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| **CASE NO:** | **INSIGHTS DISCUSSION (Mention briefly)** |
| **CASE1** | **Profit by categories and sub-categories.**  Bookcases | Supplies | Tables  Loos: 3473 1189 17725  Sales: 1,14,880 46674 2,06,996  For profit need to convert this loos into profit.  By: increasing quantity and decreasing discount. |
| **CASE2** | **Segment vs Profit vs Ship mode**  In analysis profit in same day ship mode is low in all of the segment.  To increase profit shipping at same day should be fix and improve shipping time  Because customer cancel his/her order if they getting their parcel late. |
| **CASE3** | **Region vs category vs profit**    Profit on furniture in all the region is very low in comparison of profit on other category.  And need to sale more item in central region. |
| **CASE4** | **Profit vs State**  **Loos**  **State |**  Texas 25729  Ohio 16971  Pennsylvania 15560  Illinois 12608  Colorado 7491  Loos in these state are on large scale. |
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