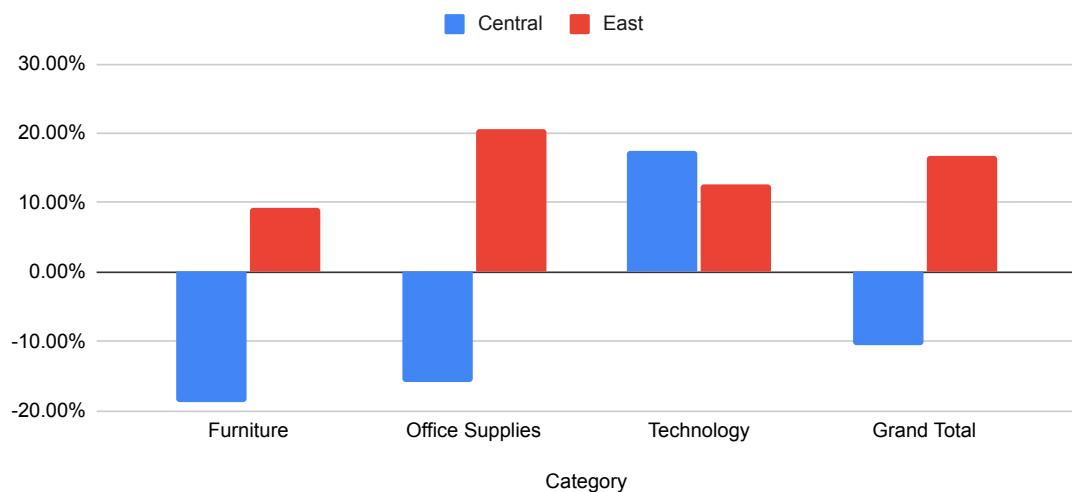


Category	AVERAGE of Profit Margin				
	Central	East	South	West	Grand Total
Furniture	-18.58%	9.24%	14.17%	9.77%	3.88%
Office Supplies	-15.89%	20.63%	16.32%	28.58%	13.80%
Technology	17.51%	12.62%	18.95%	15.32%	15.61%
Grand Total	-10.41%	16.72%	16.35%	21.95%	12.03%

Sales by Category



1. West region contributes the highest sales.
2. Technology category generates maximum revenue.
3. Corporate segment shows better profitability.
4. South region underperforms in sales.
5. Office Supplies have lower profit margins.