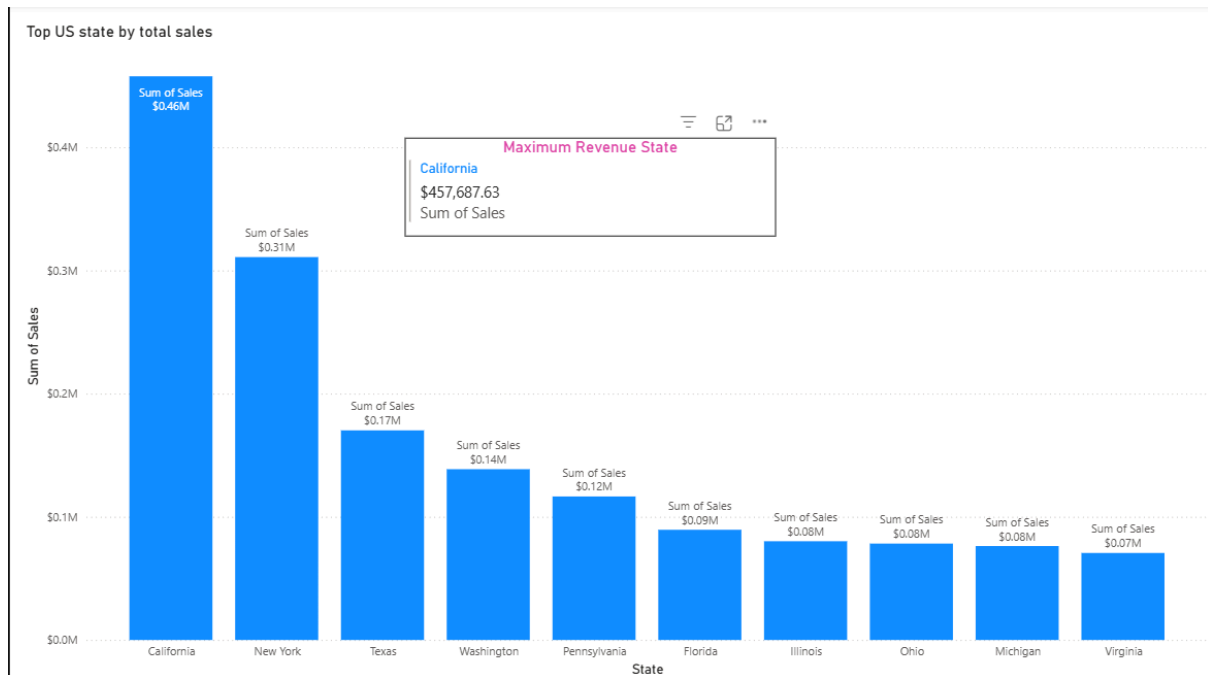


1.



Observation-

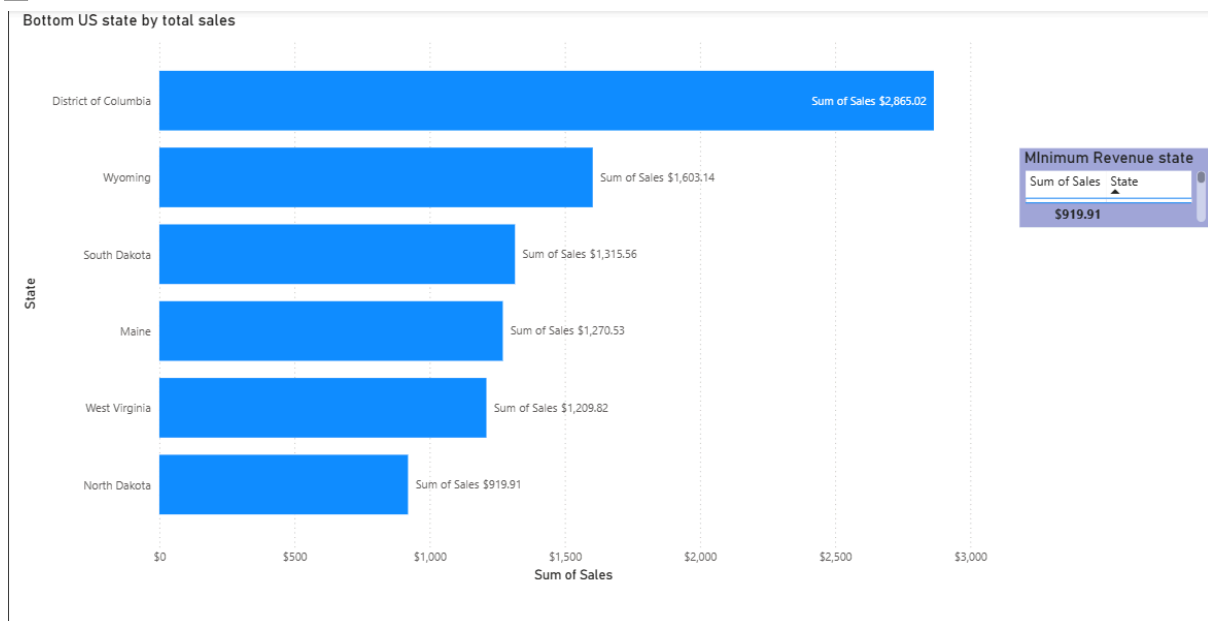
California brings in the most sales—about **\$458K**—well above New York (~**\$309K**) and Texas (~**\$170K**).

This means a big chunk of revenue is coming from California rather than being spread evenly across states.

So, we should stock more, market more, and support customers better in California.

Then copy what works there in NY/TX and figure out why other states are lagging.

2.



