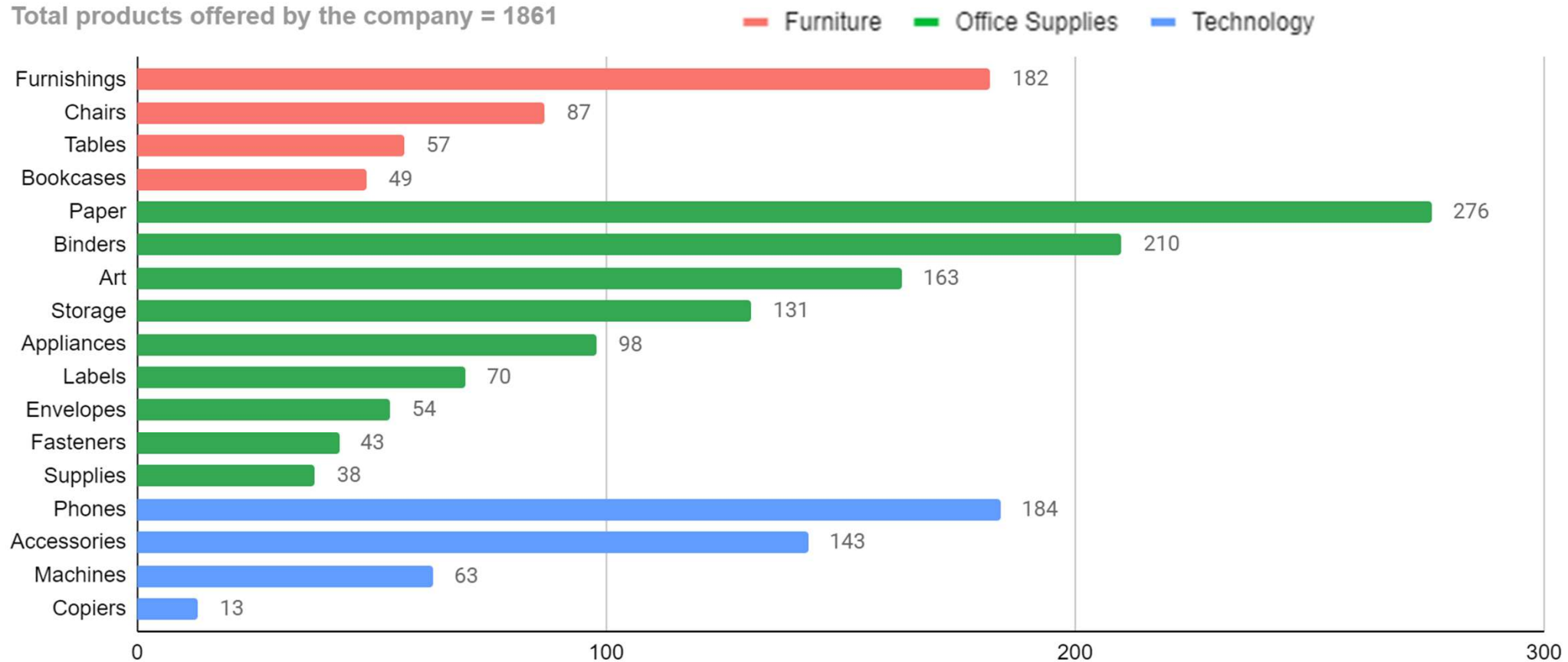


Xxx company

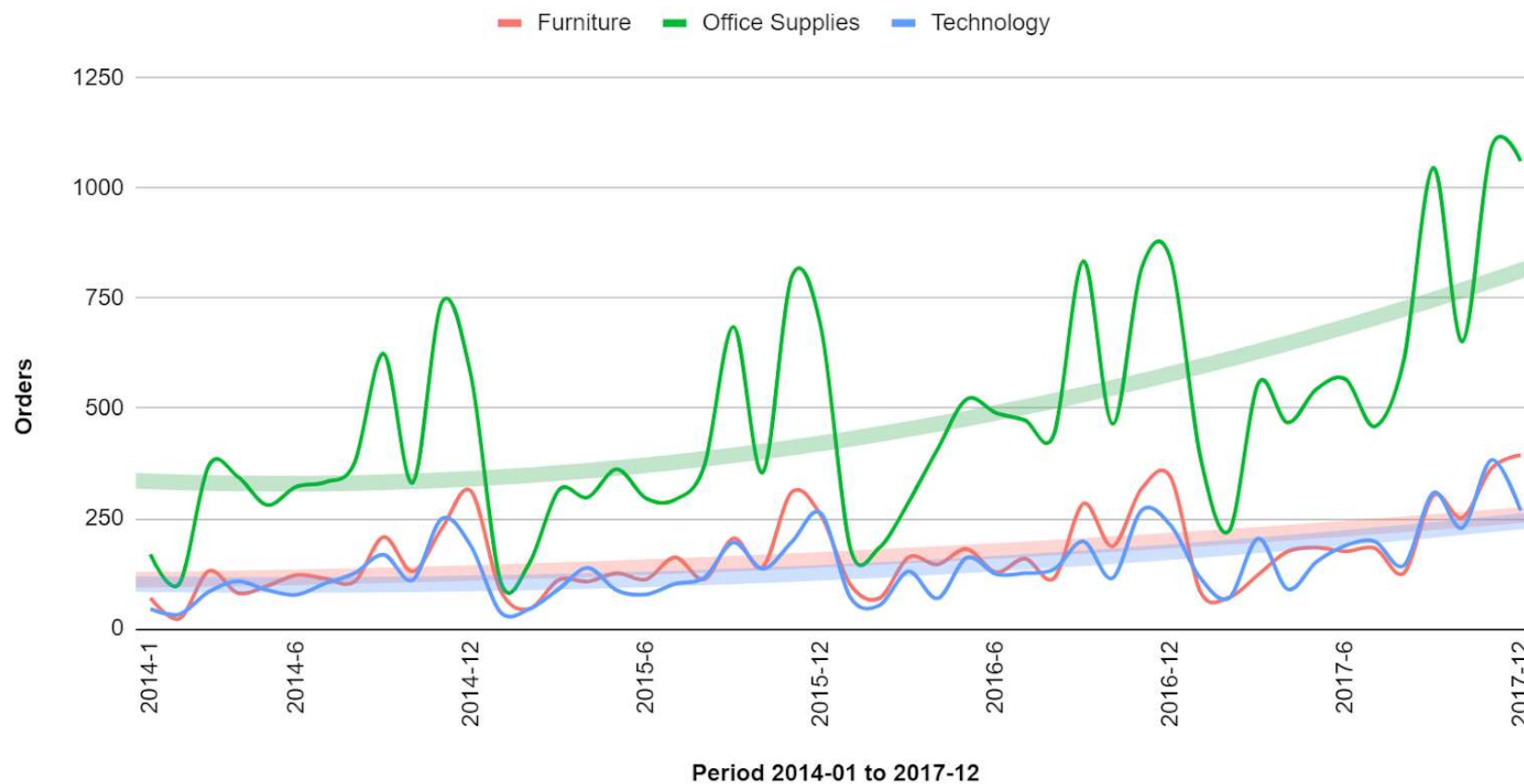
