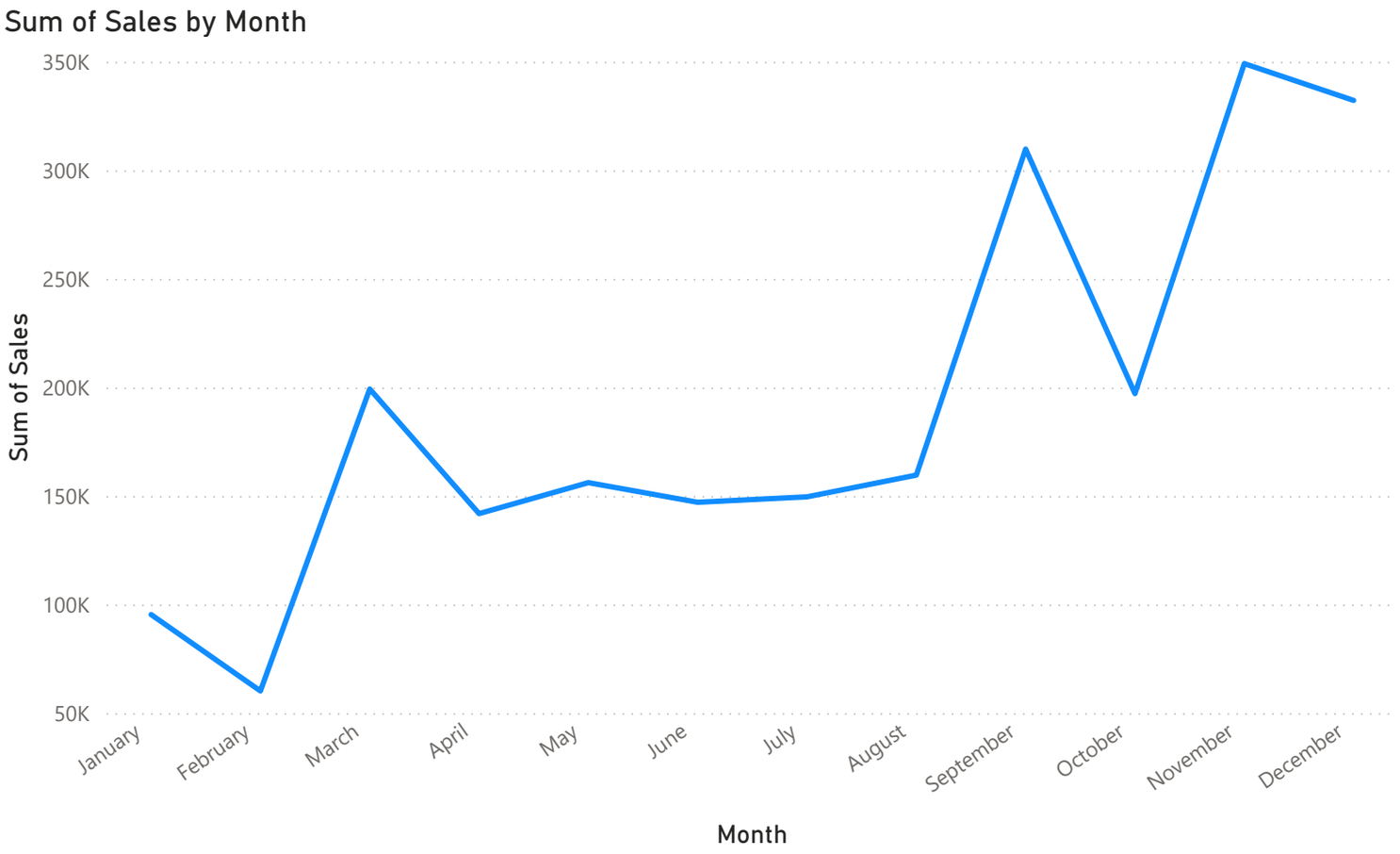
