

Regional Analysis

2.30M
Sales

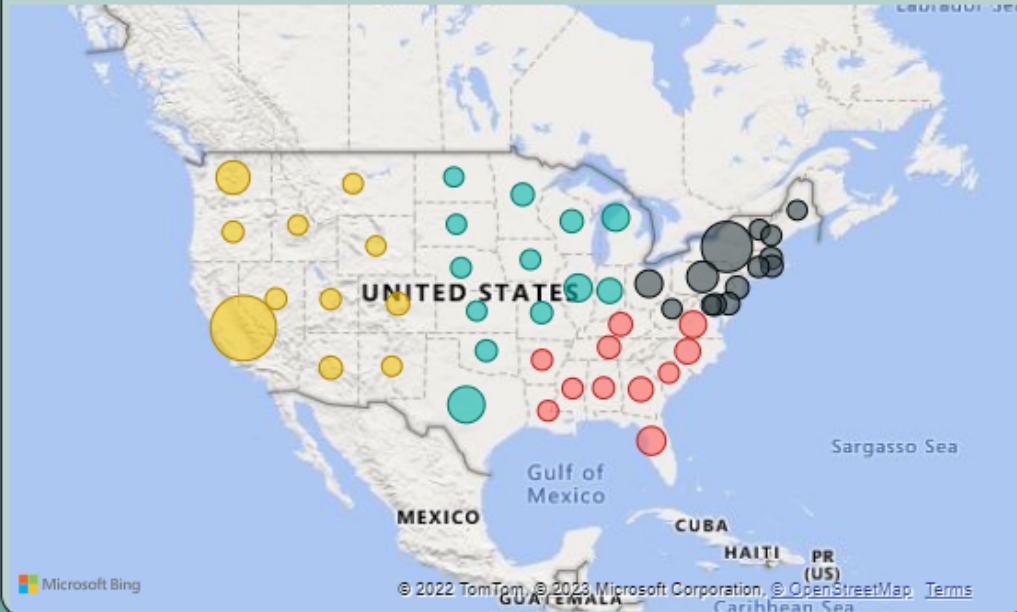
38K
Quantity

1.56K
Discount

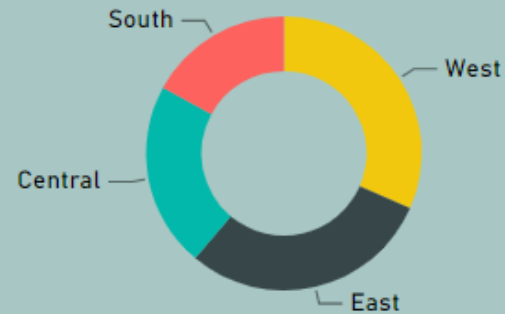
286.24K
Profit

Sales by State and Region

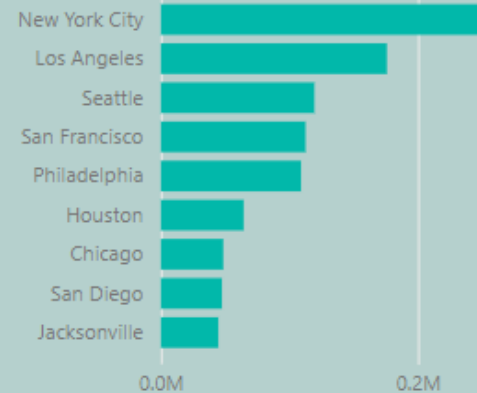
Region ● Central ● East ● South ● West



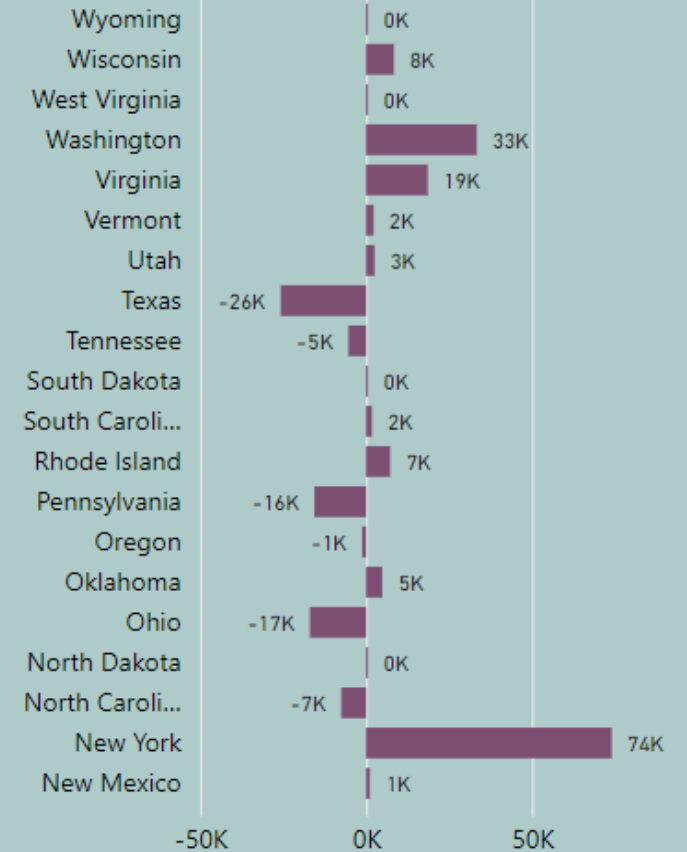
Sales by Region



Sales by City



Profit by State



Conclusions:

1. We can minimize the sales in the states with losses (Texas, Pennsylvania, Ohio, North Carolina, Florida, Illinois, Arizona)
2. we can maximize the sales in the states with profits by a large margin (California, New York etc)

