Total Sales by Category

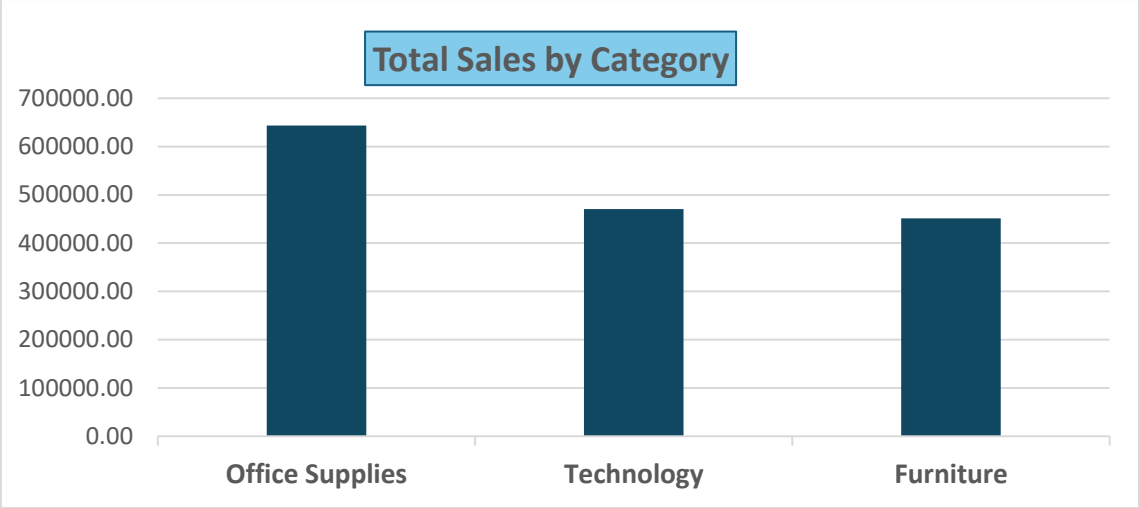
Row Labels	Sum of Sales
Office Supplies	643707.69
Technology	470587.99
Furniture	451508.65
Grand Total	**1565804.32**

