

Story

Layout

New story point

Blank

Duplicate

Region\_Map

Region\_Tree Map

Region\_Bar Chart

Region\_Time ...

Region\_Dashbo...

Profit

Positive\_profit

Negative\_Profit

Dashboard 2

Citites ...

Positive ...

Negative ...

Dashboard 3

Time series plot

Conclusion

A

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Show title

Size

Generic Desktop (1366 x 7...

Story

How are the regions performing?

How are the states and citites are performind?

How significant are the city gains and losses?

How have the cities performing over time?

Conclusion

Regional profit overview

West

\$110,799

Central

\$39,865

East

\$94,883

South

\$46,749

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38%

West

32%

East

14%

Central

16%

South

Region

West

East

South

Central

Profit

\$0

\$20,000

\$40,000

\$60,000

\$80,000

\$100,000

West

East

South

Central

Order Date

Profit

\$0

\$10,000

\$20,000

\$30,000

\$40,000

2021

2022

2023

2024

West

East

South

Central

The West is the highest performing region, bringing in 38% of the overall total profit. The Southern and the Central regions, combined, are bringing in only 30% of the total profit.

Data Source

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Citites Performance

Positive Performing Citites

Negative Performing Citites

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Time series plot

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How are the states and citites are performing?

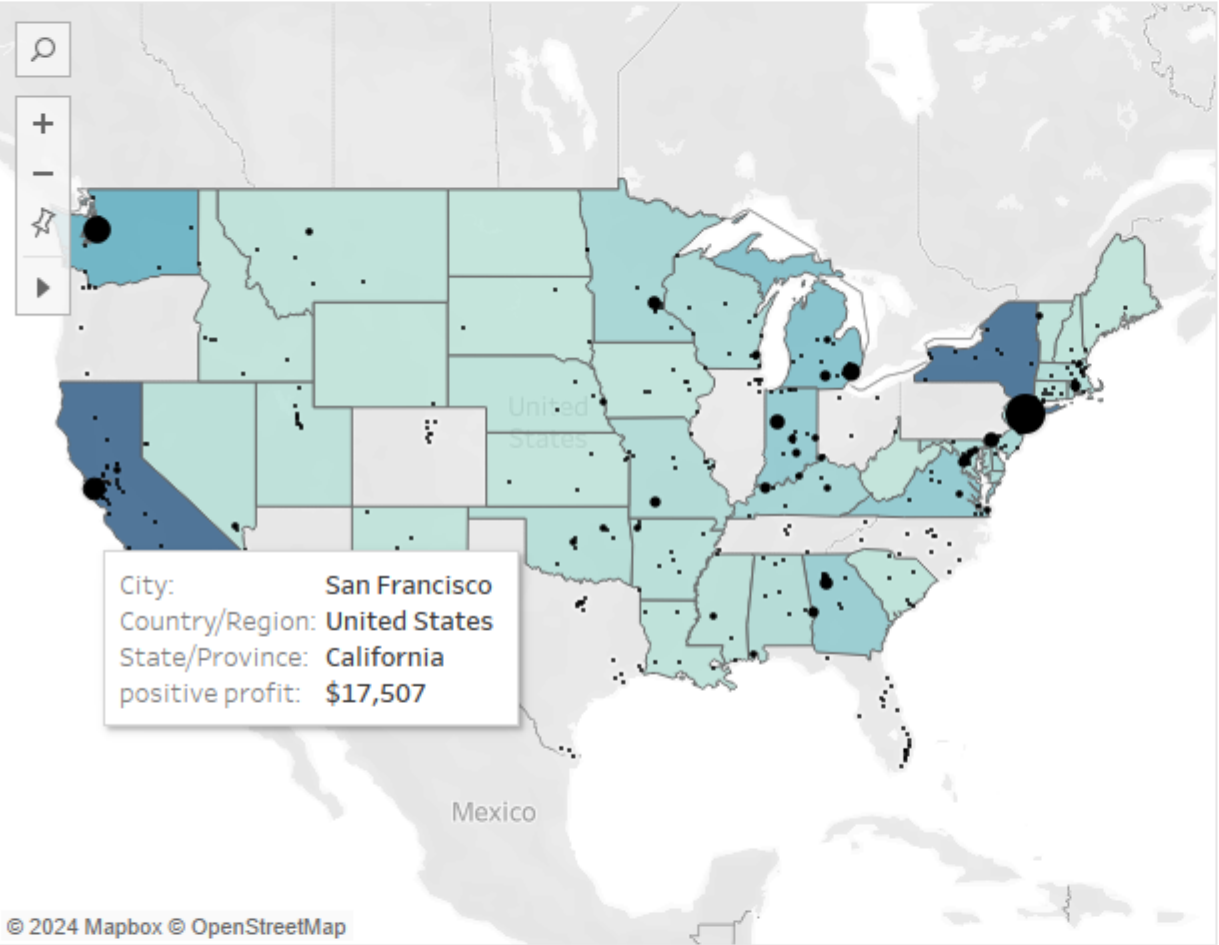
How significant are the city gains and losses?