Observation -

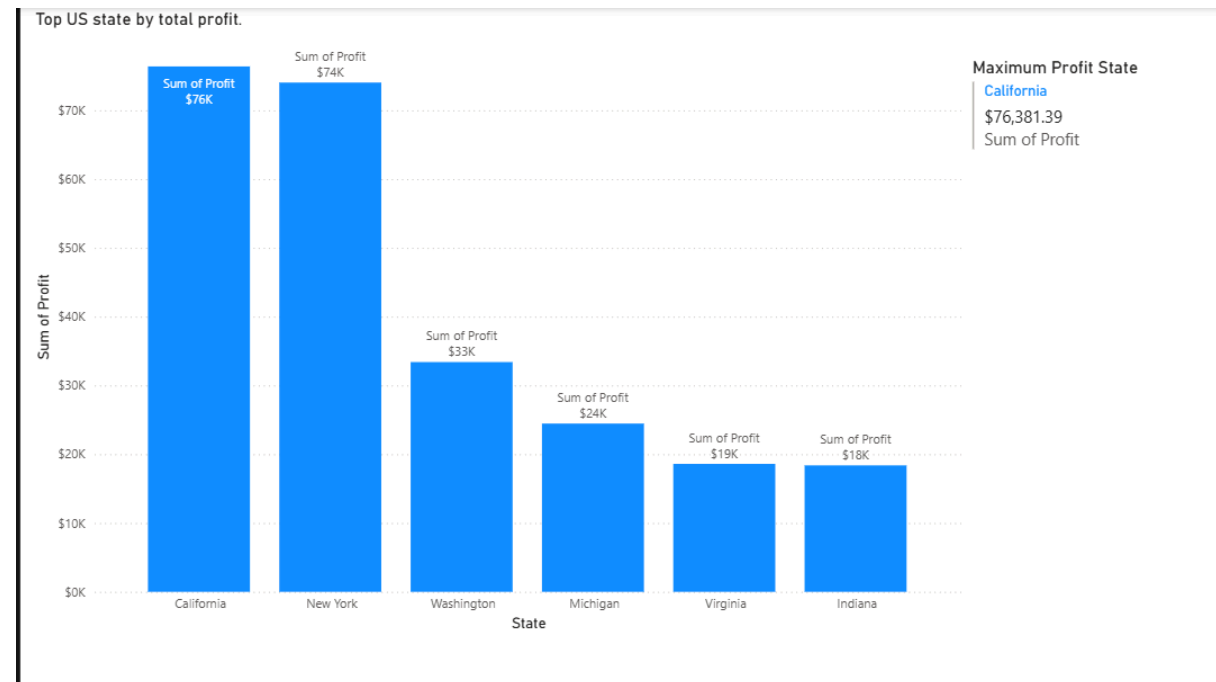
North Dakota has the **lowest** sales—about **\$920**—so it's the bottom state.

Other low performers include West Virginia, Maine, South Dakota, Wyoming, and D.C., all under ~\$3K.

This says demand is tiny in these markets.

Business move: keep inventory lean, focus spend on stronger states, and test low-cost digital promos to lift demand without raising cost-to-serve.

3.



Observation-

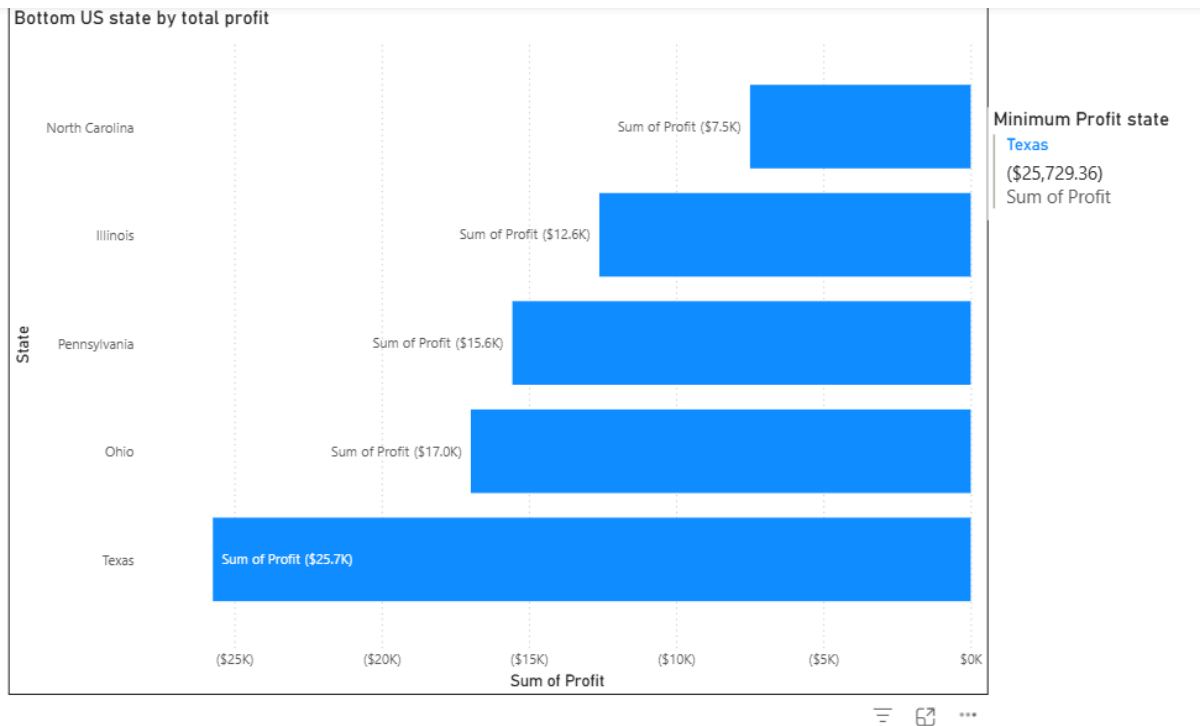
California delivers the highest profit at roughly **\$76.4K**, edging out **New York** (~\$74K).

There's a steep drop to the next tier—Washington (~\$33K), then Michigan, Virginia, and Indiana—so profit is concentrated at the top.

Business read: protect and scale what's working in CA/NY (assortment, pricing, promos, service).

Then copy the winning playbook to mid-tier states and tighten discounts where margins are thin.

4.



