

EXECUTIVE SUMMARY

Case 1. The Western Region generated the highest profit of \$108,418 and sales of \$724,458. Although the Southern Region was the least region with sales, it generated a higher profit than the Central region. The region can be a highly profitable region.

Technology and Furniture are the top two categories with highest sales and California generated a high profit of \$457,687.63.

There was a steady increase in total sales and total revenue throughout the 4 quarters of the year.

Overall, 37,873 quantity of product sold generated a revenue of \$11.5M.

Case 2. The top 3 regions with regards to sales are : Western Region (\$725,458), Eastern Region (\$678,781), and the Central Region (\$501,240). The bottom 3 regions with regards to sales are : Eastern Region (\$678,781), Central Region (\$501,240), and the Southern Region (\$391,722).

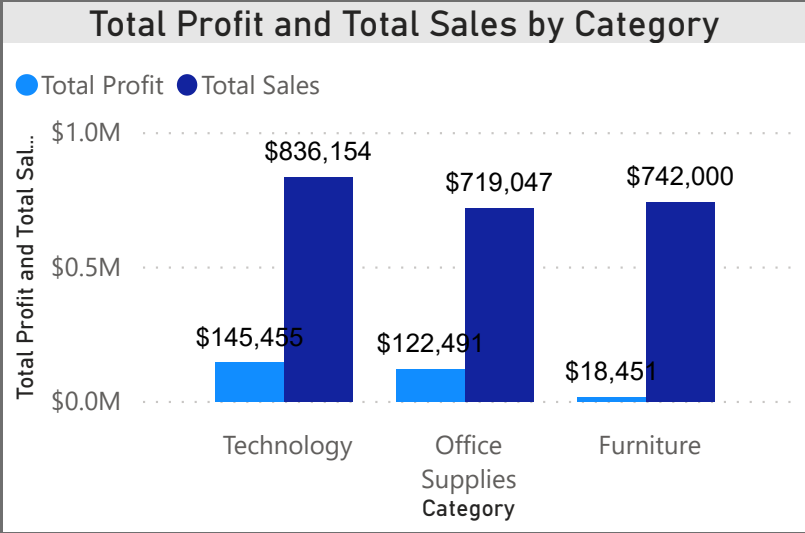
Case 3. Technology topped the chart for the 5 best selling product in all region from 2014 till date.

Case 4. The Western Region was more profitable throughout 2014 till date so I recommend the management to invest more there. Though there will be a decline in profit as seen in the forecast , there will be a steady and constant increase in revenue therefore having a more potentiality for growth than the other regions.

Case 5. Using a confidence level of 90%, The revenue forecast for the regions for three (3) years showed that there will be a decline in revenue for 2018, afterwards, a steady and constant increase in revenue, except the Southern region that will experience a decline in 2019 and 2020 as it generated losses in this two (2) years.

Case 6. From the map, California generated the highest revenue of \$2,301,217.98 while North Dakota generated the least revenue of \$3,687.75.

| Customer Name | Total Quantity | Total Sales |
|----------------------|----------------|----------------|
| Sean Miller | 50 | \$25,043.05 |
| Tamara Chand | 42 | \$19,052.22 |
| Raymond Buch | 71 | \$15,117.34 |
| Tom Ashbrook | 36 | \$14,595.62 |
| Adrian Barton | 73 | \$14,473.57 |
| Ken Lonsdale | 113 | \$14,175.23 |
| Sanjit Chand | 87 | \$14,142.33 |
| Hunter Lopez | 50 | \$12,873.30 |
| Sanjit Engle | 78 | \$12,209.44 |
| Christopher Conant | 34 | \$12,129.07 |
| Todd Sumrall | 59 | \$11,891.75 |
| Greg Tran | 106 | \$11,820.12 |
| Becky Martin | 64 | \$11,789.63 |
| Seth Vernon | 109 | \$11,470.95 |
| Caroline Jumper | 83 | \$11,164.97 |
| Clay Ludtke | 106 | \$10,880.55 |
| Maria Etezadi | 82 | \$10,663.73 |
| Karen Ferguson | 67 | \$10,604.27 |
| Bill Shonely | 39 | \$10,501.65 |
| Edward Hooks | 120 | \$10,310.88 |
| John Lee | 143 | \$9,799.92 |
| Grant Thornton | 26 | \$9,351.21 |
| Helen Wasserman | 85 | \$9,300.25 |
| Tom Boeckenhauer | 55 | \$9,133.99 |
| Peter Fuller | 75 | \$9,062.86 |
| Christopher Martinez | 34 | \$8,954.02 |
| Justin Deggeller | 60 | \$8,828.03 |
| Joe Elijah | 97 | \$8,697.84 |
| Laura Armstrong | 105 | \$8,673.22 |
| Pete Kriz | 107 | \$8,646.93 |
| Daniel Raglin | 57 | \$8,350.87 |
| Natalie Fritzler | 52 | \$8,322.83 |
| Karen Daniels | 64 | \$8,282.36 |
| Total | 37873 | \$2,297,200.86 |



