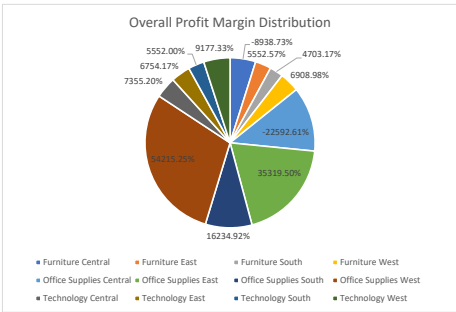


Category	Region	Sum of profit_margin
Furniture	Central	-8938.73%
	East	5552.57%
	South	4703.17%
	West	6908.98%
Furniture Total		8225.99%

Office Supplies	Central	-22592.61%
	East	35319.50%
	South	16234.92%
	West	54215.25%
Office Supplies Total		83177.06%
Technology	Central	7355.20%
	East	6754.17%
	South	5552.00%
	West	9177.33%
Technology Total		28838.70%
Grand Total		120241.74%



Segment
Consumer
Corporate
Home Office

Region
Central
East
South
West

Category
Furniture
Office Supplies
Technology

- 1.The Office Supplies category shows the highest total profit margin (83,177.06%), largely driven by strong performance in the West (54,215.25%) and East (35,319.50%) regions.

2.Technology has a healthy and consistent profit margin across all regions, totaling 28,838.70% indicating steady profitability.

3.Furniture shows a negative profit margin in the Central region (-8,938.73%), suggesting a potential loss or high discounting in that area.
- 4.The West region contributes the highest profit margins across categories, making it a key region for maximizing profits.

5.The data highlights that high sales don't always equal high profits, especially in Furniture and some regions of Office Supplies, suggesting a need to optimize pricing or reduce costs