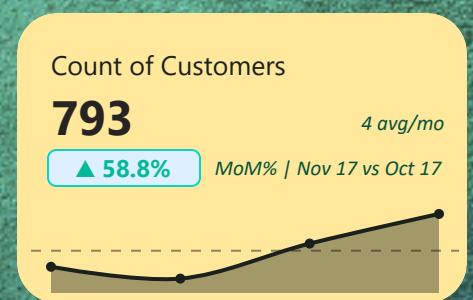
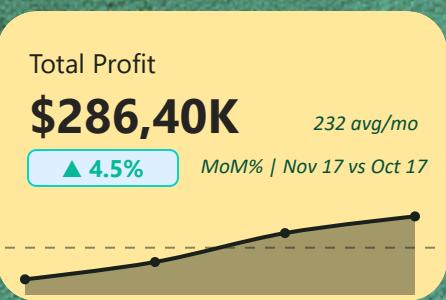


Sales Analysis

Performance in Category - Segment -



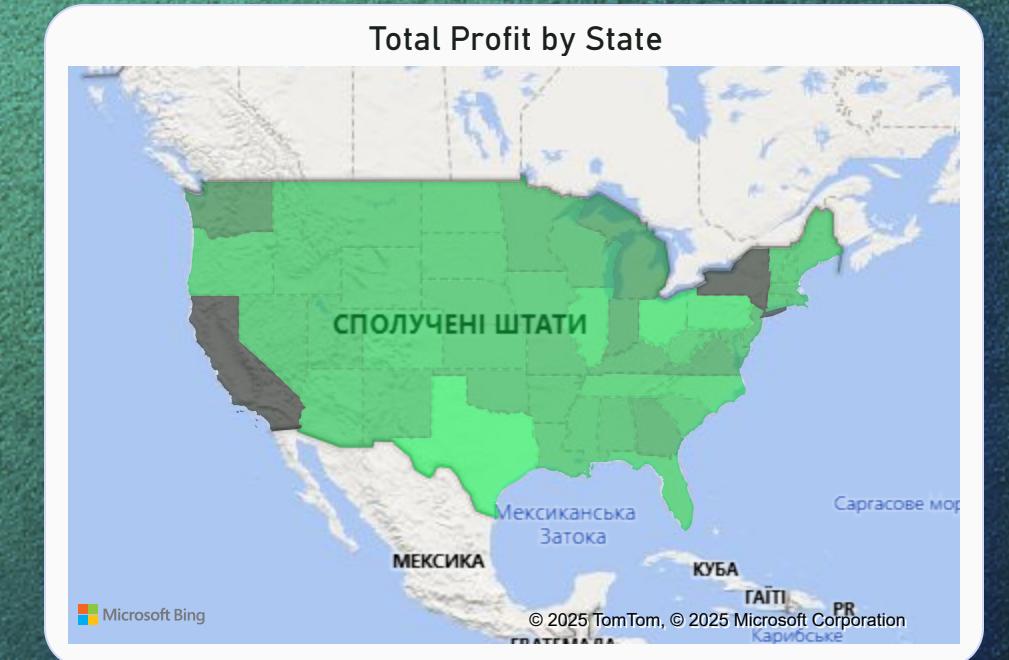
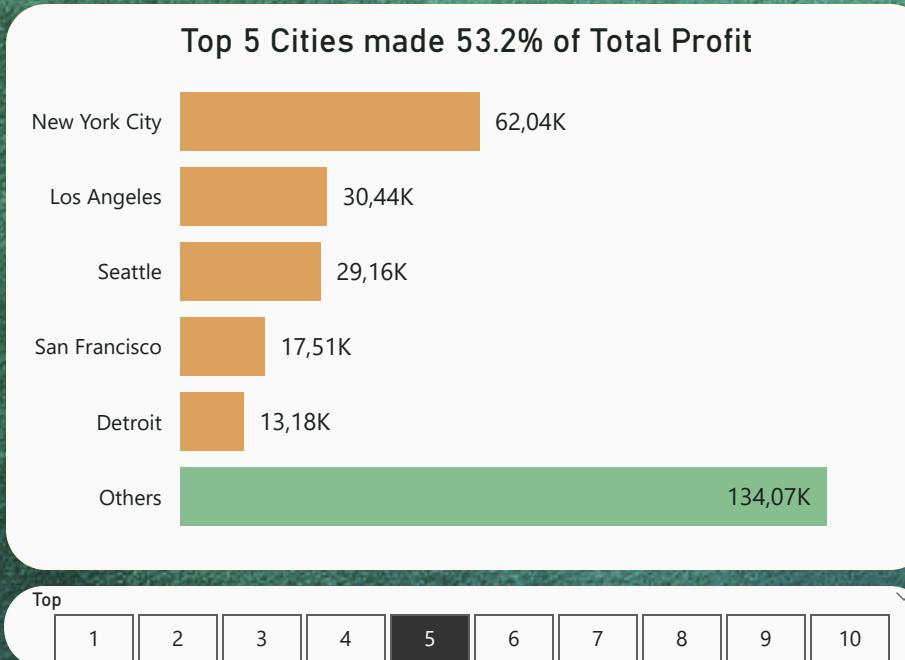
Date ▾
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Top Region	Total Sales	Total Profit	Margin
South	\$70 636,72	\$18 597,95	26,33%
Central	\$76 269,61	\$24 463,19	32,07%
East	\$310 876,27	\$74 038,55	23,82%
West	\$596 328,90	\$109 784,04	18,41%