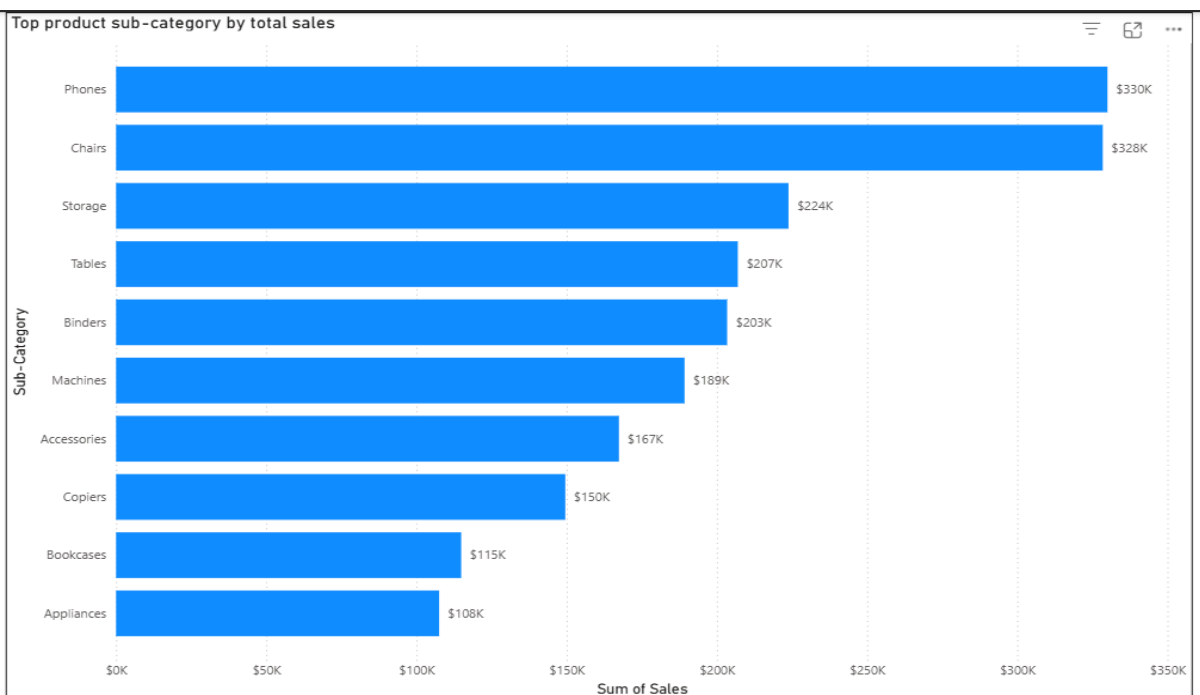
Observation-

Texas shows the **lowest profit**, around **-\$25.7K**, meaning it's operating at a loss. Several others (Ohio, Pennsylvania, Illinois, North Carolina) are also in the red, but not as deep as Texas.

This suggests pricing/discounts, freight, or returns are eroding margin in that market.

Action: audit promos and shipping costs in Texas, tighten pricing, and trim low-margin SKUs to stem the loss.

5.



Observation-

Phones is the top-earning sub-category, bringing in about **\$330K** in sales.

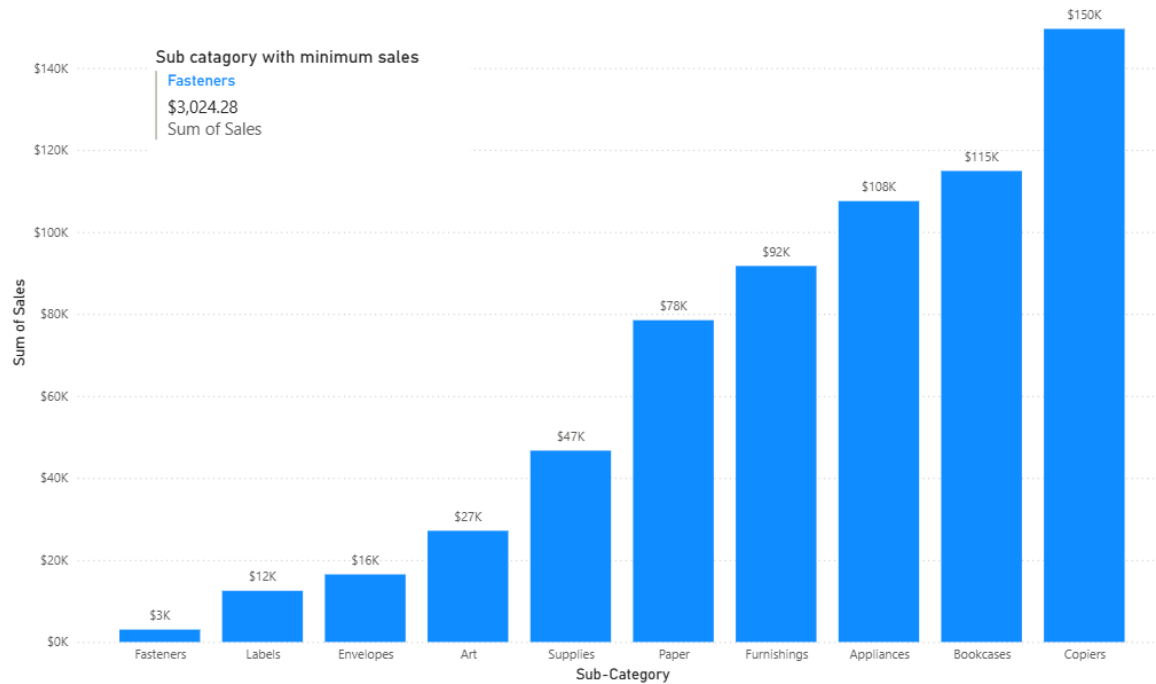
It's just ahead of **Chairs** (~**\$328K**), with the rest (Storage, Tables, Binders, etc.) well behind.

This says demand skews toward tech/phones more than other lines.

Business move: keep deeper stock and promotions on Phones, and bundle accessories/warranties to grow basket size.

6.