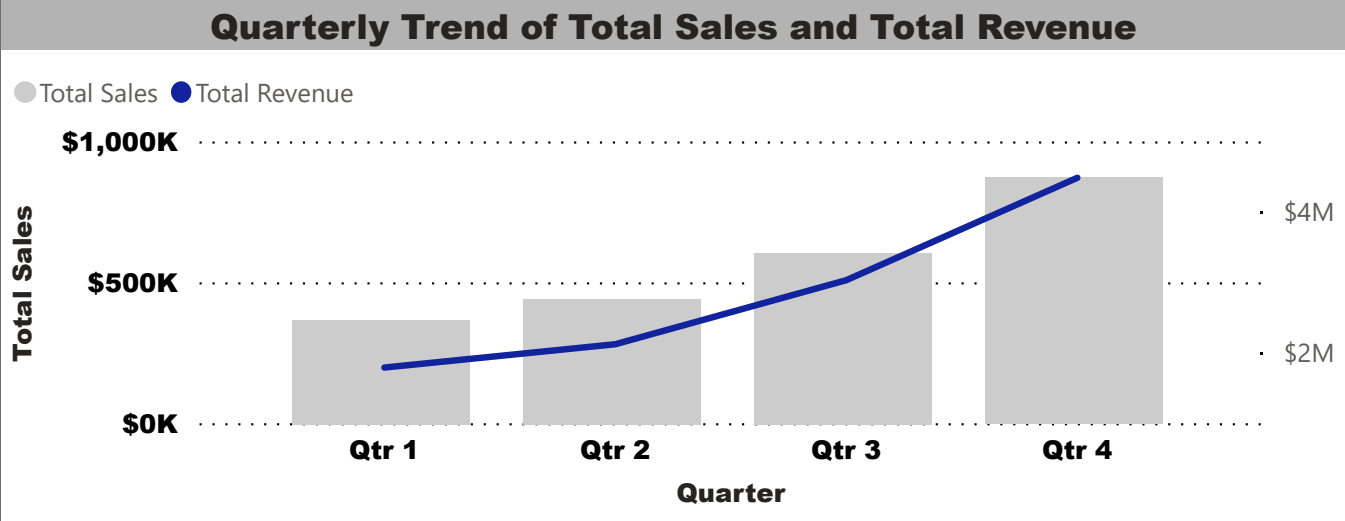
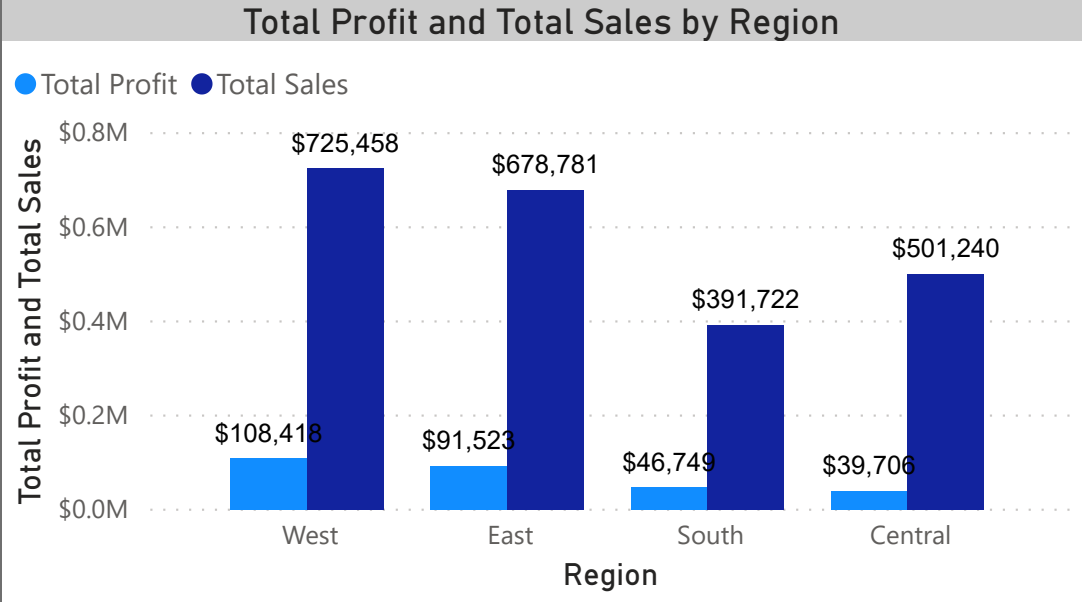
| State | Total Sales |
|----------------|----------------|
| California | \$457,687.63 |
| New York | \$310,876.27 |
| Texas | \$170,188.05 |
| Washington | \$138,641.27 |
| Pennsylvania | \$116,511.91 |
| Florida | \$89,473.71 |
| Illinois | \$80,166.10 |
| Ohio | \$78,258.14 |
| Michigan | \$76,269.61 |
| Virginia | \$70,636.72 |
| North Carolina | \$55,603.16 |
| Indiana | \$53,555.36 |
| Georgia | \$49,095.84 |
| Kentucky | \$36,591.75 |
| New Jersey | \$35,764.31 |
| Total | \$2,297,200.86 |

