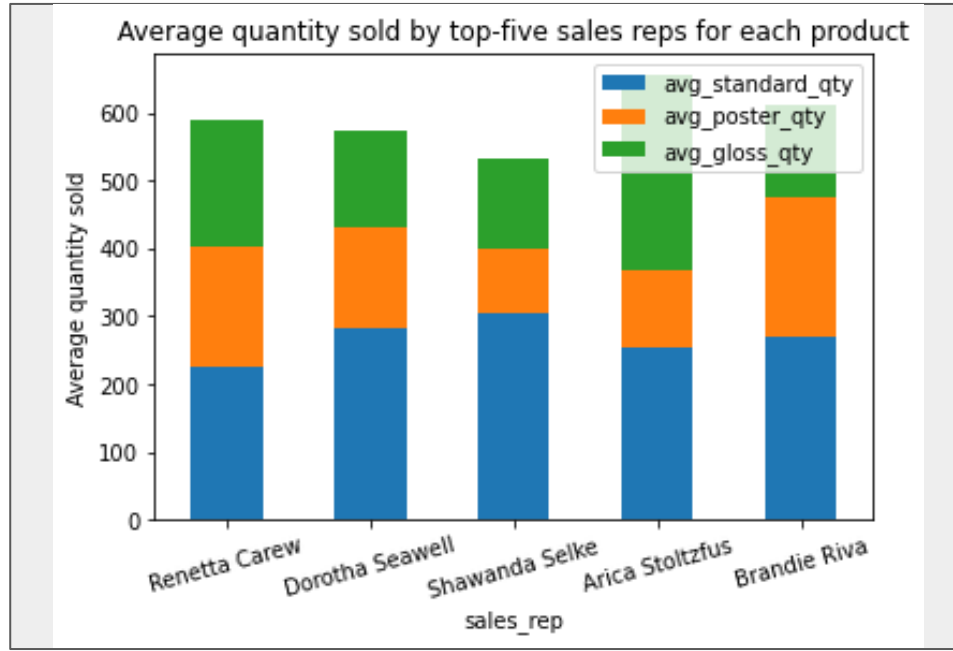
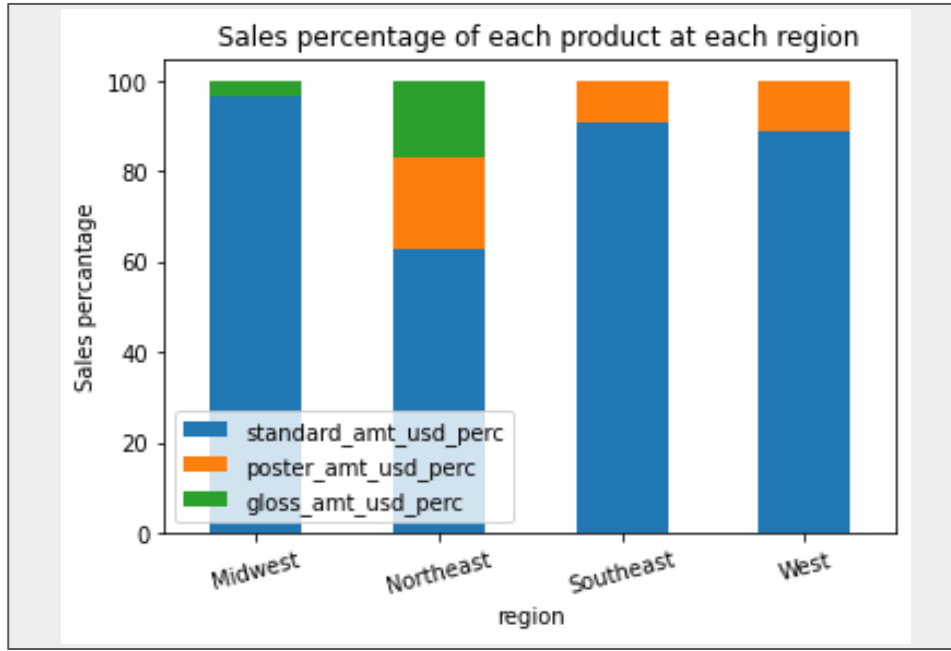


