

## Key Insights and Recommendations

### Findings:

- **Office supplies** often achieve the highest profit, even though they have the lowest total sales. The rest of the categories suffer from a problem in that they achieve high sales but lower profits, and this is often due to discounts and shipping costs.
- Some months achieve high sales and profits, such as **April, June and February**, while others achieve lower sales and very little profit, such as **January and March**. This is often due to large discounts and possibly because of the season's closure.
- The **East region** has the highest sales, while the **South region** suffers from a high decline in profitability and sales compared to the rest of the regions, and this requires marketing intervention.

### Recommendations:

- Priority is given to delivery, especially to remote areas.
- The need to review the discount policy, pricing, and shipping costs.
- Focusing more on cities than regions like California rather than a broader geographic area.
- **Regular Air** is the most common shipping method, but it may cost more, so other methods must be recommended to customers.
- Create features and offers for the most demanding regular customers.