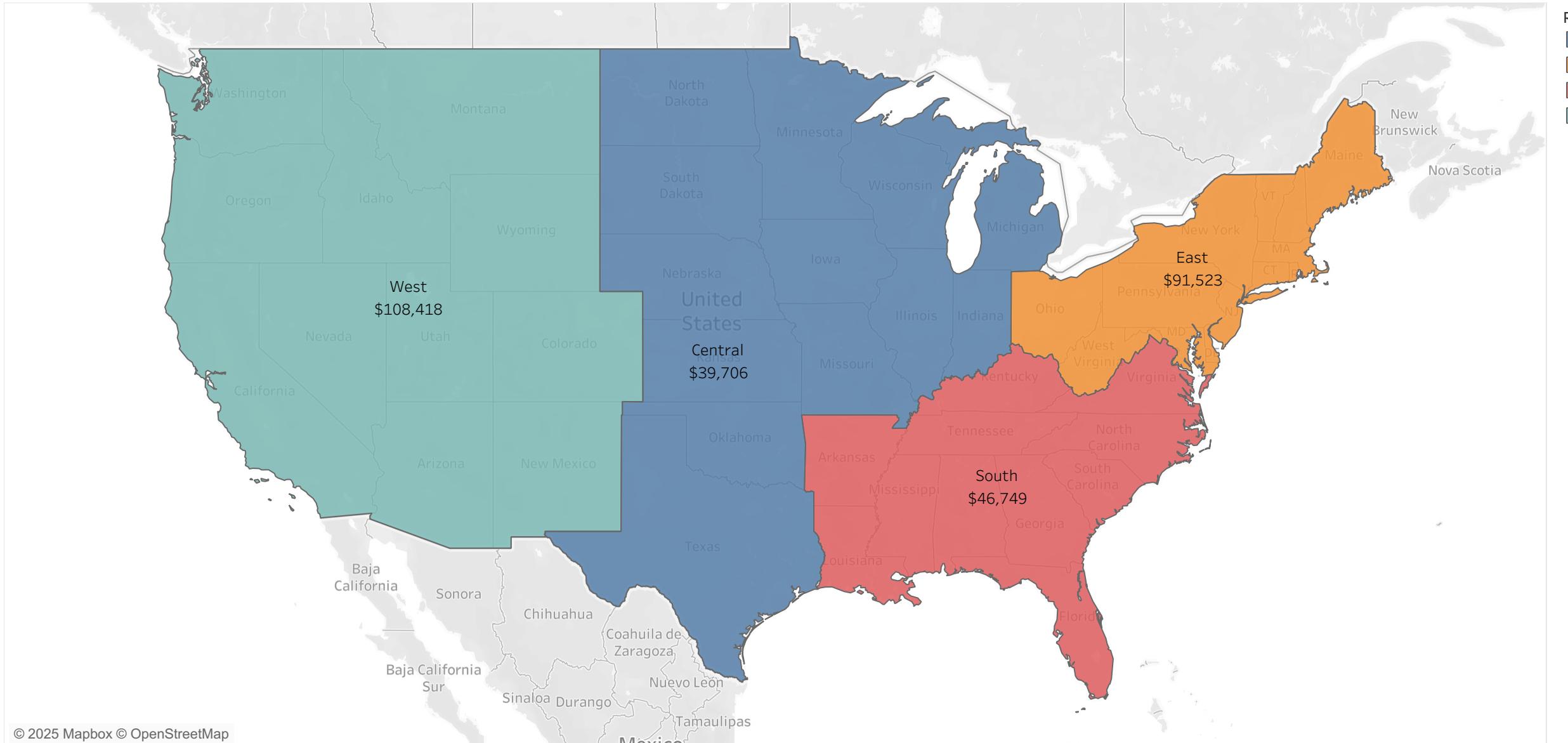
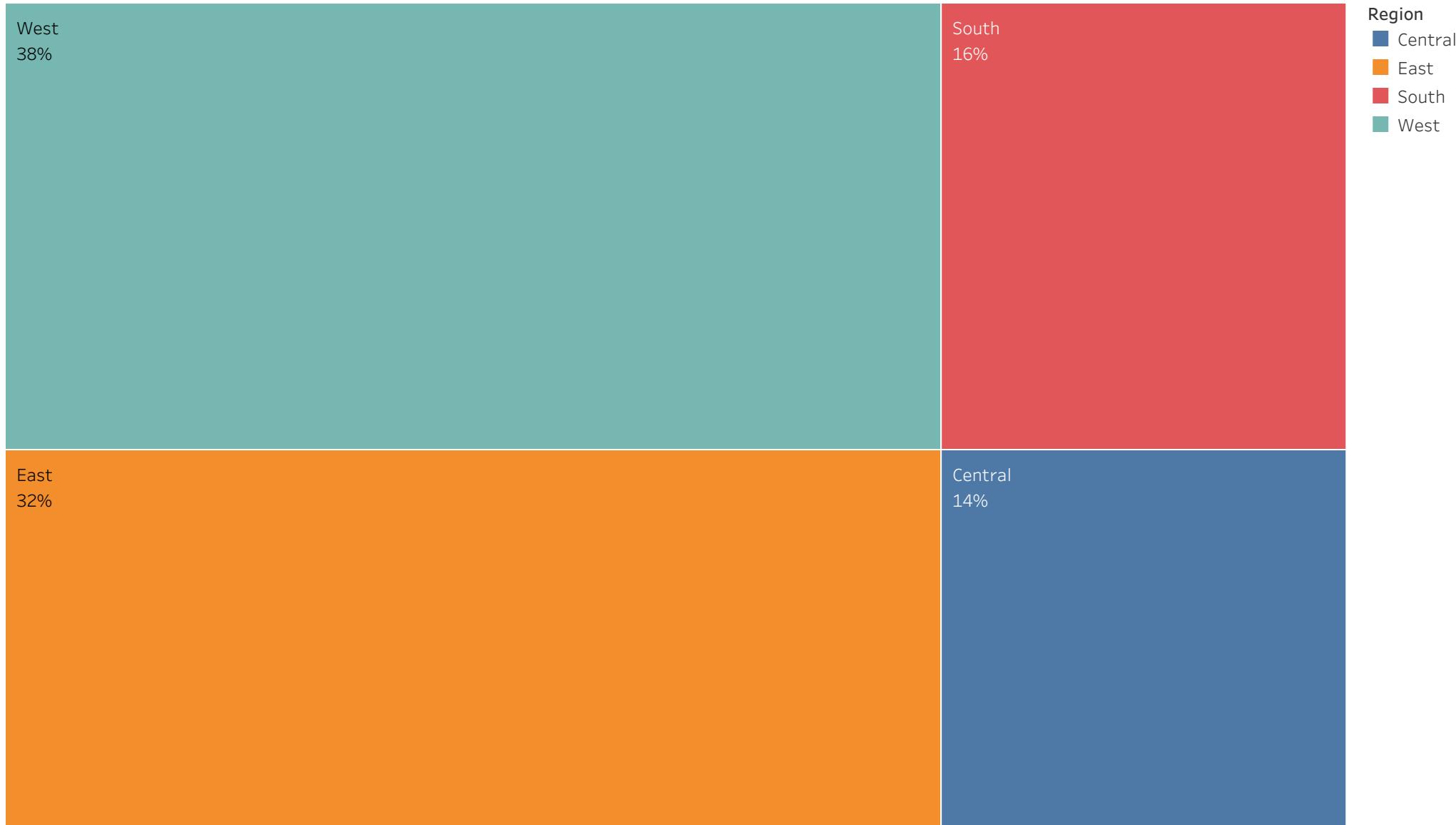


## Examining Superstore Profit By Location



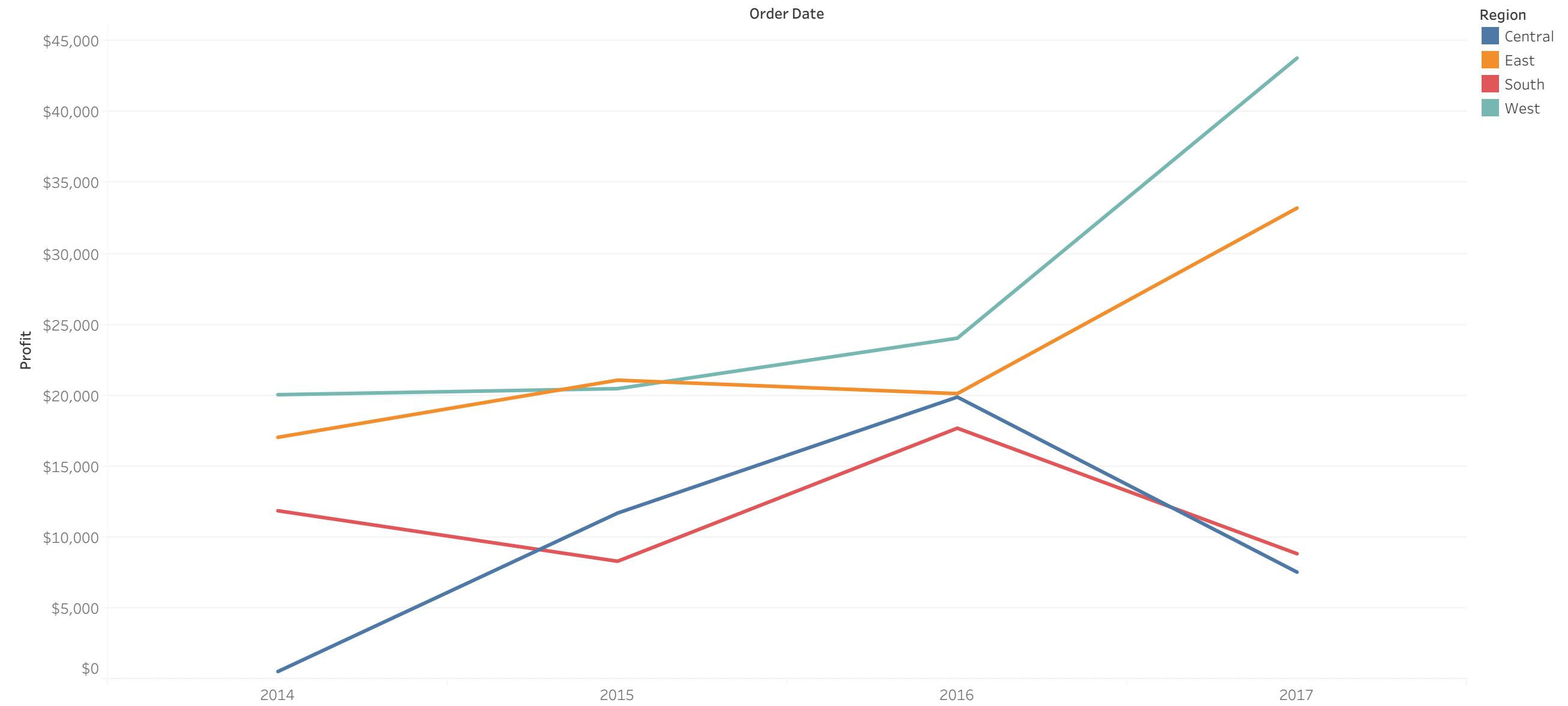
## Examining Superstore Profit By Location (2)



