





INSIGHTS

- 1. The highest sales were in the Asia-Pacific regions while Canada, was the lowest comparatively.
- 2. Sales by region is highest in the Central region
- 3. The most profit was earned from the sub-category, electronics.
- 4. US is the main demanded market for the business
- 5. The average Customers were the most who bought products rather than people buying for home offices or Corporate people.

SUGGESTIONS

- 1. More ways to sell such as outlets can be established in the APAC region for enculcating more sales and profit.
- 2. Regions such as Canada having the least markets should be analyzed to find out the reason behind such poor performance, comparatively.
- 3. Marketing campaigns could be revolved around such low sales regions for a higher chance of increasing customers, driving sales and profit.