Product Name	Total Sales	Total Profit	Margin
Canon imageCLASS 2200 Advanced Copier	\$25 199,93	\$10 639,97	42,22%
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$14 997,68	\$6 100,75	40,68%
GBC Ibimaster 500 Manual ProClick Binding System	\$12 327,88	\$5 859,55	47,53%
HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$15 749,91	\$5 039,97	32,00%

Top State	Total Profit	Margin	Bottom State	Total Profit	Margin
California	\$76 381,39	16,69%	Texas	(\$25 729,36)	-15,12%
New York	\$74 038,55	23,82%	Ohio	(\$16 971,38)	-21,69%
Washington	\$33 402,65	24,09%	Pennsylvania	(\$15 559,96)	-13,35%
Michigan	\$24 463,19	32,07%	Illinois	(\$12 607,89)	-15,73%
Virginia	\$18 597,95	26,33%	North Carolina	(\$7 490,91)	-13,47%
Indiana	\$18 382,94	34,33%	Colorado	(\$6 527,86)	-20,33%

Sales Analysis

Performance in Category - Segment -



Product name

All

Category

All

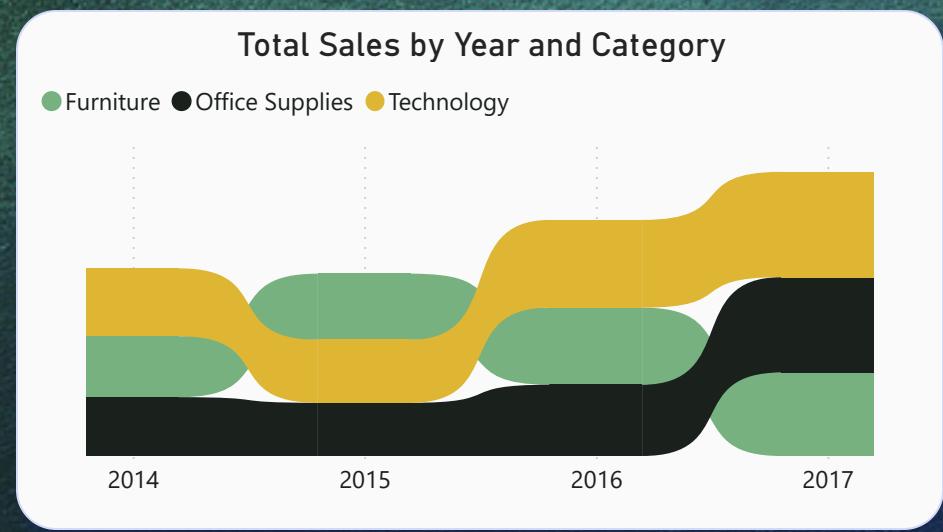
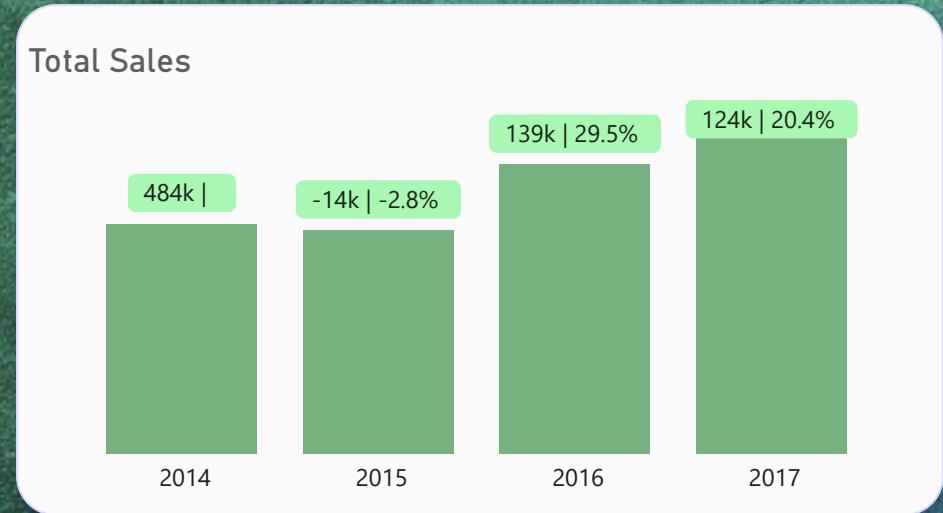
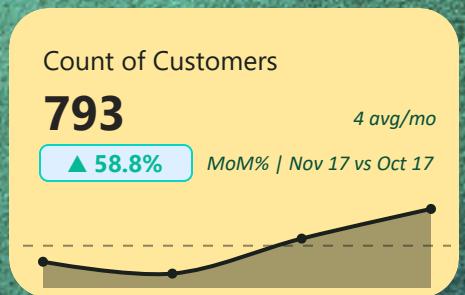