# Average quantity sold by top-five sales reps for each product



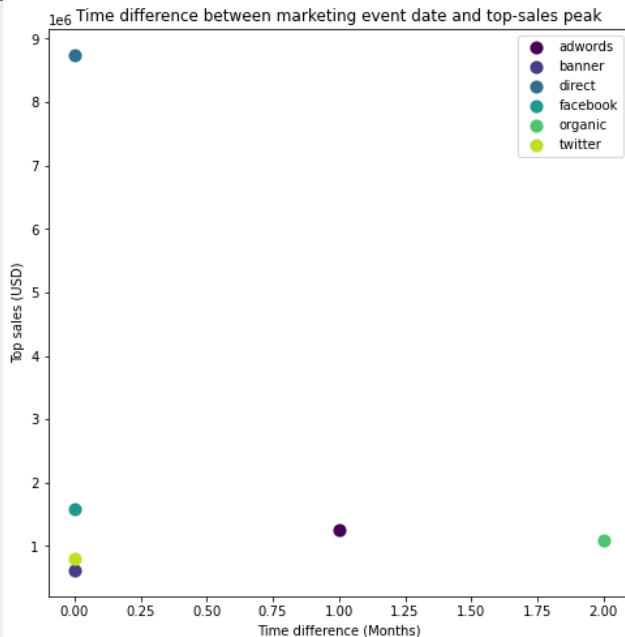
The bar chart shows the average quantity sold by top-five sales reps for each product. It's obvious that the most frequently sold product is the standard, then the and gloss. The top seller for the standard is Shawanda, while Brandie is the top-seller of posters, and finally Arica is the most sales rep who sold gloss. The conclusion may be useful for choosing a product manager for each product line.

# Sales percentage of each product at each region



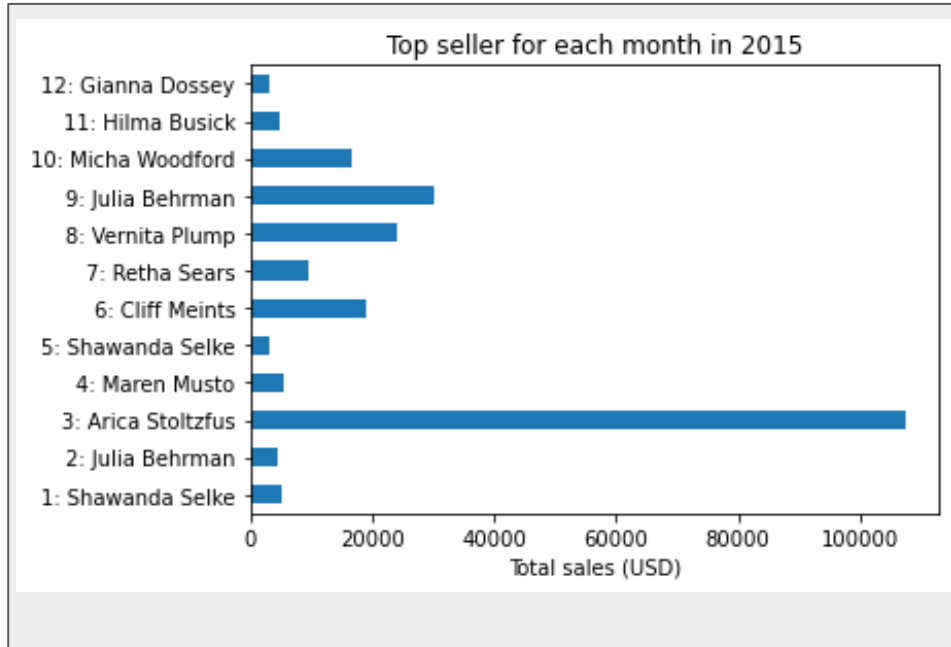
The bar chart shows the sales percentage of each product at each region. The top-sales region is the Midwest, while the least sales occurred in the West. The Midwest sales depends mainly on the standard product (More than 90%), while the poster and gloss were most sold in the Northeast. The gloss is rarely sold in the Southeast and West.

# Time difference between marketing event date and top-sales peak



The scatter plot shows the time difference (in months) between a marketing event date and the time of the top-sales peak for each channel. Interestingly, the sales were maximum at the same month for most of the channels. On the other side, the impact of adwords occurred after one month, while organic led to the maximum sales after two months.

# Top seller for each month in 2015



The bar chart shows the top seller for each month in 2015. It's noticeable that only Julia achieved the best seller two times in February and September. However, Arica made a boost in sales and exceeded 100,000USD in March. Such number is far higher than any other month.