***Analysis***

*1.The difference b/w Price and Cost is Massive, Price is Way higher then cost. We should set some price ranges for the market as it will help to Increase our sales and to keep the market stable.*

*2. We should see why the Different regions have different sales some have massive sales and some have lesser. So, we should run a field test for rectifying the mistakes happening on the field*

*3.We should target more men as the have the higher sales ratio.*

*4.We should target more professionals as the also have higher sales ratio.*

*5.As we see the sales by years, we should rectify our mistakes as what has happened in past is still going on. Northeast, Central and Southeast still have the low sales.*

*6.In 2015 our sales were not in two Regions Northeast and central but in 2016 our sales came from those regions also so that’s a plus point.*

*7.In 2016 southwest was close to highest sales, we should see what went well there and implement to other regions also.*

*8. The Highest sales by far was in Australia $53,666 in total.*

*9. In Australia we can do more supply and also can reduce the price as it is the most demanding region.*

*10.The Most sold product in categories is Components.*

*11.The Least sold product in categories is Accessories.*

*12.The total sales happened over all these years in $209,330*