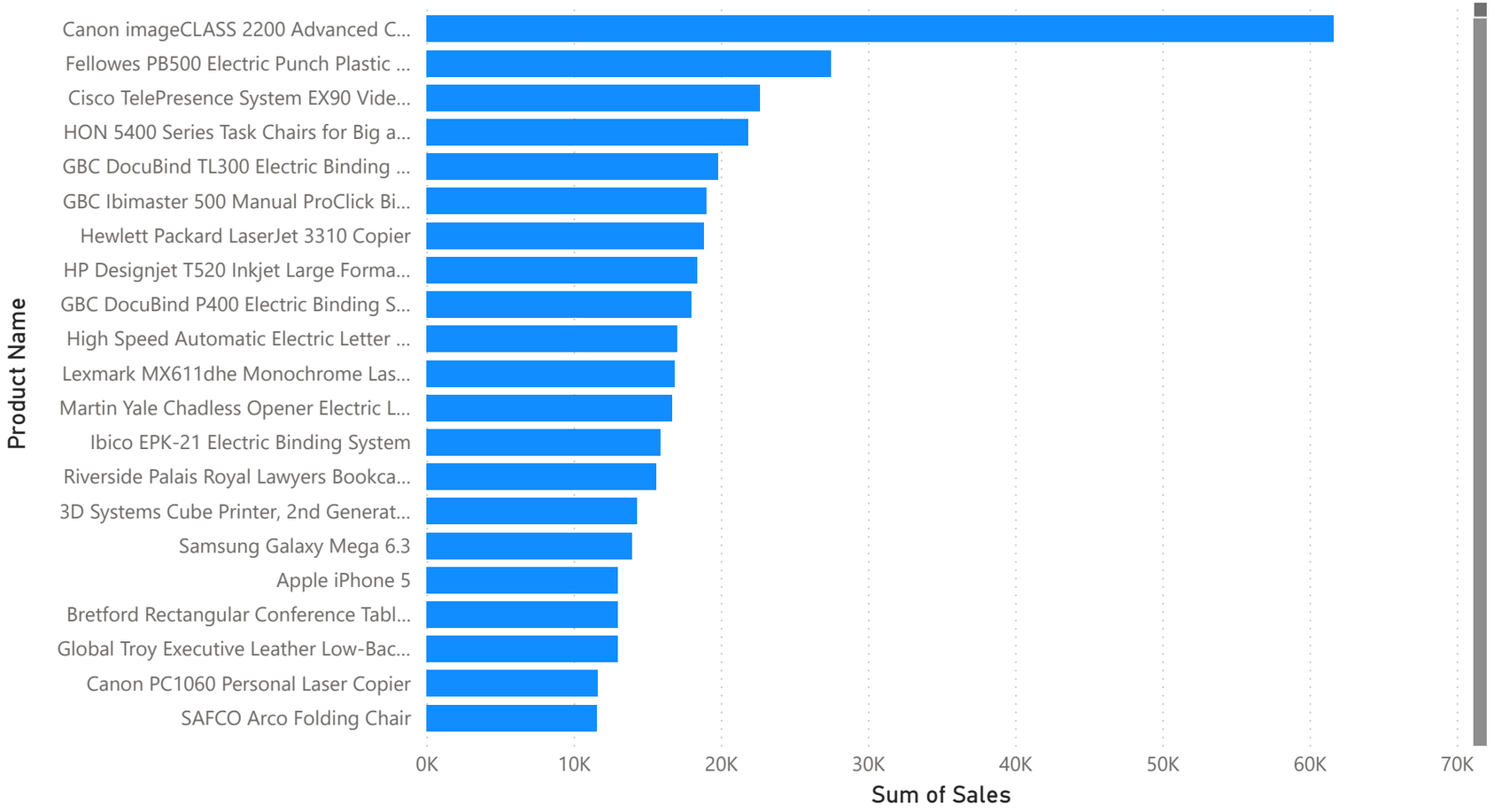
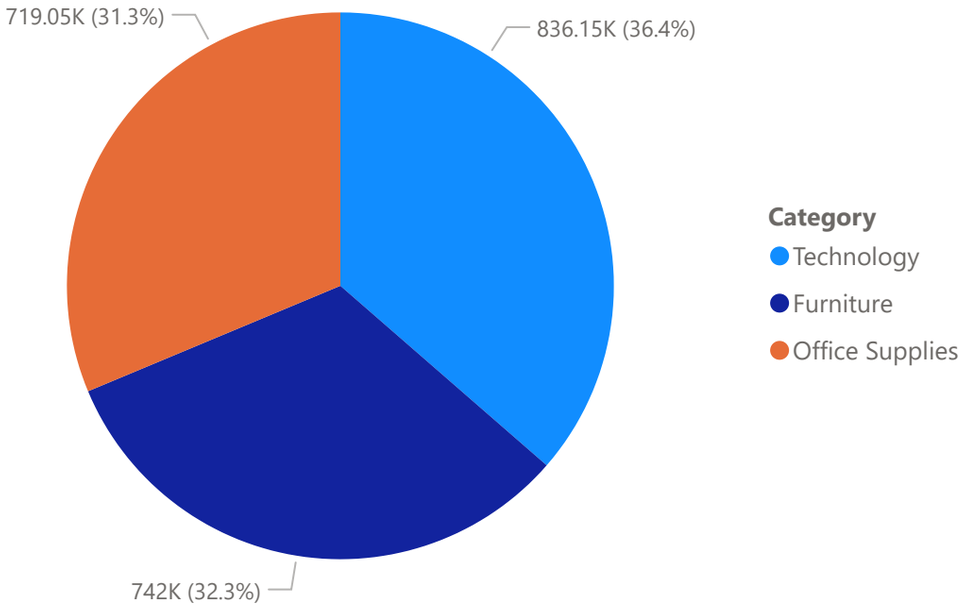