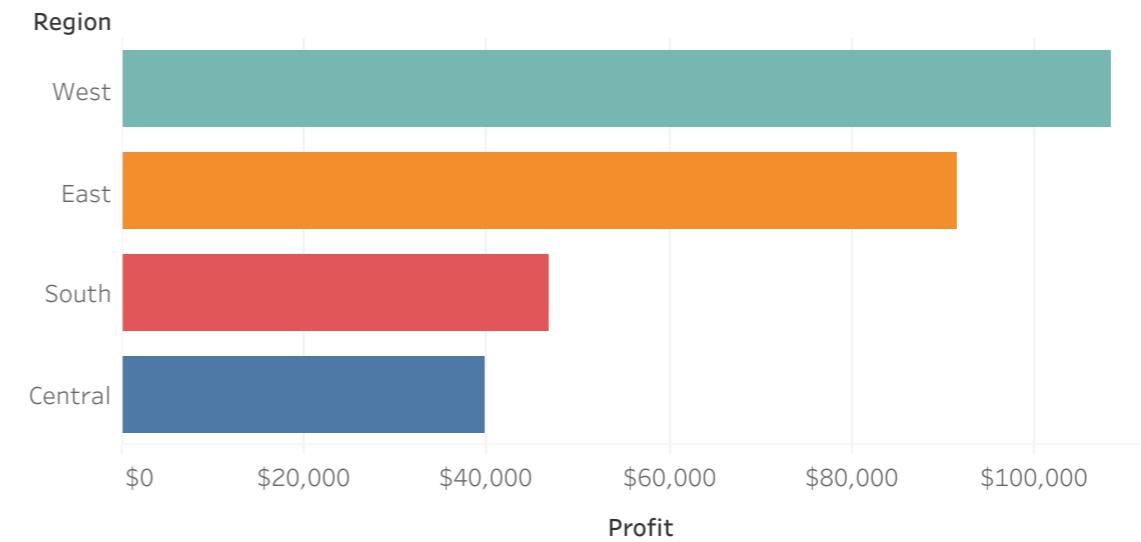
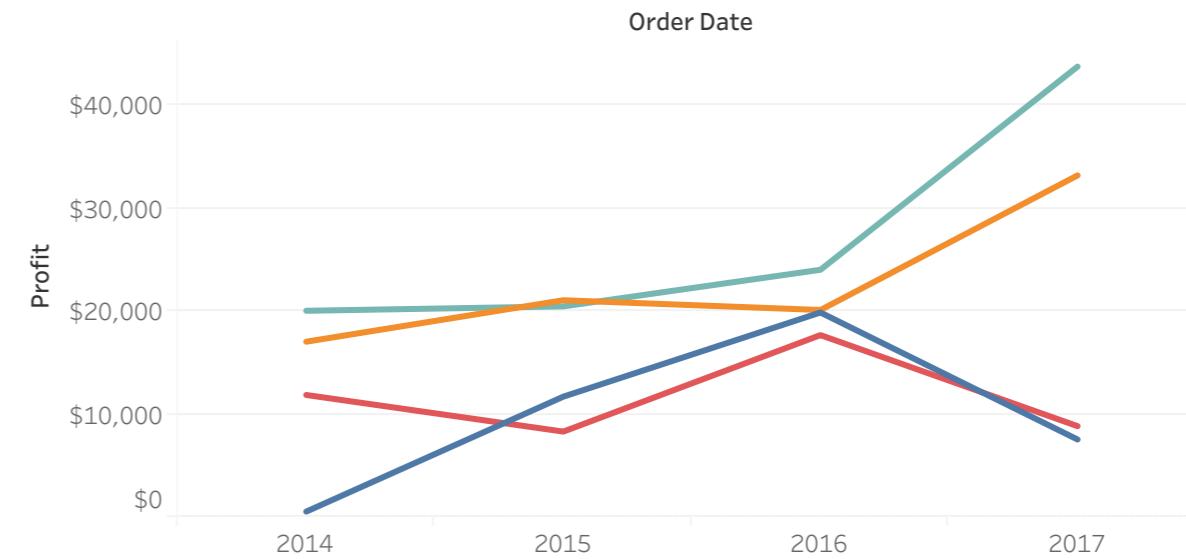
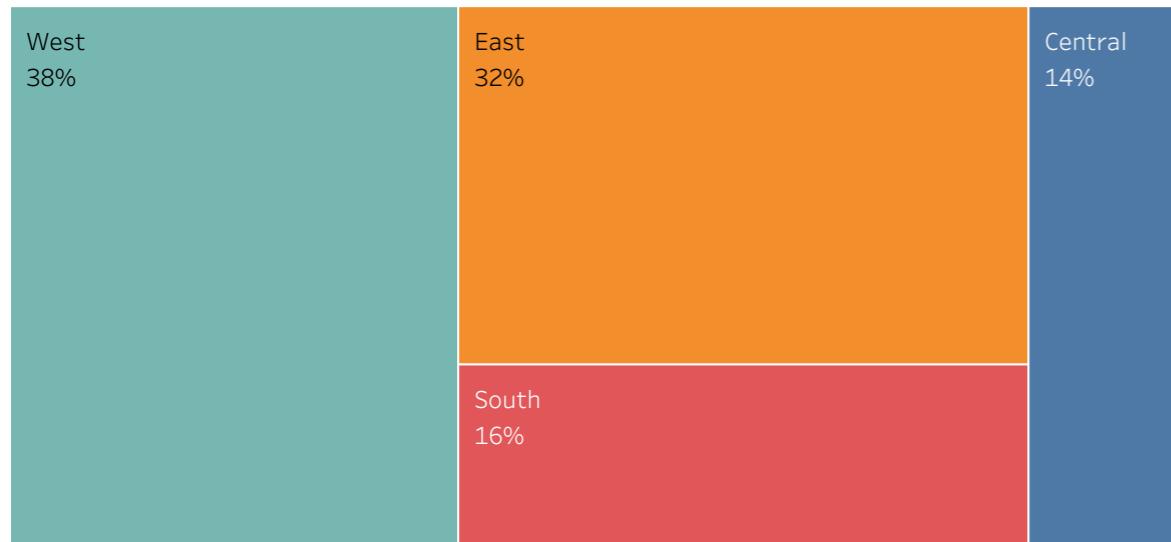
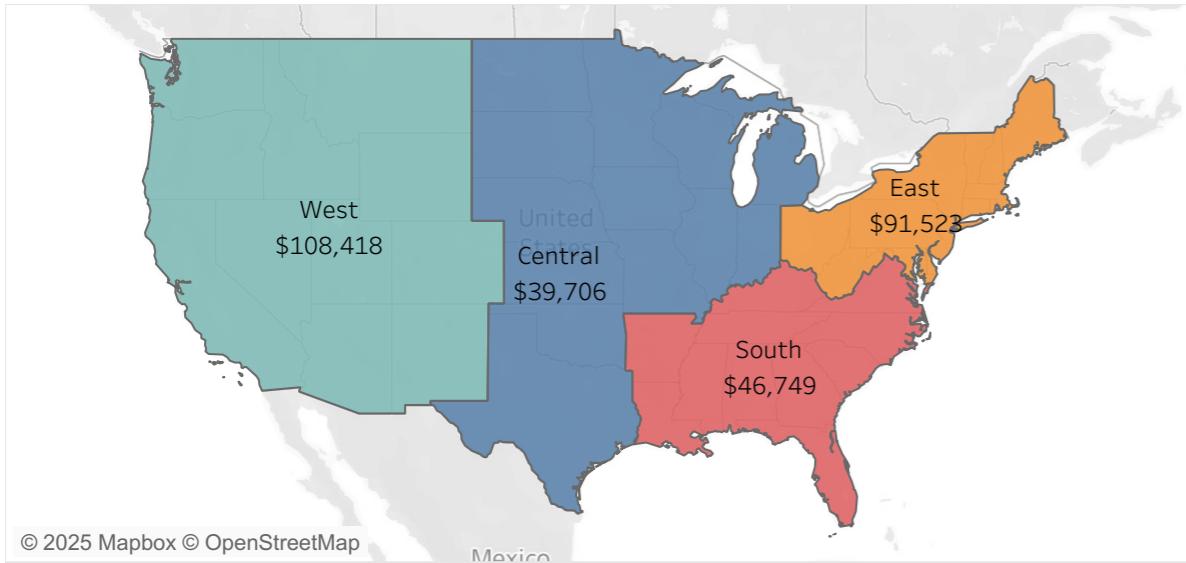
## Examining Superstore Profit By Location (3)