How have the cities performing over time?

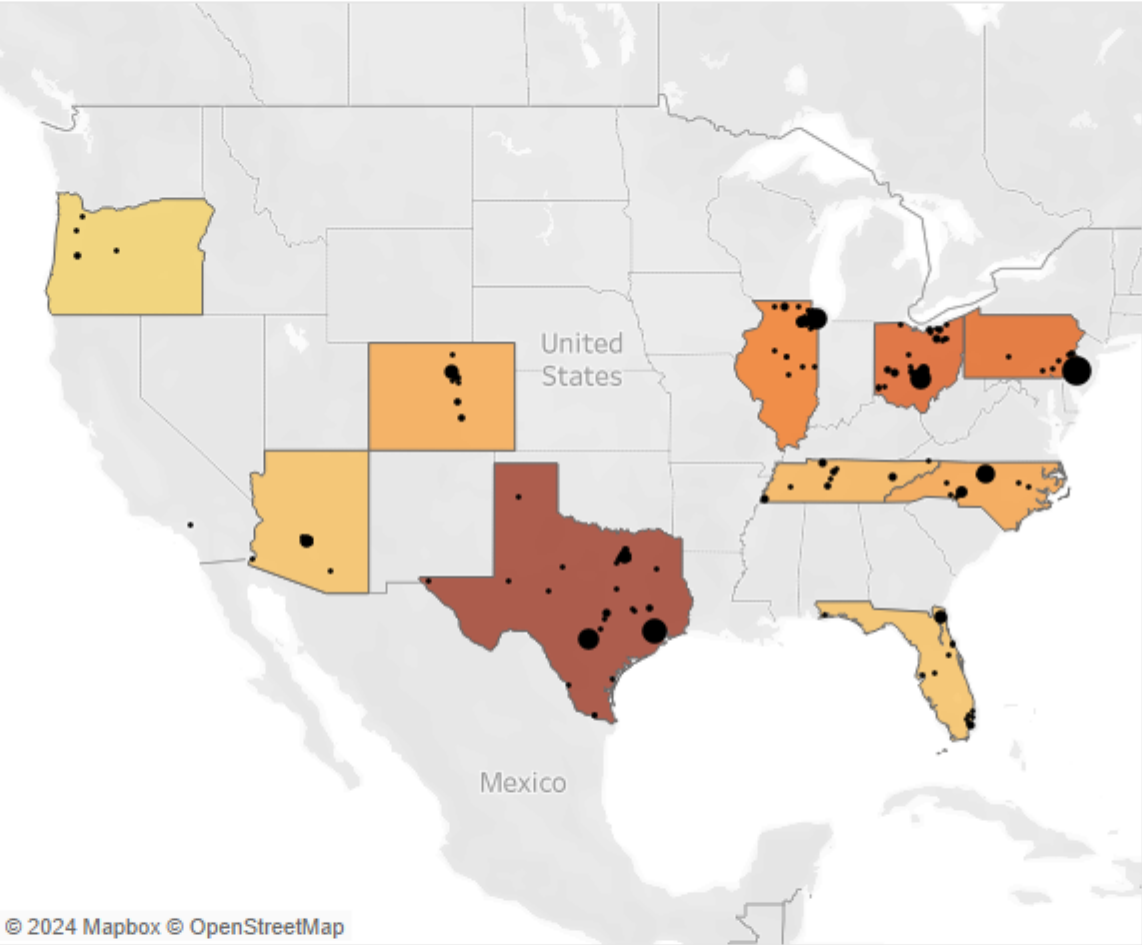
Conclusion

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## Profit Gain



## Profit Loss



California and NewYork are the two most profitable states, both of which contain some of the most profitable citites. On the other hand Texas contains several of the least profitable citites, contributing to its overall status as the least profitable state.