37873

Total Quantity

\$11.5M

Total Revenue



Top 5 Best Selling Products in the Southern Region from 2014 till Date.

| Product Name |
|---|
| Cisco TelePresence System EX90 Videoconferencing Unit |
| Cubify CubeX 3D Printer Triple Head Print |
| Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind |
| GBC DocuBind TL300 Electric Binding System |
| HP Designjet T520 Inkjet Large Format Printer - 24" Color |

Top 5 Selling Products in the Eastern Region from 2014 till Date.

| Product Name |
|---|
| 3D Systems Cube Printer, 2nd Generation, Magenta |
| Canon imageCLASS 2200 Advanced Copier |
| GBC DocuBind TL300 Electric Binding System |
| Hewlett Packard LaserJet 3310 Copier |
| Riverside Palais Royal Lawyers Bookcase, Royale Cherry Finish |

Top 5 Best Selling Products in the Western Region from 2014 till Date.

| Product Name |
|---|
| Canon imageCLASS 2200 Advanced Copier |
| Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind |
| Global Troy Executive Leather Low-Back Tilter |
| GuestStacker Chair with Chrome Finish Legs |
| High Speed Automatic Electric Letter Opener |

Top 5 Selling Product in the Central Region from 2014 till Date

| Product Name |
|--|
| Canon imageCLASS 2200 Advanced Copier |
| GBC DocuBind P400 Electric Binding System |
| GBC Ibimaster 500 Manual ProClick Binding System |
| Ibico EPK-21 Electric Binding System |
| Lexmark MX611dhe Monochrome Laser Printer |

Top selling products category from 2014 till Date.