## Examining Superstore Profit By Location (4)



# Regional Profit Overview

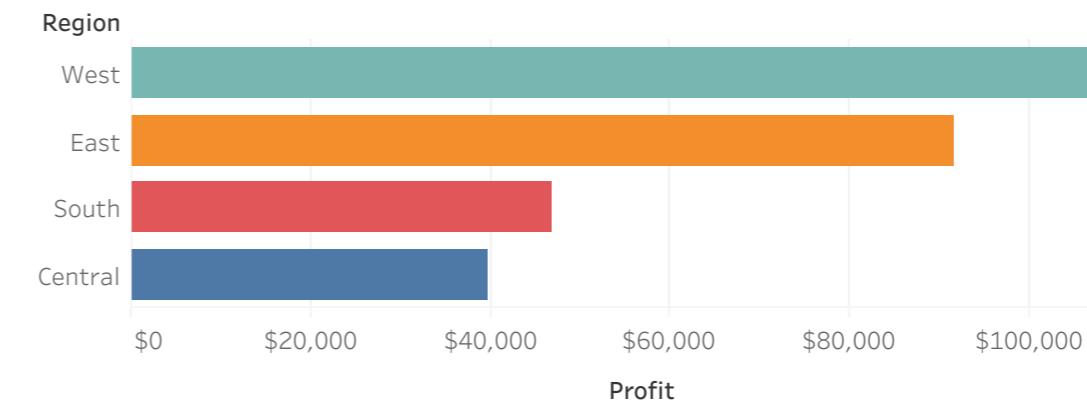
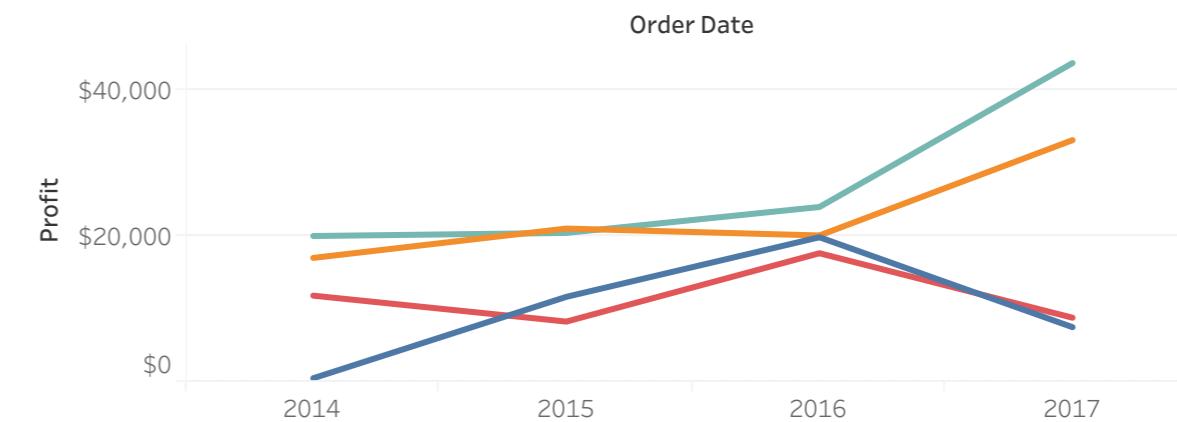
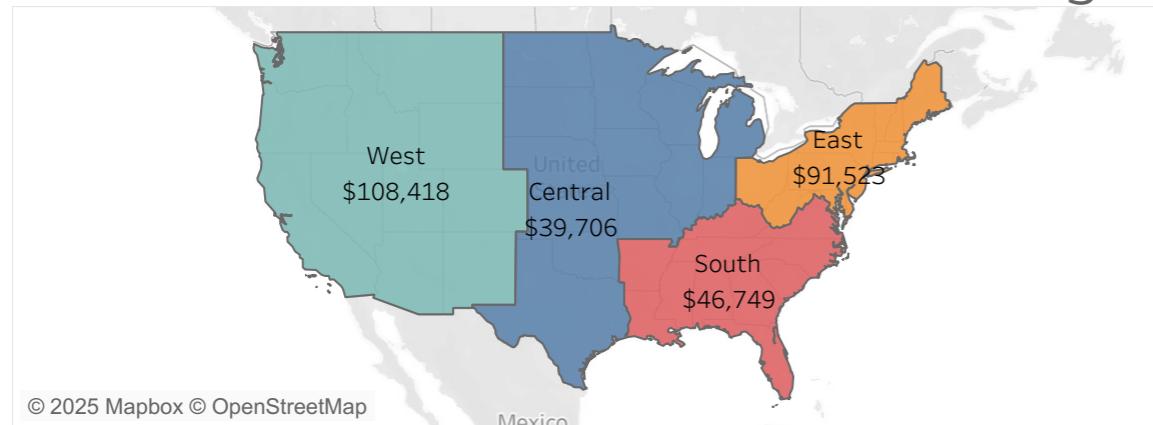


The West is the highest-performing region, bringing in \$108,418. The Southern and Central regions, combined, are bringing in only 30% of the total profit.

## Story 1

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

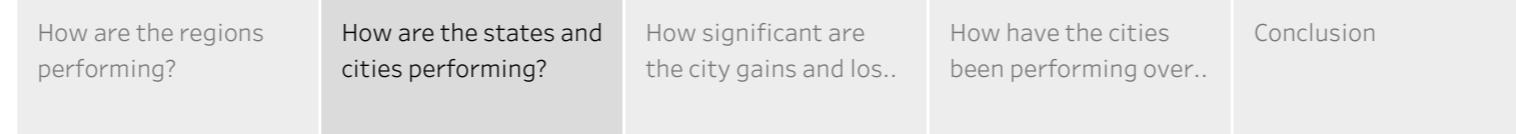
### Regional Profit Overview



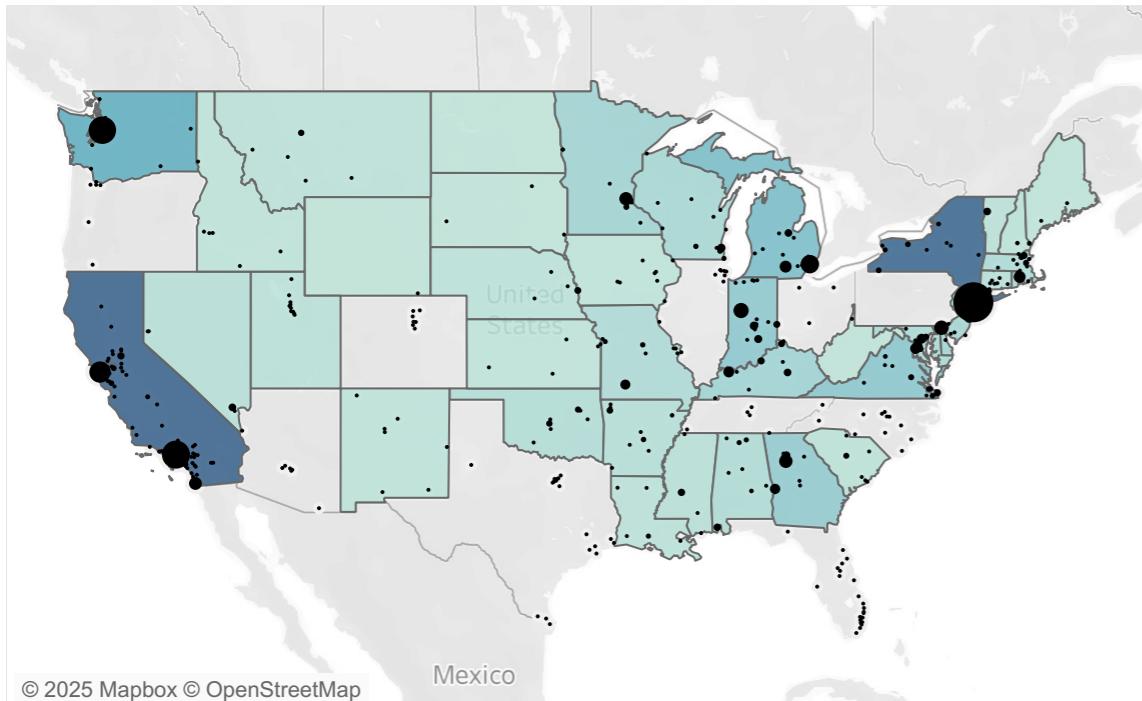
Region  
Central  
East  
South  
West

The West is the highest-performing region, bringing in \$108,418. The Southern and Central regions, combined, are bringing in only 30% of the total profit.

