



# Paper Sales Dashboard



3.68M

Total Quantity



\$23.14M

Total Revenue

Timeline:

12/4/2013

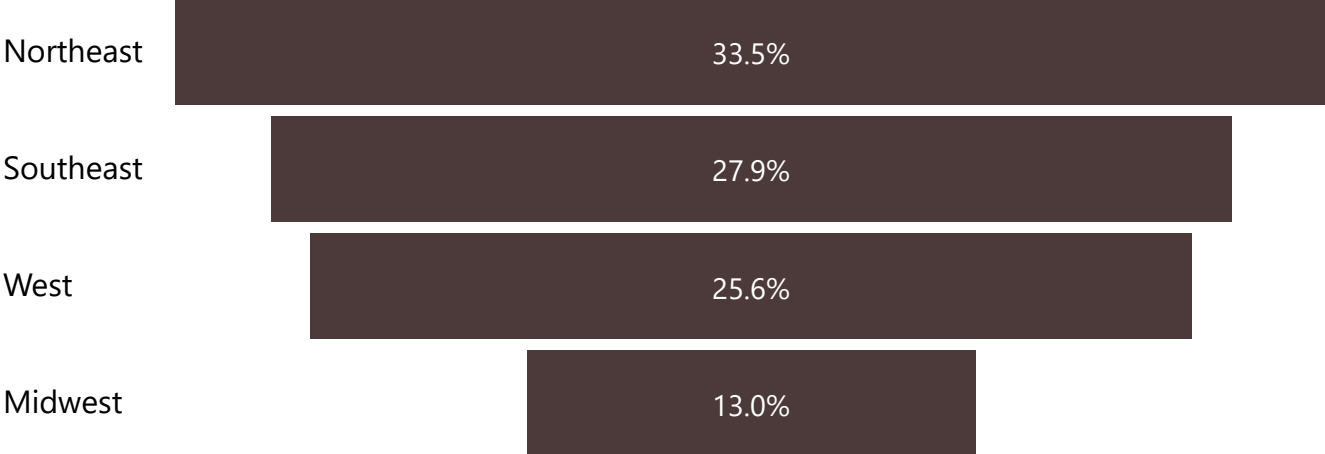
1/2/2017

Revenue Trend

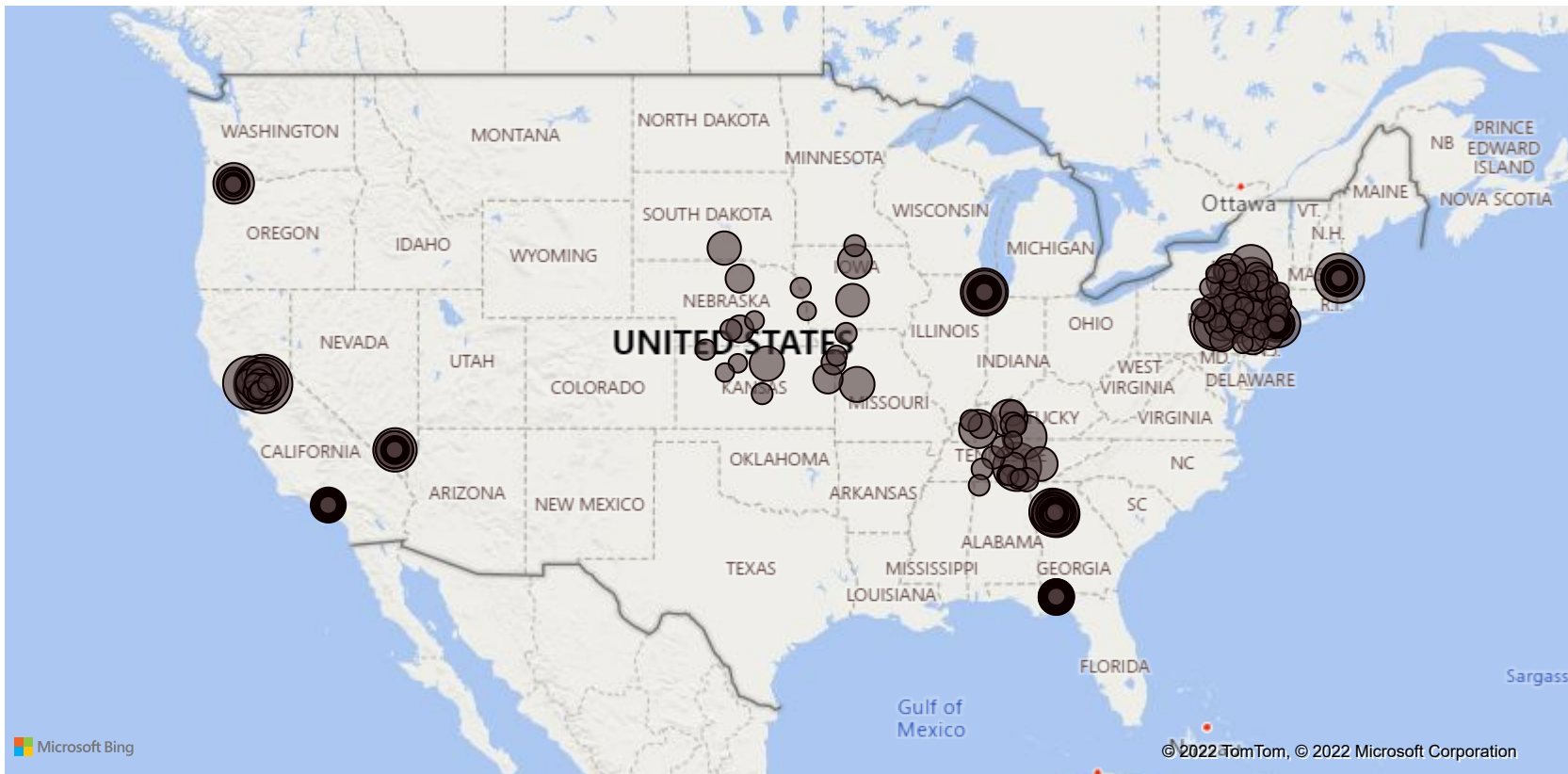


The company has experienced a continuous increase in revenue since 2013, however Standard Paper Type sold the most for each of these years, and the bulk of sales always happen towards the end of the year. Over 60% of the revenue was generated from the Northeast and Southeastern regions.