Bottom product sub-category by total sales



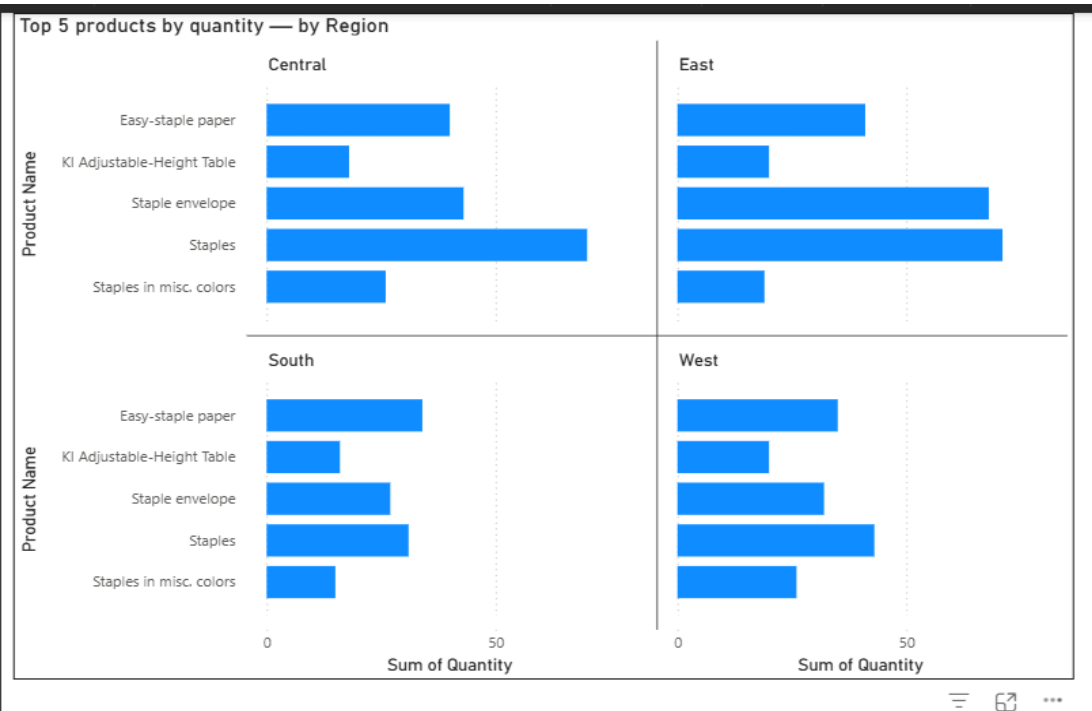
Observation-

Fasteners bring in the least revenue—about **\$3.0K**—well below the next lowest (Labels ~**\$12K**, Envelopes ~**\$16K**).

This tells us demand for fasteners is very small versus other sub-categories.

Business move: keep inventory lean, sell fasteners as **add-ons/bundles**, and avoid standalone promos; consider pruning slow SKUs.

7.



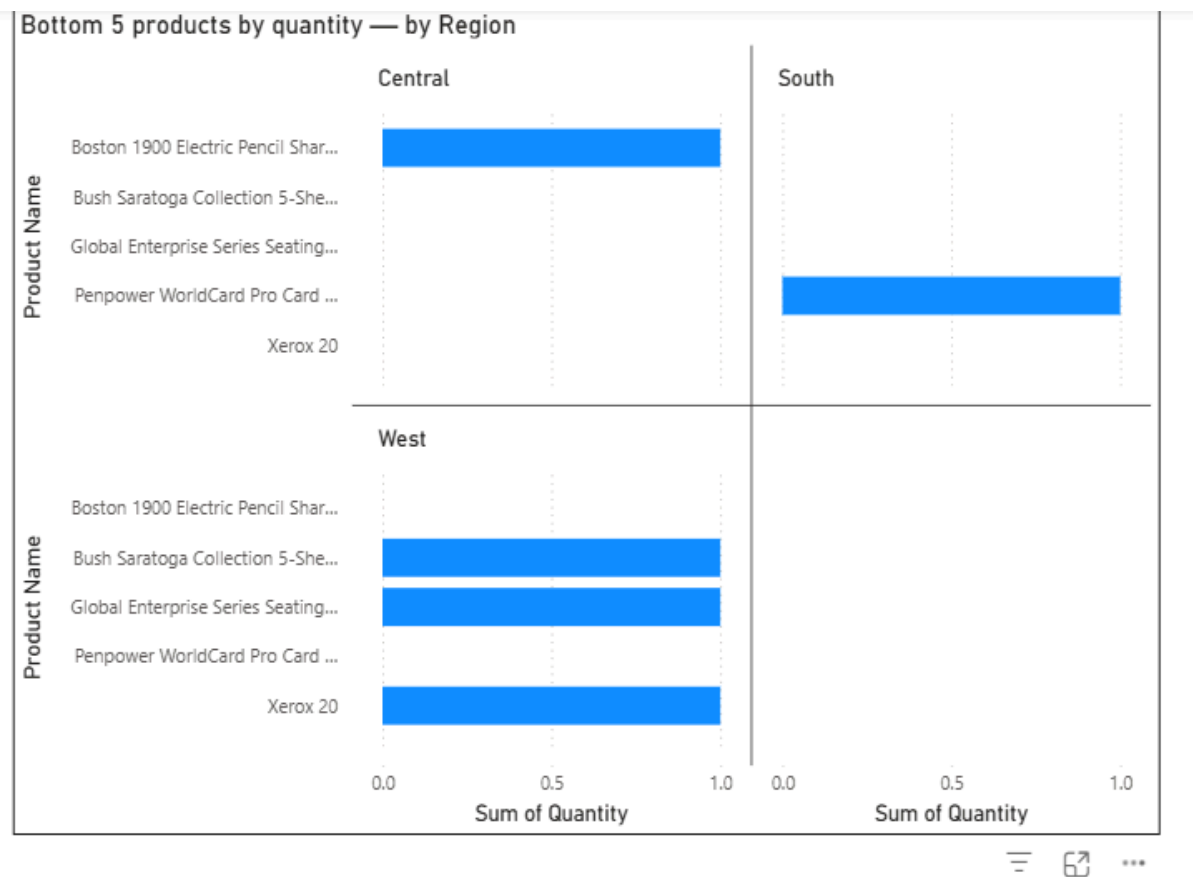
Observation-

Across **Central, East, South, and West**, the same five products dominate by quantity:

- Staples
- Staple envelope
- Easy-staple paper
- KI Adjustable-Height Table
- Staples in misc. Colors

Consumables (staples, envelopes, paper) consistently drive volume across every region; tables also crack the top-5 despite being furniture. Business move: keep higher safety stock and promo coverage on these SKUs, then fine-tune allocations by region based on the bar lengths.

