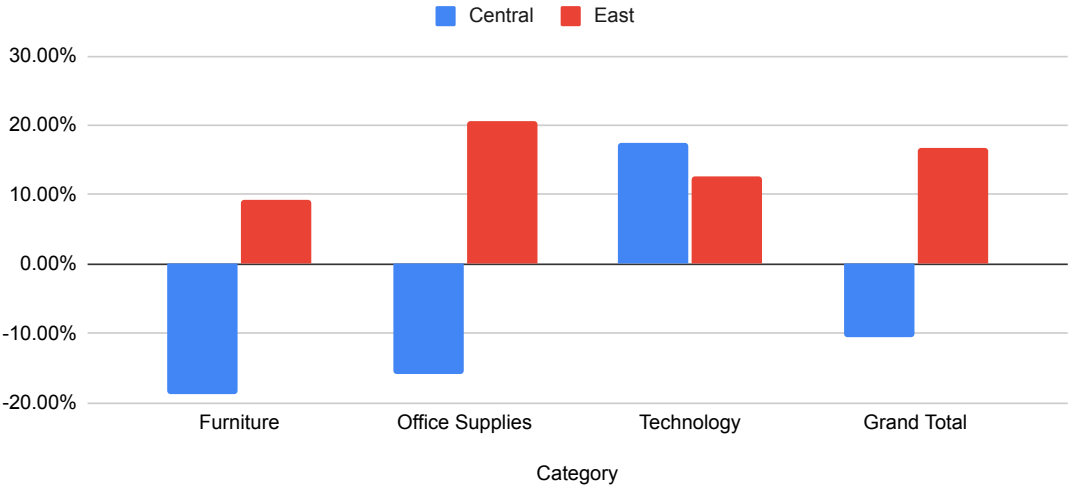


AVERAGE of Profit Margin Category	Region				
	Central	East	South	West	Grand Total
Furniture	-18.58%	9.24%	14.17%	9.77%	3.88%
Office Supplies	-15.89%	20.63%	16.32%	28.58%	13.80%
Technology	17.51%	12.62%	18.95%	15.32%	15.61%
Grand Total	-10.41%	16.72%	16.35%	21.95%	12.03%

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.