[**https://public.tableau.com/views/KCOKER\_1/Dashboard1?:language=en-US&publish=yes&:display\_count=n&:origin=viz\_share\_link**](https://public.tableau.com/views/KCOKER_1/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)

**REPORT OF PRODUCT PROFITABILITY**

Historical Product Performance (2014 to 2017)

* Performing Category - Technology
* Performing Sub-category - Copiers
* Top Product - Canon image CLASS 2200
* Top Locations - California & New York
* Top Customer - Tamara Chand
* Top Region - West

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2014 | 2015 | 2016 | 2017 |
| Top Category | Technology | Technology | Technology | Technology |
| Top Sub-Category | Copiers | Copiers | Copiers | Copiers |
| Top Product | HP DesignJet T520 Inkjet Large Format Printer - 24" Color | Fellowes PB500 Electric Punch Plastic Comb Binding Machine, with Manual Bind | Canon image CLASS 2200 advanced copier | Canon image CLASS 2200 advanced copier |
| Top Locations | New York, California | New York, California | California & New York | California & New York |
| Top Customer | Sanjit Chand | Christopher Martinez | Tamara Chand | Raymond Buch |
| Top Regions | West, East | East, West | West, East | West, East |

**2017 PERFORMANCE BY SUB-CATEGORY**

TECHNOLOGY - COPIERS

* States with Top sales - West (Washington & California), East (Delaware & New York)
* Top Product - Canon image CLASS 2200 advanced copier
* Top Customer - Raymond Buch

TECHNOLOGY - ACCESSORIES

* States with Top sales - West (Washington & California)
* Top Product - Razer Tiamat Over Ear 7.1 Surround Sound PC Gaming Headset
* Top Customer - Hellen Wasserman

TECHNOLOGY - PHONES

* States with Top sales - East (New York)
* Top Product - Samsung Galaxy Mega 6.3
* Top Customer - Tom Ashbrook

OFFICE SUPPLY - PAPERS

* States with Top sales - West (California), East (New York)
* Top Product - Xerox 1915
* Top Customer - Adam Bellavance

FURNITURE - CHAIRS

* States with Top sales - East (New York & Michigan)
* Top Product - Hon 4070 Series Pagoda Armless Upholstered Stacking Chairs
* Top Customer - Hellen Wasserman