Insights:

- Technology drives the highest revenue, but *Phones dominate within Technology.*
- *Copiers are the most profitable*—but do they sell in volume?
- Regional differences may suggest *opportunities for market expansion*

Profit by Sub-Category



Region

