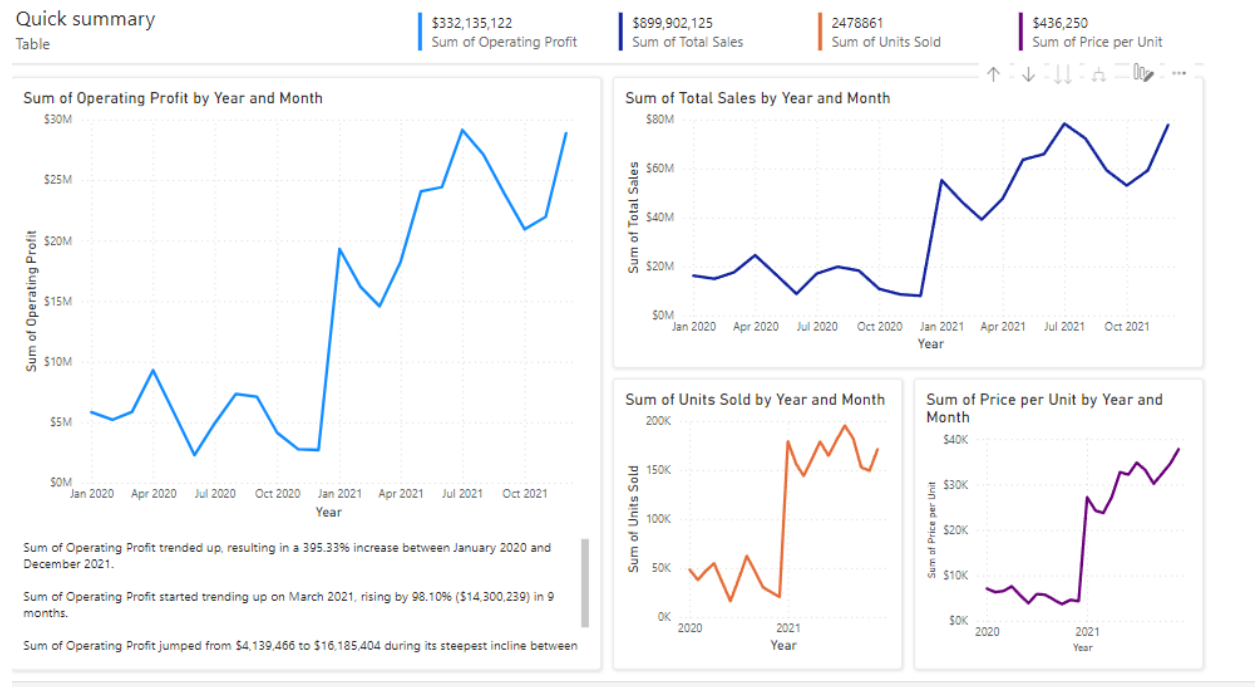a. Click Auto Report then provide a short explanation / interpretation on the generated reports.


For the first report on the left-most side, the Sum of Operating Profit by Year and Month can be observed. The sum of operating profit is increasing especially starting from March 2020 until its peak during April 2020. From there, it also started decreasing until June 2020.

The big gap or changes can also be observed from the report. From December 2020 to January 2021, there was a significant increase. Starting from December 2020 with $2,712, 198 it increased up to $19,311,961 on January 2021. The time that got the highest value was July 2021 with $29,137,256.

With all the reports above, it can be observed that all of them have a significant increase from December 2020 to January 2021. This may be due to the fact that this was the time period that gathered more sales. Therefore, earning more profit while there is an increase in the units sold and sum of price.

b. Which retailer had the highest Total Sales?

