Brand:

* WeareA2B had the highest Sum of Profits at $2,747,688.73, 217.36% higher than Norco Bicycles at $865,786.16.
* WeareA2B accounted for 25.18% of Sum of Profits.
* The range of Sum of Profits across all 6 brands was $865,786.16 to $2,747,688.73.

Gender:

* Female had higher Sum of Profits ($5,695,691.08) than Male ($5,218,066.32), accounting for 52.19% of Sum of Profits.

Product Size:

* Medium had the highest Sum of Profits at $6,869,027.00, 1,606.37% higher than small at $402,551.90.
* Medium accounted for 62.94% of Sum of Profits.

State:

* NSW had the highest Sum of Profits at $5,790,340.85, 147.26% higher than QLD at $2,341,816.45.
* VIC had the second-highest Sum of Profits at $2,781,600.10.
* NSW accounted for 53.06% of Sum of Profits.

Order Type:

* Offline had higher Sum of Profits ($5,581,323.15) than Online ($5,332,434.25), accounting for 51.14% of Sum of Profits.

Job Industries:

* Manufacturing had the highest Sum of Profits at $2,167,718.16, 1,056.73% higher than Telecommunications at $187,400.01.
* Manufacturing accounted for 19.86% of Sum of Profits, followed by financial services (19.70%) and health (15.28%).

Product Line:

* Standard had the highest Sum of Profits at $8,125,905.69, much higher than other product lines.
* Standard accounted for 74.46% of Sum of Profits.

Age Groups:

* The age group 35-44 had the highest Sum of Profits at $3,641,887.80, 345.39% higher than the 60+ age group at $817,683.33.
* 35-44 accounted for 33.37% of Sum of Profits.
* Average Sum of Profits was higher for females ($9,49,281.85) than males ($8,69,677.72).
* In the 60+ age group, females had $2,71,856.39 more in Sum of Profits than males.