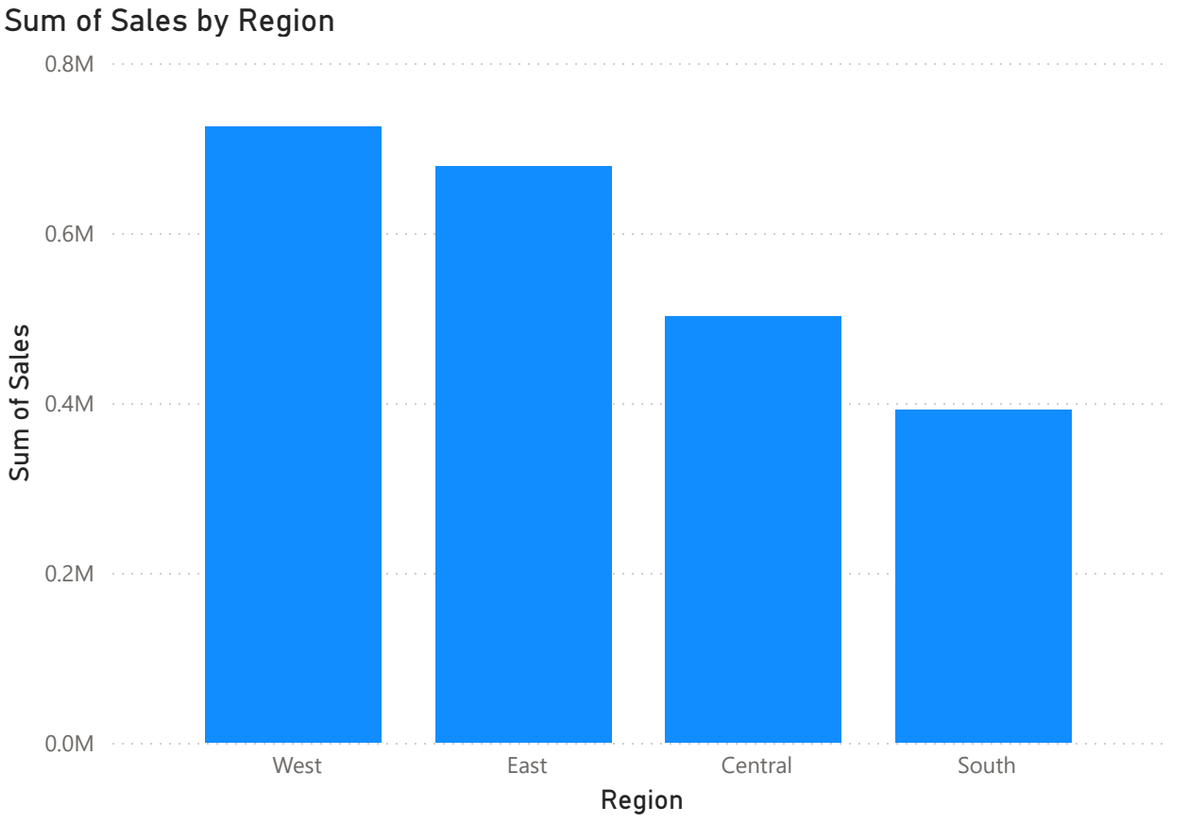

