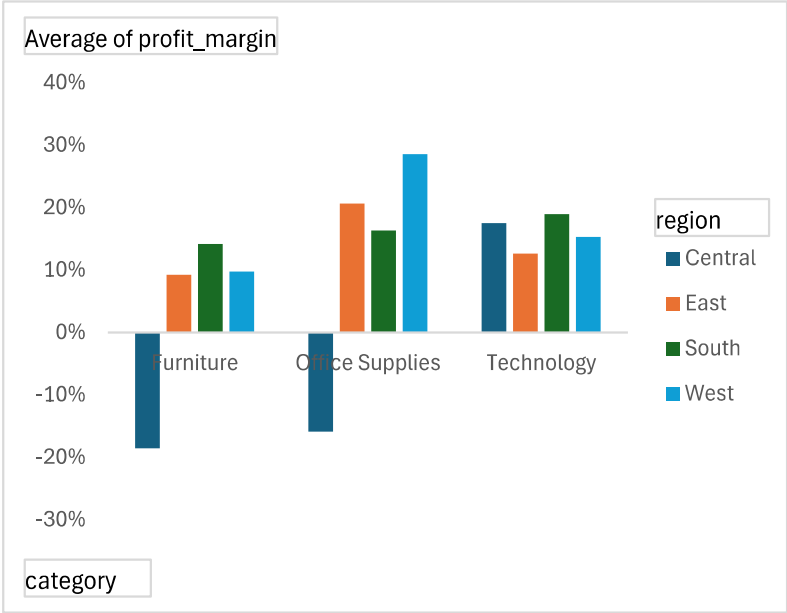


Average of profit_margin	Column Labels				
Row Labels	Central	East	South	West	Grand Total
Furniture	-19%	9%	14%	10%	4%
Office Supplies	-16%	21%	16%	29%	14%
Technology	18%	13%	19%	15%	16%
Grand Total	-10%	17%	16%	22%	12%



Insights:

1. Technology category contributes the highest share of total sales.
2. West region generates the highest revenue across all segments.
3. Consumer segment outperforms Corporate and Home Office segments.
4. Furniture category shows lower profit margins compared to Technology.
5. Central region needs performance improvement.