Product Performance Analysis – DIVE Insights Summary

**Discover**   
Canon image CLASS 2200 Advanced Copier is the overall top-performing product by sales and profit, with a 38% margin. The Technology category leads with $836K in sales and a 15.6% margin, followed by Office Supplies. Subcategories like Labels, Paper, and Envelopes achieve profit margins above 40%. Despite high sales, Furniture shows low profitability (~3.9%). Office products like Avery and Adams yield high margins but have low sales.  
  
**Investigate**    
Discounts emerged as the strongest driver of profitability, showing a -0.86 correlation with profit margin. Orders with no discount have the highest average margin (34%), while discounts over 20% result in -78% margins. ANOVA confirmed category-level profitability differences. Home Office and Corporate customer segments are more profitable than Consumer, and the West region outperforms Central, which has negative average margins. Seasonality analysis shows Q4 discounts reduce overall profitability.  
  
**Validate**  
Regression analysis confirmed discount as the most significant profitability factor. Statistical tests supported observed patterns (e.g., ANOVA for categories, t-test on discount levels). Validation included outlier review and geographic analysis to ensure findings were consistent.  
  
**Extend**

Strategic focus should include:

* Prioritize Scale Products: Invest in top performers like Canon Copiers.
* Optimize: Review pricing for high-sales, low-margin items (e.g., Tables, Binders).
* Promote: Actively market high-margin, low-sales items (e.g., Labels, Envelopes).
* Phase Out: Consider discontinuing low-performing products.
* Discount Strategy: Limit discounts >20%, shift promotions earlier in the year.
* Regional Focus: Improve profitability in Central and underperforming states.
* Segment Strategy: Target Corporate and Home Office customers.