Sum of Total Sales by Retailer
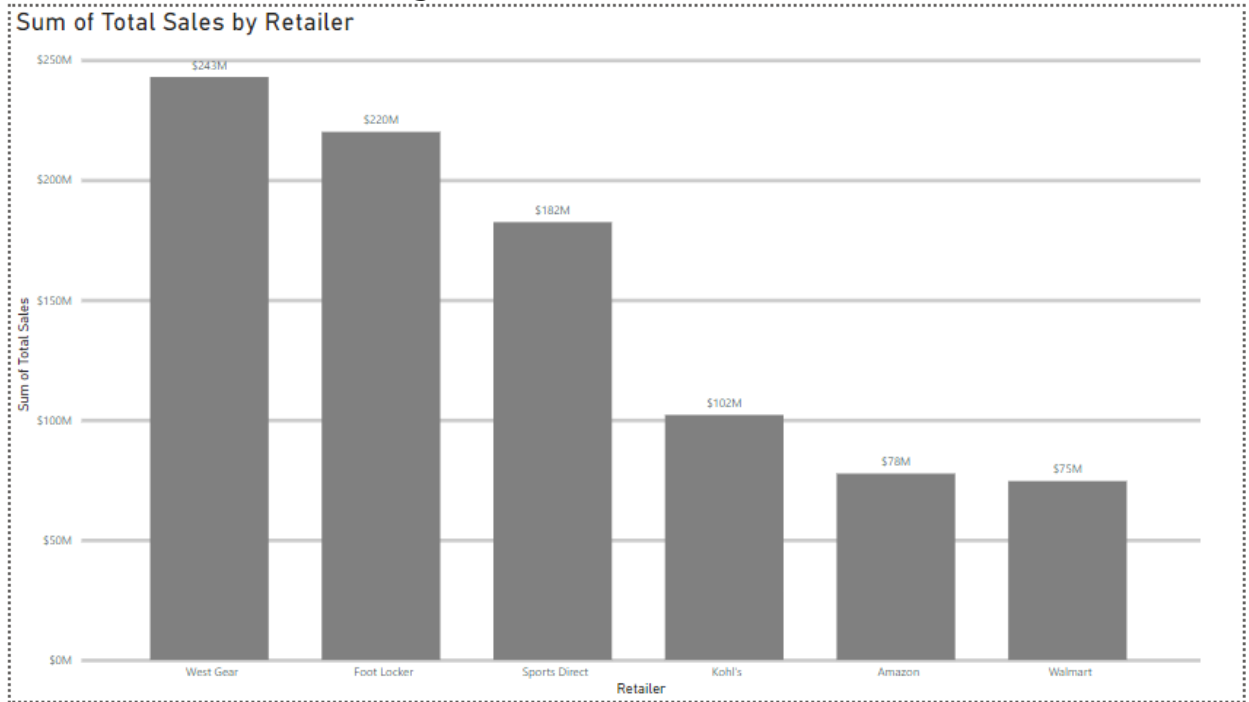
West Gear has the highest total sales with $242,964,333.

c. Using a line chart, display the Units Sold for each City per State
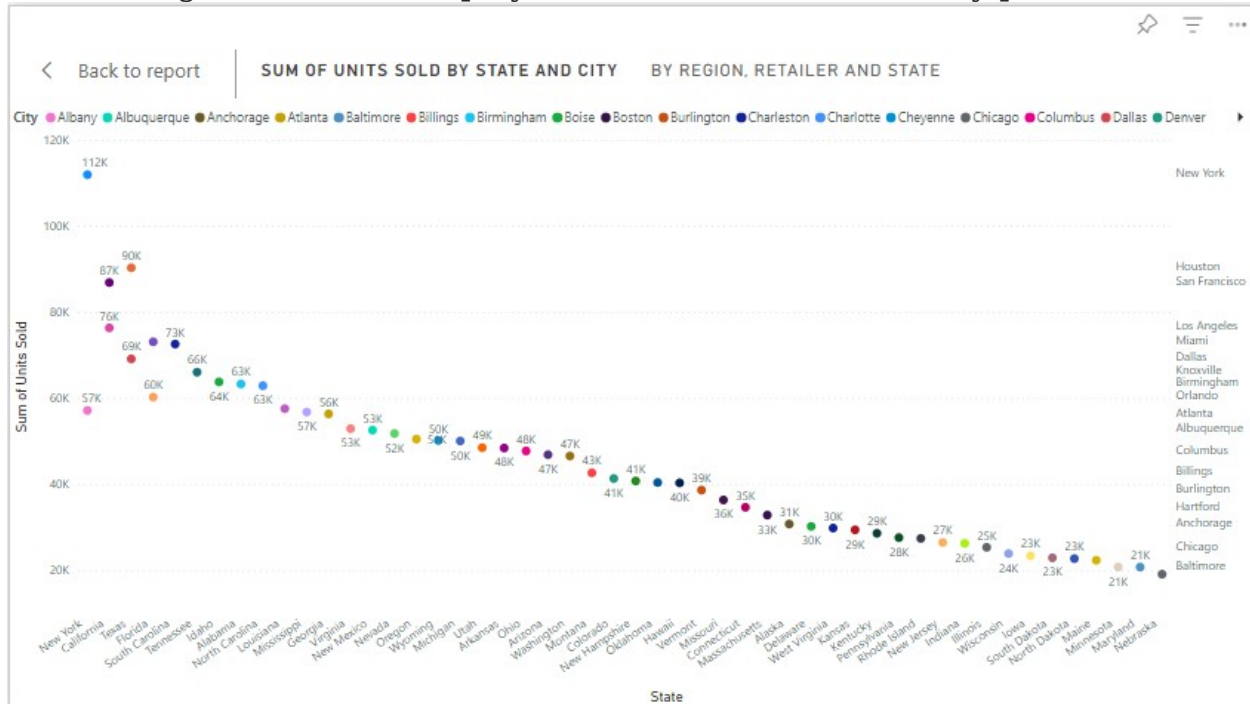
d. Using a line chart, display the Units Sold for each State per Region