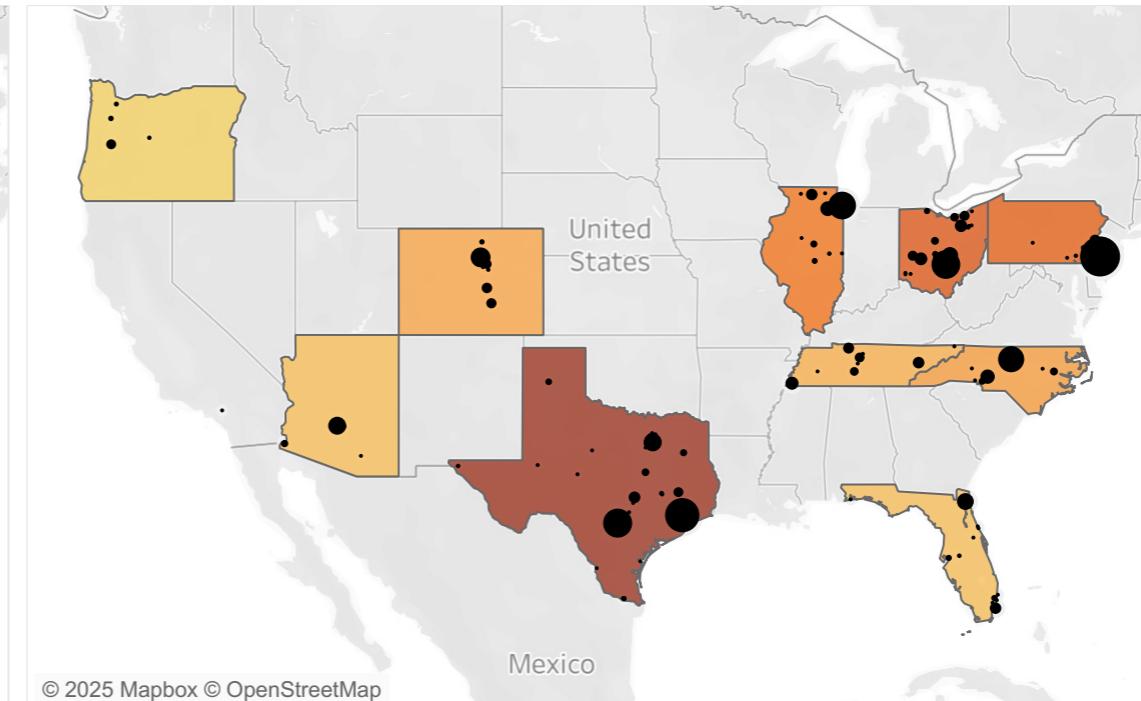
# Story 1



Profit Gain



Profit Loss



Positive Profit

\$0

\$20,000

Profit

\$100

\$76,381

Negative Prof.. Profit

\$1

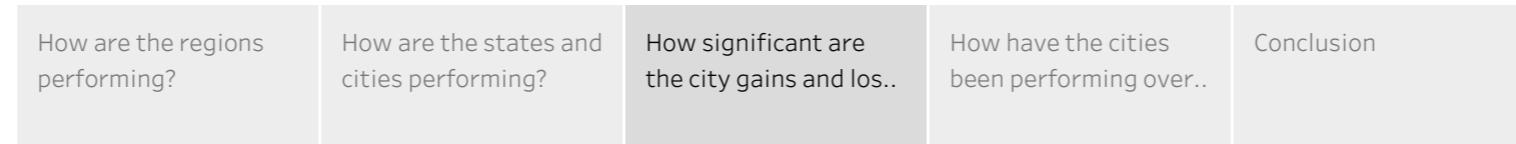
\$5,000

-\$25,729

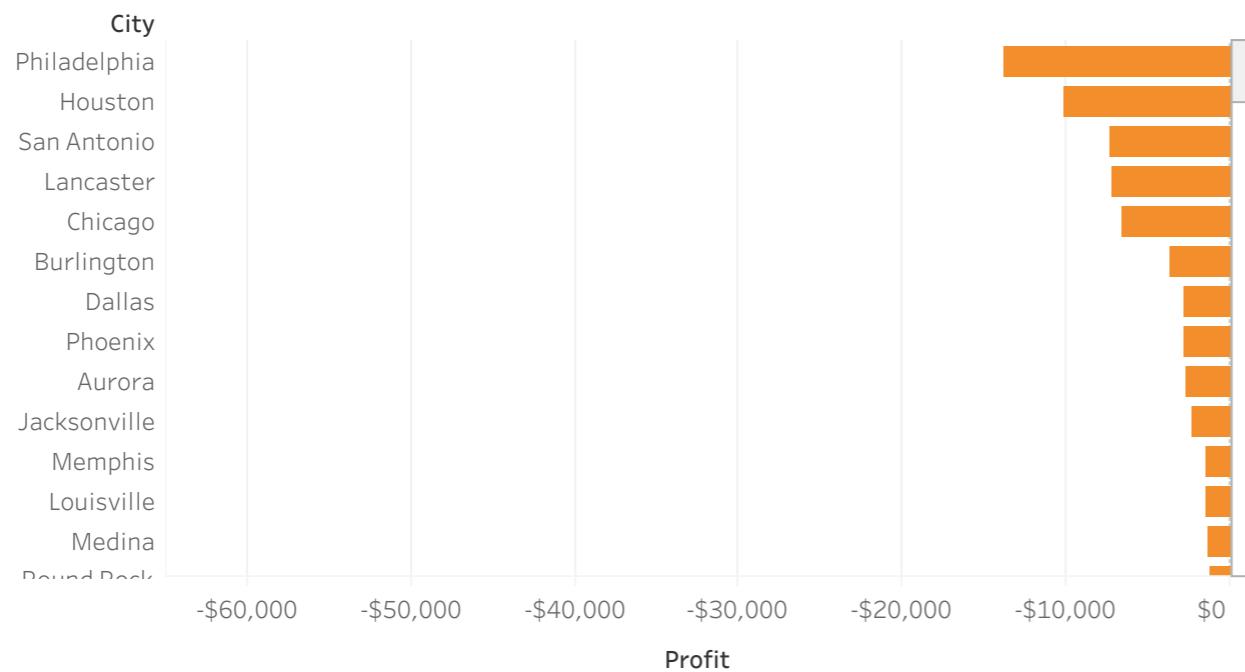
-\$1,190

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

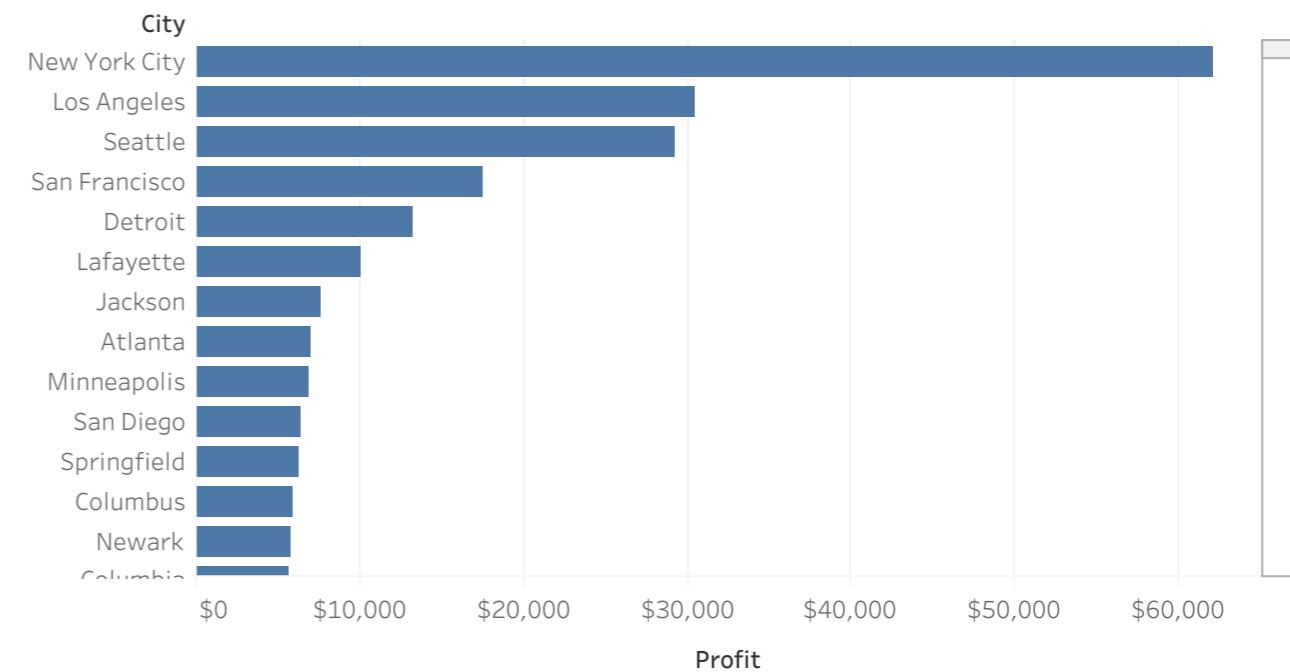
# Story 1



## Profit Loss

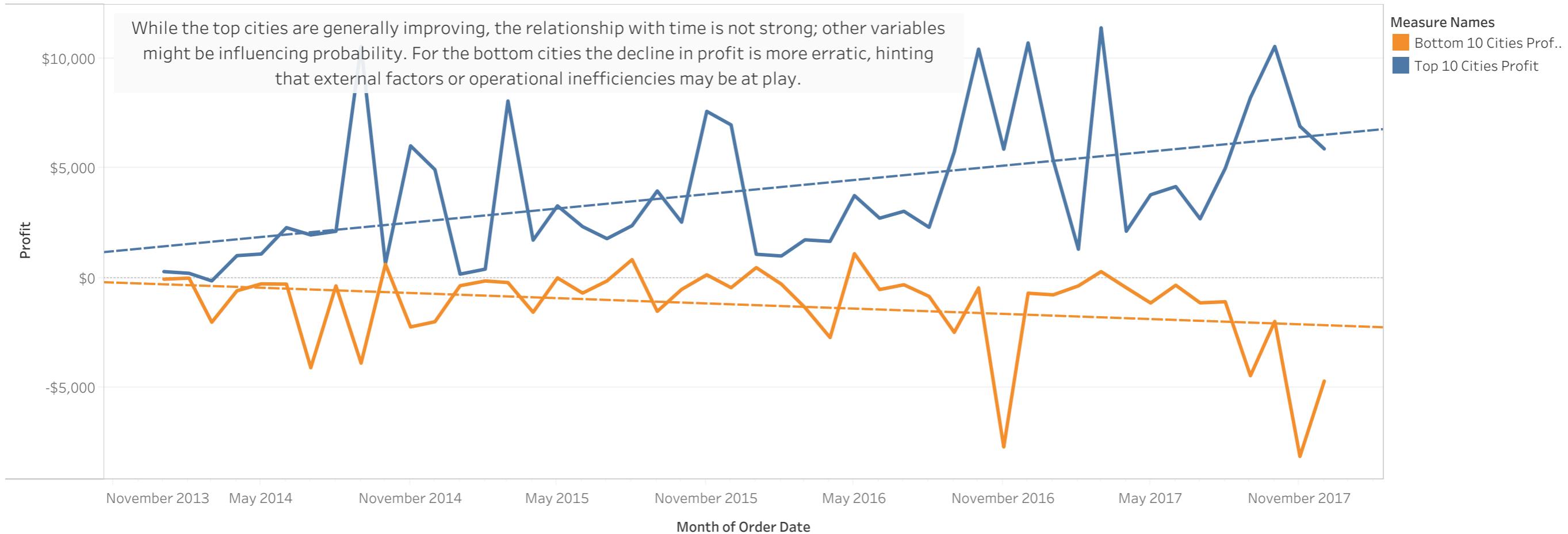
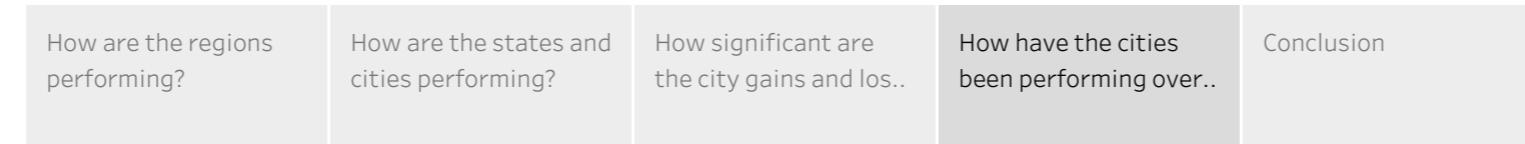


