

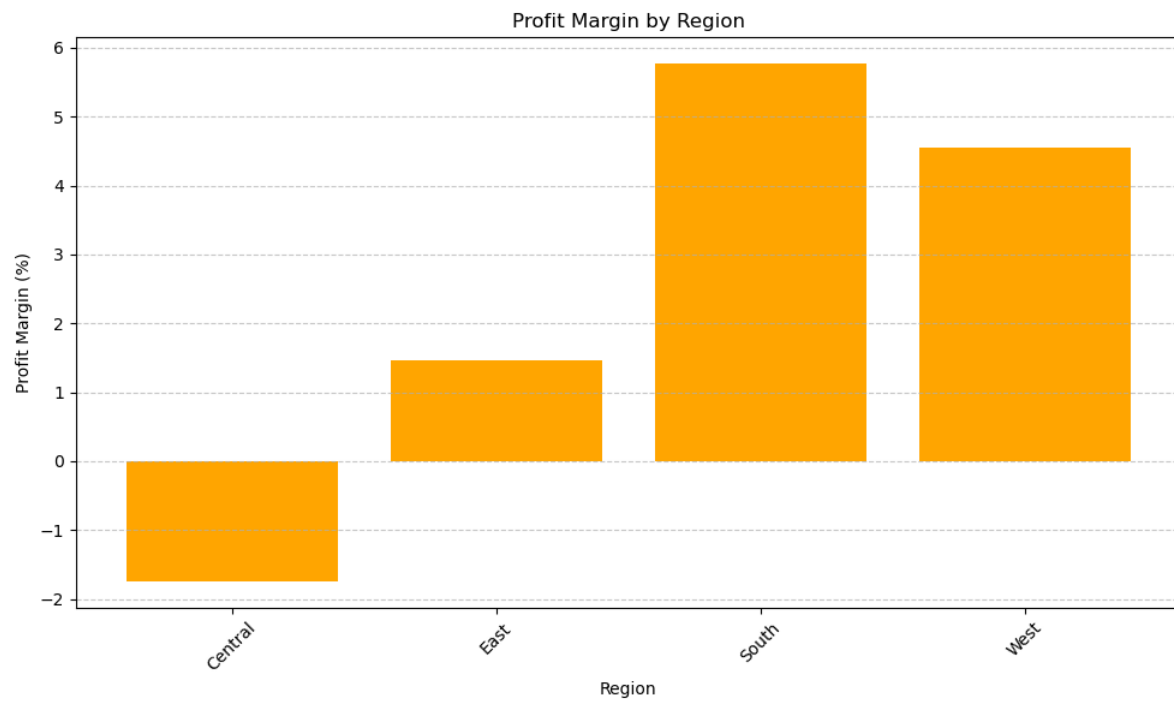
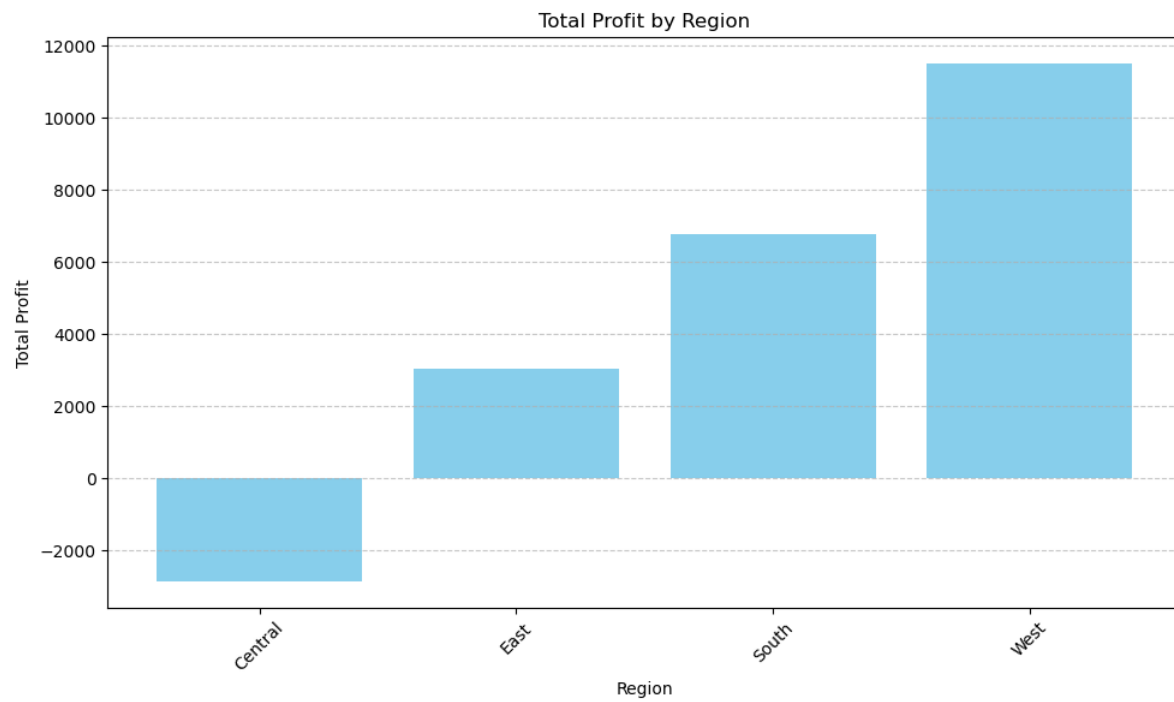
Project 9: Profitability Analysis by Region