Sum of Units Sold by State and Region

Northeast

Sum of Units Sold by State and Region

South

Sum of Units Sold by State and Region

Southeast

'Sum of Units Sold by State and Region
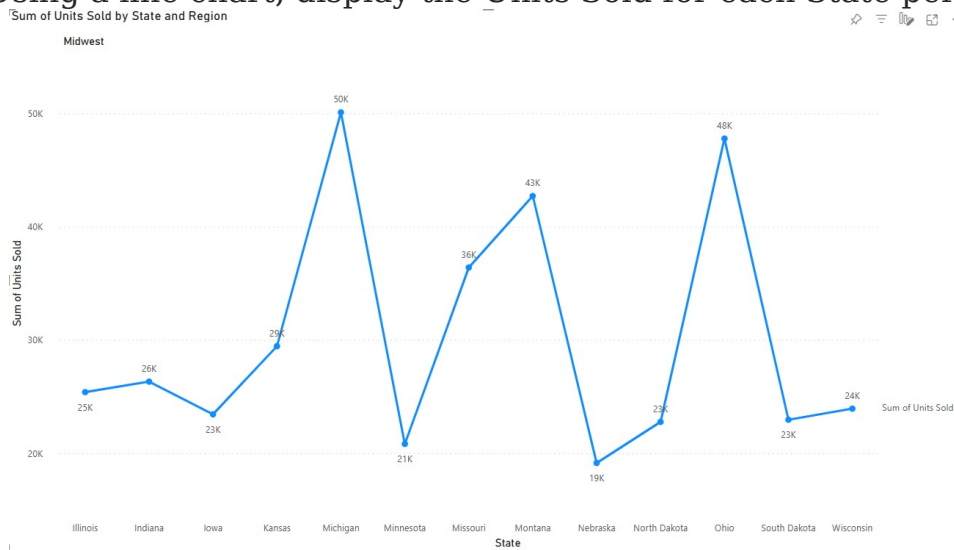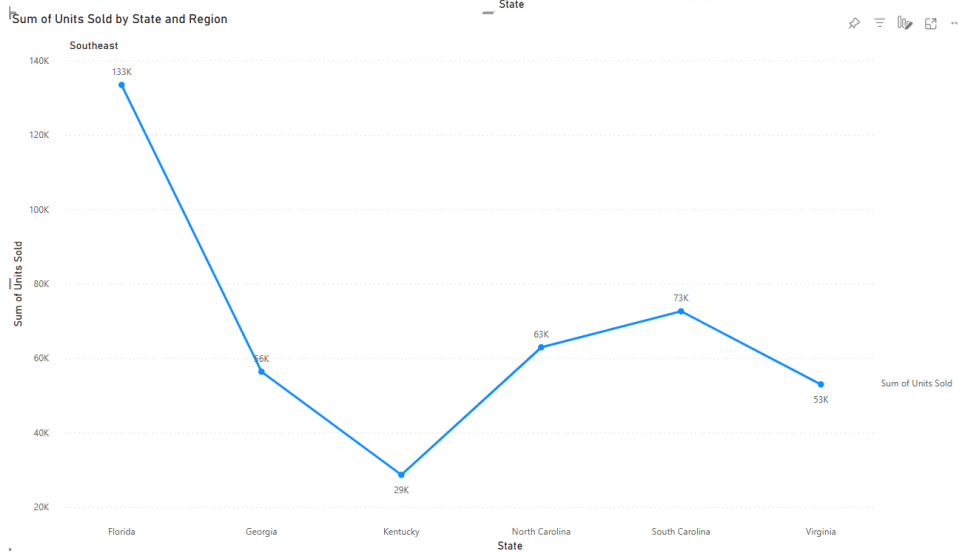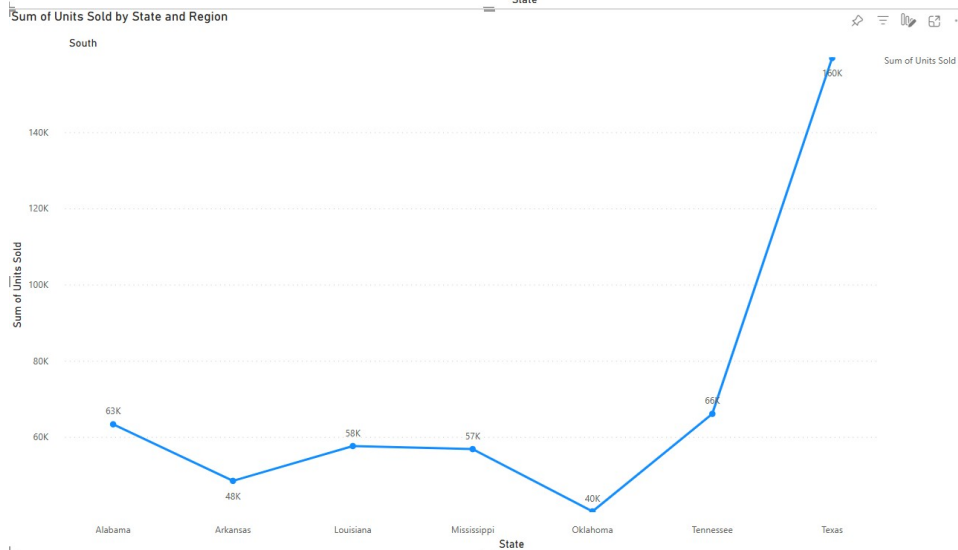