## Profit Gain



The extremities of the spectrum are particularly pronounced, with cities like New York, Los Angeles, and Seattle not just outperforming, but dominating the profit landscape, as indicated by their towering bars that dwarf others...

## Story 1



## Story 1

How are the regions performing?	How are the states and cities performing?	How significant are the city gains and los..	How have the cities been performing over..	Conclusion
---------------------------------	---	--	--	------------

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 losses, 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.

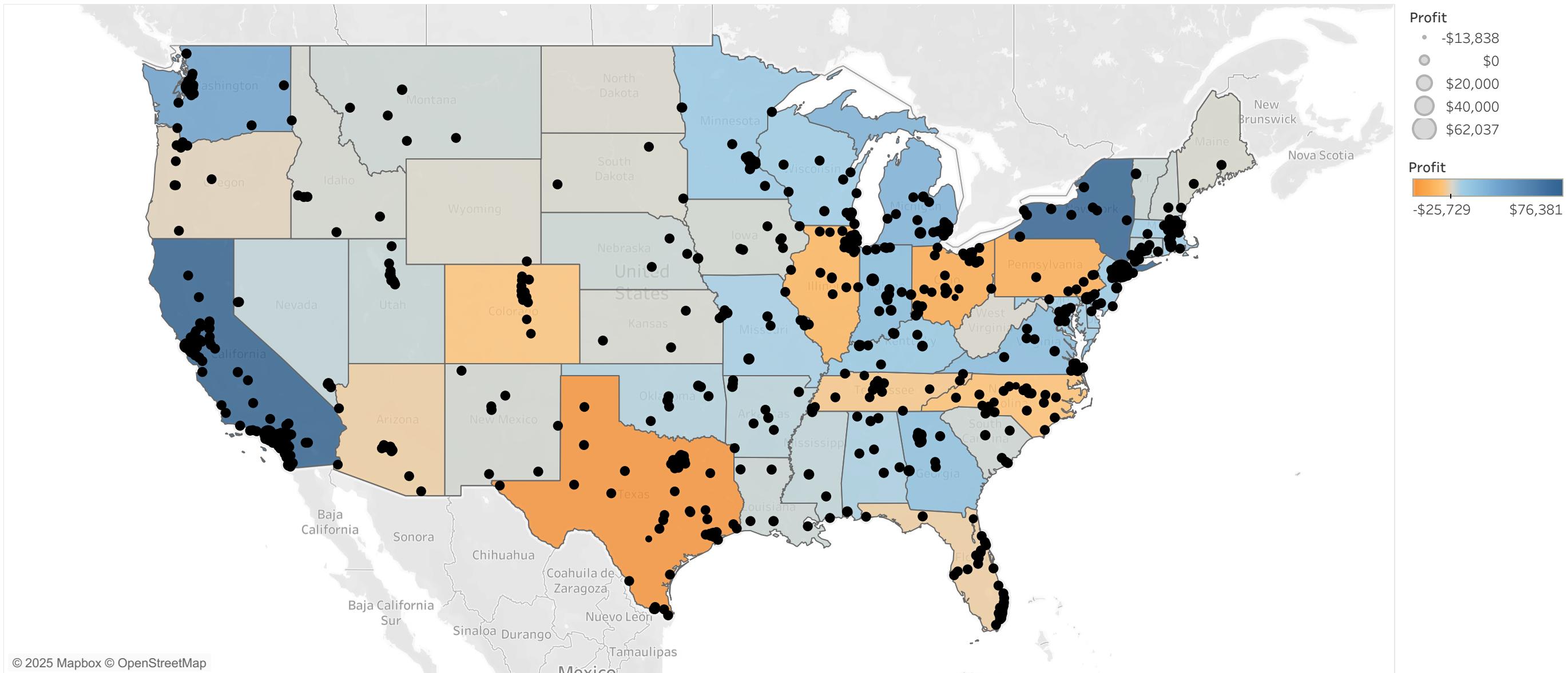
While there is some trend over time with the top and bottom-performing cities, other factors likely have a more significant impact on the profit trends for these cities.

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

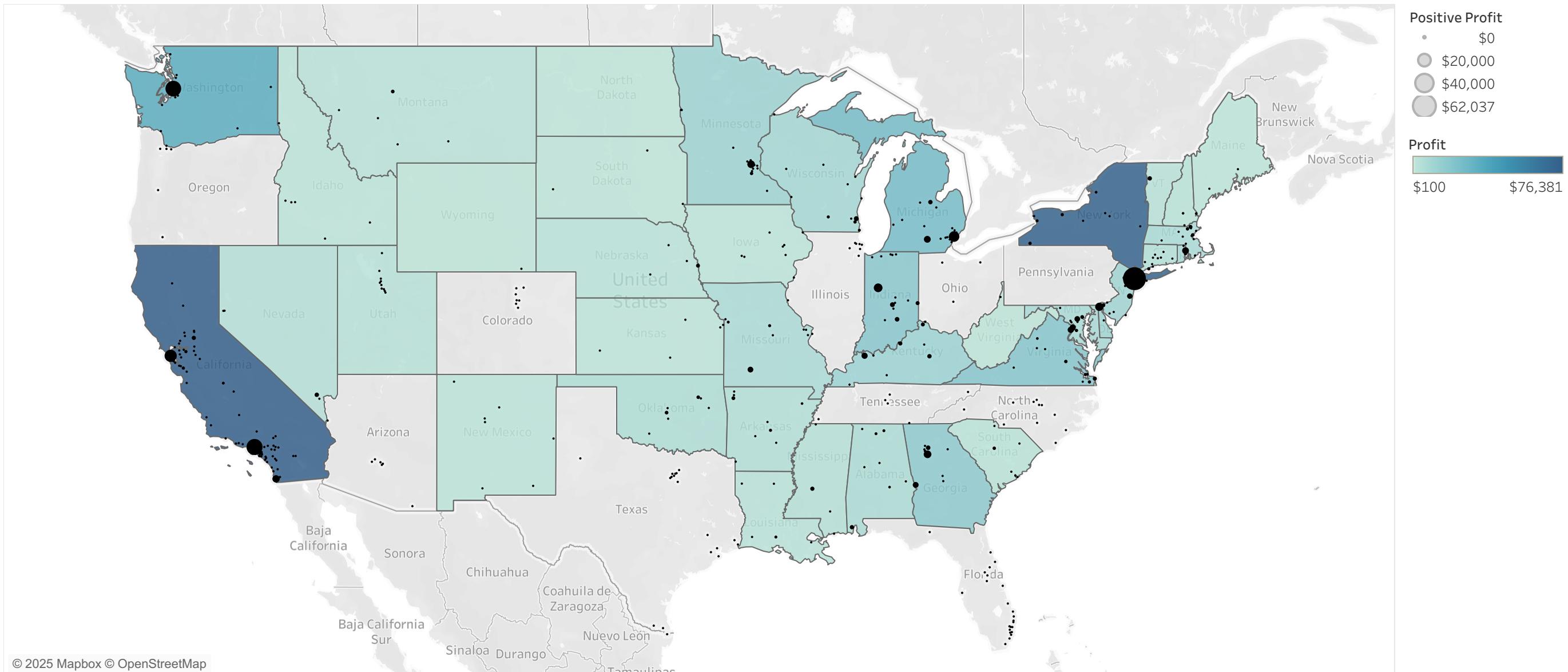
For the underperforming cities, conduct a deep dive analysis to identify root causes of losses, such as supply chain inefficiencies, suboptimal pricing strategies, or local competition. Implement corrective measures tailored to each city's specific challenges.

..