Analyze profitability across different regions to optimize regional sales strategies.

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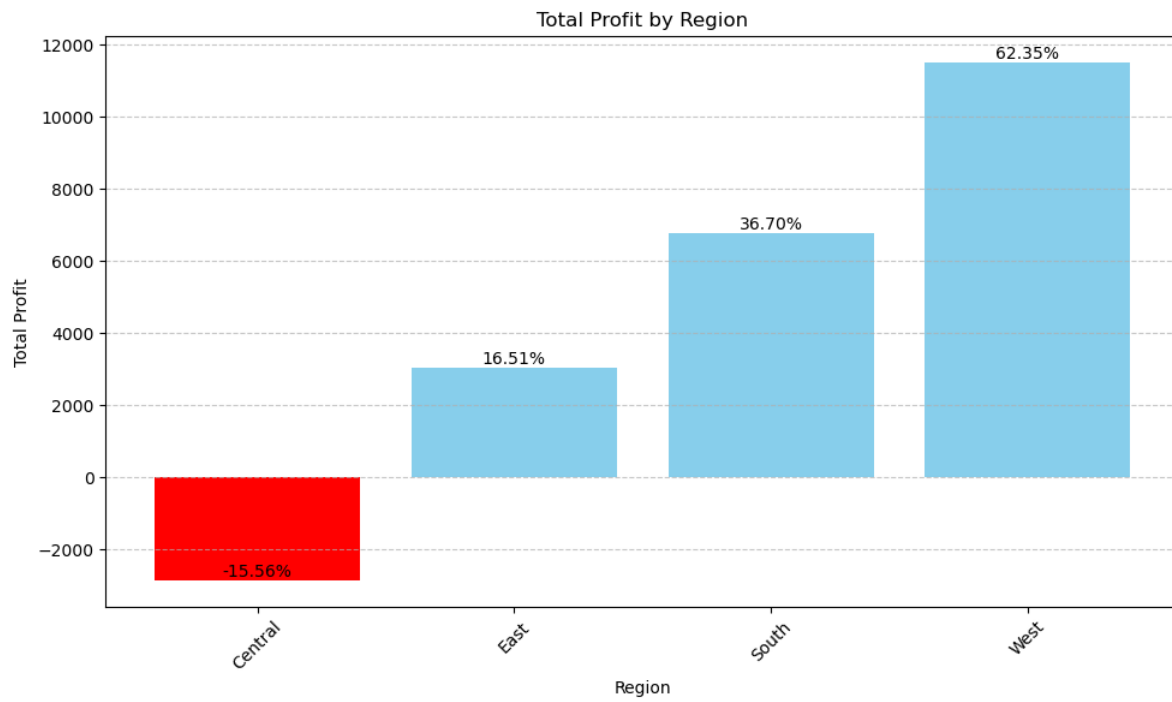
