SUMMARY OF BUSINESS INSIGHTS

Following are the major points from both the checkpoints -

1. Furniture category has large number of sales, nearly equal to the sales of that of Technology, but it makes less profit.

SOLUTION: Limit the sales of Furniture category

2. Tables subcategory provides high sales but they make less profit in the business.

SOLUTION: Limit the sales of Tables

3. a)Cities like Detroit and Lafayette make more profit but these cities doesn't provide high sales.

   b) States like Virginia, Indiana, and Georgia makes more profit but reduced in the sales amount.

SOLUTION: Increase the sales in these cities/states

4. In the cities like Philadelphia, and states like Texas, we make low profits though the sales are high.

SOLUTION: Reduce the sales in these cities/states