I analyzed the data from our databases to determine parameters associated with sales by specific regions. Based on the data, it is apparent that our largest customer base is in Massachusetts, with 982 customers. The top three products sold in the United States are the Basic Switch 10/100/1000 BaseT 48 Port (BAS-48-1 C) with 8,385 units sold, the Enterprise Switch 40GigE SFP+ 48 Port (ENT-48-40F) with 6,186 units sold, and the Enterprise Switch 10 GigE SFP+ 48 Port (ENT-48-10F) with 4,329 units sold. The top three products sold in the states of North Carolina, South Carolina, Virginia, and Georgia are the Basic Switch 10/100/1000 BaseT 48 Port (BAS-48-1 C) with 504 units sold, the Enterprise Switch 40GigE SFP+ 48 Port (ENT-48-40F) with 337 units sold, and the Basic Switch 10/100/1000 BaseT 8 Port (BAS-08-1 C) with 257 units sold.

Regarding returns, the data suggest that some products are returned more frequently than others. The top three returned products in the United States are the Basic Switch 10/100/1000 BaseT 48 Port (BAS-48-1 C) with 8,422 returns, the Enterprise Switch 40 GigE SFP+ 48 Port (ENT-48-40F) with 6,213 returns, and the Enterprise Switch 10 GigE SFP+ 48 Port (ENT-48-10F) with 4,345 returns. The top three products returned in the states of Washington, Oregon, Idaho, and Montana are the Basic Switch 10/100/1000 BaseT 48 Port (BAS-48-1 C) with 714 units returned, the Enterprise Switch 40GigE SFP+ 48 Port (ENT-48-40F) with 544 units returned, and the Basic Switch 10/100/1000 BaseT 8 Port (BAS-08-1 C) with 382 units returned.

Based on the sales and return numbers, several conclusions can be drawn from the data. The data suggests that the top three items sold are also the same items as the top three returns. Further investigation into this is warranted to determine if these units have a component or product defect. If there is a defective or failing component in these units that we can address, we need to find a solution to increase sales and decrease returns, therefore increasing our profits. Similarly, since most areas of the country are ordering similar units, we could reallocate our inventory to increase our supply of those units, while decreasing the number of units that are less frequently sold.

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