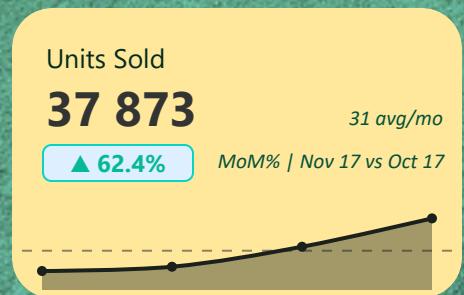
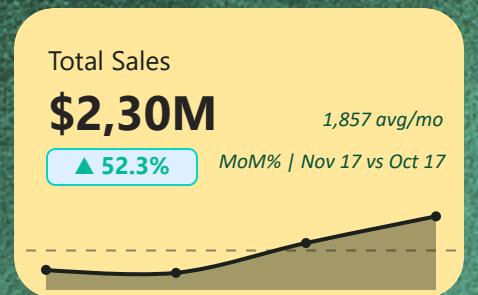
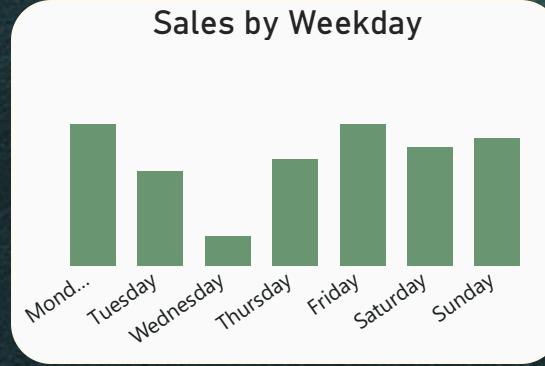
Region

All

Segment

All

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Year	Profit Prev Period	Total Profit	dev %
2014		\$49 543,97	
2015	\$49 543,97	\$61 618,60	24,37%
2016			
Q1	\$23 309,12	\$11 441,37	↓ -50,91%
Q2	\$11 441,37	\$16 390,34	43,26%
Q3			
July	\$4 750,38	\$4 432,88	↓ -6,68%
August			
1 серпня 2016 р.	\$268,68	\$114,53	↓ -57,37%
2 серпня 2016 р.	\$114,53	\$53,41	↓ -53,36%
3 серпня 2016 р.	\$53,41	\$61,74	15,59%
4 серпня 2016 р.	\$61,74	\$98,07	↑ 58,83%
5 серпня 2016 р.	\$98,07	\$59,12	↓ -39,72%
6 серпня 2016 р.	\$59,12	\$67,51	14,20%
7 серпня 2016 р.	\$67,51	\$86,39	27,96%
8 серпня 2016 р.	\$86,39	\$180,93	↑ 109,44%
9 серпня 2016 р.	\$180,93	\$67,22	↓ -62,84%
10 серпня 2016	\$67,22		↓ -100,00%
11 серпня 2016		\$70,49	
12 серпня 2016		\$70,49	\$14,87 ↓ -78,90%
13 серпня 2016	\$14,87	(\$82 311)	↓ -653 33%

