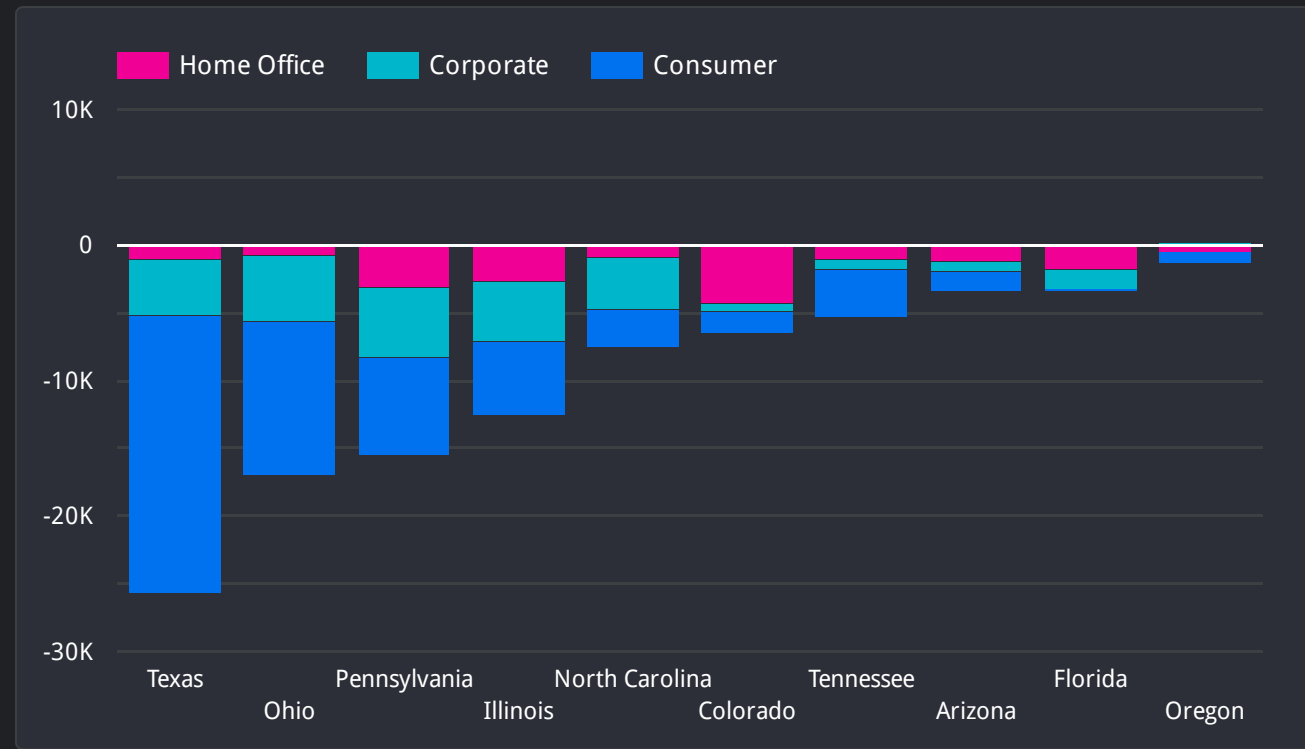
