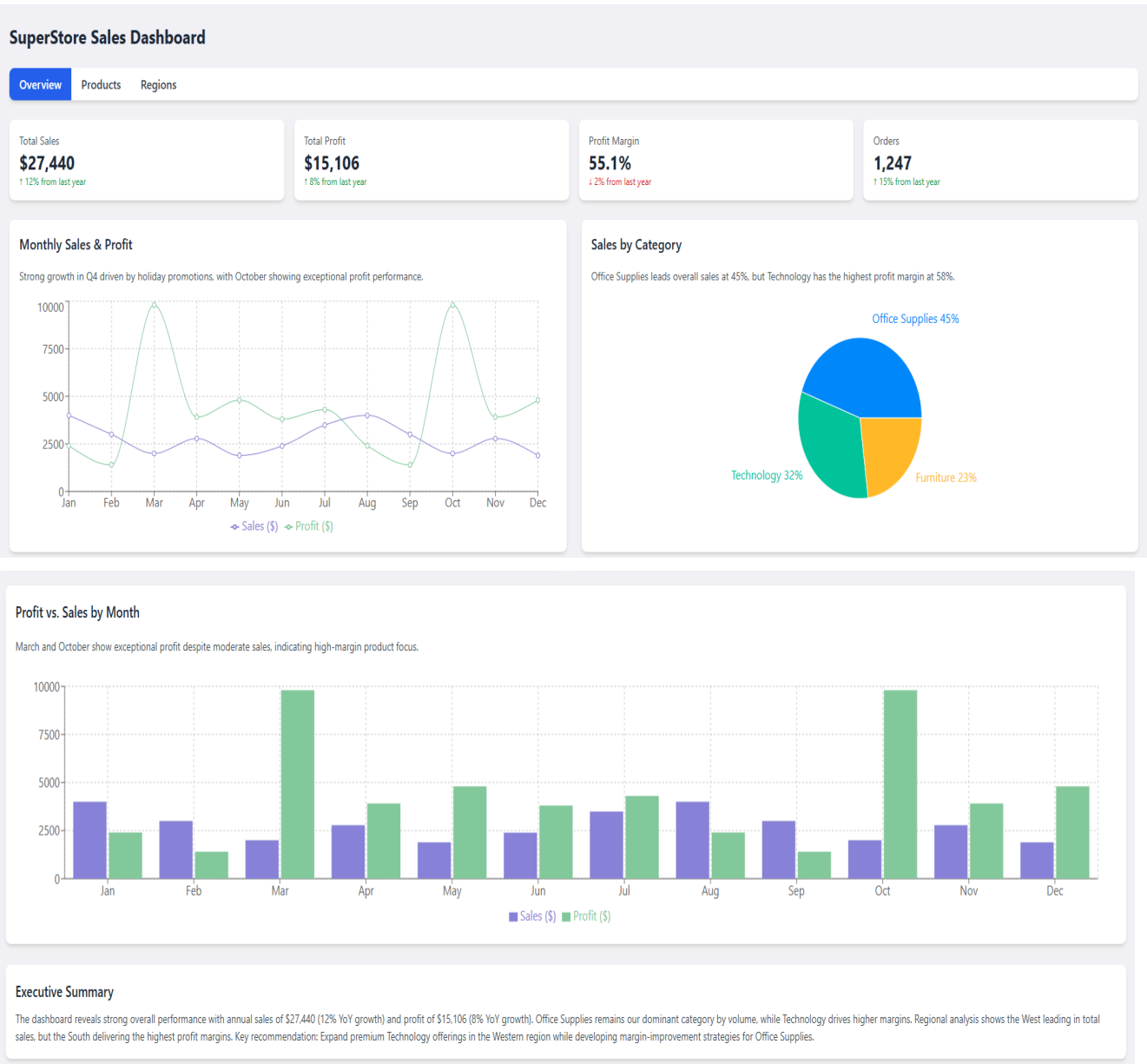


Task 2



Top-Selling Products

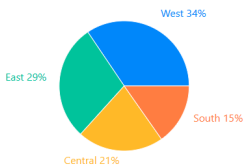
PRODUCT	CATEGORY	SALES	PROFIT	MARGIN
HP Printer Paper	Office Supplies	\$3,240	\$1,296	40%
Dell XPS Laptop	Technology	\$2,890	\$1,734	60%
Ergonomic Chair	Furniture	\$2,100	\$945	45%

Executive Summary

The dashboard reveals strong overall performance with annual sales of \$27,440 (12% YoY growth) and profit of \$15,106 (8% YoY growth). Office Supplies remains our dominant category by volume, while Technology drives higher margins. Regional analysis shows the West leading in total sales, but the South delivering the highest profit margins. Key recommendation: Expand premium Technology offerings in the Western region while developing margin-improvement strategies for Office Supplies.

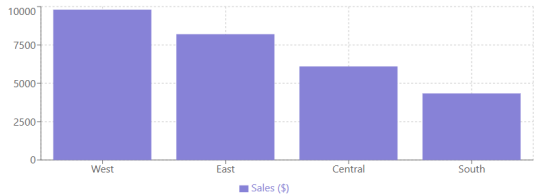
Sales by Region

Western region leads sales at 34%, with East following closely at 29%. Central region shows fastest growth.



Regional Performance Comparison

West region shows highest absolute performance but South has best profit margin at 59%.



Regional Insights

Top Performing States

- California (West): \$5,240 in sales
- New York (East): \$4,150 in sales
- Texas (Central): \$3,290 in sales
- Florida (South): \$2,100 in sales

Regional Opportunities

- South: Expand furniture line (62% profit margin)
- Central: Tech promotions (15% growth potential)
- East: Office supply bundling (customer retention)
- West: Premium product focus (highest AOV)

Executive Summary

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