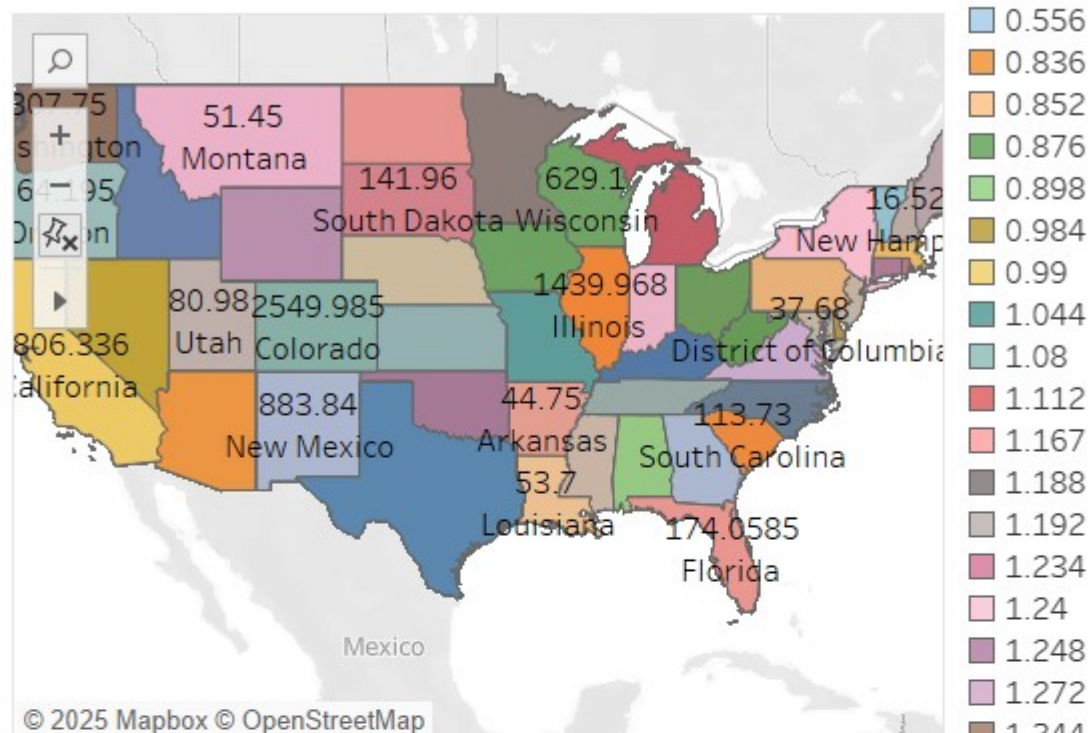


5- State-wise Sales Map



State-wise Sales Map – Insights Summary

Top-Performing States

States like **California**, **New York**, and **Texas** lead in sales, indicating strong customer engagement and established market presence.

Moderate Sales Regions

States such as **Florida**, **Illinois**, and **Washington** show moderate performance, suggesting steady demand with room for strategic growth.

Low Sales Territories

States like **Wyoming**, **Montana**, and **North Dakota** reflect minimal sales, potentially due to limited market size or reach—ideal candidates for targeted marketing initiatives.

Geographical Patterns

Sales are significantly stronger along the **coastal regions** compared to the **central U.S.**, hinting at regional buying behavior and urban influence.

Strategic Recommendations

Consider investing in promotional campaigns, localized marketing, or logistics enhancements in underperforming states to unlock new growth opportunities.

Sales

