Key Findings

- Total performance: **$2.30M sales**, **$286K profit**, **12.47% margin** across **5,009 orders**.

- Discounting is the biggest margin driver: **High discounts (>20%) produce -37.32% margin** vs **21.80%** for normal discounting.

- **Furniture** produces strong revenue but weak profitability (**~2.5% margin**), with **Tables** driving the biggest losses (**-$17.7K**).

- **Central region** underperforms on profitability and shows **the highest discounting** behavior.

- **Best profit month** is **Dec 2016**; **peak sales** occurs **Nov 2017**, but with weaker margin (discount pressure).

- Peak sales periods do not always align with peak profit (discount pressure during high-volume months).

Recommendations

- Reduce deep discounting (>20%) in low-margin categories/sub-categories.

- Focus promotions on high-margin sub-categories and limit discounting on known loss leaders.

- Audit underperforming region for discount frequency, returns/shipping, and product mix.