General Overview

Total Unique Products by Sub- Category

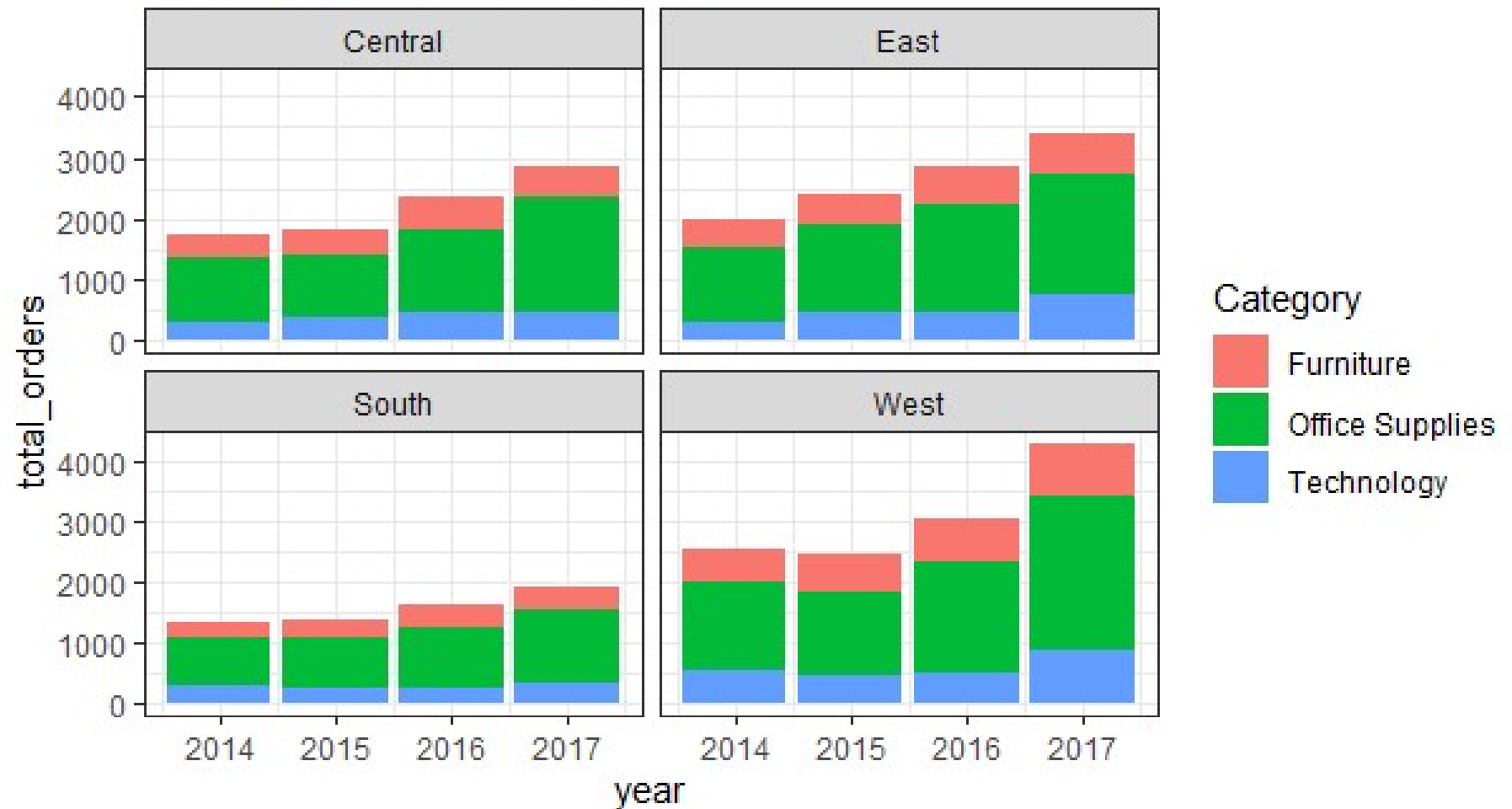
Total products offered by the company = 1861