8.



Observation-

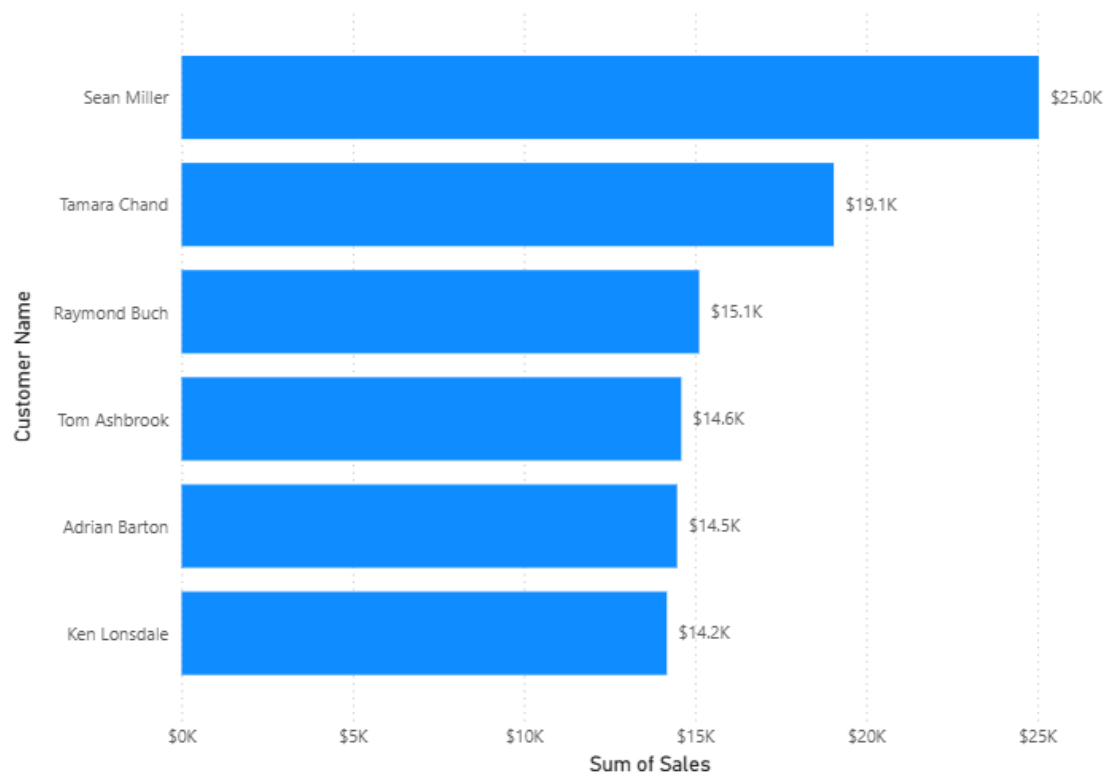
Across **all four regions (Central, East, South, West)** the same five products sit at the bottom by units sold:

- Boston 1900 Electric Pencil Sharpener
- Bush Saratoga Collection 5-Shelf Bookcase
- Global Enterprise Series Seating
- Penpower WorldCard Pro Card Scanner
- Xerox 20

These items barely move (≈ 1 unit each in most regions), so they're niche/low-demand. Business move: keep inventory lean, list as on-demand, and only promote as add-ons or bundles rather than standalone promos.

9.

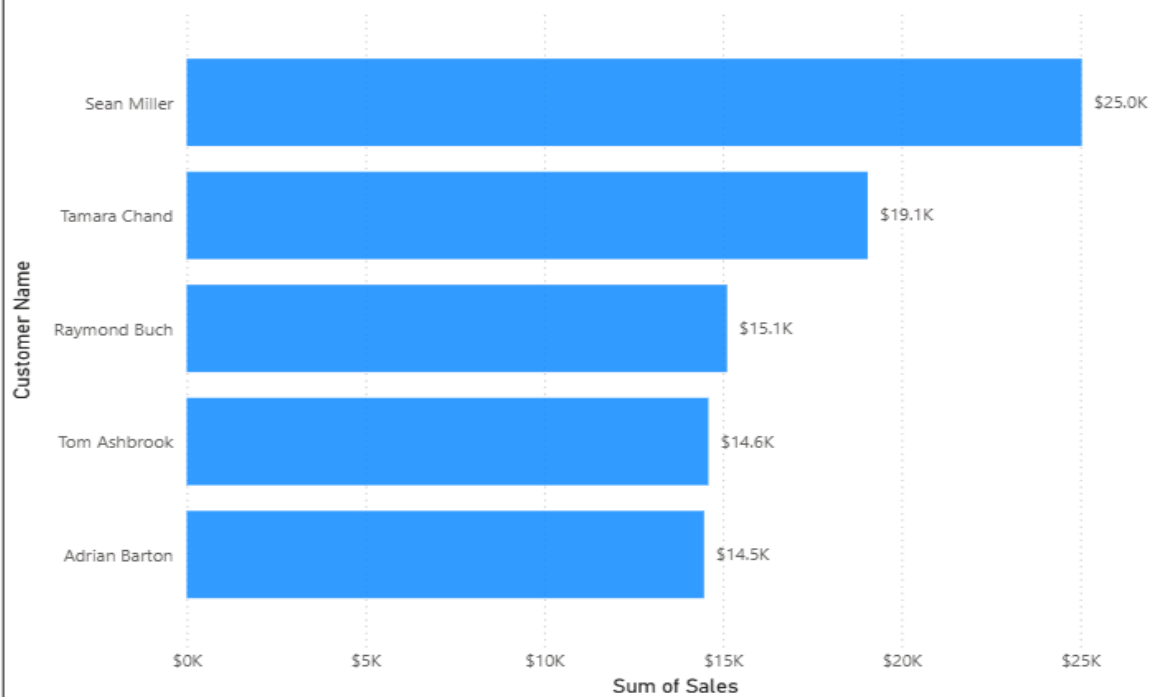
Top customer by total sales



Observation-

10.

