

1. **Furniture category** drives high sales but often suffers losses due to heavy discounts and shipping costs.
2. **Technology category** consistently delivers the highest profit margins.
3. **West region** contributes the most profit, while the **South region** struggles with negative margins.
4. **Standard Class shipping** is the most cost-effective and widely used, whereas **Same Day shipping** reduces profit.
5. **High discounts** strongly correlate with losses, especially in Furniture, while moderate discounts can boost sales.

s without hurting margins.