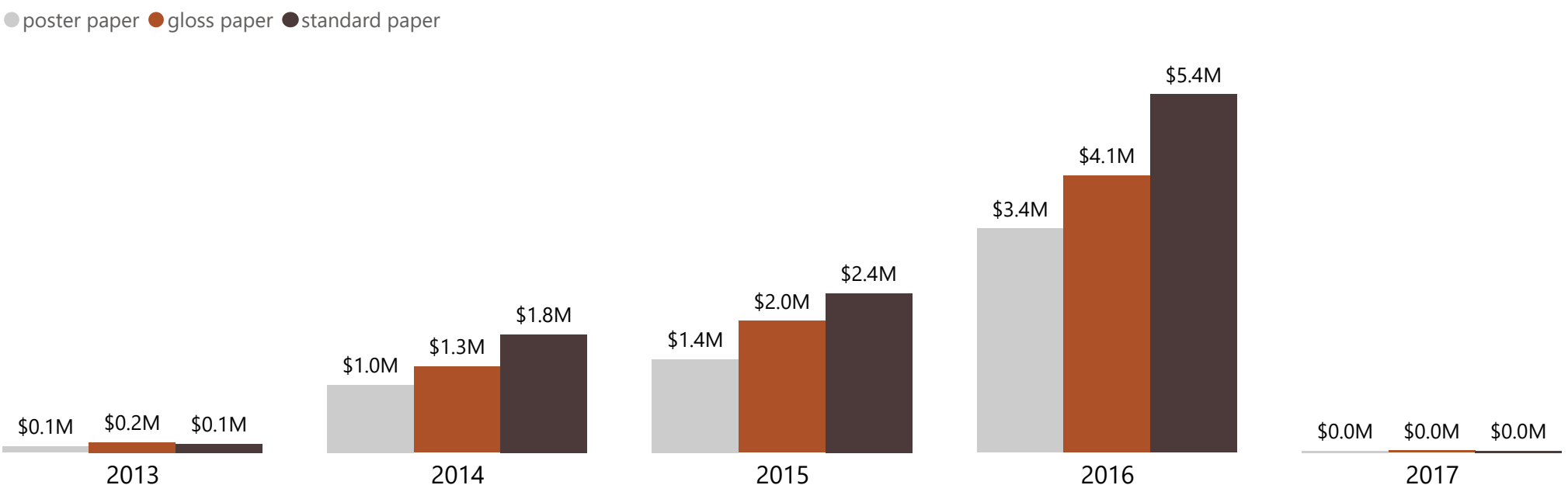
Revenue Share by Region



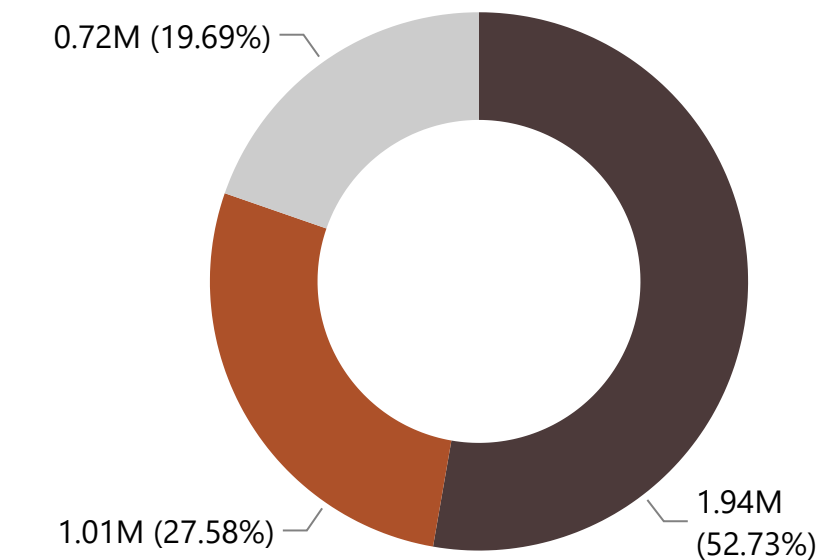
Order Quantity Distributed by States



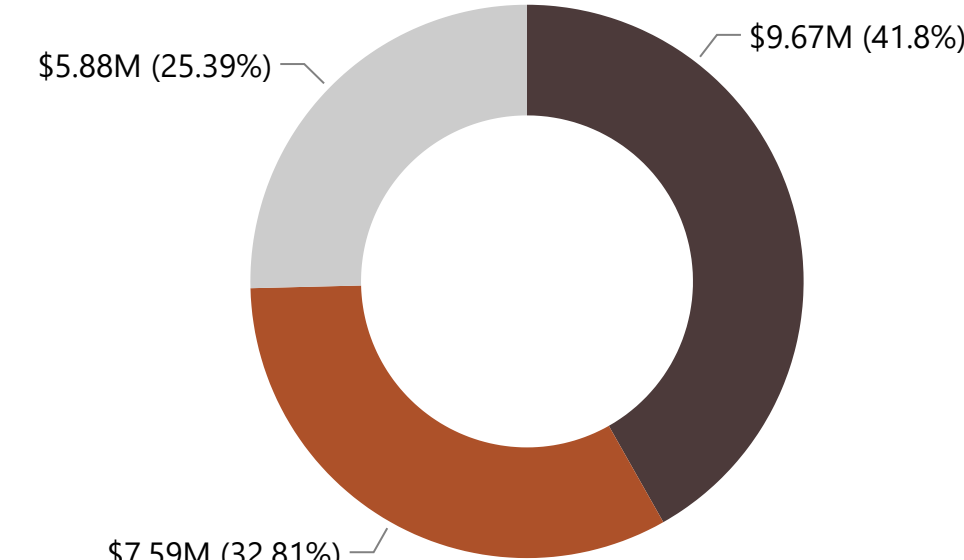
Annual Revenue Share by Paper Type



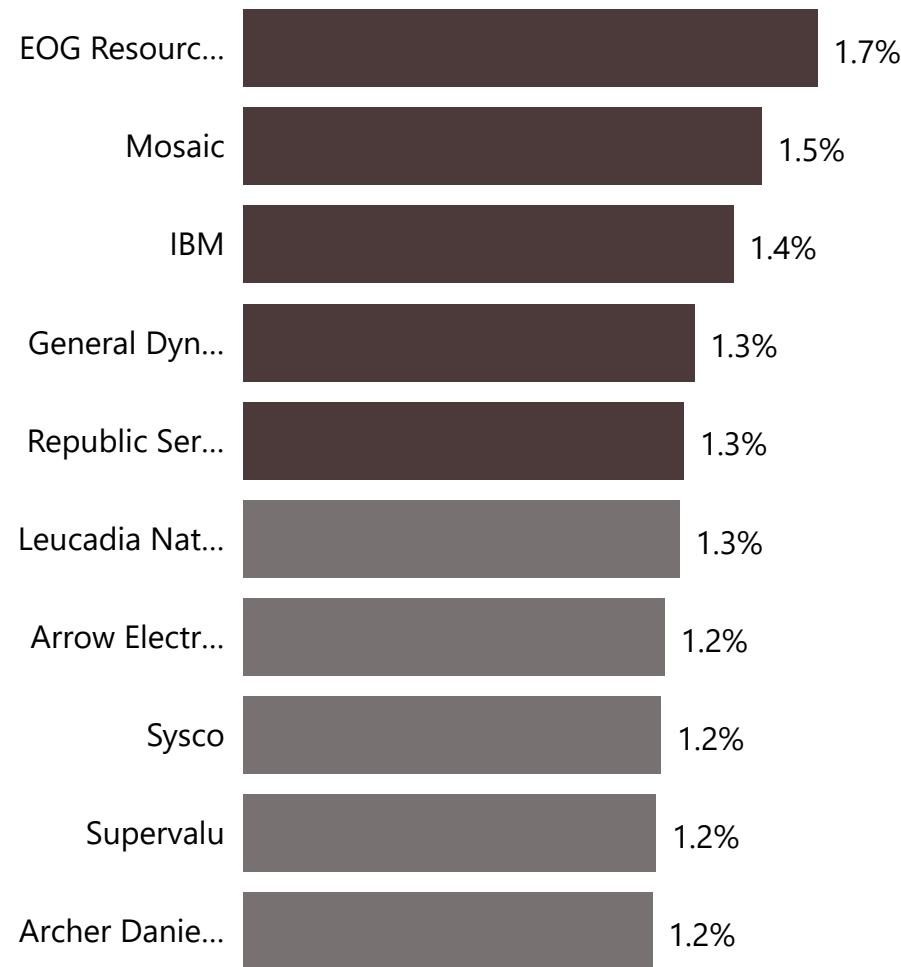
Quantity by Paper Type



