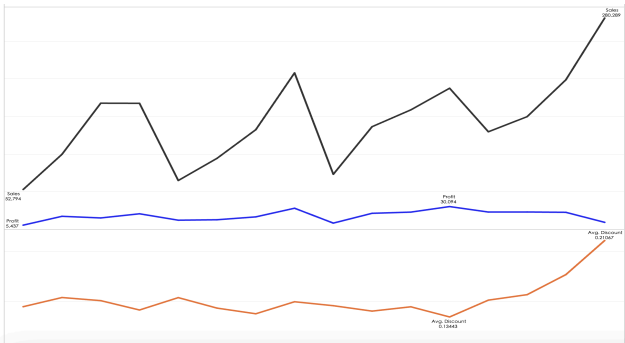


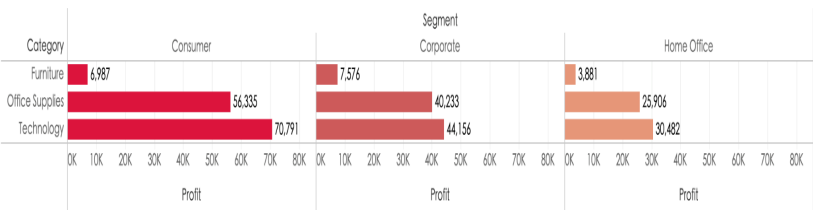
We are a consultancy group of Data Analysts appointed to explore business performance across the USA. Our goal was to uncover profitable opportunities for our client.

Analysis:

Our metrics show that while sales and profits have slightly increased, there was a notable decrease in profit in the last quarter of 2018. We believe this is related to an increase in average discounts.



Sum of Profit Champions

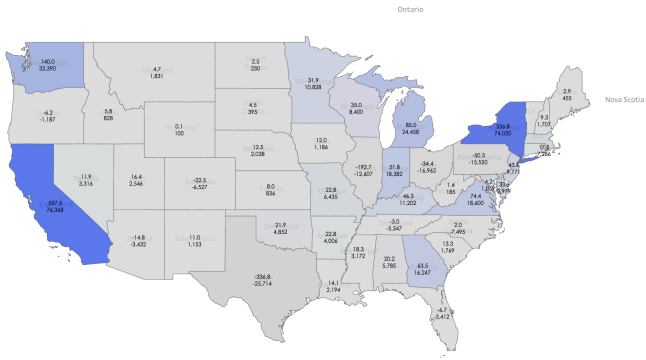


Analyzing Profit Decline

We wanted to explore why profits decreased while discounts increased. We found that in 2018, discounts for furniture and office Supplies were 20% and 16% respectively, compared to 16% and 15% in 2015.

Geographic Breakdown

Generally, New York and California are the most profitable states in the USA, For example, in California, discounts are not pushed as much, which might explain the stable profits. On the other hand, in New York, even though discounts are relatively high, profits do not drop.



Recommendations:

Segment and Category Focus

- **Consumer Segment:**
 - **Technology:** With the highest profits, continue
 - to promote and expand the technology product line. **Office Supplies:** Strong profits indicate a healthy market; consider bundling with technology products. **Furniture:** Despite high sales, profits are low. Investigate cost structures, potential quality issues, and customer preferences to improve profitability.
- **Corporate Segment:**
 - **Office Supplies and Technology:** Focus on maintaining and growing these profitable lines. **Furniture:** Similar to the Consumer segment, investigate ways to increase profitability.
- **Home Office Segment:**
 - **Technology and Office Supplies:** Maintain focus and leverage existing strengths. **Furniture:** Requires attention to address low profitability.

Regional Focus

- **East and West Regions:**
 - Highest sales and profits; prioritize these regions for new product launches and marketing campaigns.
- **Central and South Regions:**
 - Although profitable, there is room for growth. Targeted promotions and understanding regional needs can help improve performance.