Sum of Sales by Month
350K
300K
250K
200K
150K
100K
50K
Sum of Sales
January
February
March
April
May
June
July
August
September
October
November
December
Month

Sum of Sales by Product Name



Sum of Sales by Category

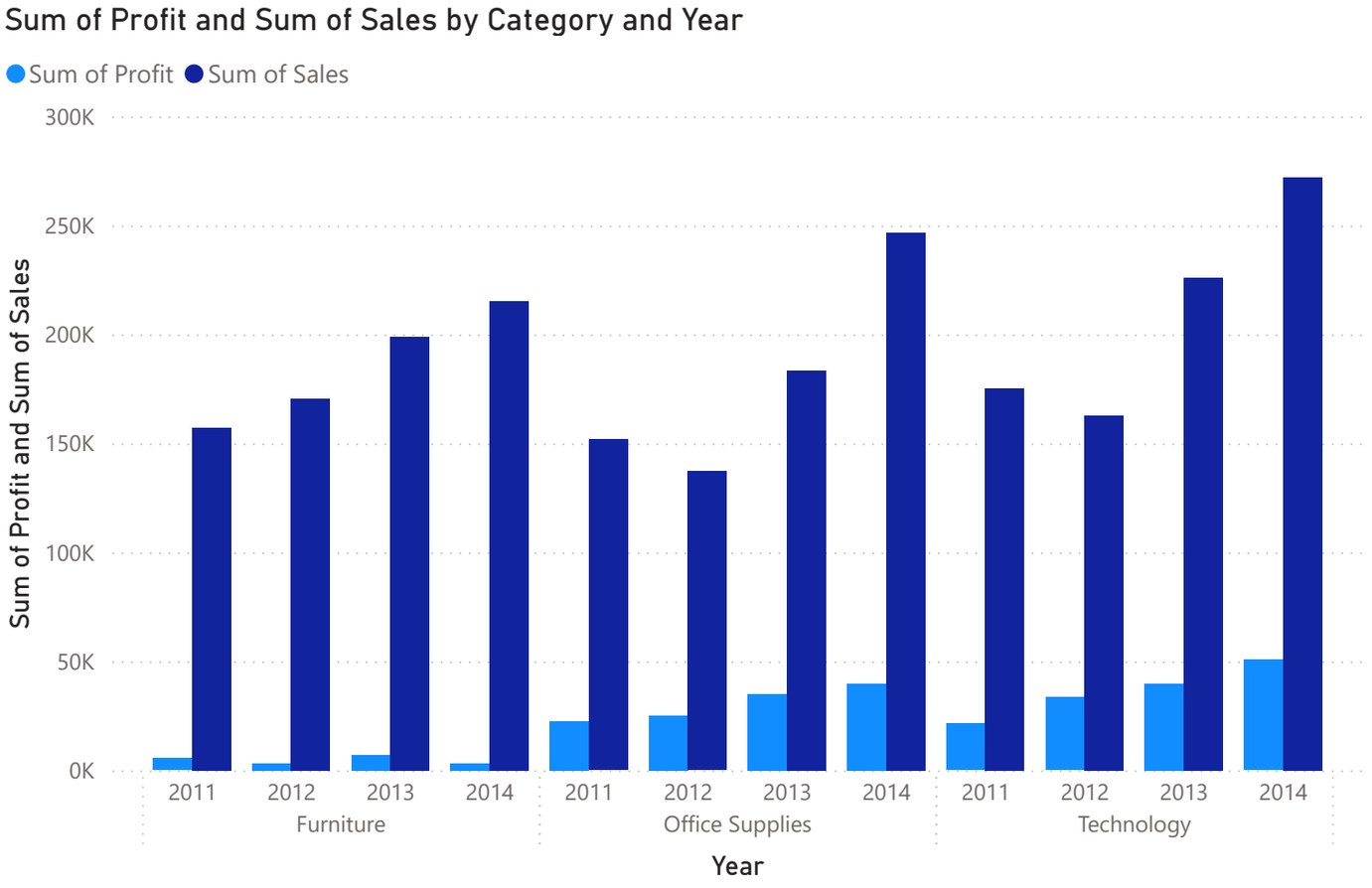


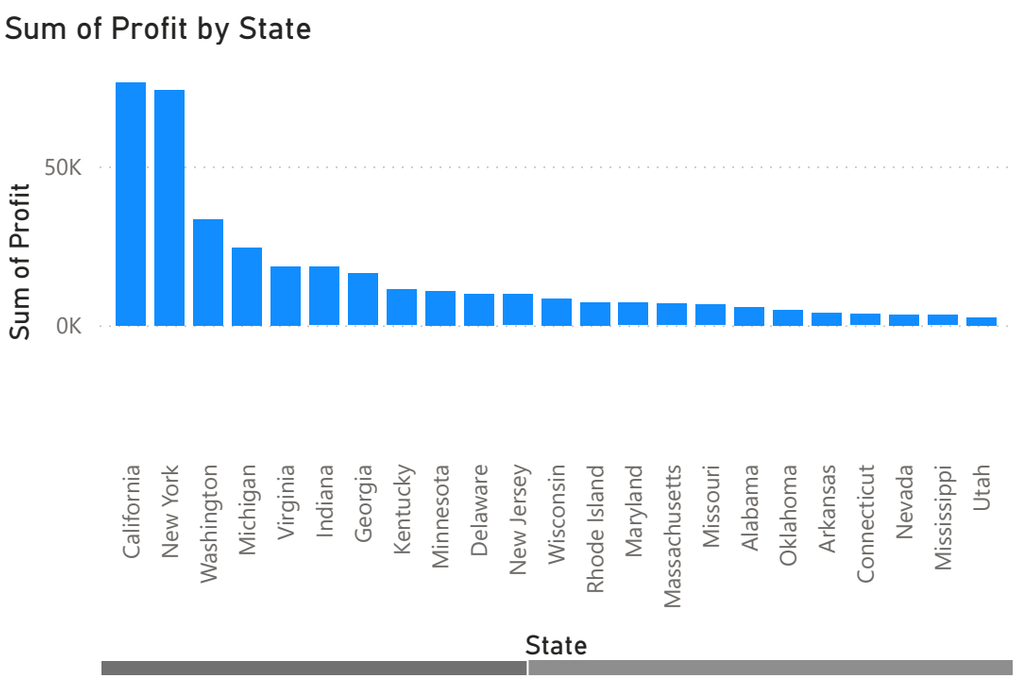

Sum of Sales by Region
0.8M
0.6M
0.4M
0.2M
0.0M
Sum of Sales
West
East
Central
South
Region

2,297,200.86	286,397.02	37873
Sum of Sales	Sum of Profit	Sum of Quantity

Category, Region, Year

- Furniture
  - Central
    - 2011
    - 2012
    - 2013
    - 2014
  - East
    - 2011
    - 2012
    - 2013
    - 2014
  - South
    - 2011
    - 2012
    - 2013


Sum of Profit and Sum of Sales by Category and Year
Sum of Profit
Sum of Sales
300K
250K
200K
150K
100K
50K
0K
Sum of Profit and Sum of Sales
2011
2012
2013
2014
Furniture
Office Supplies
Technology
Year


Sum of Profit by State
Sum of Profit
50K
0K
California
New York
Washington
Michigan
Virginia
Indiana
Georgia
Kentucky
Minnesota
Delaware
New Jersey
Wisconsin
Rhode Island
Maryland
Massachusetts
Missouri
Alabama
Oklahoma
Arkansas
Connecticut
Nevada
Mississippi
Utah
State

Key observations

- Furniture underperforms in regards to the profits even though it has more sales compared to Office supplies in 2014
- Sales peak during November
- Canon Image class 2200 copier product has the highest sum of sales compared to other products
- Technology made the highest sales out of the other categories
- The West region brings the most revenue
- California is the top performing state
- In 2014, there was an increase in sales of all categories

Recommendations

1. Focusing on high-Margin Product categories; The market should be shifted towards high marginalized categories to maximize profitability.
2. Targeting high-performing Regions like California, New York, and Texas contribute the largest share of sales through strengthening distribution networks
3. Improving underperforming Regions that show significantly lower sales like Uttah by conduct regional market research to understand low performance.
4. Monitor profitability not only Sales volume because high sale figures don’t always translate to higher profits thus avoid over-discounting products that have thin margins, and look for opportunities to increase profitability through supplier negotiations.
5. Enhance Customer retention strategies by implementing loyalty programs, personalized email offers, and after-sales support to increase customer value for long