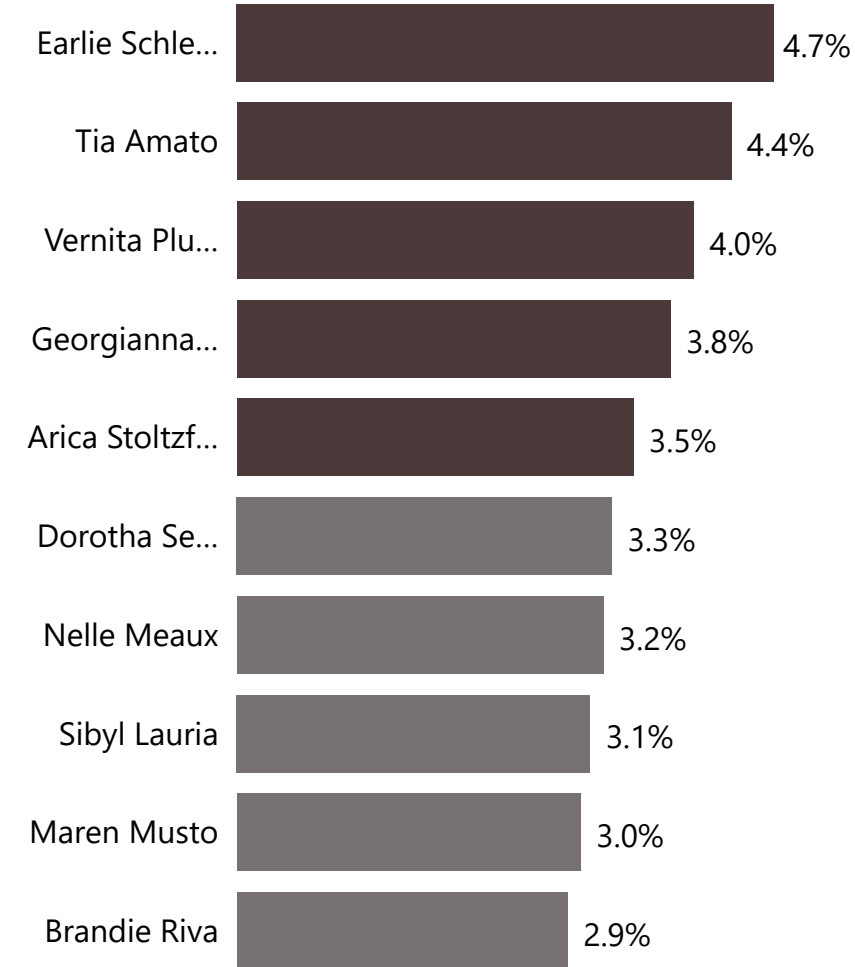
Revenue by Paper Type



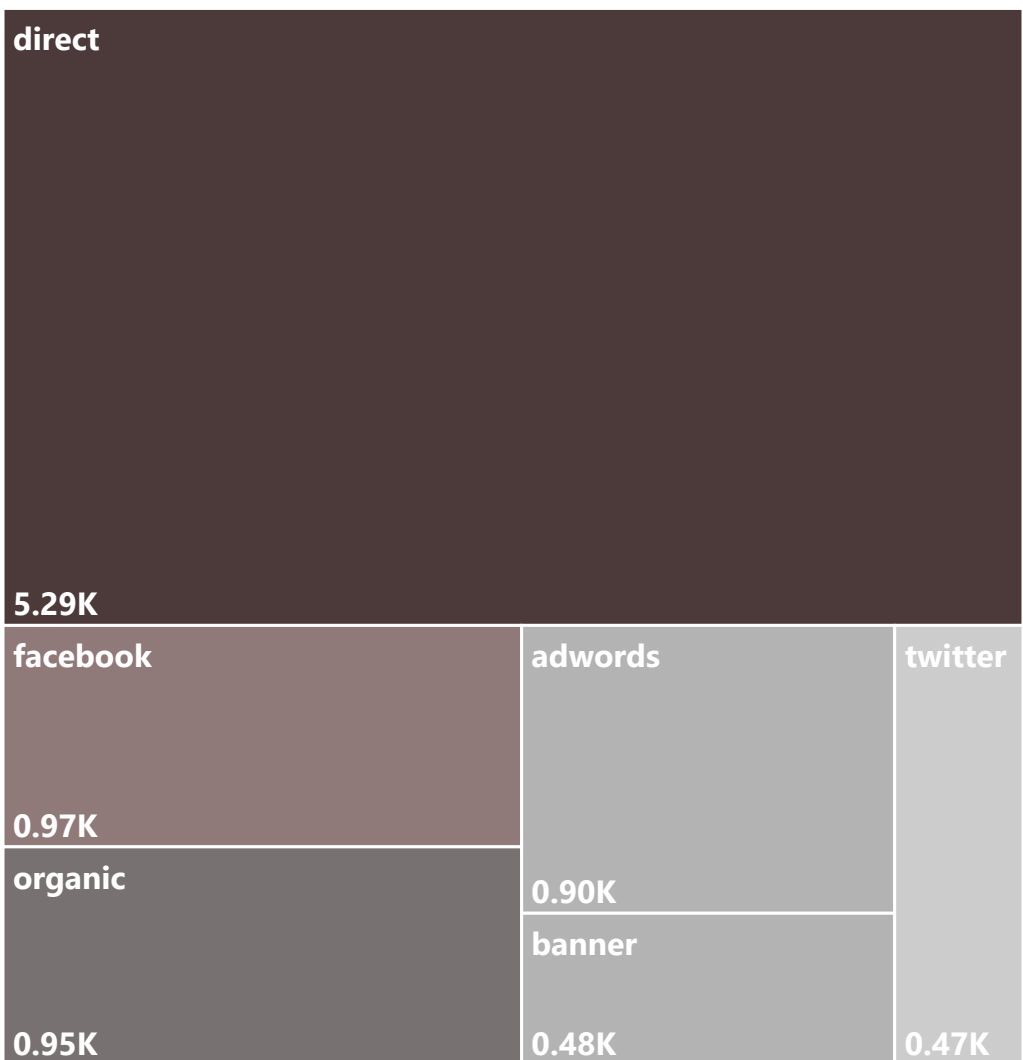
Top Accounts by Revenue Share



Leading Sales Reps by Revenue Share



Customer Reach by Traffic Channels



**RECOMMENDATIONS:** Increasing paper inventory as the year comes to an end will enable the company to accommodate increased requests. In addition, since most of the orders are from direct traffic sources i.e. through the company's website, it is particularly important that the website should be robust at this time.

Further analysis should be carried out on the Northeast region to understand how and why it generates the most revenue. This technique may then be extended to the other regions. The US Midwest region is typically a place of relatively low economic activity, and this may explain why it yields the lowest revenue.