

# PIVOT TABLES

## 1. Sales by Category

	A	B	C
1			
2			
3	Row Labels	Sum of Sales	
4	Furniture	741999.7953	
5	Office Supplies	719047.032	
6	Technology	836154.033	
7	Grand Total	2297200.86	
8			
9			
10			

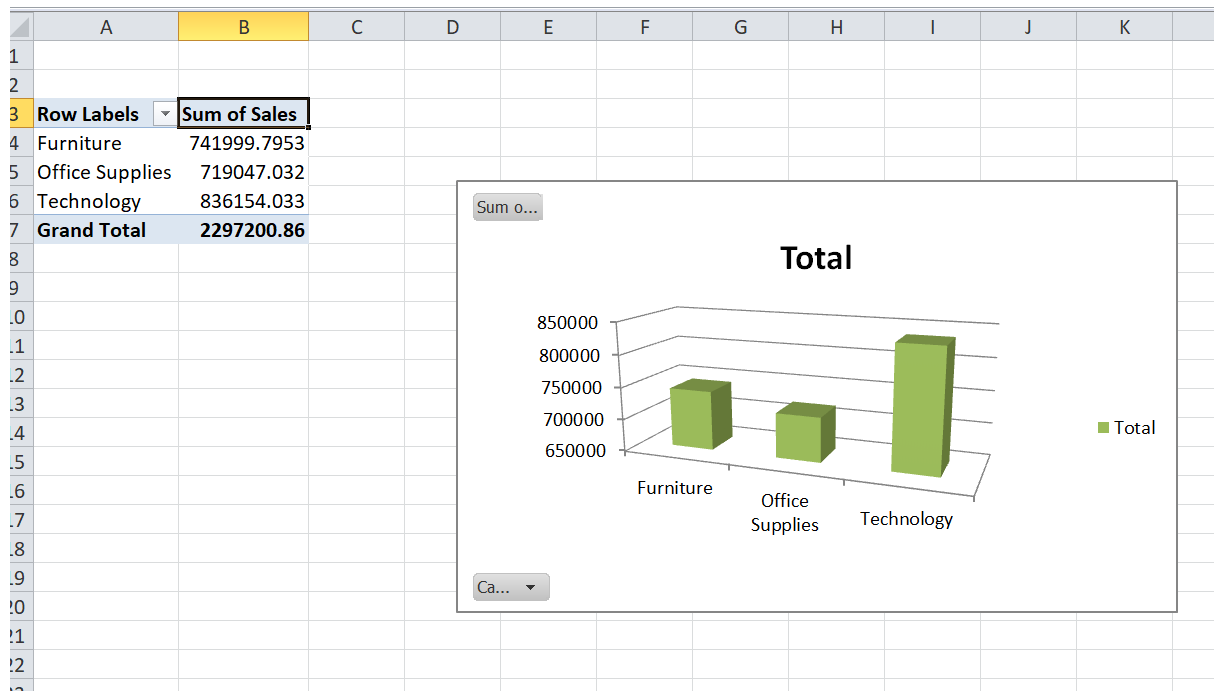
## 2. Sales by Region & Segment

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### 3. Profit margin

A	B	C	D	E	F	G
Average of Profit Margin	Column Labels					
Row Labels	Central	East	South	West	Grand Total	
Furniture	-0.185836405	0.092388876	0.141661647	0.097722495	0.038783533	
Office Supplies	-0.158879122	0.206305491	0.163164992	0.285794676	0.138030295	
Technology	0.175123772	0.126246106	0.189488055	0.153210907	0.156138053	
Grand Total	-0.104072939	0.16722696	0.163519033	0.219486618	0.12031393	

#### 4. Sales by Category



## 5. 5 Insights

- **Technology category contributes the highest total sales**, making it the top revenue-generating category.
- **Furniture category contributes moderate sales**, while Office Supplies is comparatively lower.
- **Consumer segment contributes the highest sales overall**, followed by Corporate and Home Office.
- **West region is the top-performing region** with the highest total sales (~725,458).
- **South region is the lowest-performing region** with the lowest total sales (~391,722), so it needs improvement strategies.