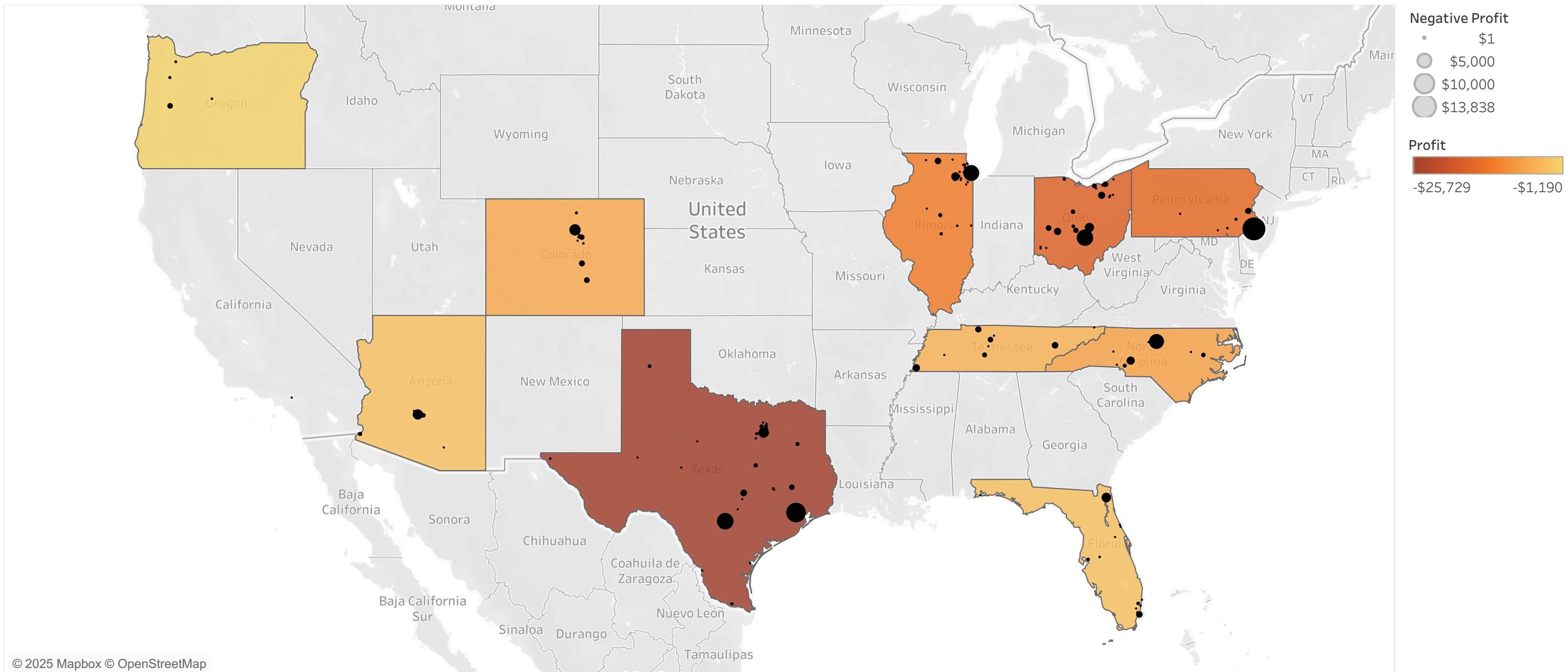
## State & City Profit Gain



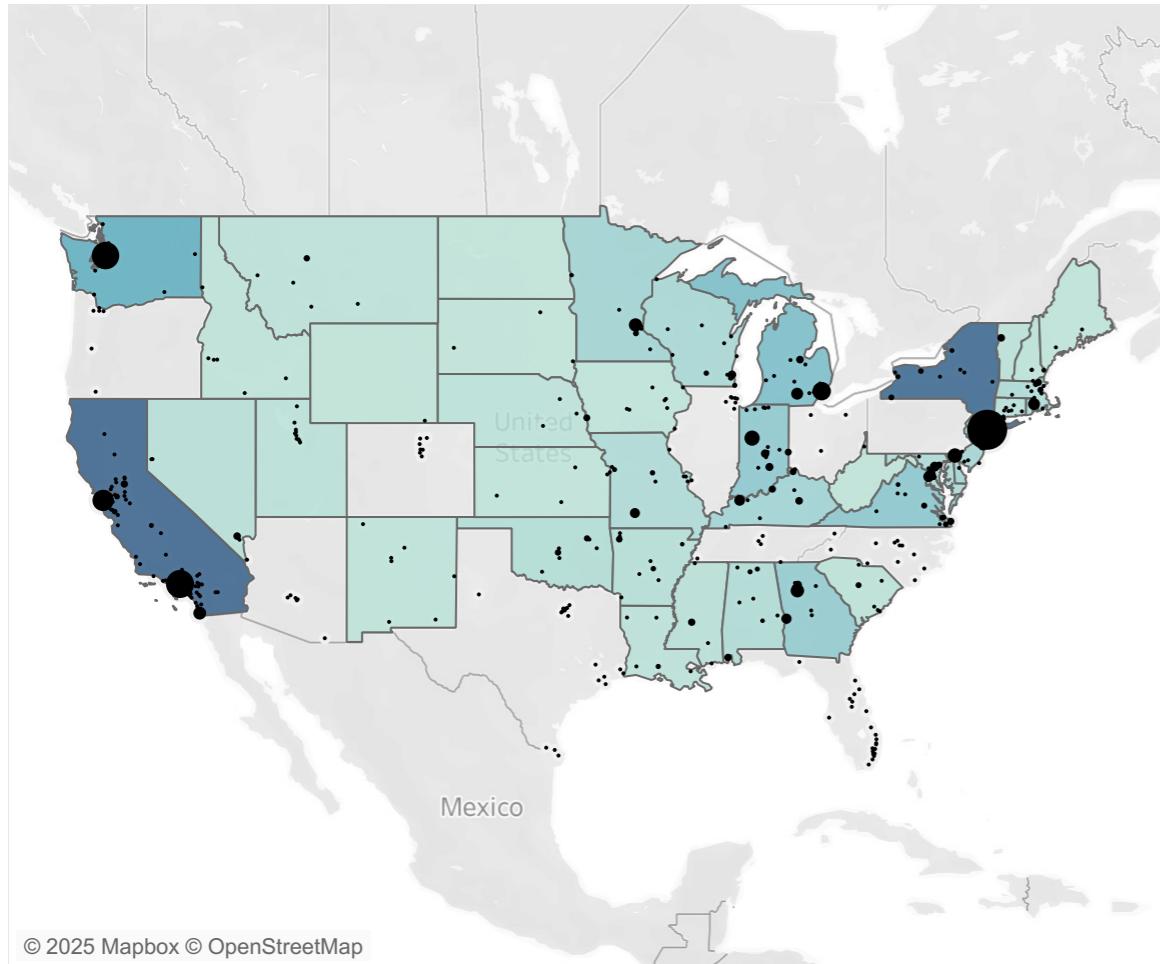
# Profit Gain



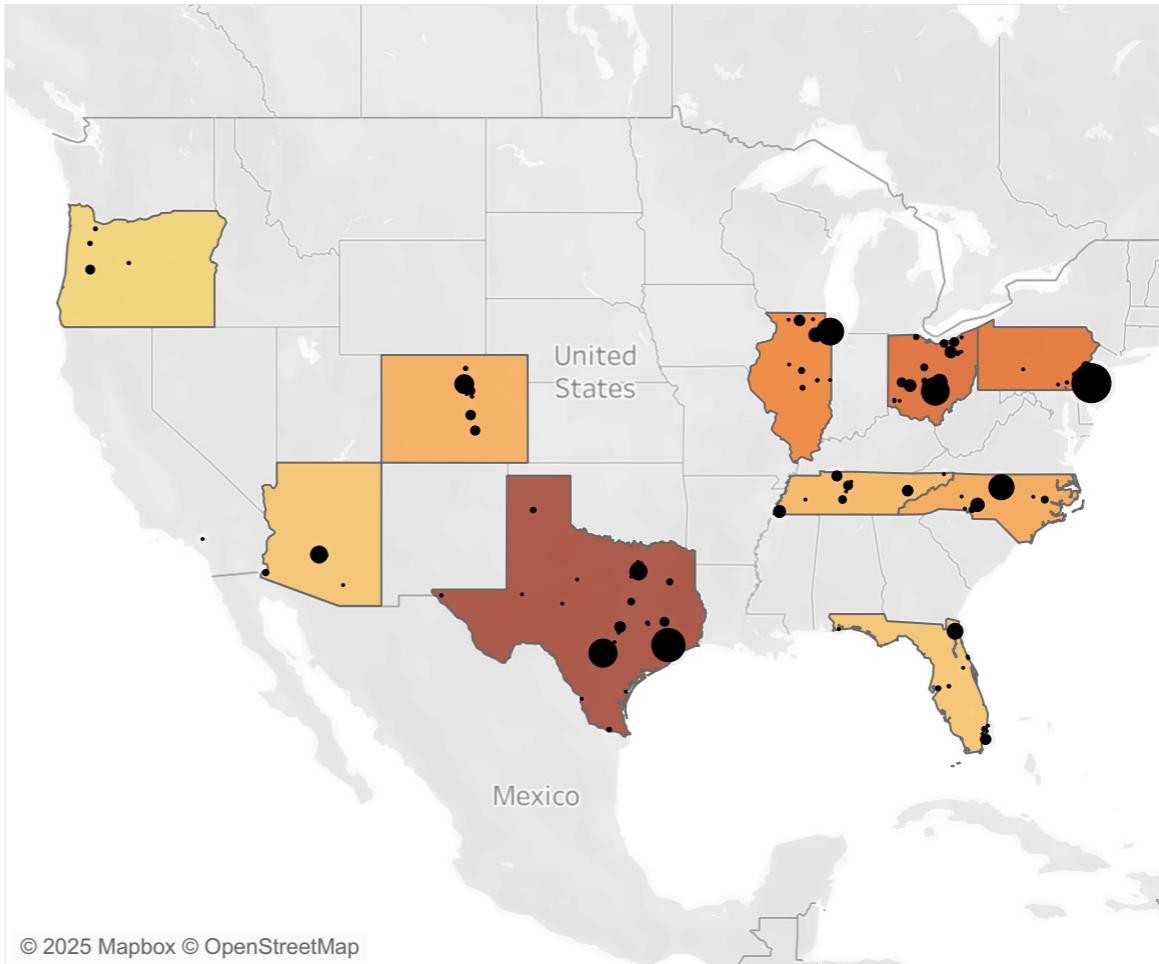
# Profit Loss



## Profit Gain

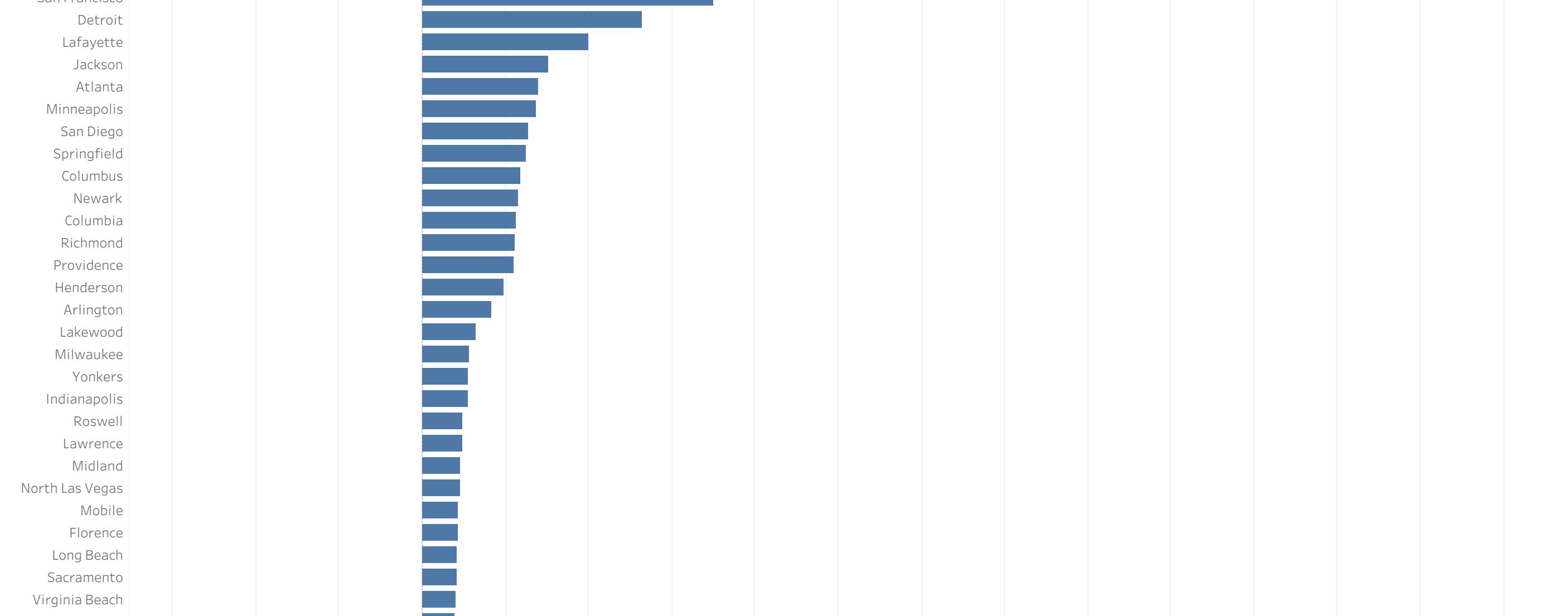


## Profit Loss



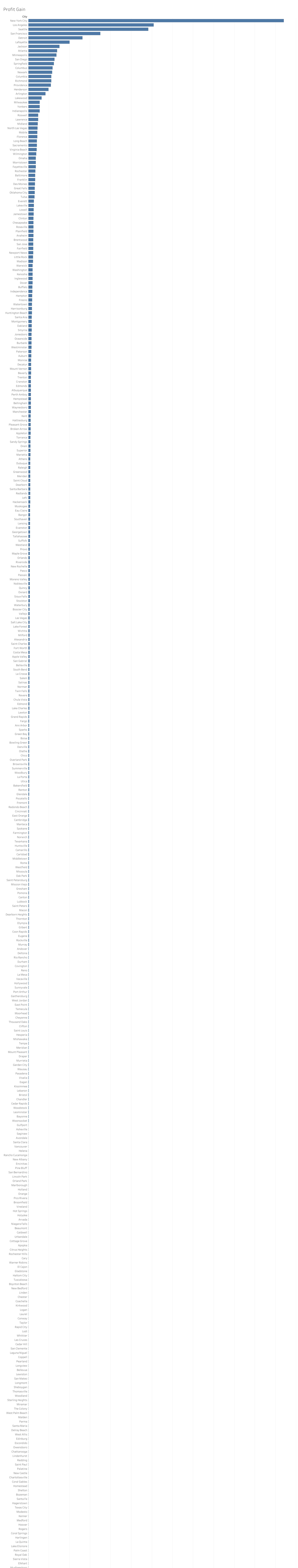
California and New York are the most profitable states, both of which