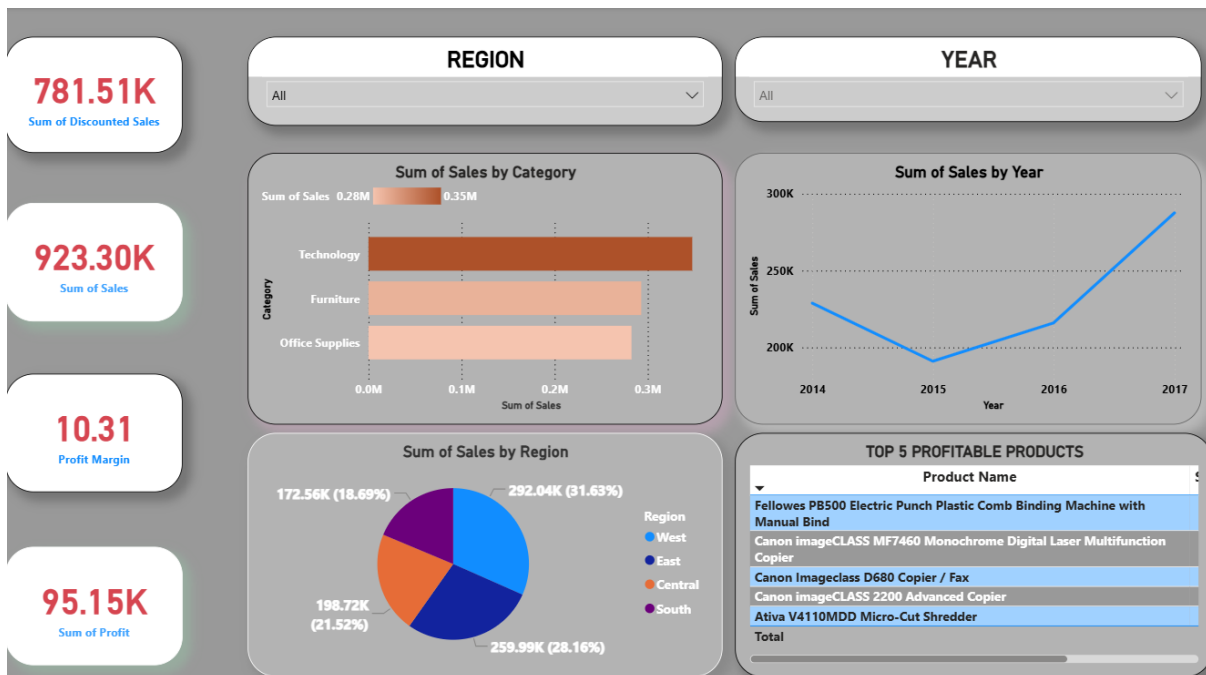


Sales Analysis Summary



Summary Report

- **Total Sales:** \$923.30K
- **Discounted Sales:** \$781.51K
- **Profit:** \$95.15K
- **Profit Margin:** 10.31%

Sales Breakdown

- **By Category:**
 - Technology: \$0.35M
 - Furniture: \$0.29M
 - Office Supplies: \$0.28M
- **By Region** (as percentage of total sales):
 - West: 31.63% (\$292.04K)
 - East: 28.16% (\$259.98K)
 - Central: 21.52% (\$198.72K)
 - South: 18.69% (\$172.56K)

- **By Year:**
 - 2014: ~250K
 - 2015: ~200K
 - 2016: ~225K
 - 2017: ~300K (upward trend)

Top 5 Profitable Products

1. Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind
2. Canon imageCLASS MF7460 Monochrome Digital Laser Multifunction Copier
3. Canon imageCLASS D680 Copier / Fax
4. Canon imageCLASS 2200 Advanced Copier
5. Ativa V411 10MD Micro-Cut Shredder

Observations

- Technology category leads in sales, followed closely by Furniture and Office Supplies.
- Western region contributes the highest sales percentage.
- Sales show a fluctuating trend with a significant increase in 2017.
- The top profitable products are primarily office equipment and copiers.

Recommendations

- Prioritize expanding Technology with new products
- Boost marketing for Furniture and Office Supplies
- Strengthen West region with targeted promotions
- Address South's lower sales with localized efforts
- Enhance Central and East contributions
- Replicate 2017 growth factors