Technology

Region generating highest revenue

West

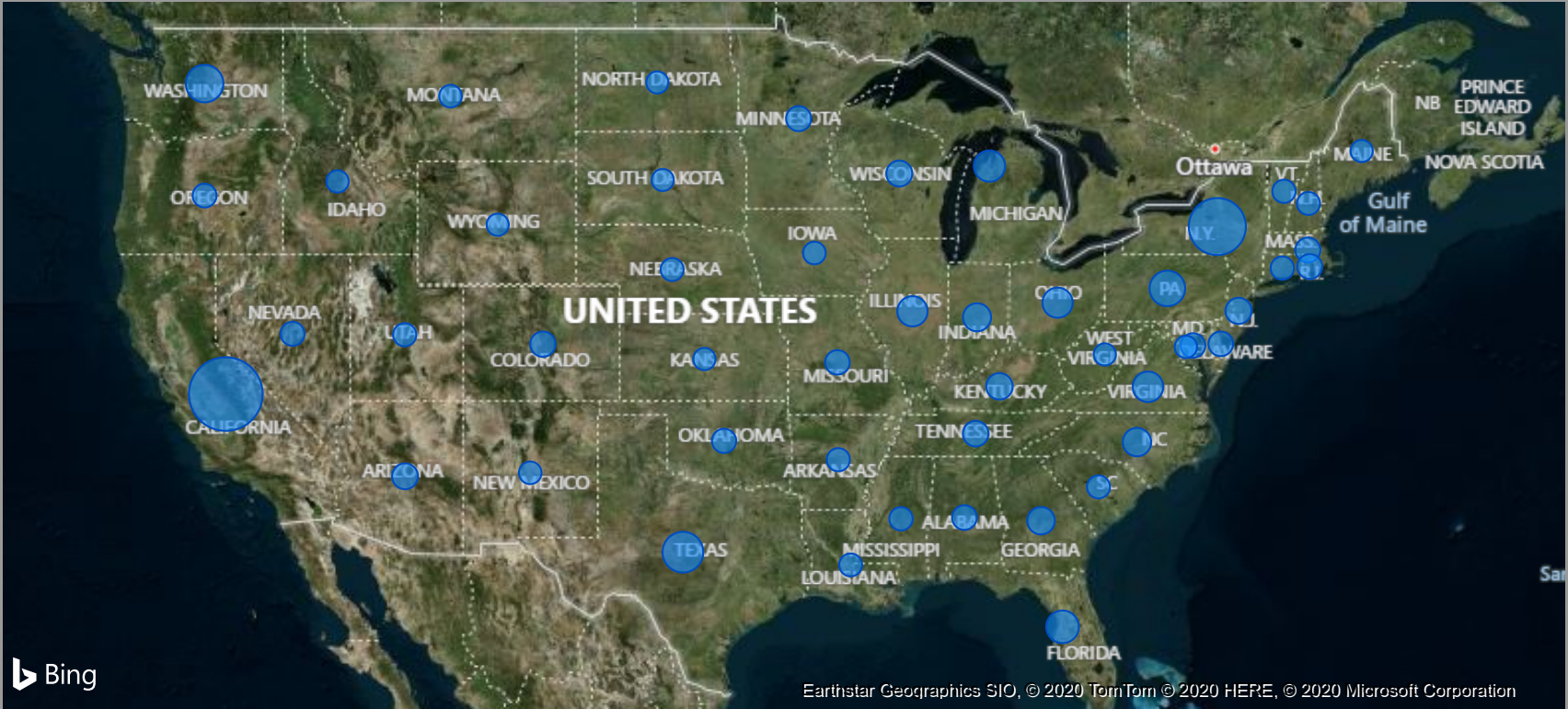
Top 3 Regions with regards to Sales

| West | East | Central |
|-----------|-----------|-----------|
| \$725,458 | \$678,781 | \$501,240 |

