

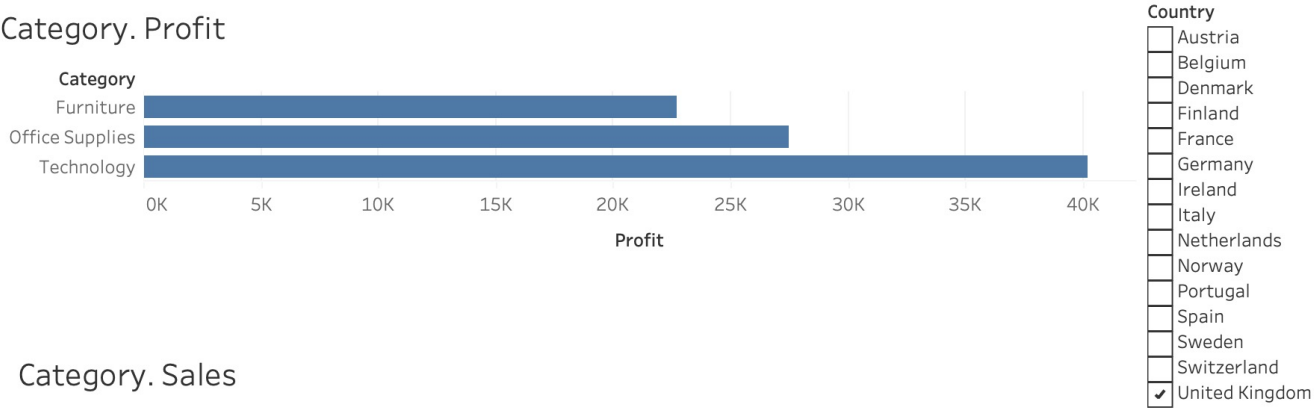
projectMicroCred2021

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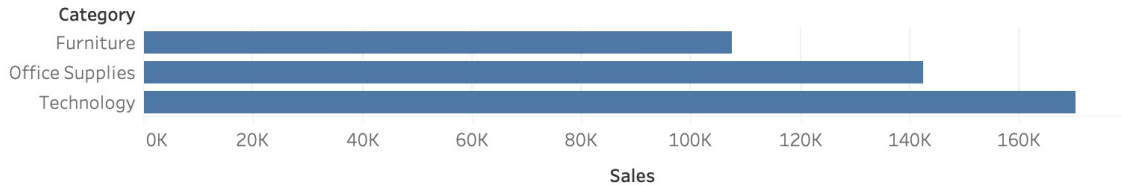
Analysis of Sales/Profits by Country

Country (Category and profit/sales)	Profit(cities' profits)	Profit vs. Target by City	Conclusion
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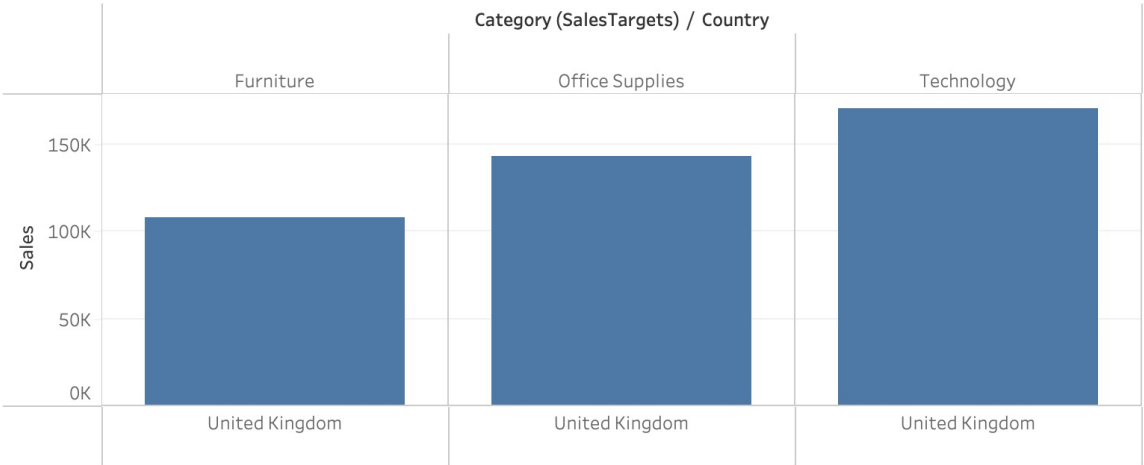
Category. Profit