Top 5 customers by total sales



Observation-

The top five customers of MetroMart in terms of total sales are:

1. **Sean Miller** – \$25.0K
2. **Tamara Chand** – \$19.1K
3. **Raymond Buch** – \$15.1K
4. **Tom Ashbrook** – \$14.6K
5. **Adrian Barton** – \$14.5K

These customers have generated the highest revenue for MetroMart, with Sean Miller leading by a significant margin.

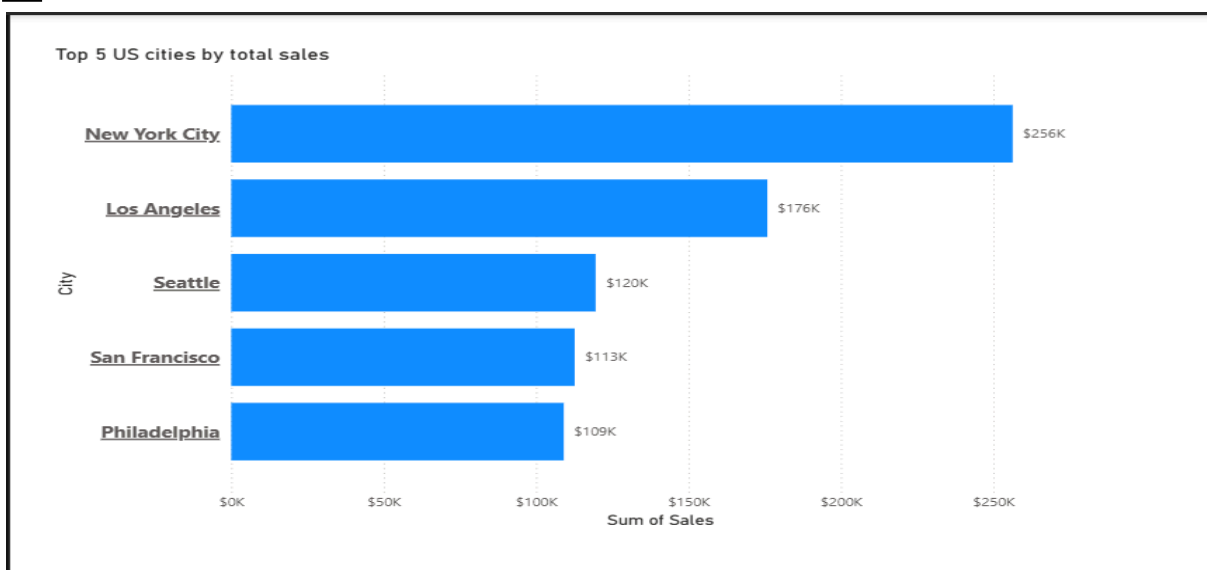
11.



Observation-

The sales revenue generated through products related to the Home Office segment was \$429.65K.

12.

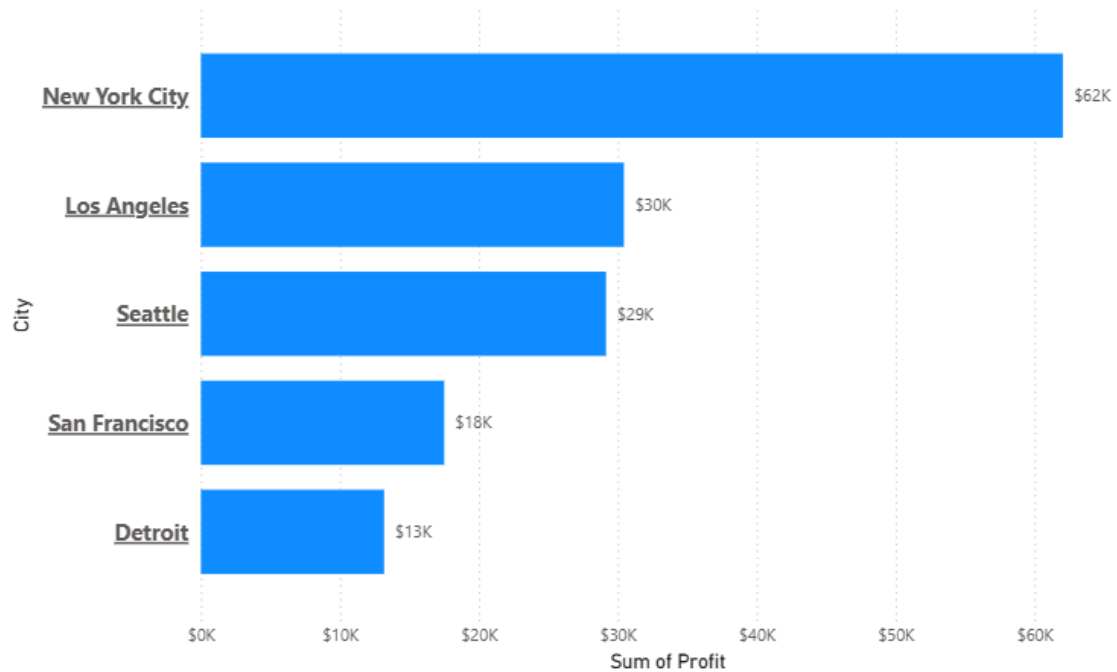


Observation-

New York City leads significantly with \$256K in sales, far ahead of Los Angeles at \$176K. Seattle, San Francisco, and Philadelphia follow with sales just above \$100K each. The data shows a steep drop after the first two cities, highlighting New York and Los Angeles as the major contributors.

13.