Category wise Analysis

2.30M

Sales

38K

Quantity

1.56K

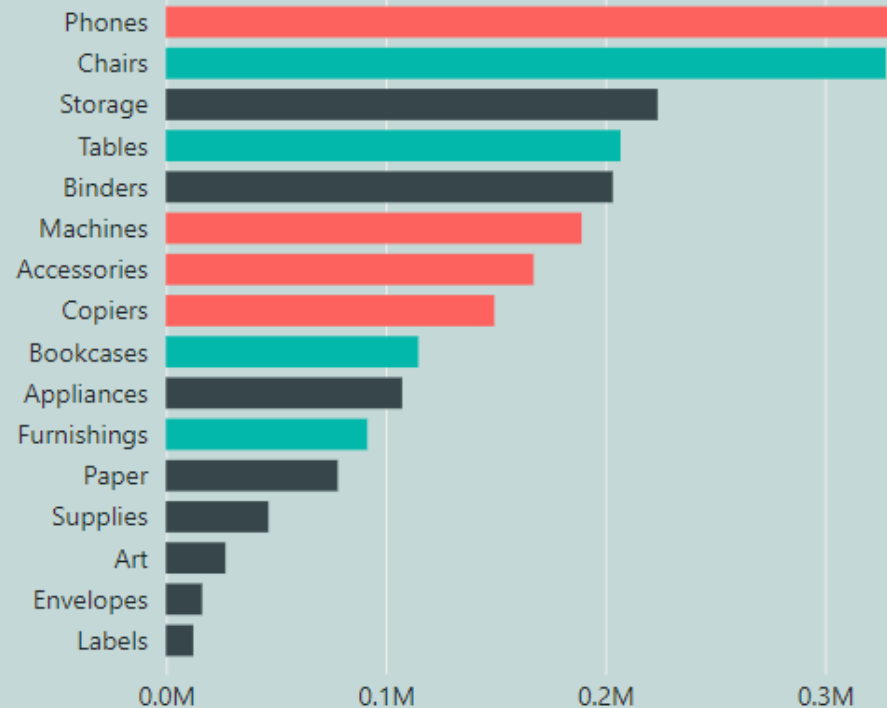
Discount

286.24K

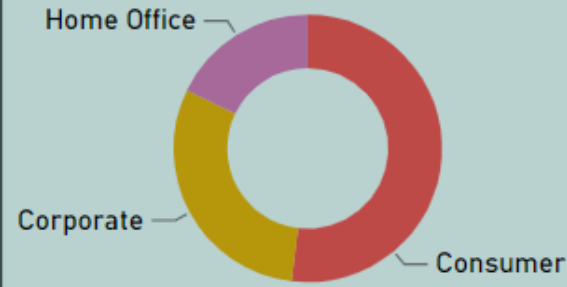
Profit

Sales by Sub-Category and Category

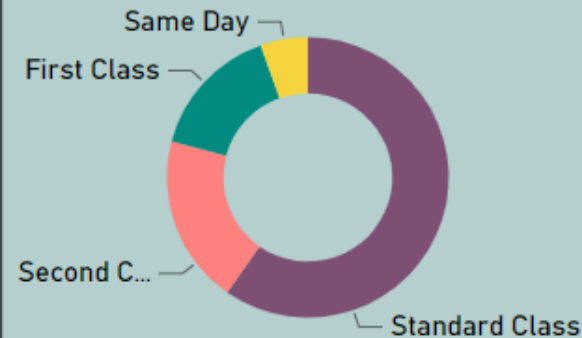
Category ● Furniture ● Office Supplies ● Technology