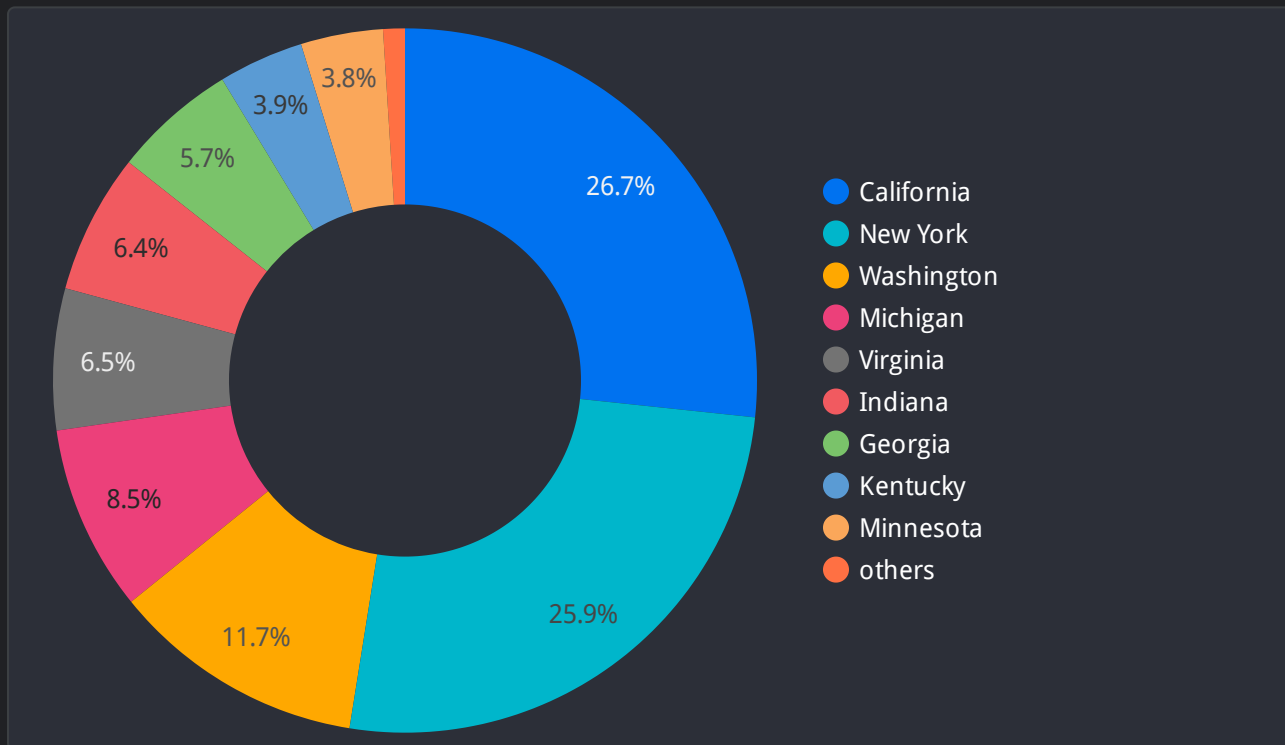


