

## Key Findings

- Total Sales and Profit:
  - ✓ Total Sales: \$9M
  - ✓ Total Cost: \$4.28M
  - ✓ Total Profit: \$5.07M with a profit margin of 54%
- Profit by Geography:
  - ✓ The USA had the highest profit at \$896,797.78, representing 17.69% of total profit.
  - ✓ Canada had the lowest profit at \$769,230.02.
  - ✓ Profit across geographies ranged from \$769,230.02 to \$896,797.78.
- Top Products by Profit:
  - ✓ The top 5 products contributing the most profit included Smoothie (\$417.83K), Peanut Butter (\$366.24K), and Chocolate (\$362.93K).
- Top Sales Personnel:
  - ✓ Husein Augar generated the highest profit at \$297,918.52, followed closely by Kaine Padly (\$294,063.01) and Rafaelita Blakslund (\$277,668.25).

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## Recommendations

- Optimize Sales in Lower-Performing Regions:
    - ✓ Explore factors contributing to lower profits in Canada and other regions, and implement strategies to enhance performance.

Impact: Closing the profit gap between geographies could increase overall profitability by an additional 5-10%.
  - Increase Focus on High-Profit Products:
    - ✓ Given that products like Smoothie and Peanut Butter drive significant profits, consider increasing promotions, stock, and cross-selling of these items.

Impact: Maximizing sales of high-margin products can strengthen the profit margin and meet customer demand more effectively.
  - Reward High-Performing Sales Personnel:
    - ✓ Recognize and incentivize top performers like Husein Augar and Kaine Padly to retain talent and encourage consistent performance.

Impact: Improved morale and sales productivity, which can lead to higher revenue and retention of skilled staff.
  - Standardize Best Practices Across Geographies:
    - ✓ Replicate strategies from high-profit regions, like the USA, in lower-performing areas to balance revenue streams.

Impact: Ensures stable and sustainable revenue growth across all regions.
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### Takeaways

- High Profit Margin: A strong profit margin of 54% indicates a well-managed cost structure, but opportunities exist for further optimization in low-performing regions.
- Product and Personnel Insights: Leveraging top-selling products and retaining high-performing sales personnel are critical for maintaining profitability.
- Geographical Disparities: Addressing the profit disparities across regions can significantly impact the organization's overall financial performance.

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This analysis suggests that with targeted actions in specific regions, products, and personnel management, the company can continue to grow profitability and maintain a competitive advantage across markets.