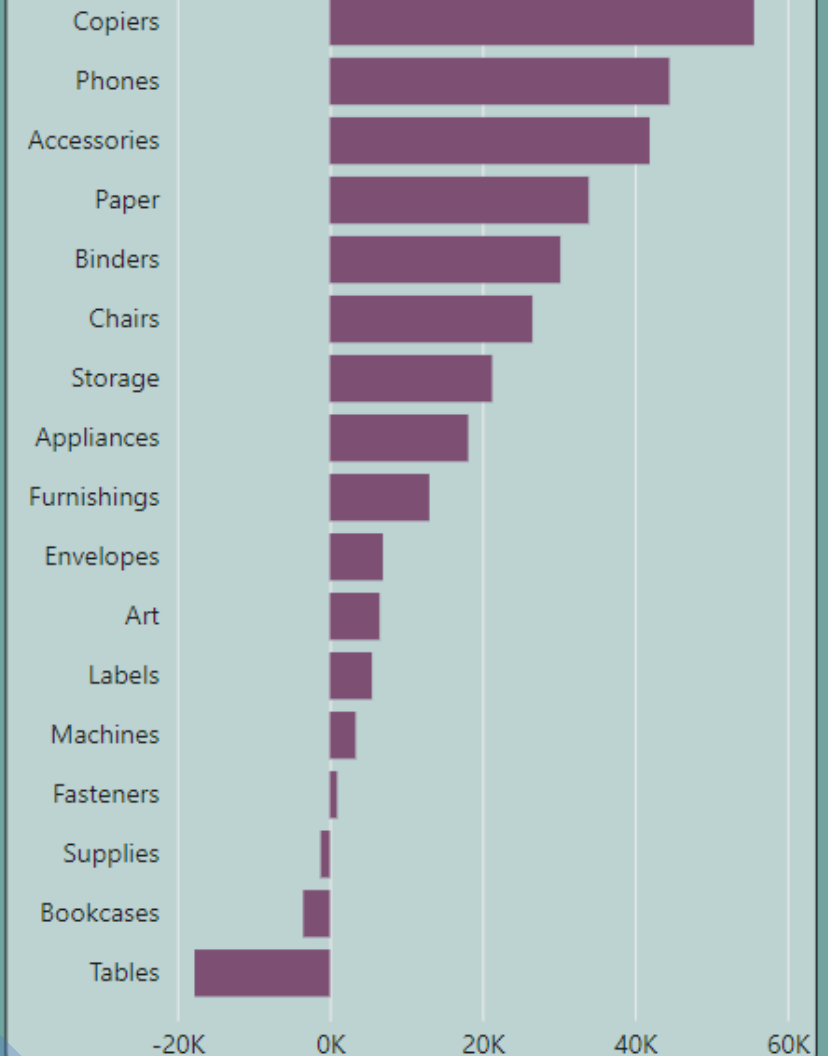
Count of Segment by Segment



Count of Ship Mode by Ship Mode

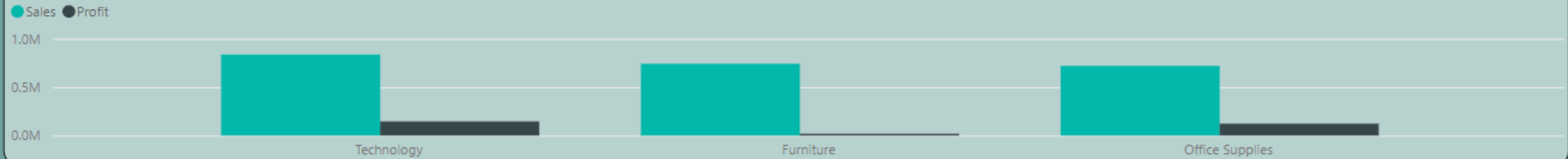


Profit by Sub-Category

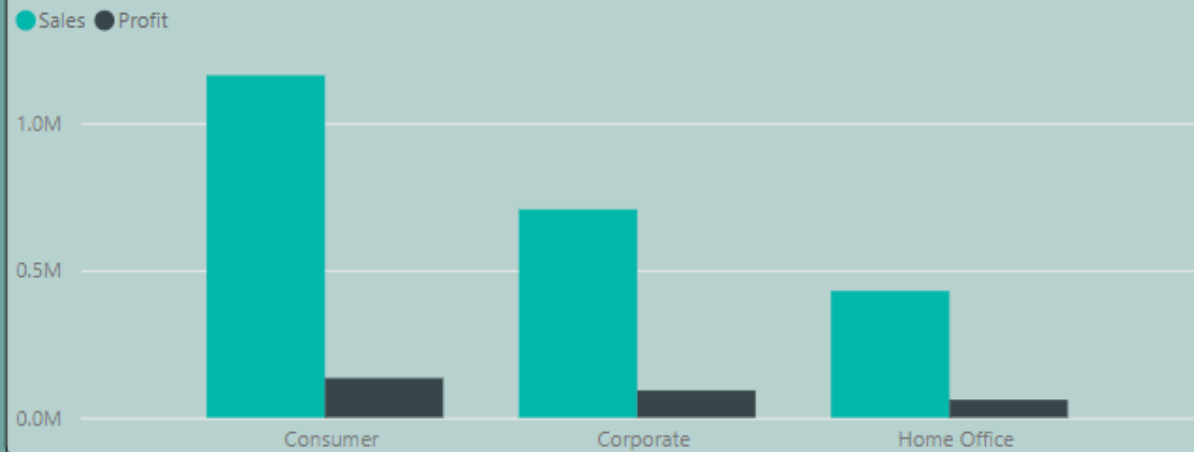


Insights

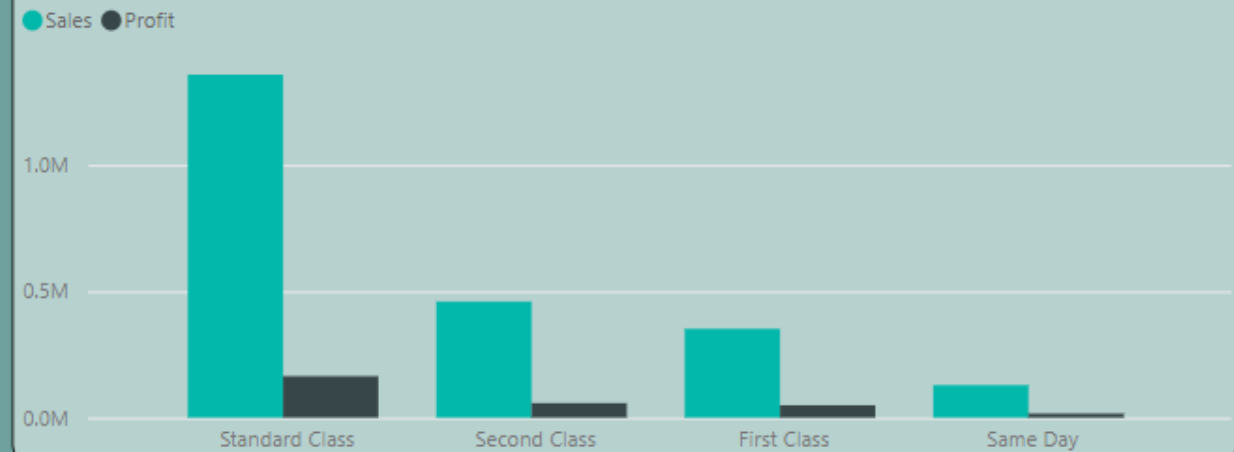
Sales and Profit by Category



Sales and Profit by Segment



Sales and Profit by Ship Mode



Conclusions

1. Profits through furniture category are less in relation to sales. So we can minimize sales of furniture and invest the same in Technology or Office Supplies.
2. There is not much variance in profits whichever segment and ship modes are used.