1. State-wise Segment and Profits



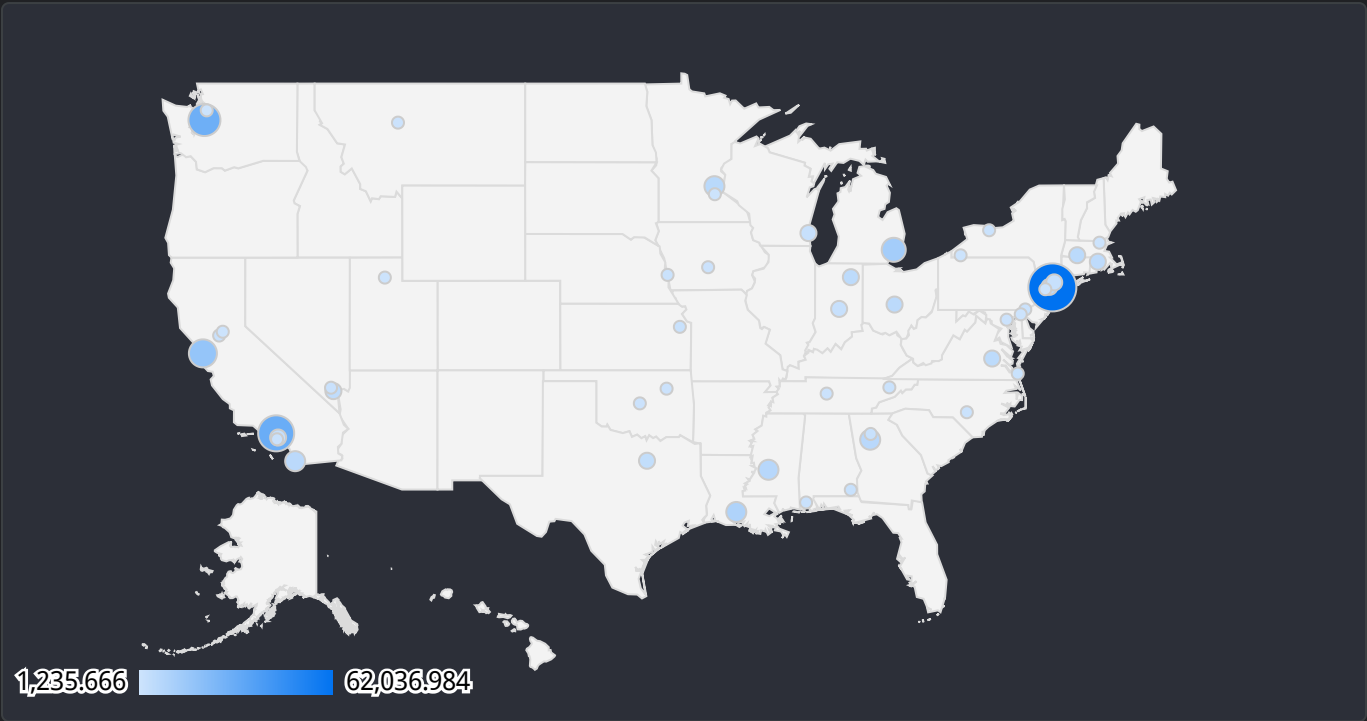
1. Bar chart shows that Texas has the least number of Profits in Consumer (which is -20596.38), followed by Corporate and Home Office Segments. Second least Profit is in the state of Ohio, followed by Pennsylvania.