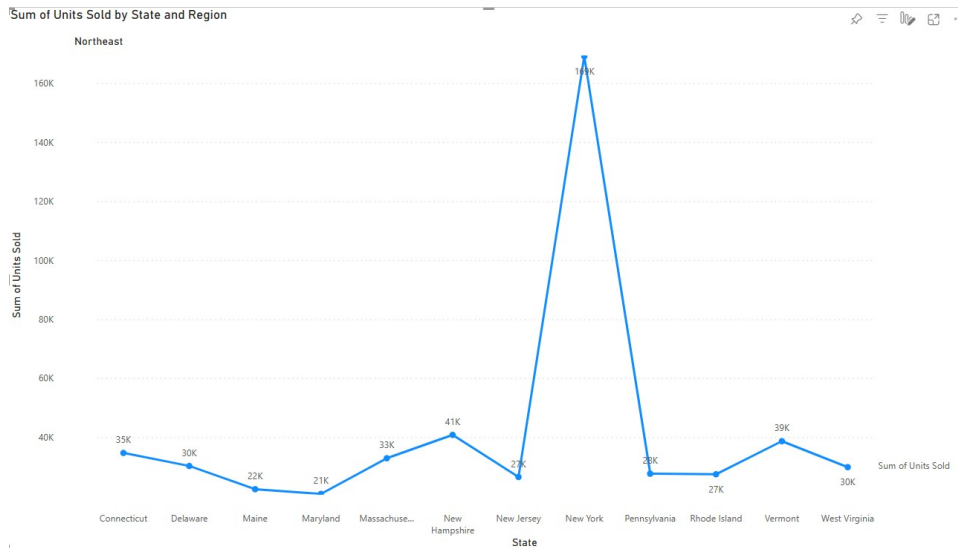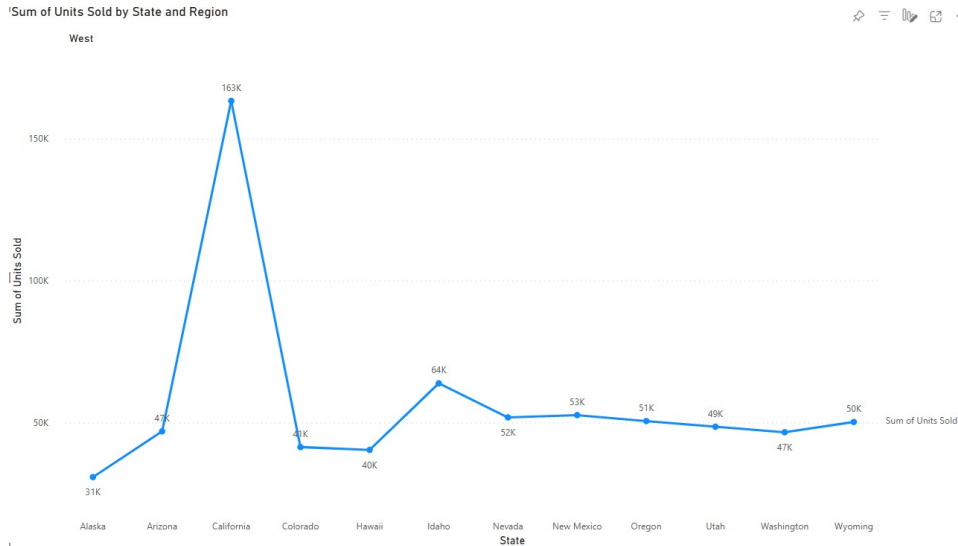
e. Identify which Sales Method is effective when it comes to number of units sold
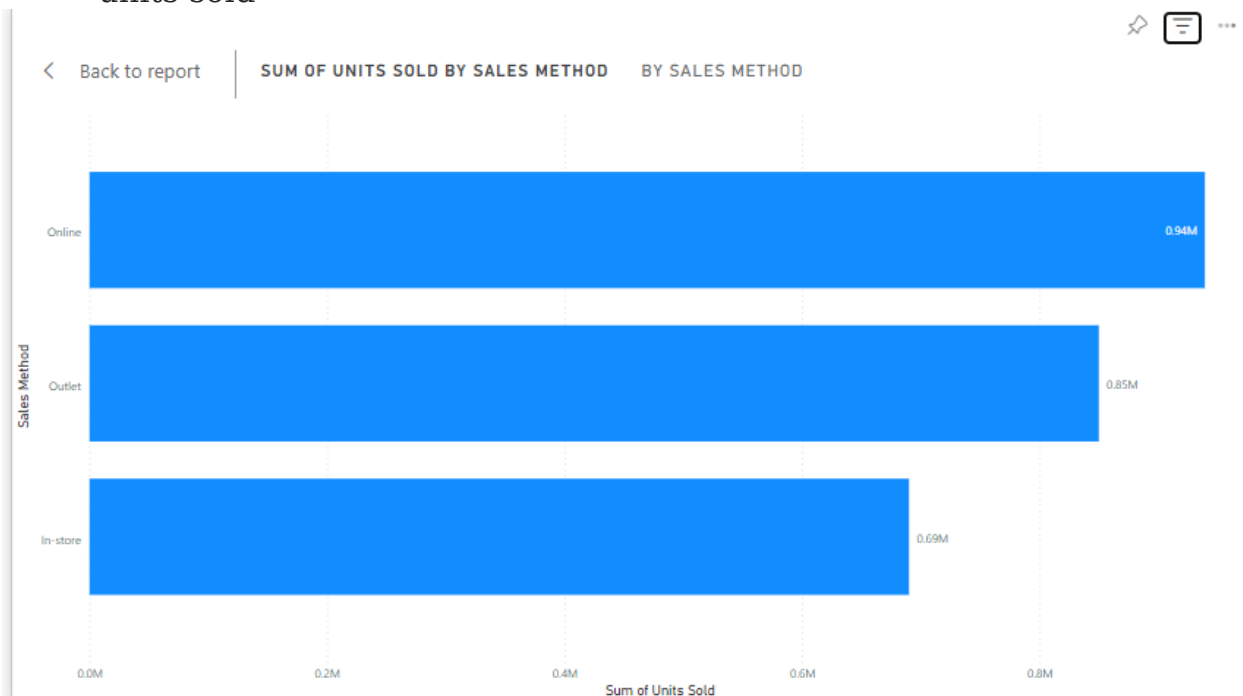
According to the graph above, Online Method is the most effective when comes to number of units sold. It shows 939,093 units sold.