Product Orders by Category - All Regions



Orders by Region, 2014-2017

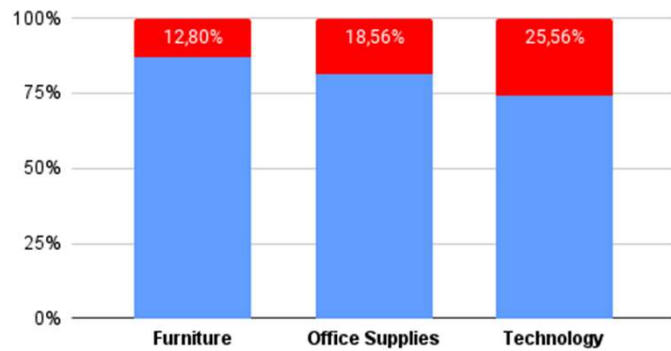


Product Performance by Category and Region

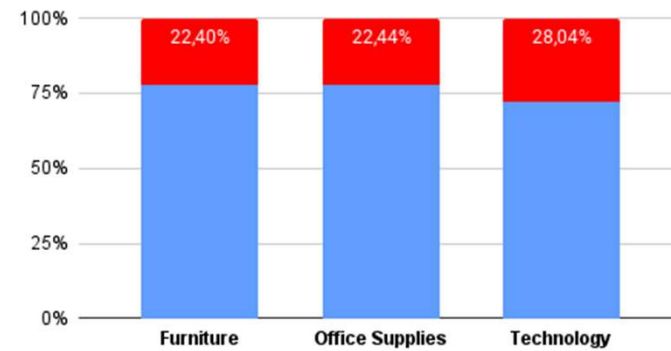
2014-2017

■ % Products never Ordered ■ % Products Ordered by the Region

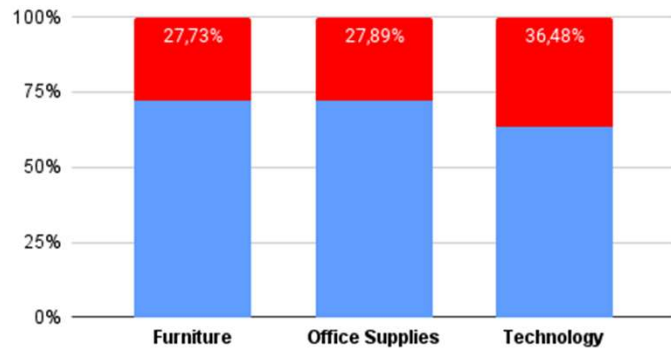
West Region



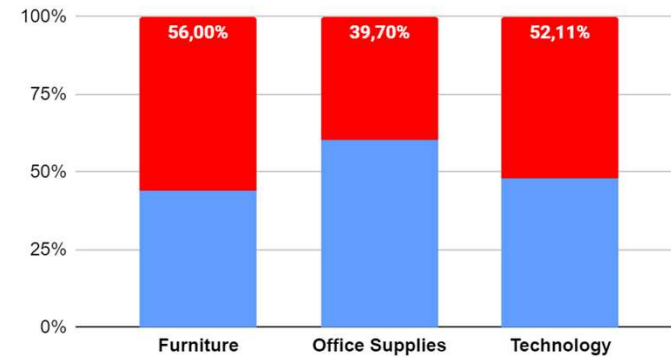
East Region



Central Region



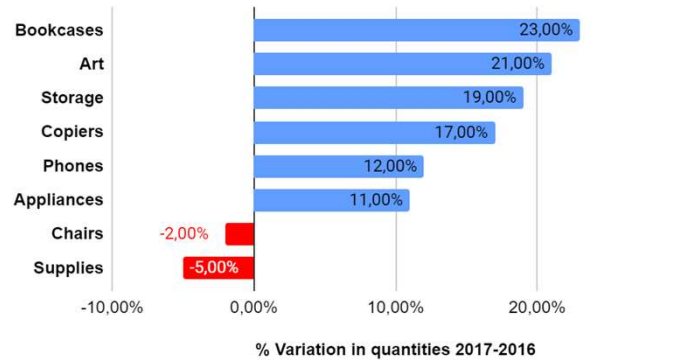
South Region



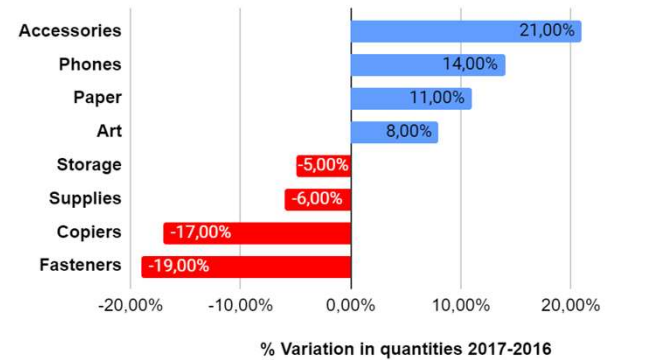
Product Performance By Sub- Category

Compare 2016-2017

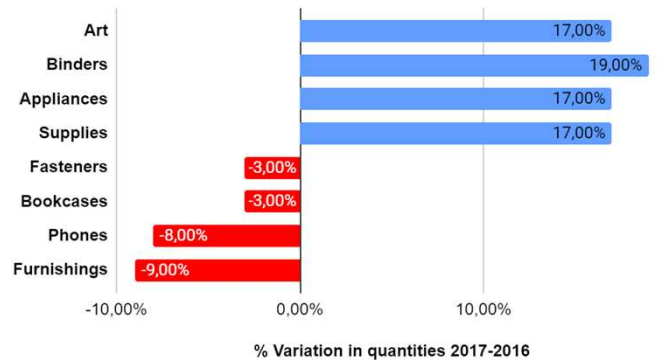
