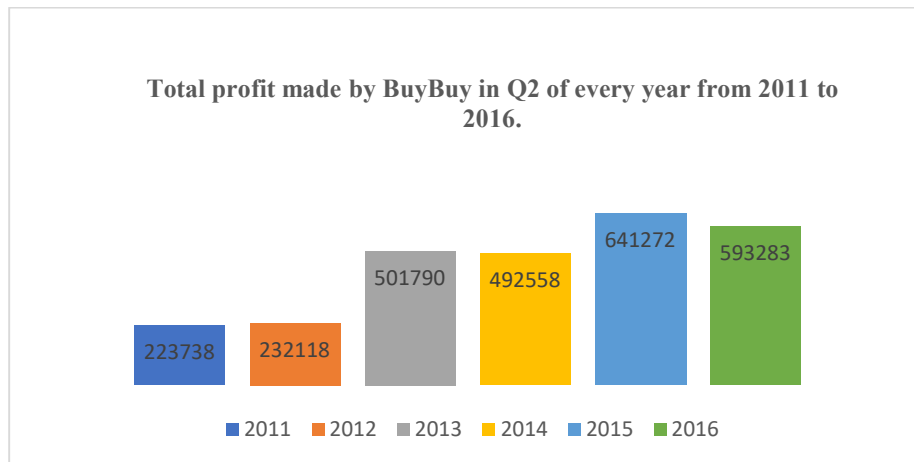
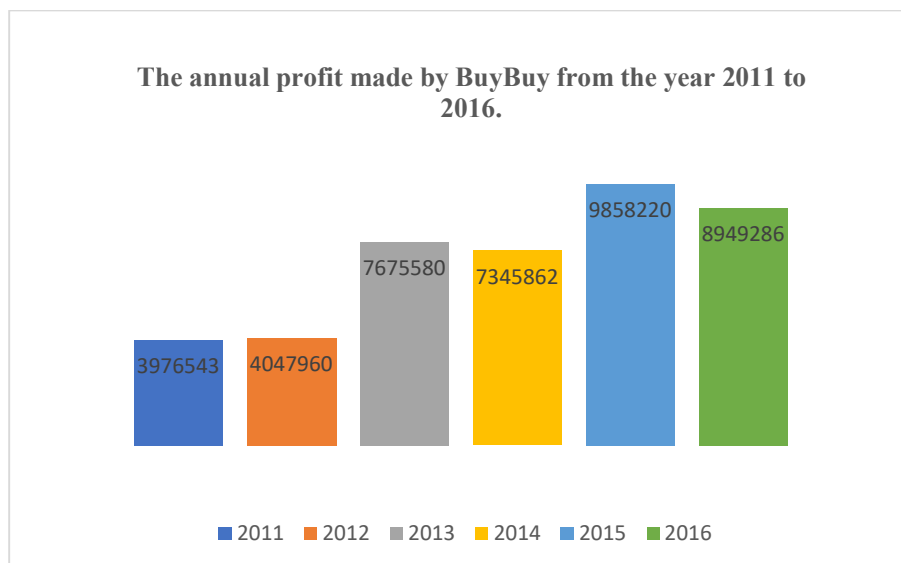


TIME-PROFIT ANALYSIS

- The total profit made by BUYBUY from 1Q11 to 4Q16 (All quarters of every year) is **41,853,451**
- Total profit made by BuyBuy in Q2 of every year from 2011 to 2016