2. State-wise Profits



2. Pie chart shows that California makes the most Profit(26.7%), followed by New York(25.9%), while other states make up just 1% of the total Profit in the United States.

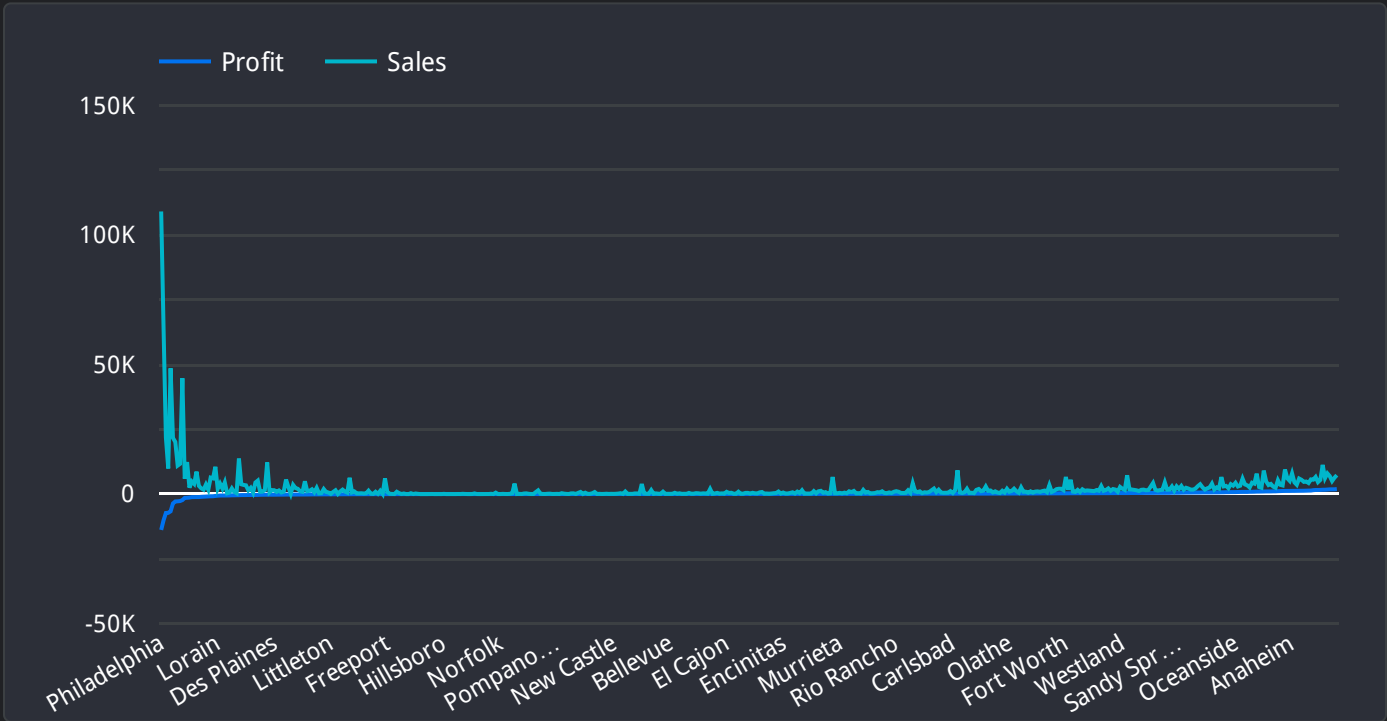
3. City-wise Profits



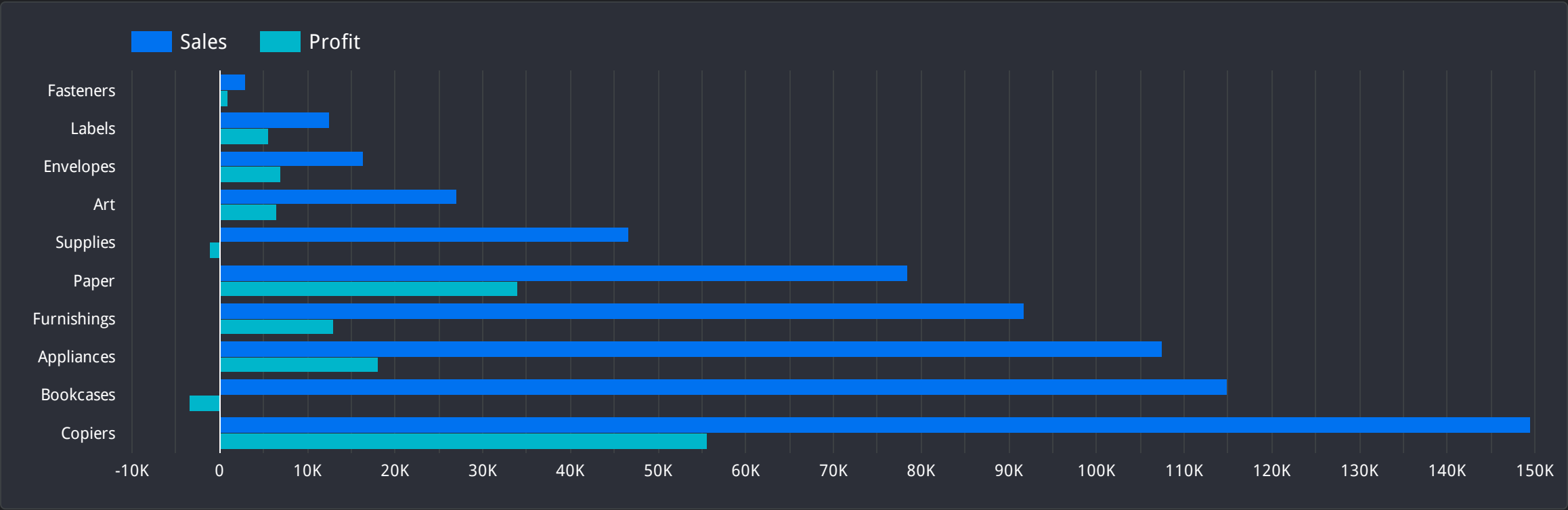
3. Geo chart shows the City locations and their Profits, where we can see that New York City has the most Profits.