Category. Sales

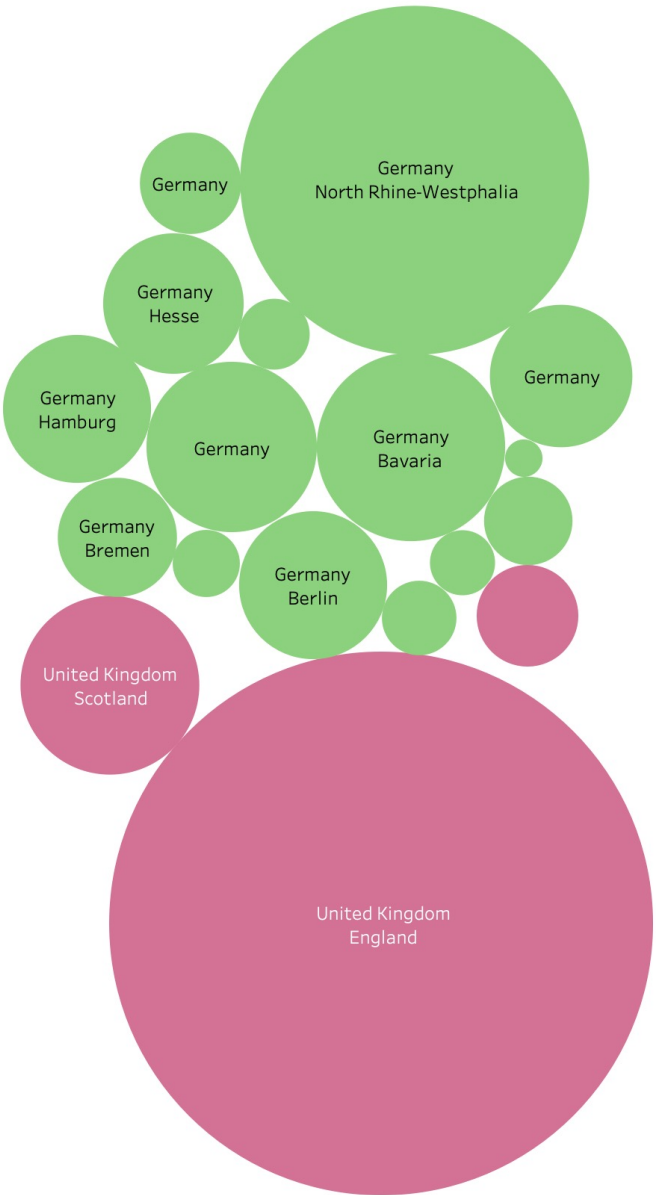


Category Sales



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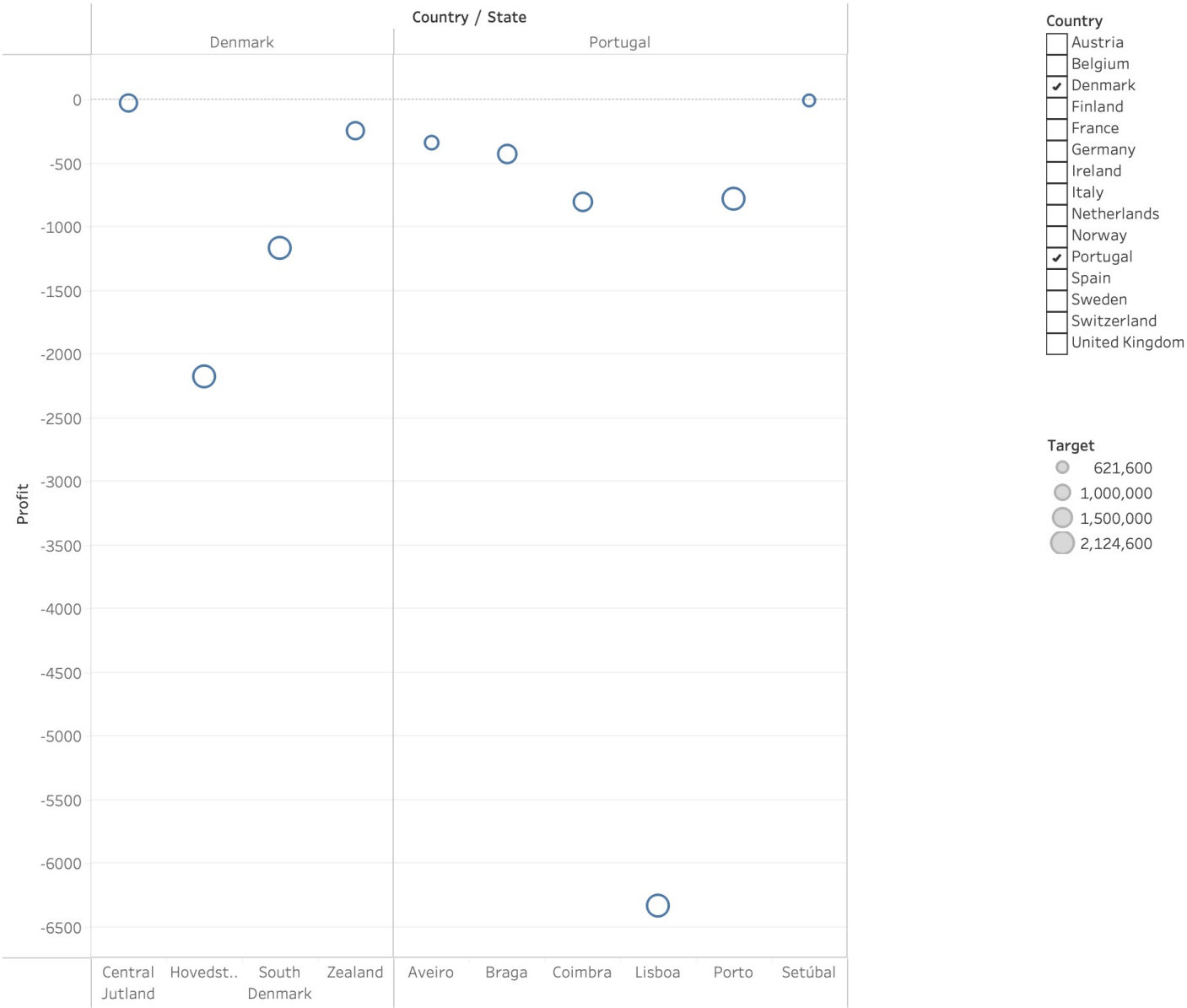


- Country
- ☐ Austria
 - ☐ Belgium
 - ☐ Denmark
 - ☐ Finland
 - ☐ France
 - ☒ Germany
 - ☐ Ireland
 - ☐ Italy
 - ☐ Netherlands
 - ☐ Norway
 - ☐ Portugal
 - ☐ Spain
 - ☐ Sweden
 - ☐ Switzerland
 - ☒ United Kingdom

- Country
- Germany
 - United Kingdom

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Although France has the most overall sales, both the United Kingdom and Germany lead in profits. The profits stem mainly for office supplies and technology which demonstrate that these countries are likely to be white collar nations that have developed city infrastructures and businesses rather than agriculture.

In the United Kingdom, England was able to generate the most profit while in Germany the North Rhine - Westphalia was able to generate the most profit. Both of these observations match with reality because both are the most populated regions of their respective countries. Given the sheer population and potential customers, it would be beneficial to consider providing those regions with special attention.