Sales Analysis

Performance in Category - Segment -



Date

All

Category

All

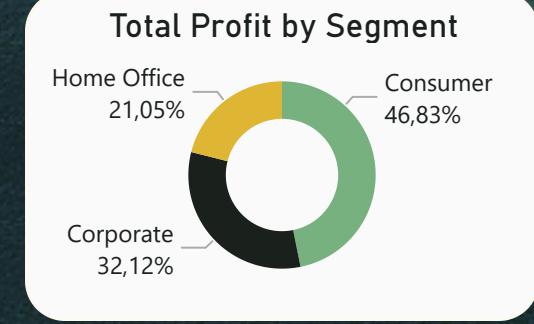
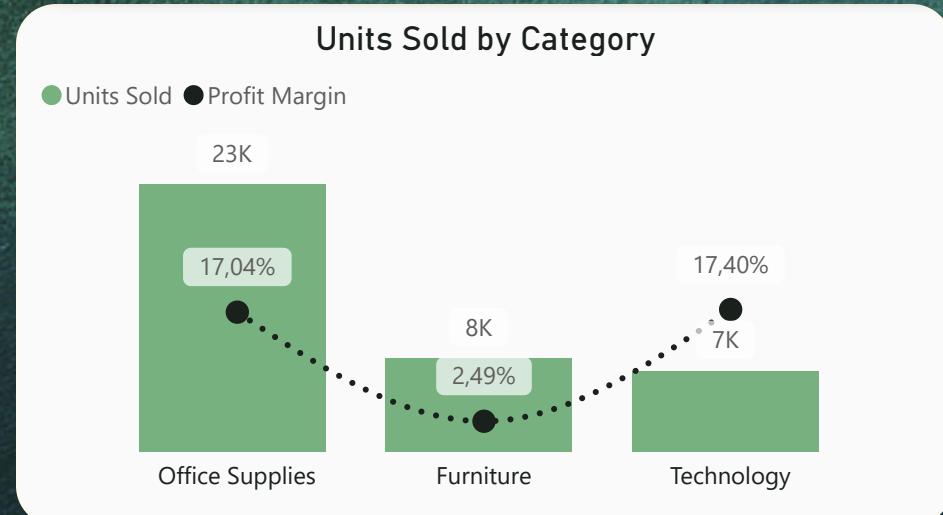
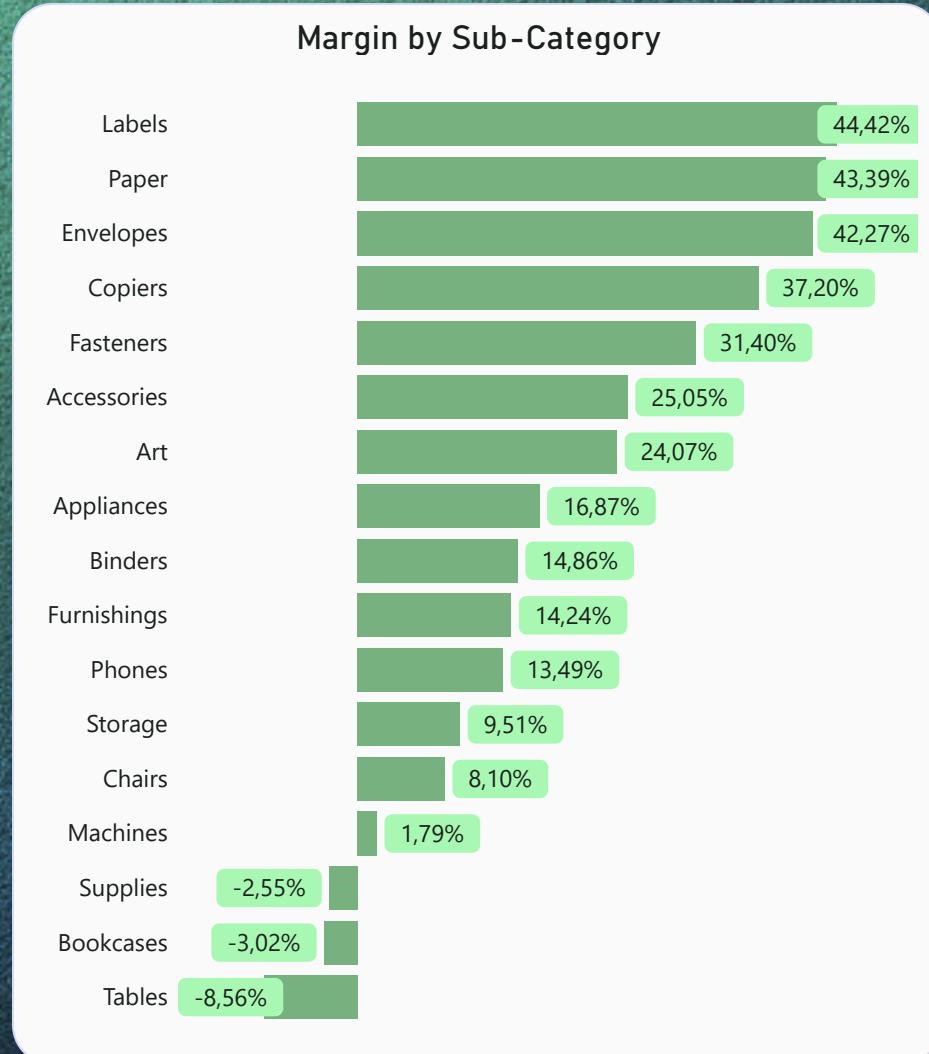
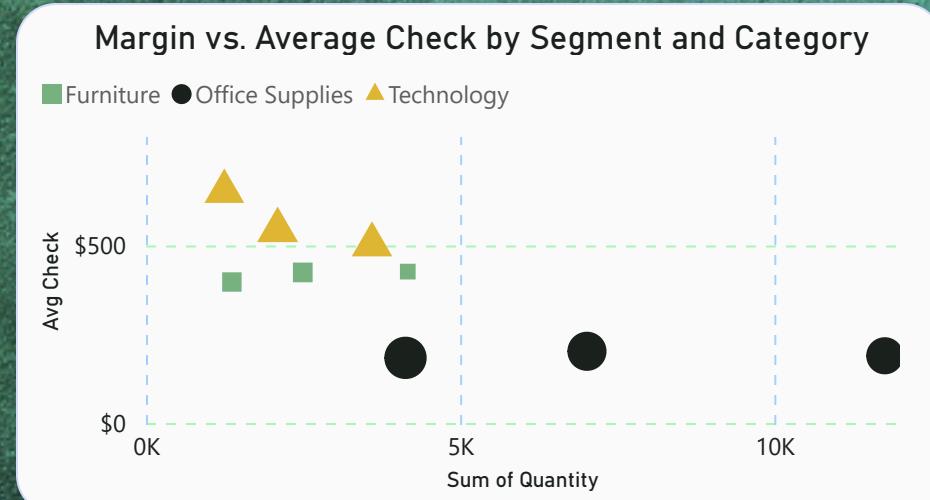
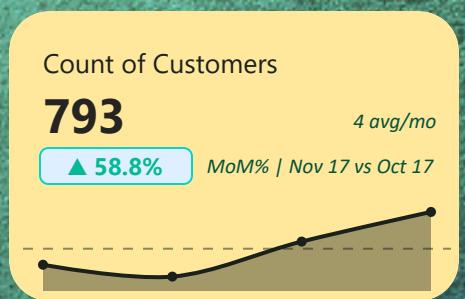
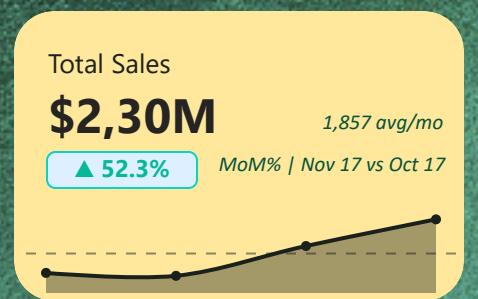
Region

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Segment

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RECOMMENDATIONS FOR INCREASING PROFITS

- ❖ Concentrate investments in regions with high profitability - primarily the West, East, (California, New York, Washington).
- ❖ Optimize presence in unprofitable regions and cities - reduce or terminate operations in Texas, Ohio, Pennsylvania, especially in the cities of Houston, San Antonio, Philadelphia.
- ❖ Redistribute resources from the Central region - in favor of the West, where Furniture brings more profit.
- ❖ Expand the range of the most profitable categories and products: Technology and Office Supplies, Copiers, Phones, Paper, Accessories.
- ❖ Increase the stock of top models (Canon, Fellowes, HP).
- ❖ Reduce the presence of Furniture categories in unprofitable regions
- ❖ Focus on the Consumer segment - brings the most profit.
- ❖ Rethink the strategy in Texas - despite the number of customers, there is no profit.
- ❖ Use the "city → state" strategy - first conquer leading cities, which will allow you to strengthen position in the state.