f. Display the sales for each Retailer, each Region, each State

Sum of Total Sales by Retailer, Region and State

Region ● Midwest ● Northeast ● South ● Southeast ● West

Alabama
- Amazon
- Foot Locker
- Kohl's
- Sports Direct — $17M
- Walmart
- West Gear

Alaska
- Amazon — $13M
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

Arizona
- Amazon
- Foot Locker — $13M
- Kohl's
- Sports Direct
- Walmart
- West Gear

Arkansas
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart — $8M
- West Gear

California
- Amazon
- Foot Locker
- Kohl's — $26M
- Sports Direct
- Walmart
- West Gear — $33M

Colorado
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear — $21M

Connecticut
- Amazon
- Foot Locker
- Kohl's
- Sports Direct — $8M
- Walmart
- West Gear

Delaware
- Amazon
- Foot Locker — $8M
- Kohl's
- Sports Direct
- Walmart
- West Gear

Florida
- Amazon
- Foot Locker — $10M
- Kohl's
- Sports Direct — $11M
- Walmart — $21M
- West Gear — $17M

Georgia
- Amazon
- Foot Locker
- Kohl's
- Sports Direct — $15M
- Walmart
- West Gear

Hawaii
- Amazon
- Foot Locker — $12M
- Kohl's
- Sports Direct
- Walmart — $7M
- West Gear

Idaho
- Amazon
- Foot Locker — $7M
- Kohl's
- Sports Direct
- Walmart
- West Gear — $6M