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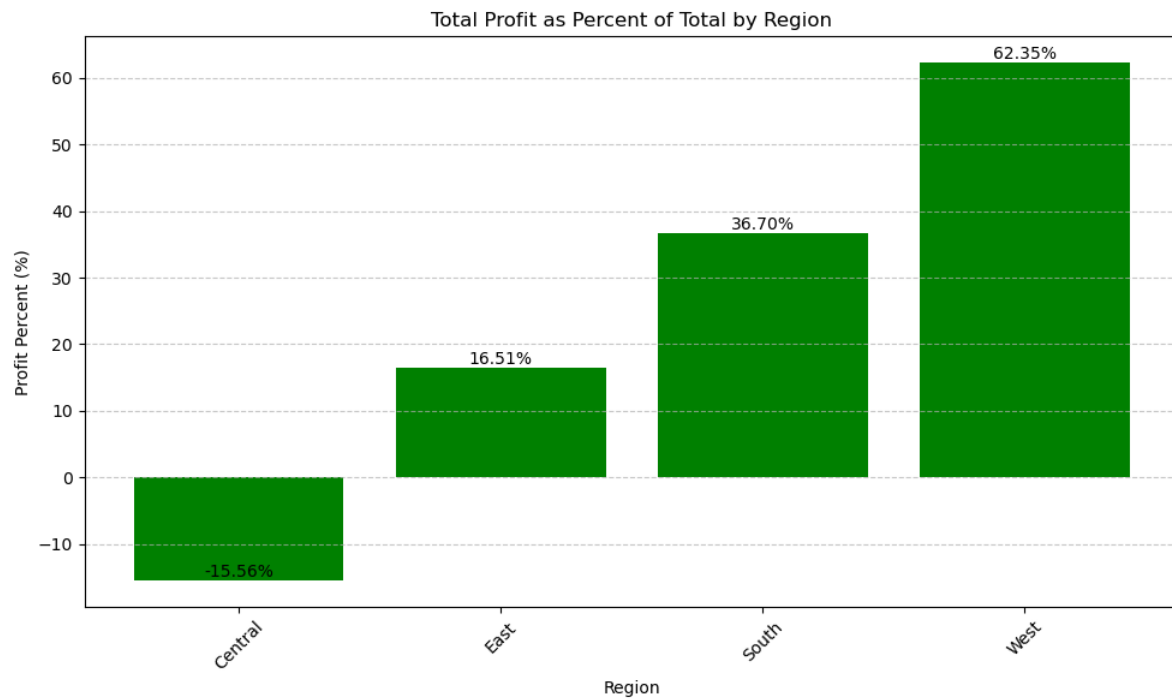
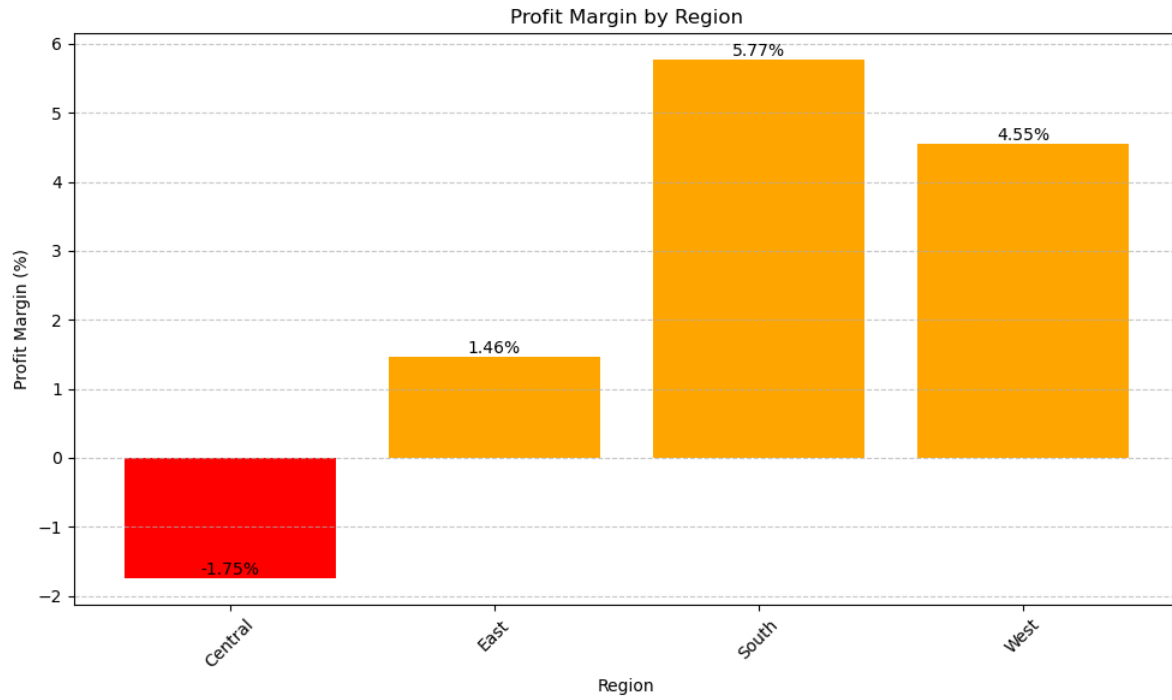
Calculate the total profit and profit margin for each region

