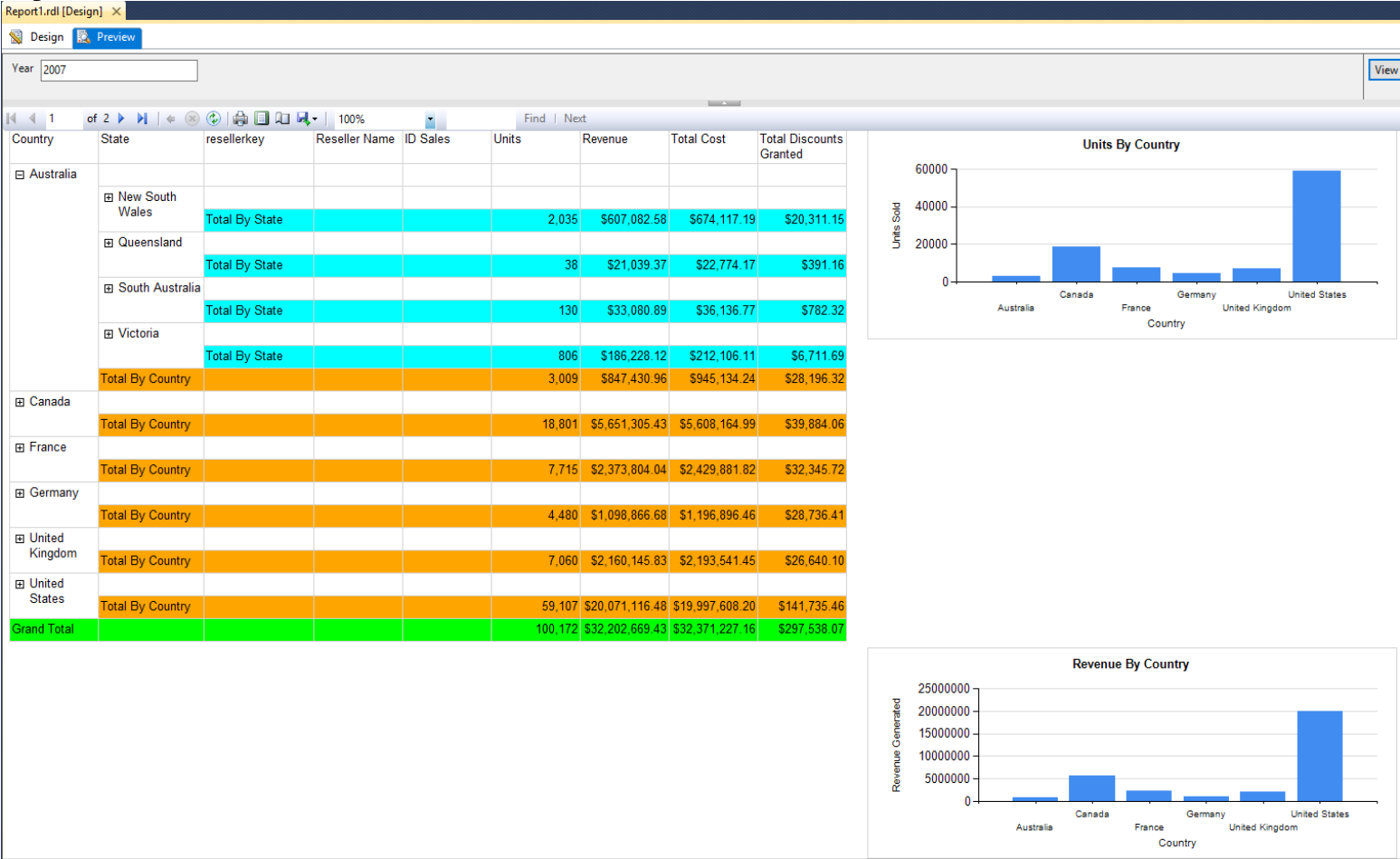


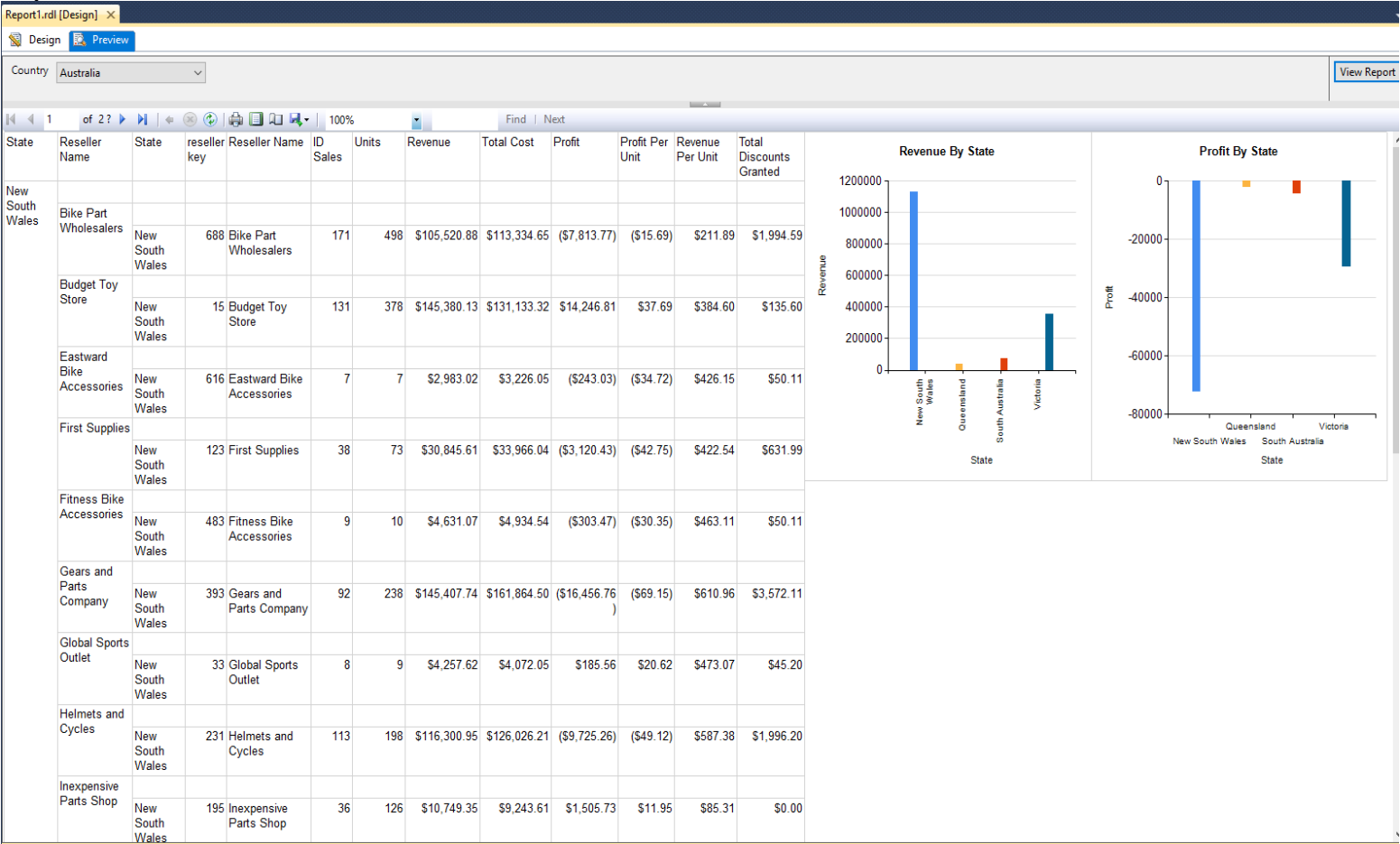
Report 1



Analysis:

From this report the main takeaways would be that for both revenue generated and units sold the United States generated the highest values by far. For both revenue generated and units sold Canada was a distant second but still significantly higher than the other countries. Based on this the company should look into ways of increasing its presence in the other countries that they are selling in. This could be done through things such as promotions and advertising. The company needs to find a way to reach the potential customers in these countries and get them to start buying their products to at least work towards the numbers being generated in the US. A more realistic goal would probably be to try and get the numbers in the other countries closer to those generated by Canada.