Top 5 US cities by total profit

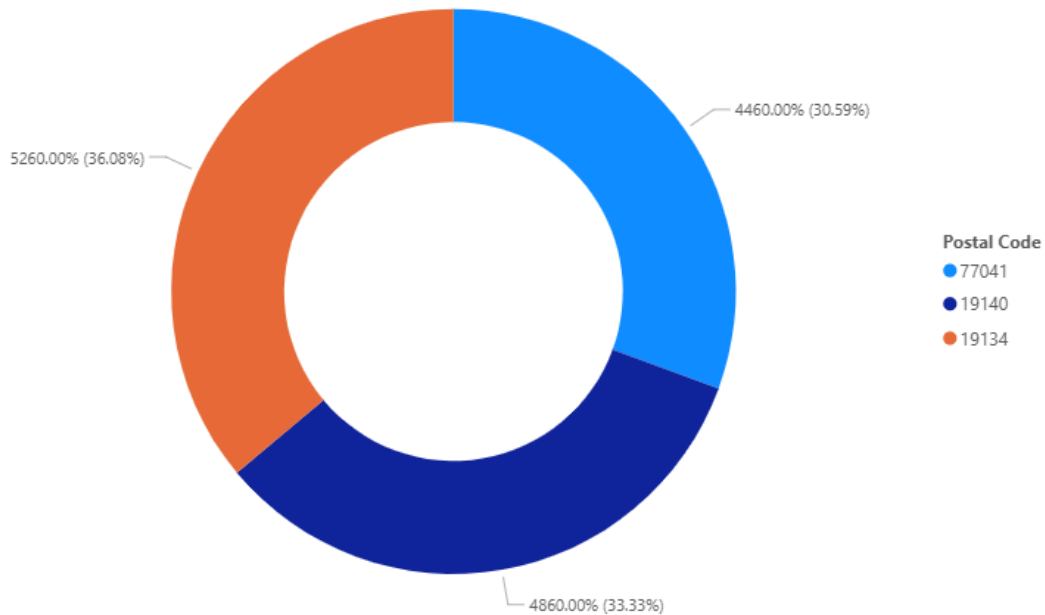


Observation-

New York City dominates profit generation with \$62K, more than double that of Los Angeles and Seattle. San Francisco and Detroit contribute smaller shares, under \$20K each. The chart highlights New York as the key profit hub, with a noticeable gap between the first and other cities.

14.

Top 3 postal codes by average discount %

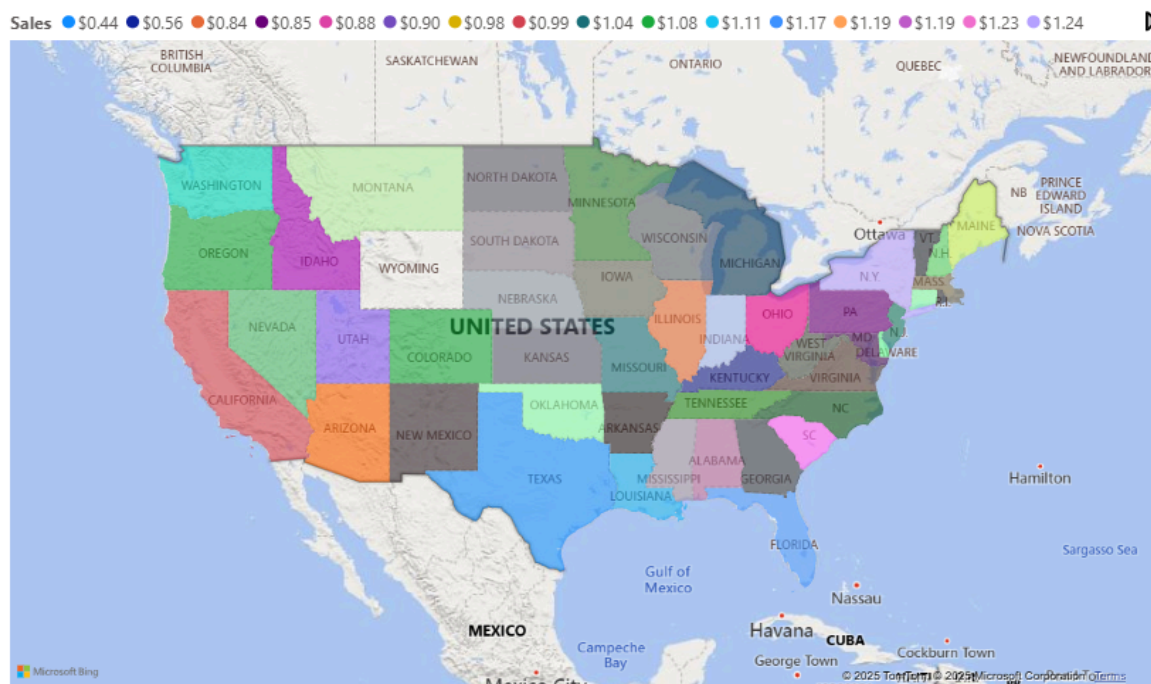


Observation-

Postal code 19134 provides the highest discount at 36.08%, slightly above 19140 at 33.33%. Postal code 77041 offers the lowest among the three but still a significant 30.59%. Overall, all three regions maintain competitive discount levels above 30%

15.

State-wise sales (US)



Observation-

New York leads with the highest sales at \$1.24, closely followed by Washington and California. States like Wyoming and Montana record the lowest sales below \$0.60. Overall, sales distribution shows strong performance in coastal states while central regions remain relatively lower

16.