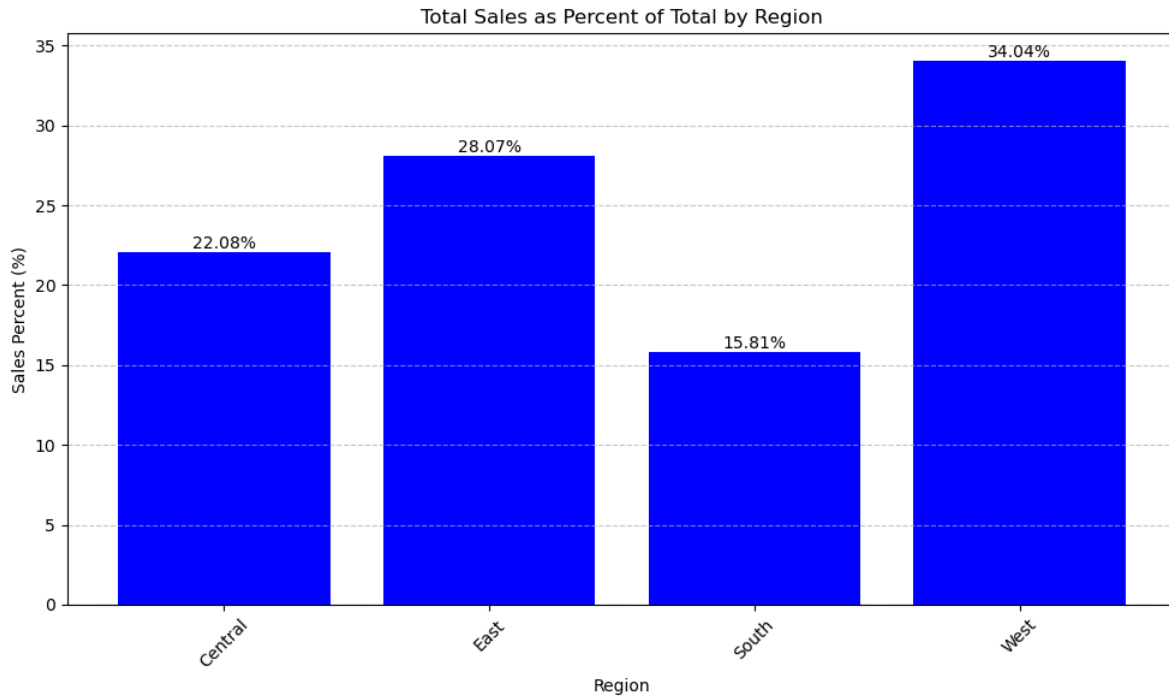


	region	total_profit	profit_margin
0	Central	-2871.0494	-1.752808
1	East	3046.1658	1.462455
2	South	6771.2061	5.772619
3	West	11504.9503	4.554382

Rank regions by profitability and total sales volume







Identify regions with declining sales and provide insights on potential causes.

Analyze which product categories and sub-categories are most profitable in each region.

Create a report that recommends regions for increased marketing investment based on profitability and sales growth potential.

— The end —