

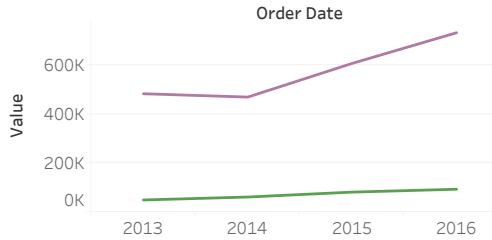
Overview of the United States Store

Net statistics

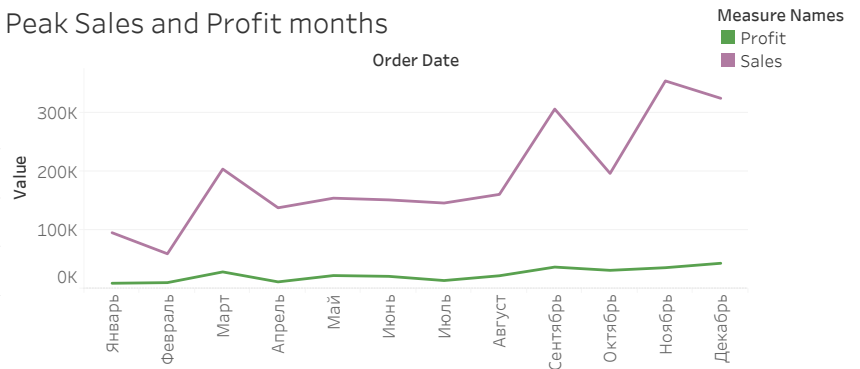
| Profit | Quantity | Sales |
|---------|----------|-----------|
| 286 397 | 37 873 | 2 297 201 |

Goal – find prospective regions of the country for store’s expansion

Sales and Profit growth over the years



Peak Sales and Profit months



Sales and Profit values over the years

| Year of Order Date | Sales | Profit |
|--------------------|-------------------|--------|
| 2013 | 484 247,4981 | 49 544 |
| 2014 | 470 532,509000001 | 61 619 |
| 2015 | 608 473,83 | 81 727 |
| 2016 | 733 947,023199999 | 93 508 |

Profit increases annually, which indicates the stability of sales and store costs.

Monthly Sales and Profit values

| Month of Order Date | Sales | Profit |
|---------------------|--------------|--------|
| Январь | 95 656,6036 | 9 203 |
| Февраль | 59 640,1474 | 10 286 |
| Март | 204 475,8308 | 28 608 |
| Апрель | 138 260,6826 | 11 567 |
| Май | 154 732,1607 | 22 377 |
| Июнь | 151 804,5883 | 21 035 |
| Июль | 146 416,889 | 13 864 |
| Август | 161 194,253 | 22 043 |
| Сентябрь | 307 148,0297 | 36 889 |
| Октябрь | 197 098,3697 | 31 304 |
| Ноябрь | 355 241,428 | 35 833 |
| Декабрь | 325 531,8775 | 43 387 |

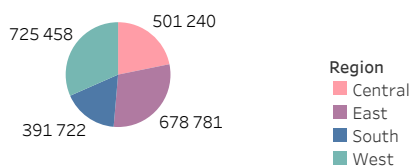
From what can be observed, the net sales are on the rise, while the profit is creeping up slowly.

Peaks of sales were at March, September and November.

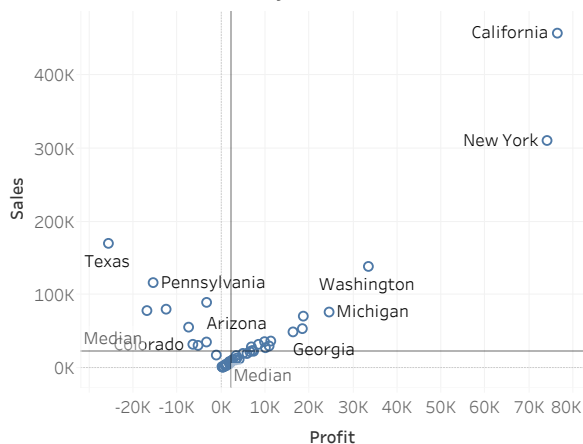
The biggest drop in sales happened in February.

Demographic analysis

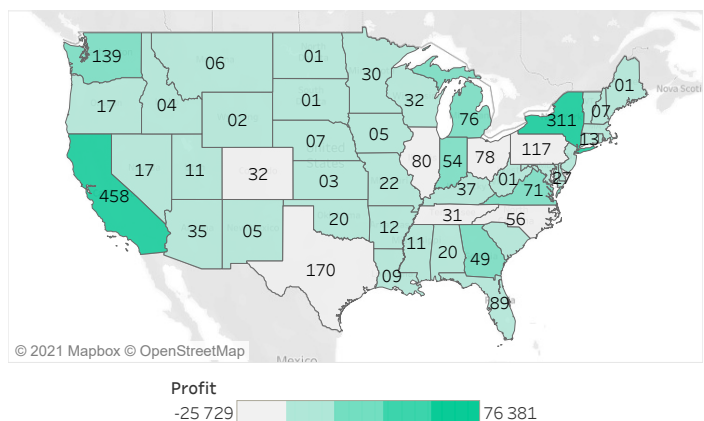
Regions Sales



Sales and Profit Analysis



State Sales Distribution



The states in the top right have perspectives for the shop: California, New York.

States near the two respective axis have some scope of improvement: Washington, Michigan, Indiana.

States that belong to the 2nd and 3rd quarter don't generate much revenue: Texas, Pennsylvania, Arizona.