Nebraska corporate Profit

\$215.12

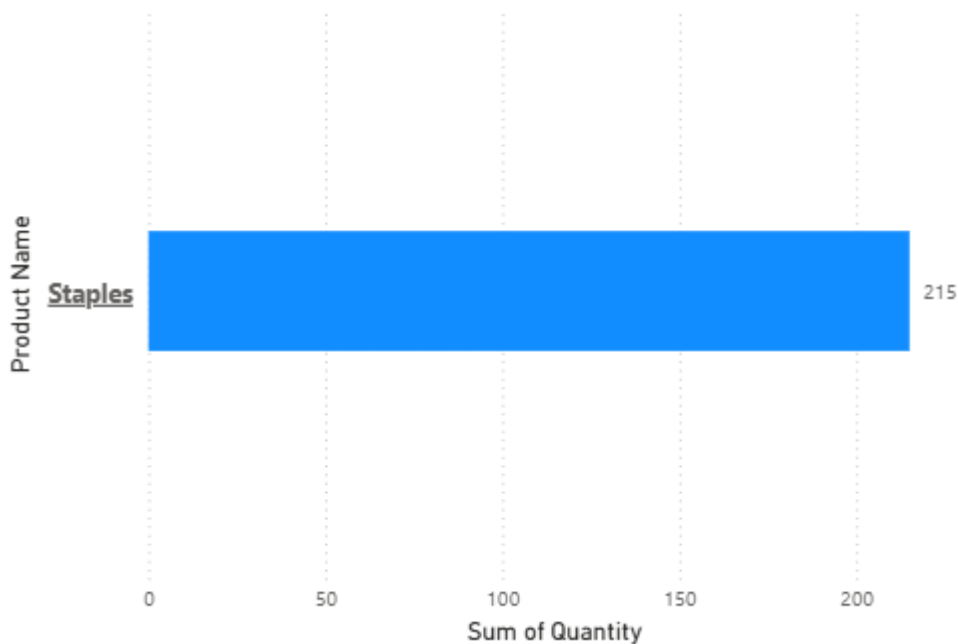
Sum of Profit

Observation-

Nebraska's corporate segment contributes a modest profit of \$215.12. While this figure is relatively small compared to larger states, it reflects the presence of profitable corporate activity. The data suggests limited but positive profitability in the region.

17.

Top selling product by quantity

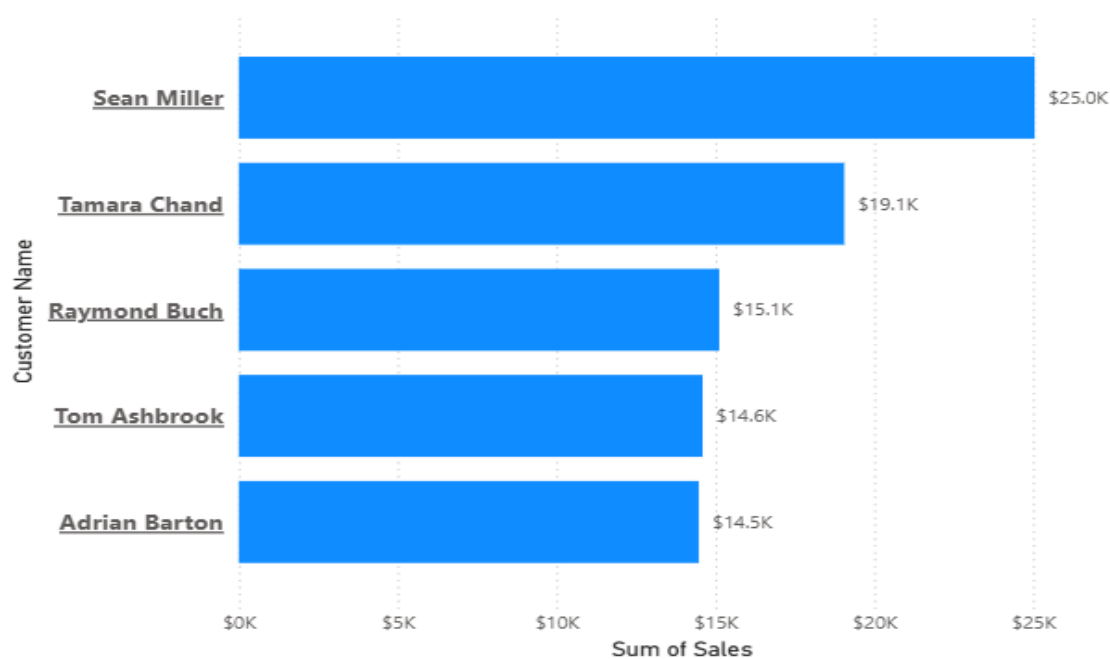


Observation-

Staples lead as the highest-selling product by quantity, reaching 215 units. This indicates strong and consistent customer demand compared to other products. The dominance of Staples highlights their everyday utility and widespread usage.

18.

Top Customer by sales generated

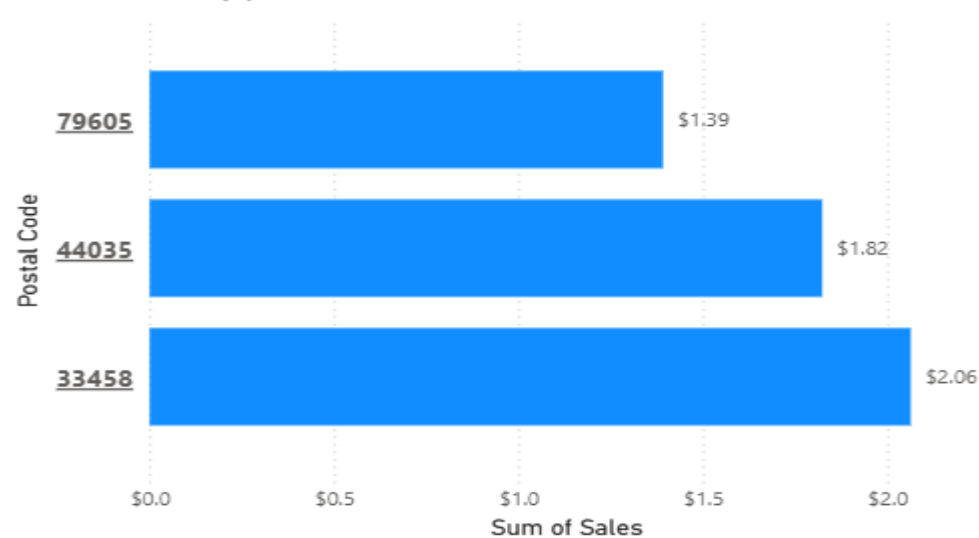


Observation-

Sean Miller leads as the top customer by a significant margin, generating \$25K in sales. Tamara Chand follows at \$19.1K, while the rest contribute below \$16K. This shows Sean Miller as the most valuable customer for MetroMart.

19.

Lowest Sales by postal codes



Observation-

Out of the three postal codes shown, 79605 ranks the lowest in sales. Postal codes 44035 (\$1.82) and 33458 (\$2.06) perform slightly better. This indicates that 79605 contributes the least to overall sales performance.