contain some of the most profitable cities. On the other hand, Texas contains several of the least profitable cities, contributing to its overall status as the least profitable state.

## City Profit

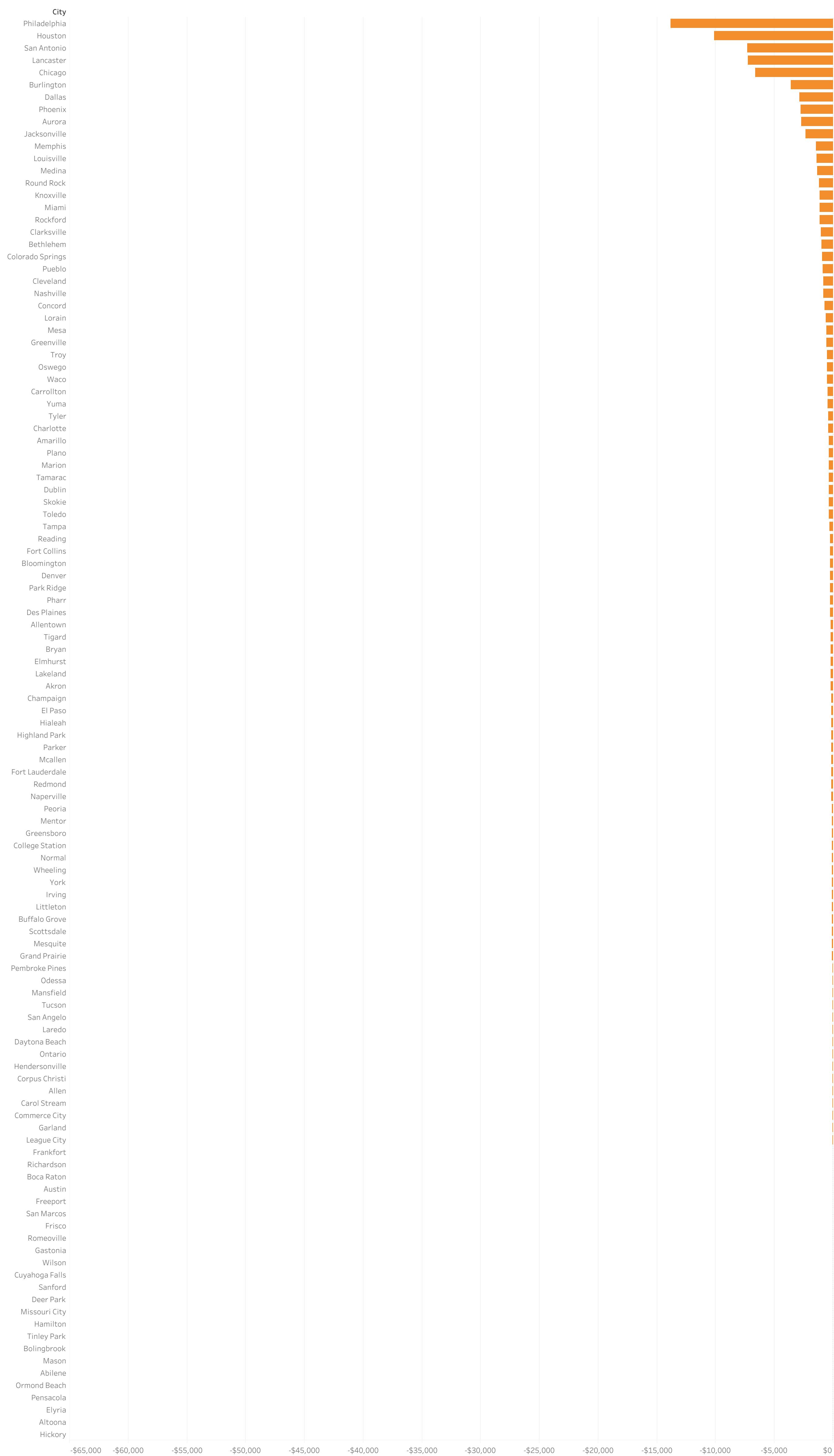


\$15,000 \$10,000 \$5,000 \$0 \$5,000 \$10,000 \$15,000 \$20,000 \$25,000 \$30,000 \$35,000 \$40,000 \$45,000 \$50,000 \$55,000 \$60,000