Illinois
- Amazon
- Foot Locker — $9M
- Kohl's
- Sports Direct
- Walmart
- West Gear

Indiana
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear — $9M

Iowa
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
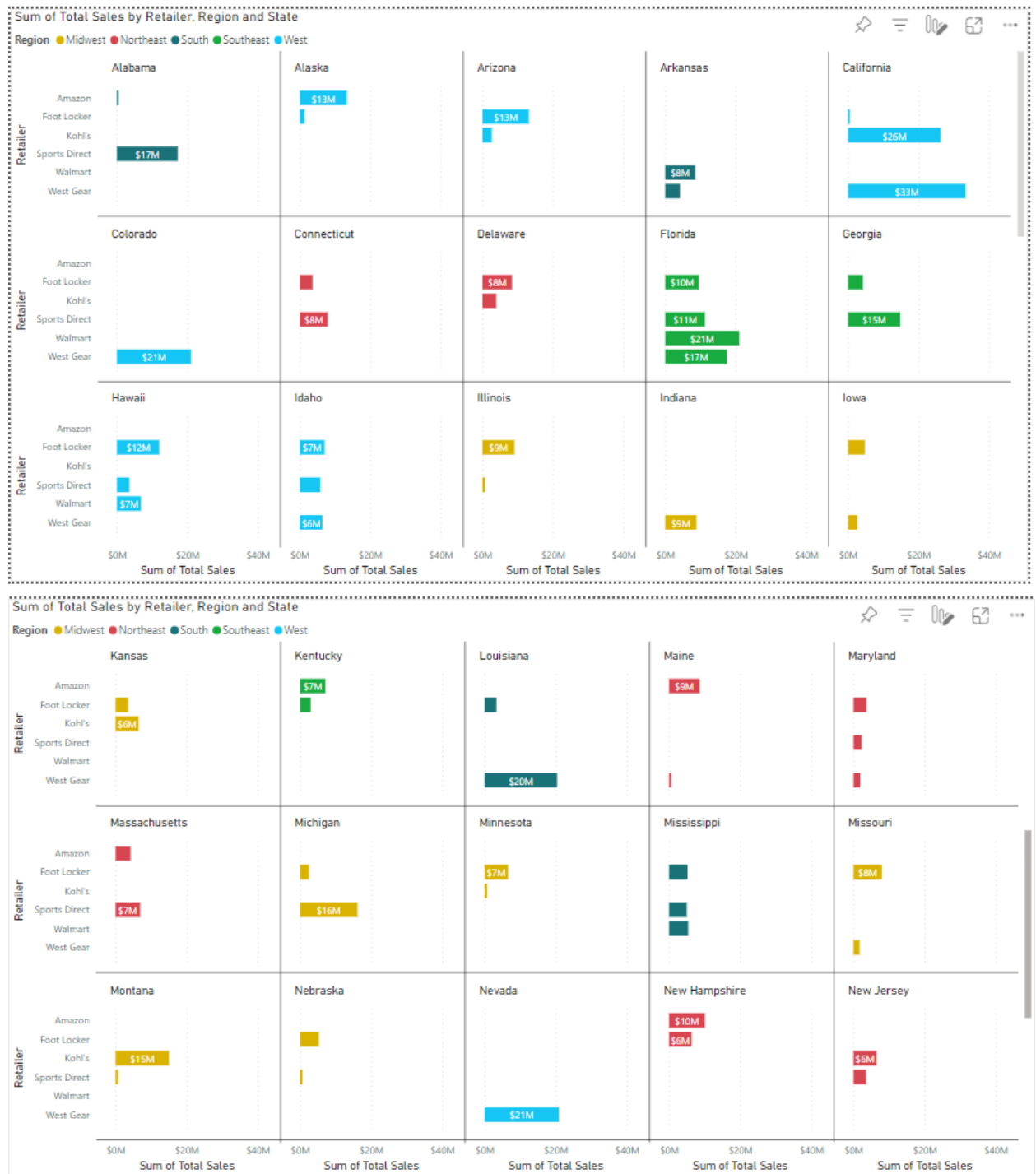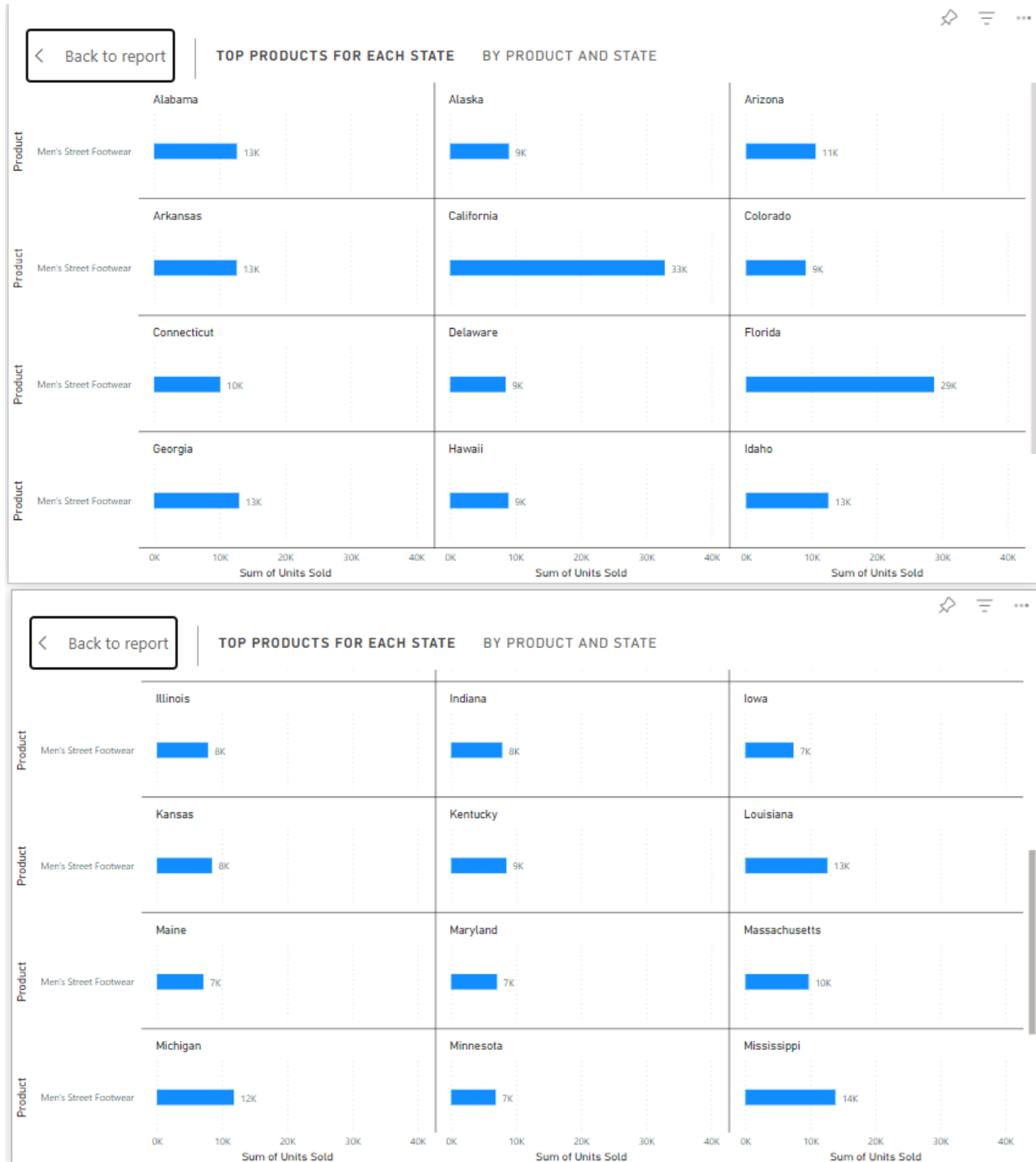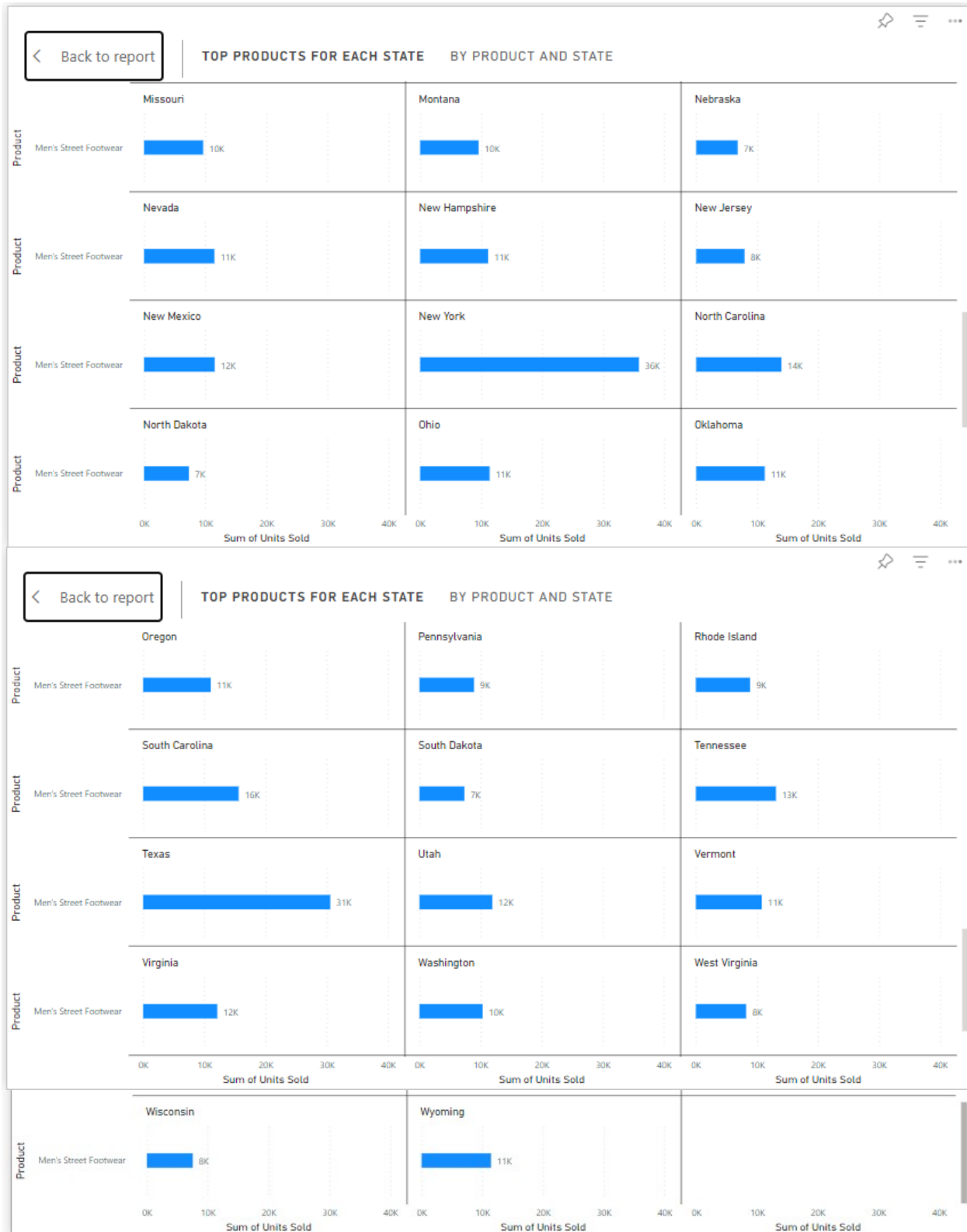- Walmart
- West Gear