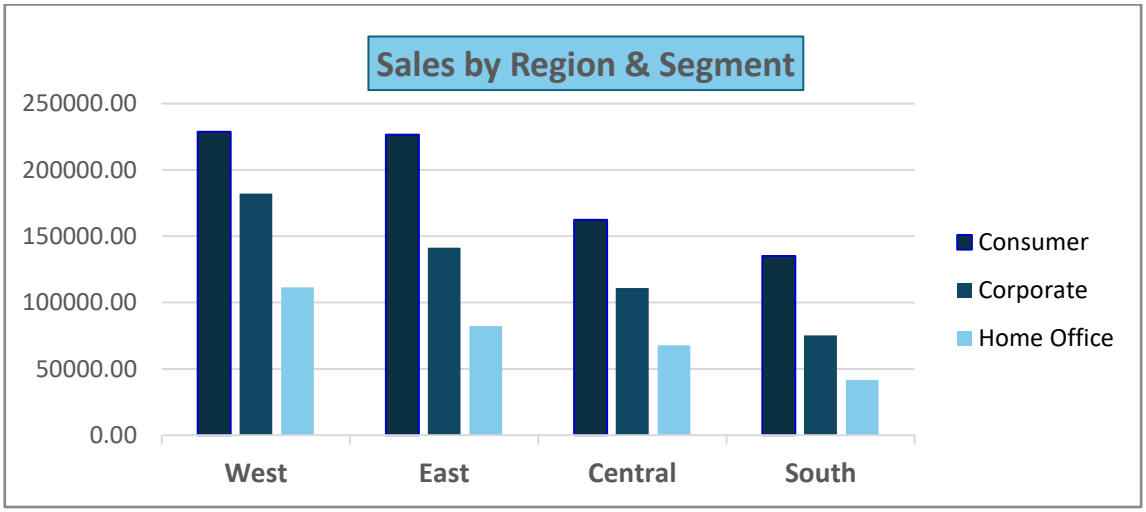
Sales by Region & Segment

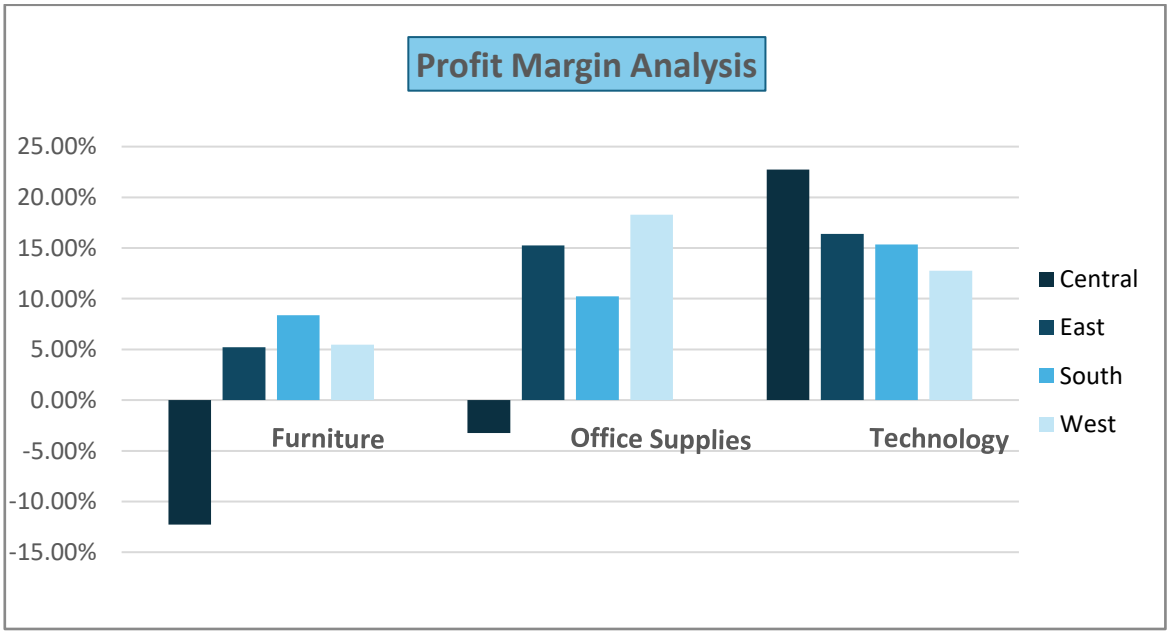
Sum of Sales	Column Labels			
Row Labels	**Consumer**	**Corporate**	**Home Office**	**Grand Total**
West	228799.12	182234.93	111407.00	522441.05
East	226701.35	141351.17	82182.15	450234.67
Central	162433.73	110915.15	67658.65	341007.52
South	135067.93	75241.88	41811.27	252121.08
Grand Total	**753002.13**	**509743.13**	**303059.07**	**1565804.32**

Profit Margin Analysis

Average of Profit Margin	Column Labels				
Row Labels	**Central**	**East**	**South**	**West**	**Grand Total**
Furniture	-12.29%	5.22%	8.37%	5.47%	1.80%
Office Supplies	-3.24%	15.26%	10.24%	18.29%	11.01%
Technology	22.75%	16.39%	15.34%	12.75%	16.46%
Grand Total	**-0.51%**	**13.33%**	**10.79%**	**14.48%**	**10.06%**


Total Sales by Category
700000.00
600000.00
500000.00
400000.00
300000.00
200000.00
100000.00
0.00
Office Supplies
Technology
Furniture


Sales by Region & Segment
250000.00
200000.00
150000.00
100000.00
50000.00
0.00
West
East
Central
South
Consumer
Corporate
Home Office


Profit Margin Analysis
25.00%
20.00%
15.00%
10.00%
5.00%
0.00%
-5.00%
-10.00%
-15.00%
Furniture
Office Supplies
Technology
Central
East
South
West

INSIGHTS

1. Technology category generates the highest total sales, making it the primary revenue driver.

2. West region contributes the highest sales across most customer segments.

3. Corporate segment shows consistent high sales compared to Home Office.

4. Furniture category has lower profit margins despite reasonable sales, indicating cost issues.

5. South region underperforms in both sales and profit margin, requiring strategic attention.