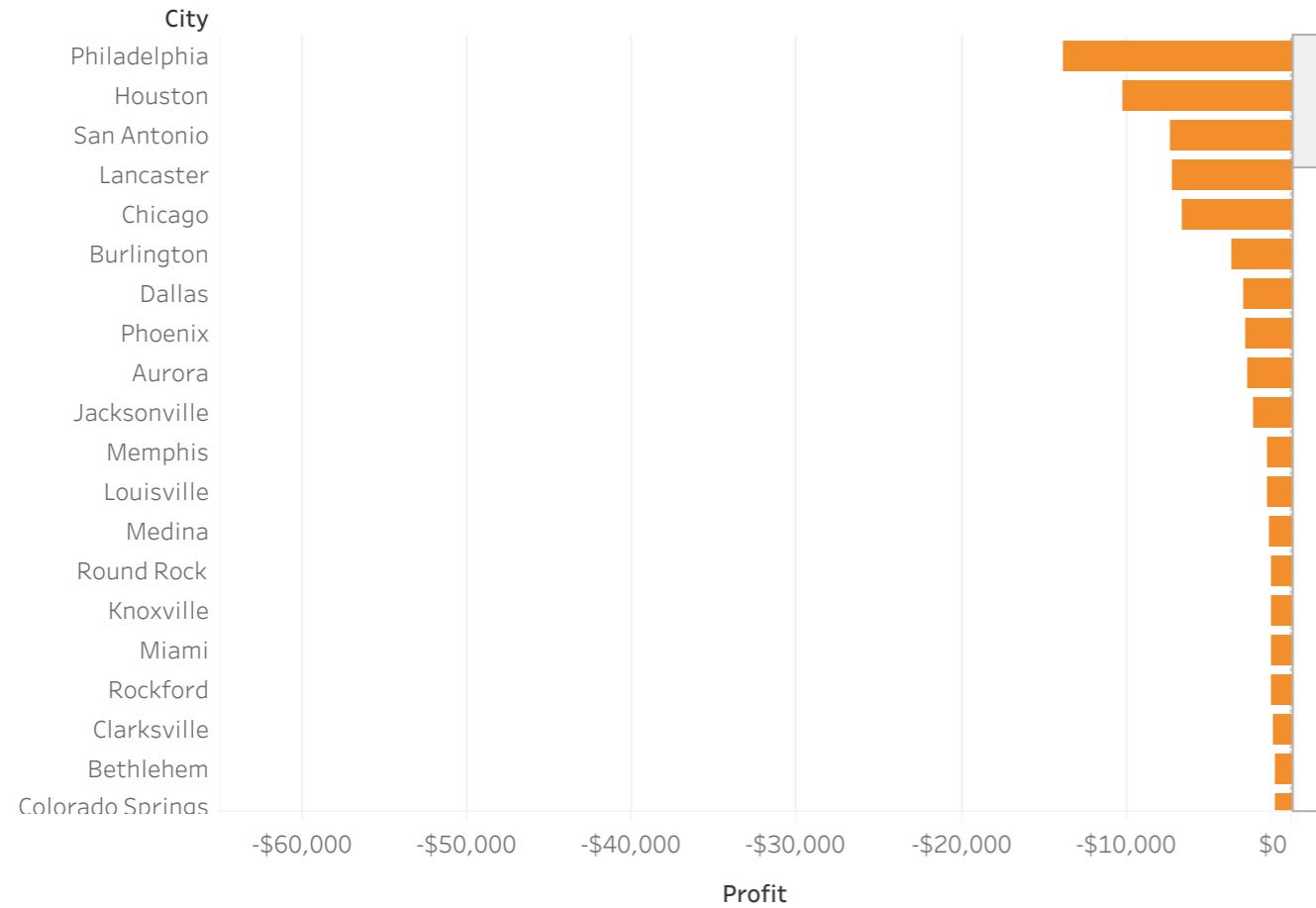
Profit



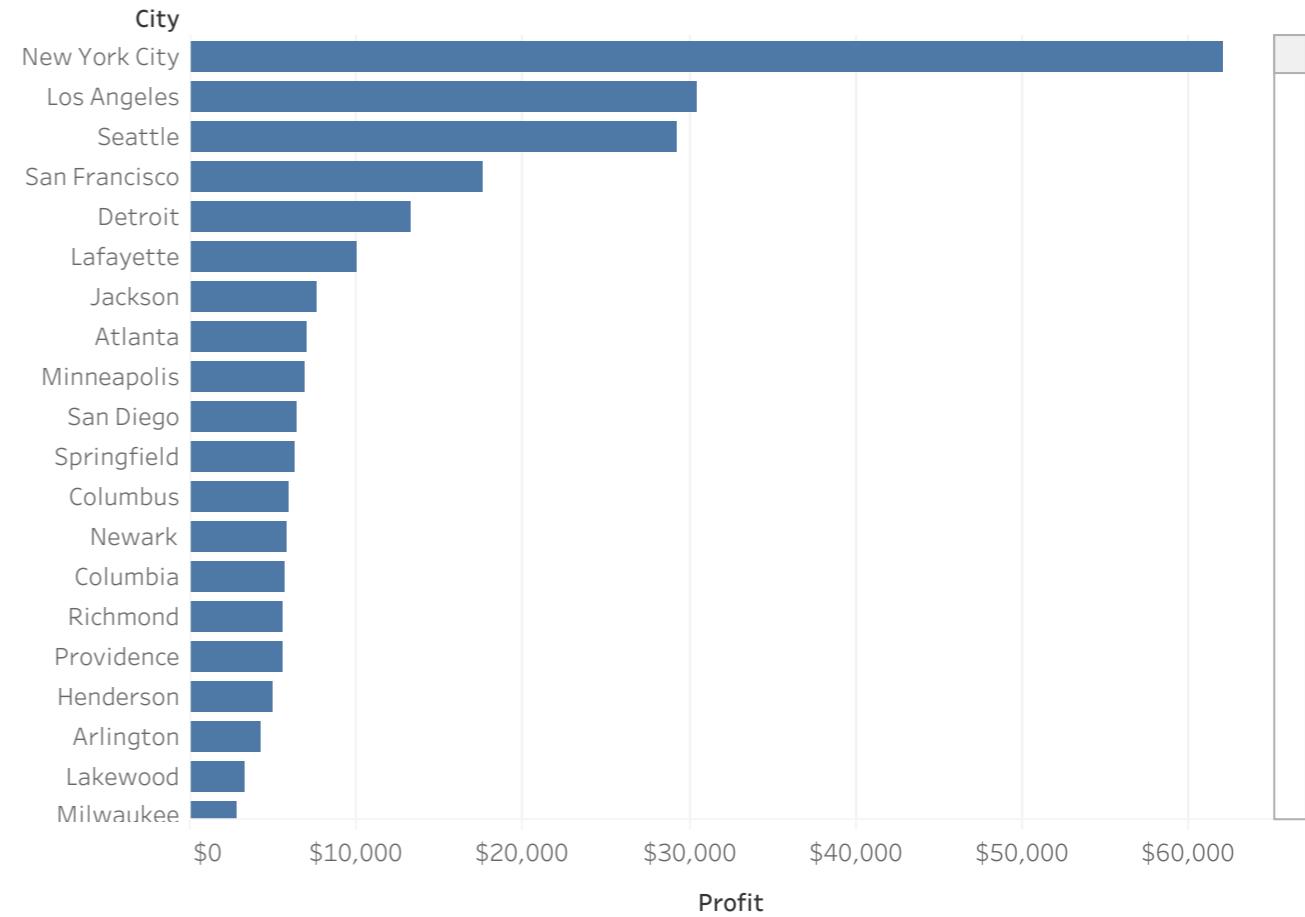
## Profit Loss



## Profit Loss



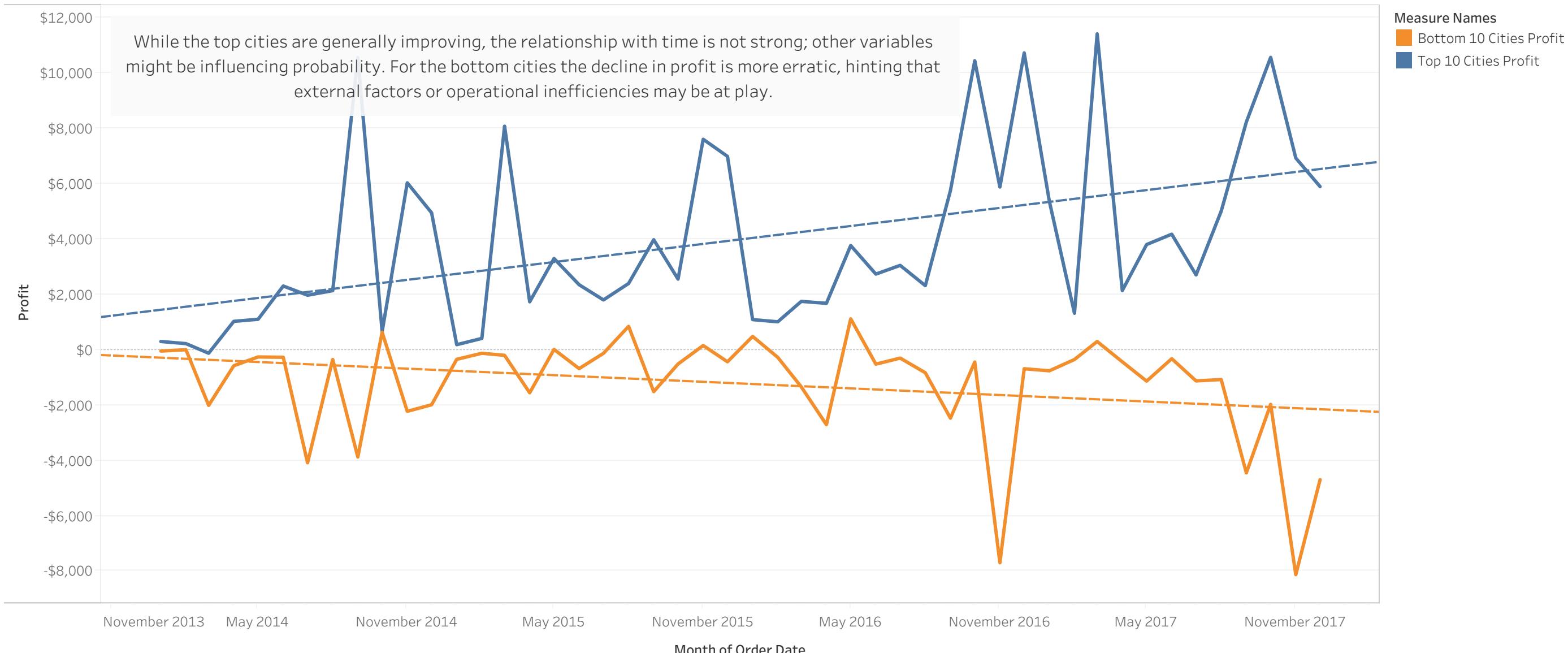
## Profit Gain



The extremities of the spectrum are particularly pronounced, with cities like New York, Los Angeles, and Seattle not just outperforming, but dominating the profit landscape, as indicated by their towering bars that dwarf others.

On the other hand, cities like Philadelphia and Houston are not merely lagging, but significantly anchoring the loss spectrum.

## Top Ten and Bottom Ten Profiting Cities



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 losses, 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.