4. Line chart shows that Philadelphia city has the most Sales(\$109077) but least Profit(\$-13837).

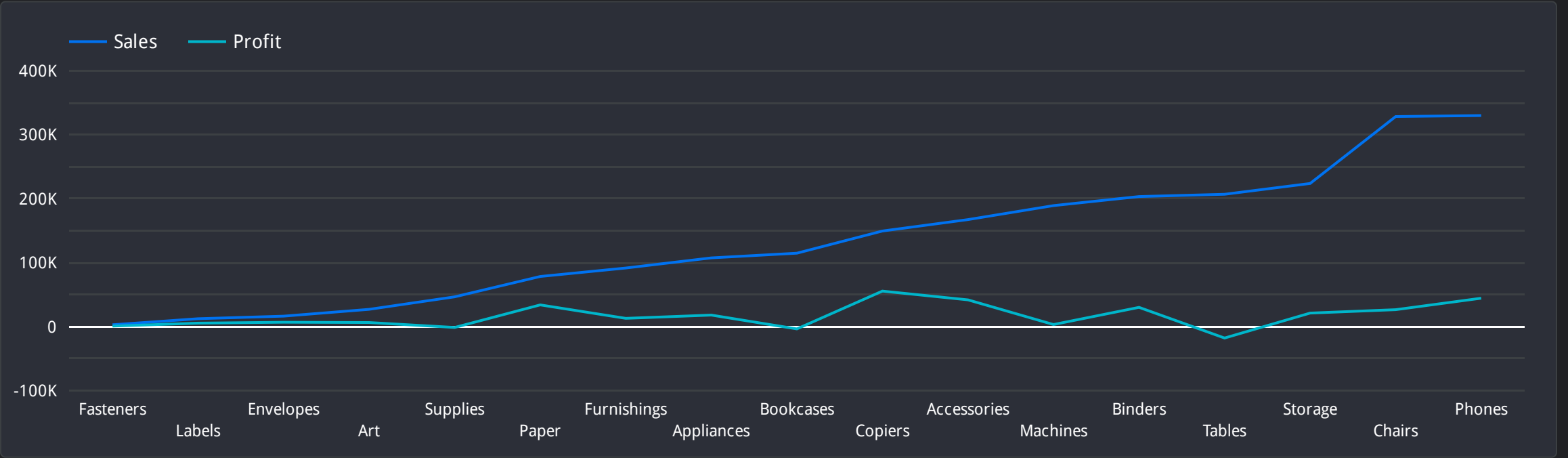
4. City-wise Sales and Profit (Ascending)



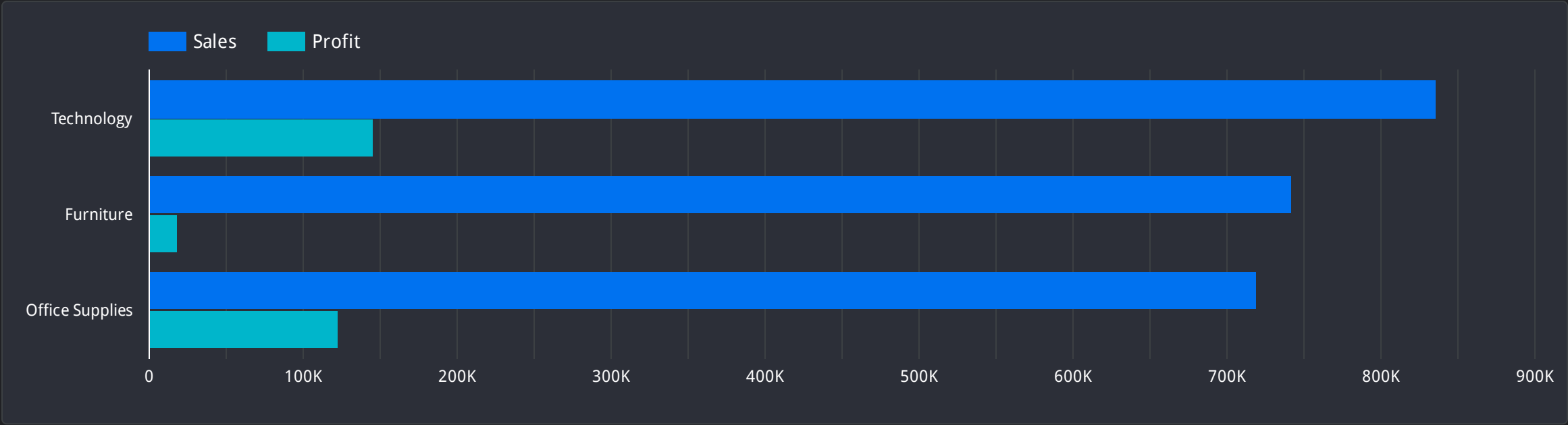
6. Sales and Profit according to Sub-Categories (Ascending)



6. Bar and Line Chart shows that Fasteners has the least number of Sales(3024) and Bookcase has least number of Profit(-3472).