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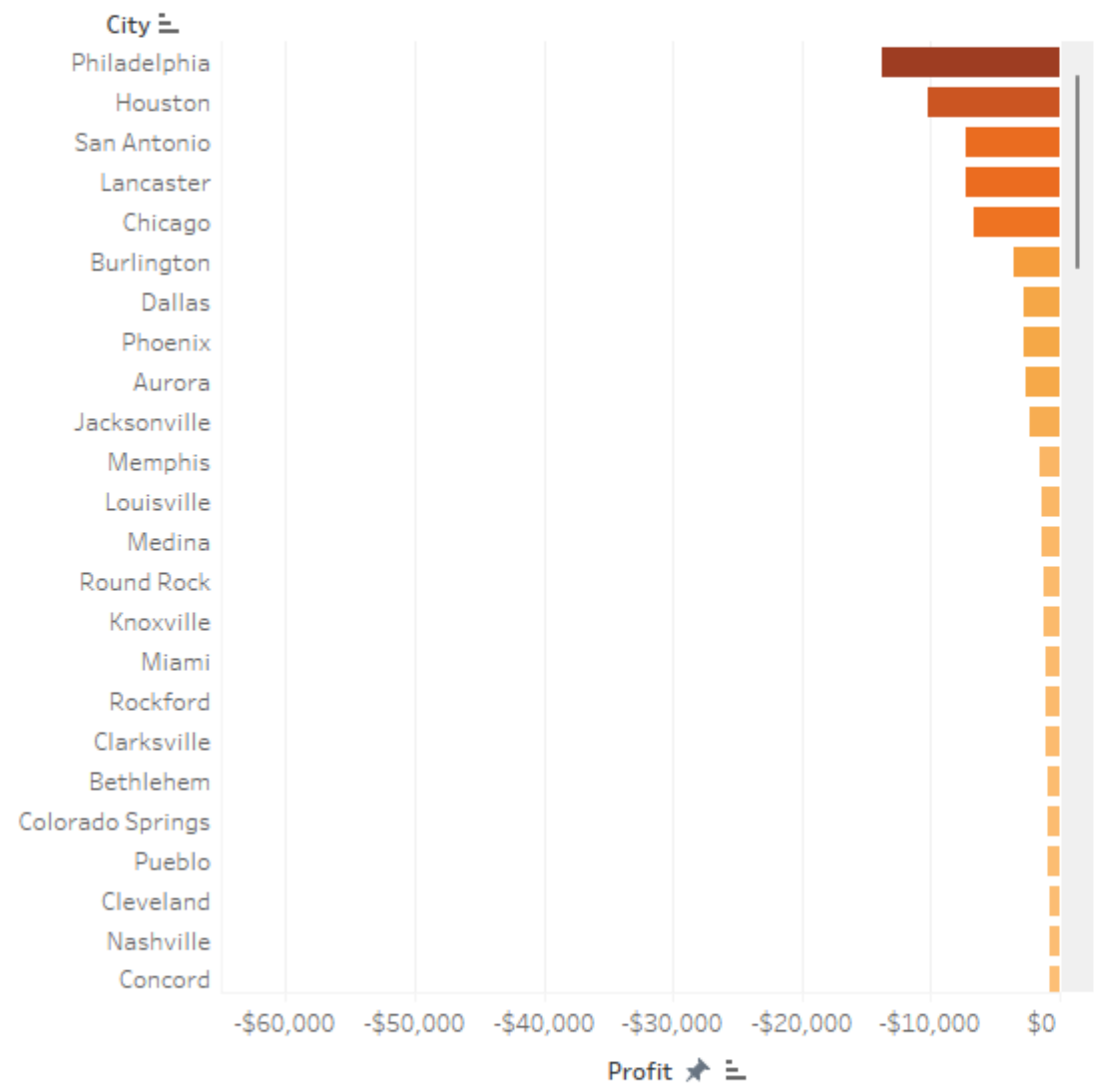