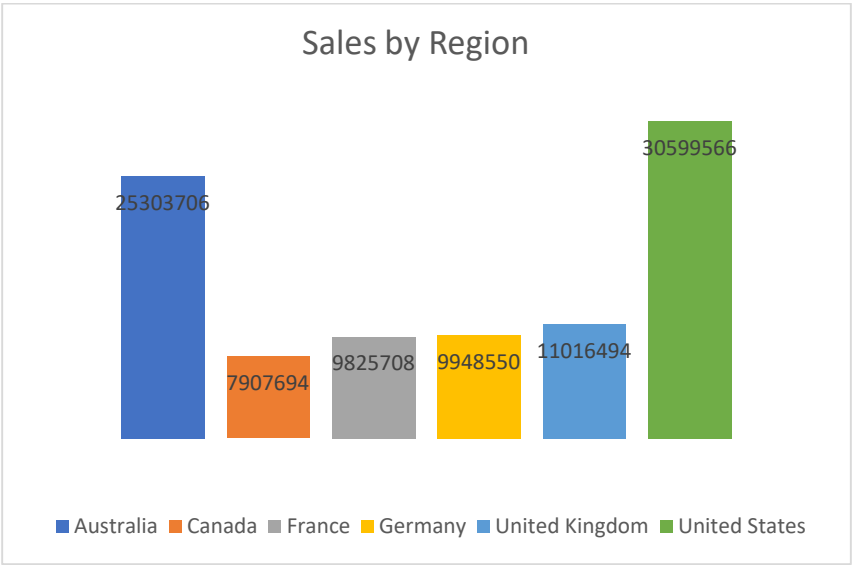


- The annual profit made by BuyBuy from the year 2011 to 2016.



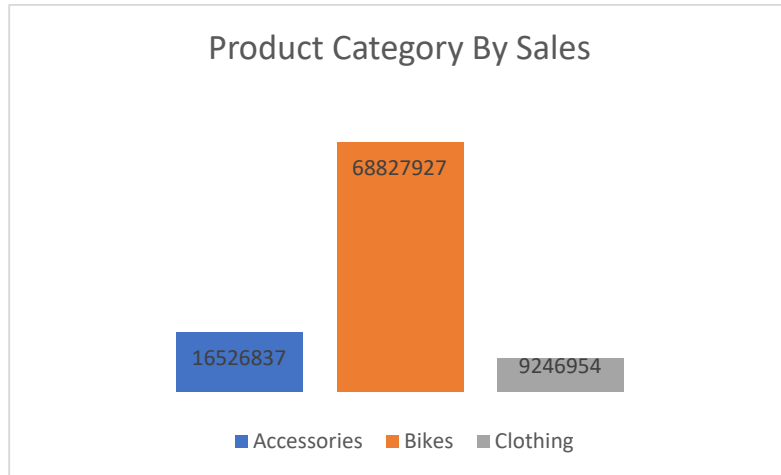
REGION-PROFIT ANALYSIS

- United states has made the most profit of all time (13,820,106) and Canada has made the least profit of all time (3,732,131).
- Profitable countries for BuyBuy for Sales Operations

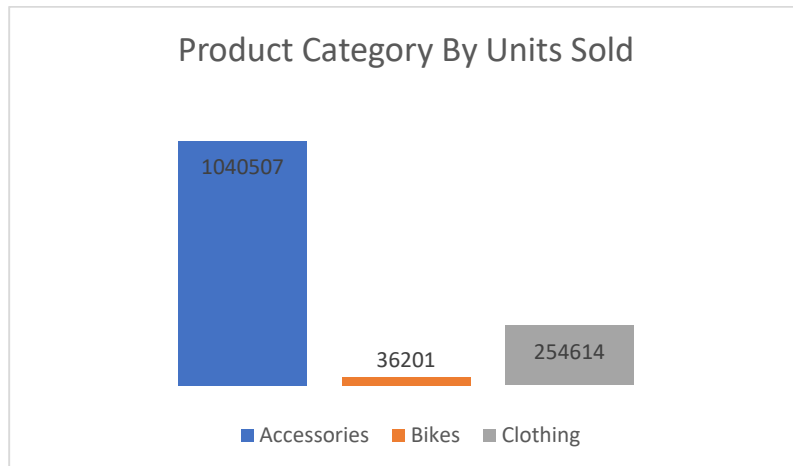


PRODUCT-REVENUE ANALYSIS

- Bike Product Category has the most profitable Sales and Clothing Product Category made the least sales.



- Accessories Product Category has sold the highest unit and Bikes Product Category has sold the least units.



RECOMMENDATIONS

- The Board of Directors of BUYBUY is hereby advised to put strategies in place to boost sales in Canada, Germany, France and the UK. Australia and the US are doing but more sales in these two regions means more profit for the company.
- Bike product category sold the least number of units but has brought in the highest profit for the company. All hands should be on deck to increase the number of units to be sold in Bike product category.