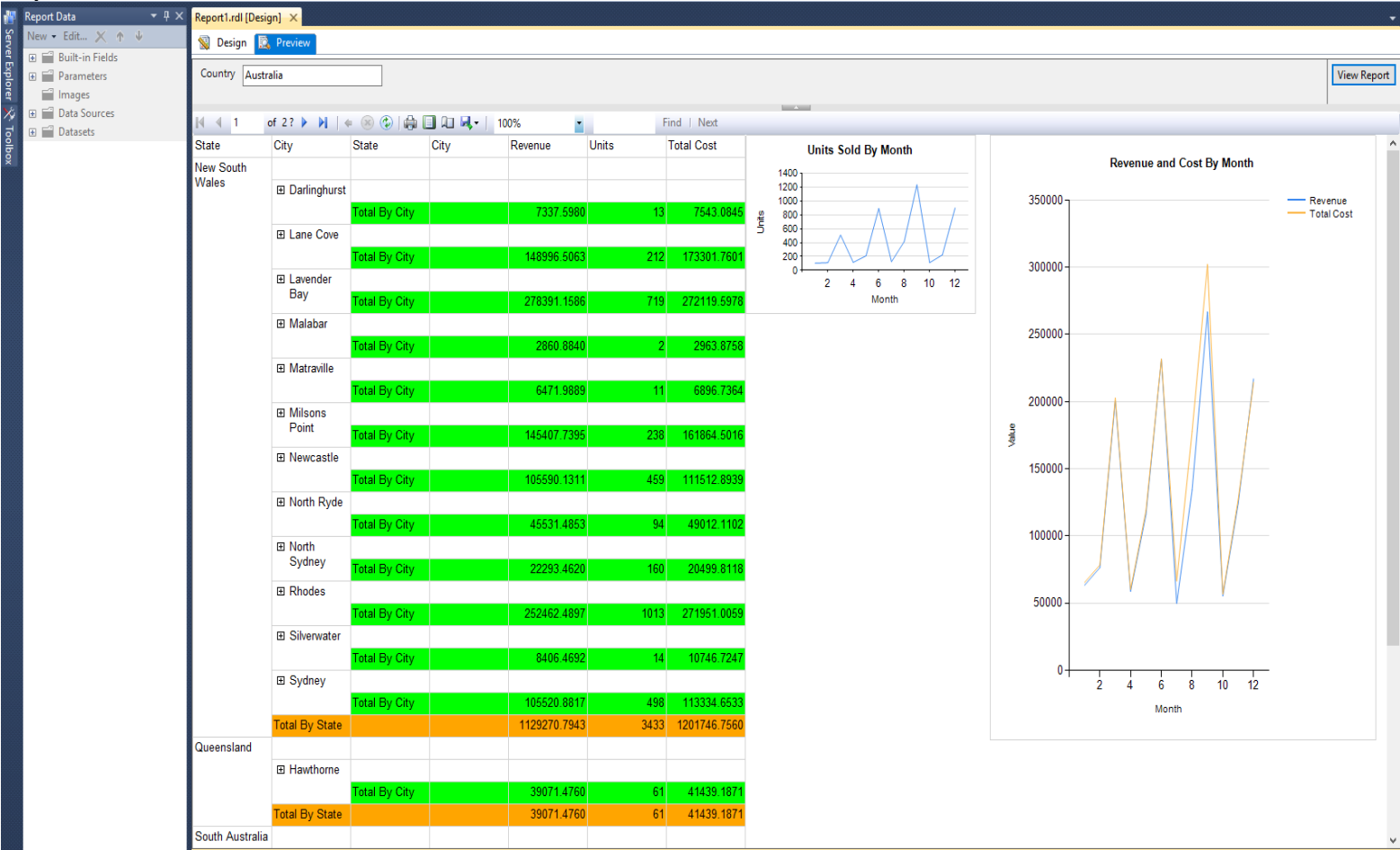
Report 2



Analysis:

