

## Insights

### **Q4 Generates the Highest Sales**

- October to December contribute nearly 38% of annual sales, indicating strong seasonal demand.

### **Technology Leads in Sales, Office Supplies in Profit**

- Technology generates the most revenue (\$836K), but Office Supplies yield the highest profit margin (43%).

### **Consumer Segment Dominates Revenue**

- The Consumer segment accounts for 50.56% of total sales.

### **Standard Class is the Most Used Shipping Mode**

- Over 59% of orders use Standard shipping.

### **Positive Sales-Profit Correlation with Exceptions**

- Sales and profit generally increase together, but some high-sale products yield low profit.

### **Top Products Drive a Disproportionate Share of Revenue**

- Products like Canon imageCLASS 2200 and Cisco TelePresence systems are top performers.

**Sales and profit peaked in 2017, outperforming all previous years, indicating strong business growth and market traction during that period.**

