Data Visualization Analysis

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When looking at top sales by state, notably profitable states include California, New York, Texas, Washington, and Pennsylvania. These were determined by adding each state to a table along with their respective sales sums and ordering from highest to lowest. California earned sold $457,687.63; New York sold $310,876.27; Texas sold $170,188.04; Washington sold $138,641.27; Pennsylvania sold $116,511.91.

When looking at profitability by state, notably problematic states from a profit-based perspective are Texas, Ohio, Pennsylvania, Illinois, and North Carolina respectively. This list was determined by adding each state to a table with their respective sum of profits and ordering from lowest to highest. Texas lost $25,729.36; Ohio lost $16,971.38; Pennsylvania lost $15,559.96; Illinois lost $12,607.89; North Carolina lost $7,490.91.

Analysis of profits for each individual sub-category tells us that Furniture represented the least profitable category with a total of 21k in losses. The most problematic sub-categories from a profit-based perspective are Tables, Bookcases, and Supplies respectively. Tables lost 18k; Bookcases lost 3k; Supplies lost 1k. There is a notable correlation between discounted products and profit loss as Tables and Bookcases represent the third and fourth highest discounted products.

When looking at profitability over time, Binders, Bookcases, Envelopes, Machines, and Tables demonstrated the most losses from 2016 to 2017.