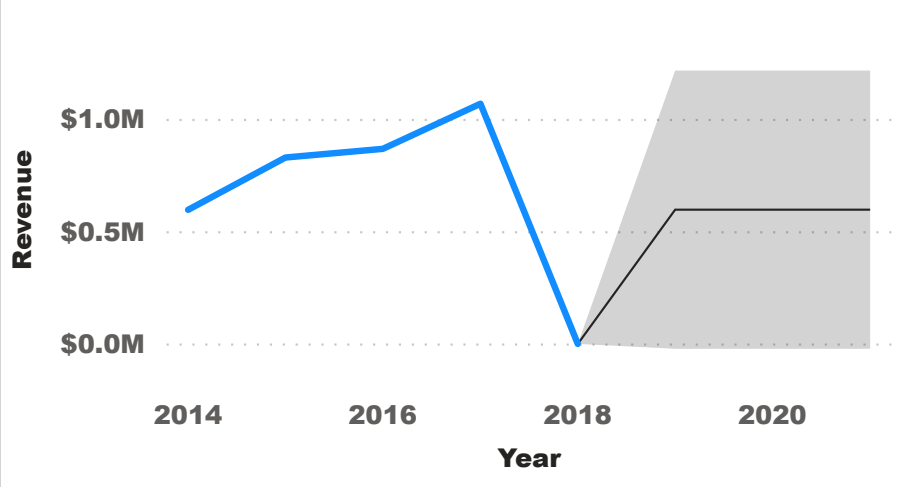
Bottom 3 Regions with regards to Sales

| East | Central |
|-----------|-----------|
| \$678,781 | \$501,240 |
| | South |
| | \$391,722 |

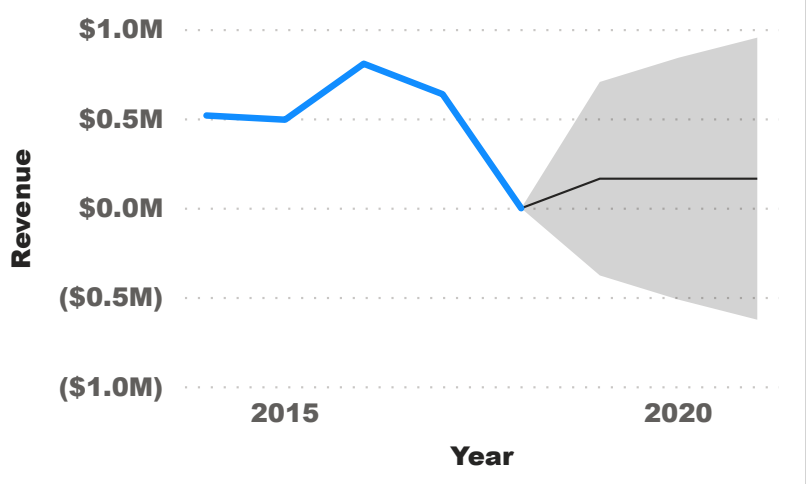
Revenue by State



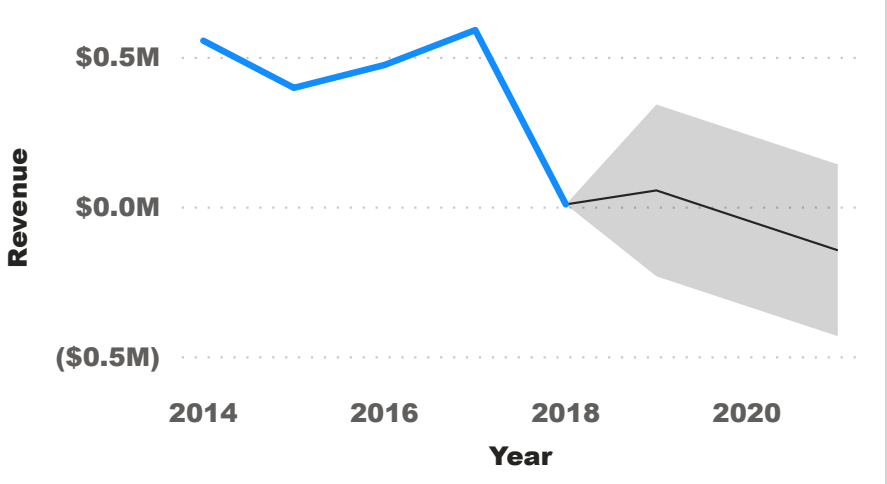
Eastern Region Revenue Forecast for the next three Years



Central Region Revenue Forecast for the next three Years



Southern Region Revenue Forecast for the next three Years



Western Region Revenue Forecast for the next three Years