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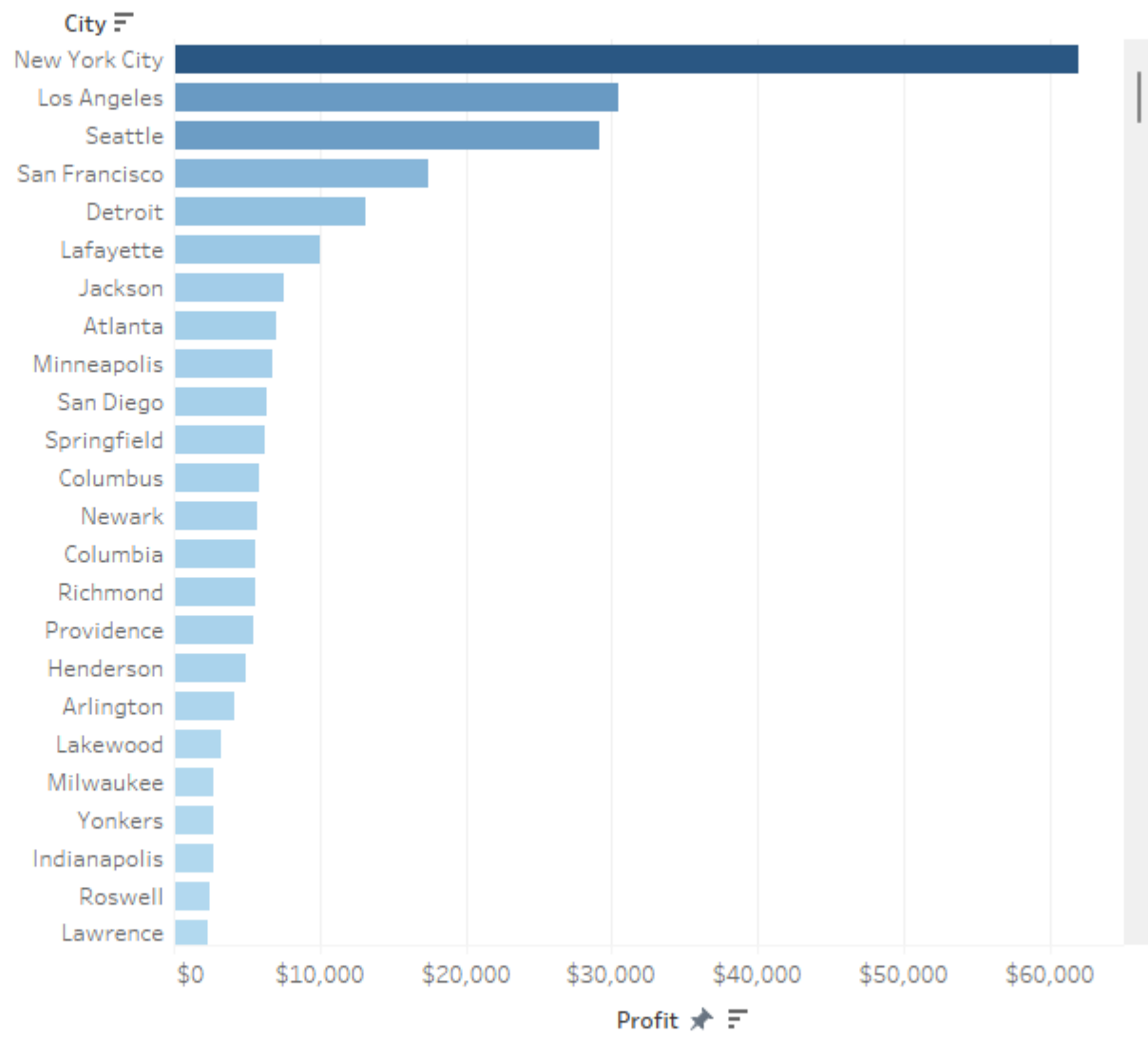
# Story