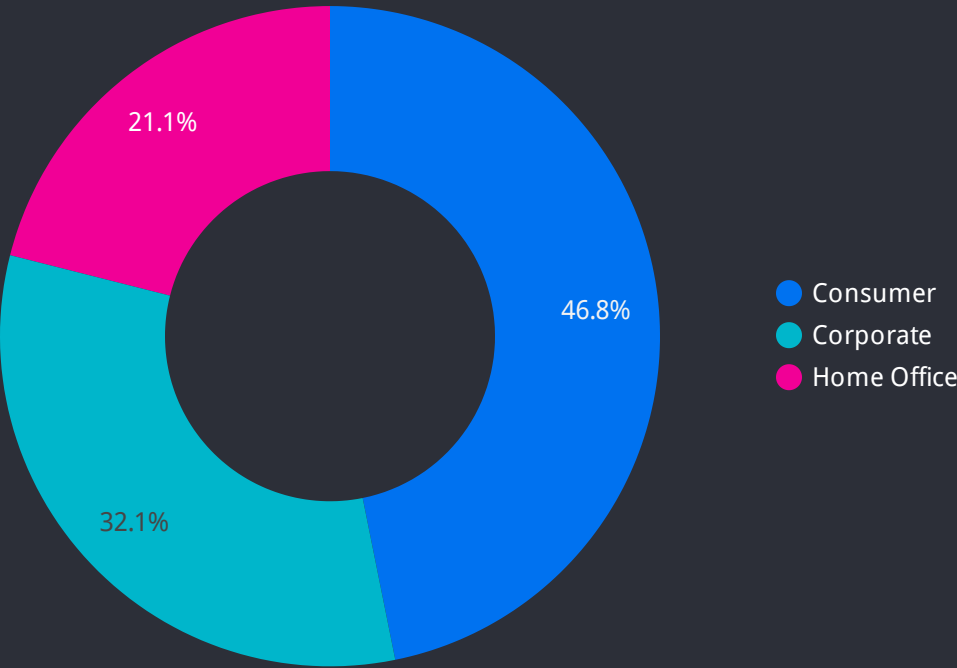


5. Sales and Profit according to Categories



5. Line chart shows that Office Supplies has the least number of Sales(719047) and Furniture has the least number of Profit(18451).

