





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 enculating 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.