In this report any of the countries could be looked at but the report above is for Australia. For this report calculated fields for Profit, Profit Per Unit, and Revenue Per Unit were added. The main takeaway is that while all of the states in Australia generated revenue they all generated negative profits. This should be a major concern moving forward. The most extreme example was New South Wales. They generated revenue of around 1100000 but a profit of around -75000. The company should look into the cause of this. One potential solution would be to raise the prices of the goods so that they could generate a profit. Another potential solution would be to look at the supply chain and try to reduce costs on that side of things so that they don't have to raise their prices but could instead reduce their costs and therefore generate a profit.

Report 3:



Analysis:

In this report any of the countries could be looked at but the report above is for Australia. The main takeaway here is that there are spikes in the number of units sold and revenue generated in the months of March, June, September, and December. This is fine but it might be a good idea to look further into why the values generated for the other months are so much lower. The other worrying takeaways is that the Total Cost is so close to and above in some cases the Revenue. As mentioned in the analysis from report 2 raising the prices of their goods or figuring out a way to reduce their costs would be a good idea and could help the company improve their profit margins.

Report 4:

Report Data

Report1.rdl [Design]

Design Preview

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State	City	Customer Key	Customer	Last Name	Birth Date	Yearly Income	ID Orders	Total Sales
Alabama	Birmingham							
		11533	Ebony	Gill	7/21/1957 12:00:00 AM	\$40,000	2	\$37.29
	Total Sales							\$37.29
Alberta	Calgary							
		15175	Kristi	Malhotra	11/25/1973 12:00:00 AM	\$70,000	7	\$4,850.33
		19839	Carly	Yuan	7/23/1943 12:00:00 AM	\$60,000	5	\$194.96
		22251	Martha	She	12/19/1970 12:00:00 AM	\$60,000	3	\$5,971.33
		27282	Barry	Perez	9/14/1967 12:00:00 AM	\$40,000	1	\$69.99
		28766	Joe	Alonso	2/3/1975 12:00:00 AM	\$40,000	1	\$2,443.35
		16873	Damien	Deng	3/14/1935 12:00:00 AM	\$30,000	4	\$578.46
		16921	Edwin	Jai	11/14/1978 12:00:00 AM	\$40,000	2	\$1,754.98
		19826	Clarence	Zhao	8/5/1964 12:00:00 AM	\$80,000	2	\$71.97
		21752	Rafael	Li	4/4/1942 12:00:00 AM	\$60,000	2	\$7.28
		24757	Alisha	She	1/10/1958 12:00:00 AM	\$40,000	5	\$4,343.59
		24781	Carmen	Garcia	10/22/1972 12:00:00 AM	\$50,000	1	\$2,181.56
	Total Sales							\$22,467.80
Arizona	Chandler							
								\$2,104.02
Bayern	Erlangen							

Analysis:

This report looks at the various states, the cities in that state, and the total sales of each customer in the cities as well as a total for the state. The main takeaways from this report is that states in the US generated the most sales. This isn't surprising as the same conclusion was drawn from report 1. One thing to consider is that us many of the states in the US the company only has customers in one city within that state. If the company could reach more customers in different cities within the states they could potentially generate more revenue. As previously mentioned it would also be a good idea for the company to try and reach more customers in in countries outside the US. This could also help them generate more revenue and be able to grow and improve as a company.