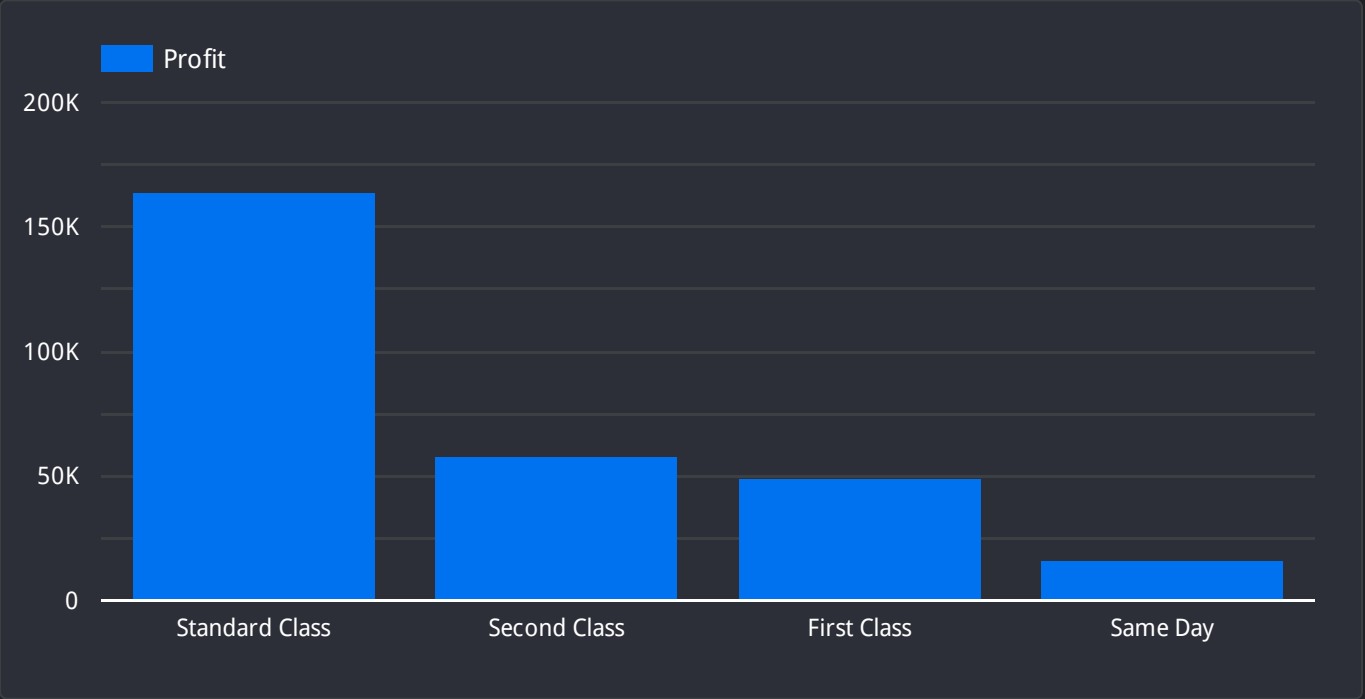
7. Segment-wise Profits



7. Donut chart shows that Home Office has the least number of Profit (60298, that is 21%).

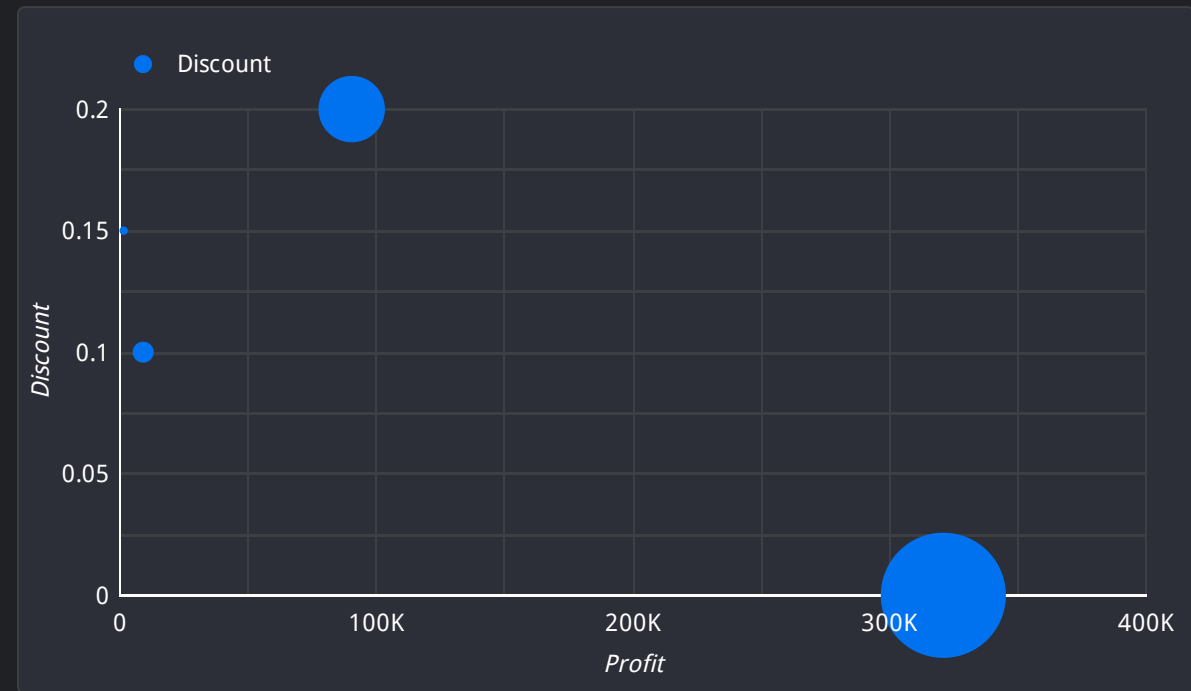
8. Bar chart shows that Same Day delivery made the least number of Profits. One reason might be due to less number of people use the Same Day delivery option.