West Region



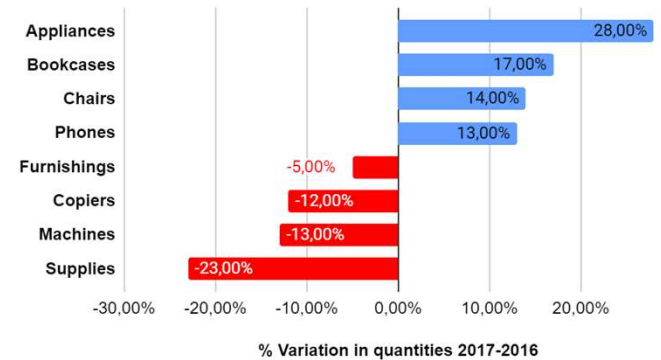
East Region



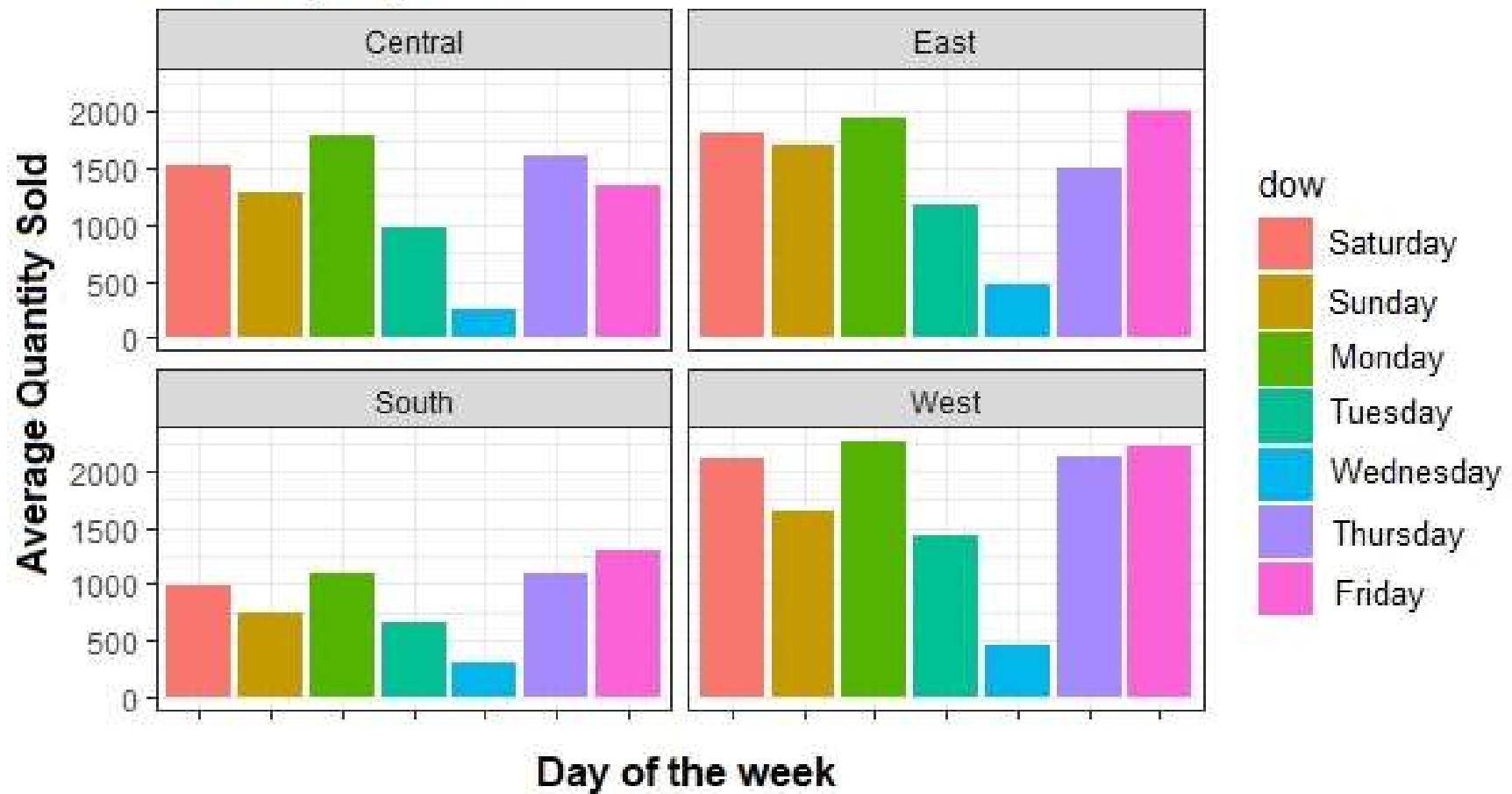
Central Region



South Region



Sales by day of the week



Next Steps Recommendations

- **Change the way stock is distributed among warehouses**
 - Considering the products that are in demand in each region will avoid large amounts of unsold products that we currently have.
 - South region, reduce to 50% the products of Furniture and Technology
 - Guarantee stock on key sales days
 - Focus on Wednesday's sales strategy.

Changing the distribution approach will save a lot of time and cost.