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- How are the regions performing?
- How are the states and citites are performing?
- How significant are the city gains and losses?
- How have the cities performing over time?
- Conclusion
- >

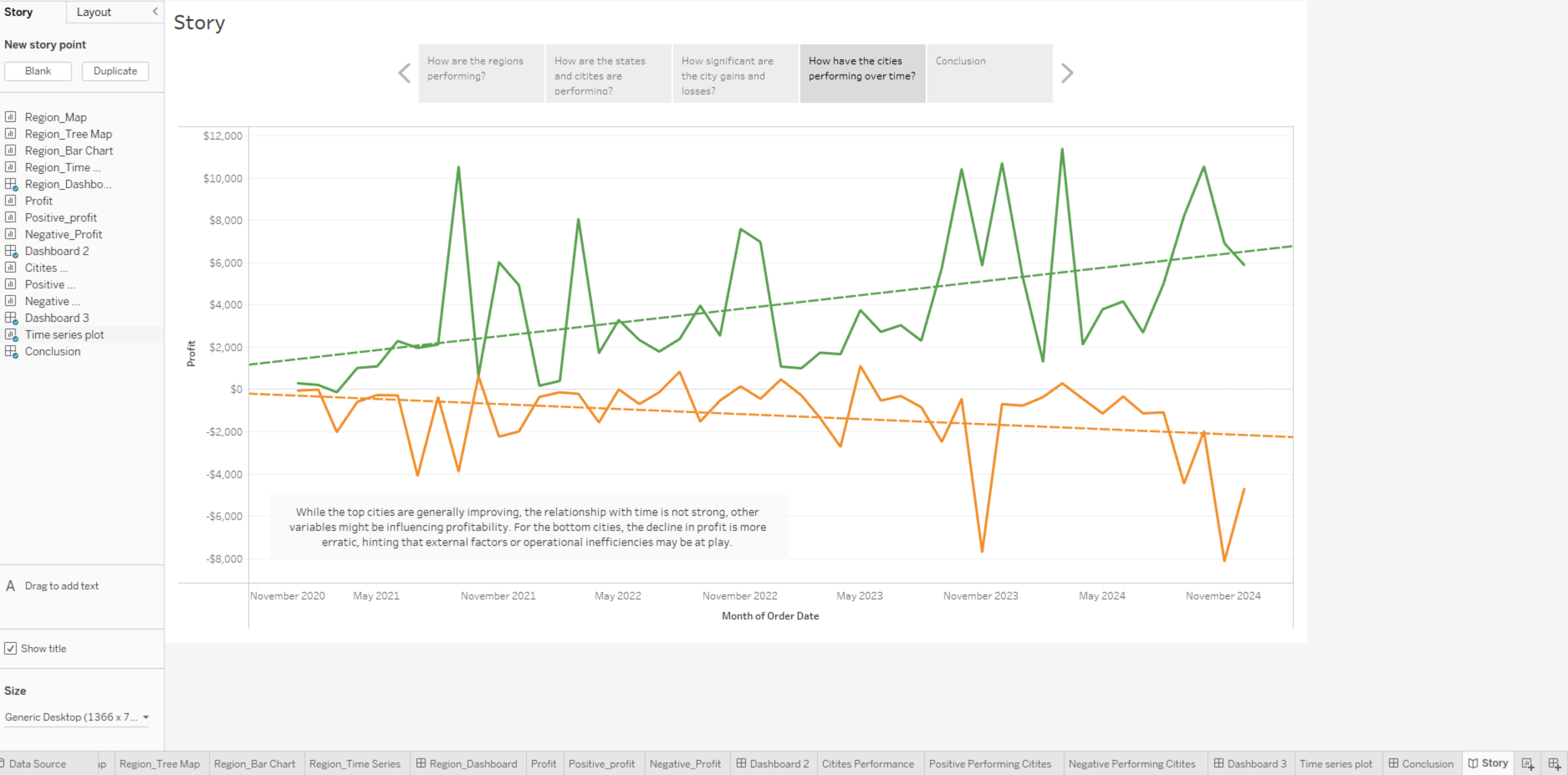
## Profit Loss



## Profit Gain



The extremities of the spectrum are particularly pronounced, with cities like NewYork, Los Angeles, and Seattle not just outperforming, but dominating the profit landscape, as indicated by their towering bars that dwarf others. On the other hands, cities like Philadelphia and Houston are not merely lagging, but is significantly anchoring the loss spectrum.





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*The Western and Eastern regions have been more profitable than the Central and Southern regions. Given that a small number of cities are driving both profit and loss, resources and efforts should be prioritized on the top performing cities to maximize profitability. Simultaneously, targeted strategies to mitigate losses in the lowest performing cities should be implemented.*

*While there is some trend over time with the top and bottom performing cities, other factors likely have a more significant impact on the profit trends for these cities.*

*For the top performing cities, focus on reinforcing and expanding successful strategies, such as investing in high performing product categories or optimizing marketing efforts.*

*For the underperforming cities, conduct a deep dive analysis to identify root causes of losses, such as supply chain inefficiencies, suboptimal pricing strategies, or local competition. Implement corrective measures tailored to each city’s specific challenges.*

*Additionally, leverage learnings from top cities to potentially replicate their success in the bottom cities. This bifocal approach, capitalizing on strengths in profitable areas while addressing weaknesses in underperforming ones - will help balance overall profitability across regions.*

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