**Insights from the Data Analysis**

**Top 5 Selling Products**

* Canon imageCLASS 2200 Advanced Copier
* Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind
* Cisco TelePresence System EX90 Videoconferencing Unit
* HON 5400 Series Task Chairs for Big and Tall
* GBC DocuBind TL300 Electric Binding System

**Top 5 Most Profitable Products**

* Canon imageCLASS 2200 Advanced Copier
* Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind
* Hewlett Packard LaserJet 3310 Copier
* Canon PC1060 Personal Laser Copier
* HP Designjet T520 Inkjet Large Format Printer - 24" Color

**Best-Selling and Most Profitable Products**

* Canon imageCLASS 2200 Advanced Copier
* Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind

**Losses in the Central Region**

The company incurs losses when selling **Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind** in the Central region, as it offers an **80% discount on 2 out of 3 products sold**.

**Profit Trend Analysis**

The company's general trend is profitable, but there are some periods where profits decline before rising again. This fluctuation is likely due to **discount strategies**.

**Top Performing Locations**

* **Top Cities:** New York City, Los Angeles, Seattle, San Francisco, Detroit
* **Top States:** California, New York
* **Top Region:** West