8. Ship-mode Profits

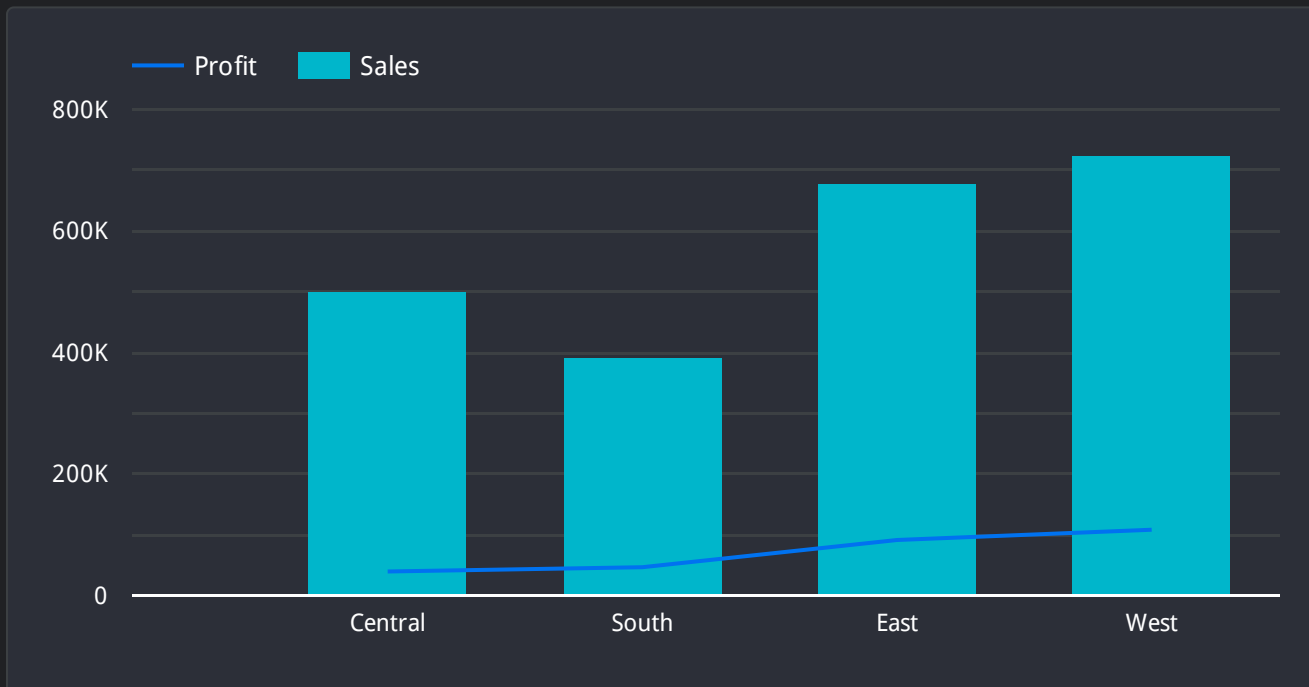


9. Profits w.r.t. Discounts offered

9. Bubble Chart shows that products with 0% Discount made the most Profit and Products with 15% Discount made the least Profit. This can be due to the reason that most products are sold without any Discounts, and few products have 15% Discount.



10. Sales and Profit according to Region



10. Bar Chart shows that South Region has the least number of Sales and Central Region has the least number of Profit.

Conclusion :

In conclusion, we can focus more on States like Texas and Ohio where there is least number of Profits compared to other states.

Since Philadelphia city has the most Sales but least Profit, we can increase the Discount rates so that more people can buy the products.

The Furniture Category and Home Office Segments quality can be improved so that we gain maximum profits.

We can also focus more on the Cities and States in the Central Region of USA as it has the least number of Profit.