Sum of Total Sales (axis: $0M, $20M, $40M for each state)

Sum of Total Sales by Retailer, Region and State

Region ● Midwest ● Northeast ● South ● Southeast ● West

Kansas
- Amazon
- Foot Locker
- Kohl's — $6M
- Sports Direct
- Walmart
- West Gear

Kentucky
- Amazon — $7M
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

Louisiana
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear — $20M

Maine
- Amazon — $9M
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

Maryland
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

Massachusetts
- Amazon
- Foot Locker
- Kohl's
- Sports Direct — $7M
- Walmart
- West Gear

Michigan
- Amazon
- Foot Locker
- Kohl's
- Sports Direct — $16M
- Walmart
- West Gear

Minnesota
- Amazon
- Foot Locker — $7M
- Kohl's
- Sports Direct
- Walmart
- West Gear

Mississippi
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

Missouri
- Amazon
- Foot Locker — $8M
- Kohl's
- Sports Direct
- Walmart
- West Gear

Montana
- Amazon
- Foot Locker
- Kohl's — $15M
- Sports Direct
- Walmart
- West Gear

Nebraska
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

Nevada
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear — $21M

New Hampshire
- Amazon — $10M
- Foot Locker — $6M
- Kohl's
- Sports Direct
- Walmart
- West Gear

New Jersey
- Amazon
- Foot Locker
- Kohl's — $6M
- Sports Direct
- Walmart
- West Gear

Sum of Total Sales (axis: $0M, $20M, $40M for each state)

Sum of Total Sales by Retailer, Region and State

Region ● Midwest ● Northeast ● South ● Southeast ● West

g. What are the top products for each state?

TOP PRODUCTS FOR EACH STATE   BY PRODUCT AND STATE

TOP PRODUCTS FOR EACH STATE   BY PRODUCT AND STATE

h. Compare the performance of each City using the number of Units Sold and Total Sales

SUM OF UNITS SOLD AND SUM OF TOTAL SALES BY CITY   BY CITY