Subject: Annual profit margins of stores in the Northeast region down by 6%

Body:

Hi [CEO],

I'm writing you to let you know of some interesting insights we found while looking into historical data for the past year of your company's 333 locations. When analyzing the number of products that each location has compared to annual profit margins, we found a positive correlation. Consumers that have more choices of products often end up buying more, according to a research study from Stanford GSB [https://www.gsb.stanford.edu/faculty-research/publications/positive-effect-assortment-size-purchase-likelihood-moderating]. We also noticed that profit margins are down by roughly 6% in the Northeast region compared to other regions.

Some immediate recommendations come to mind for increasing annual margins in the Northeast region: we can collect more data for each store location to get a better understanding of all the factors at play. We can also collect historic data for previous years to see whether or not the last year was just an outlier. If neither is an option, we can also look into A/B testing region-specific marketing campaigns to improve sales for locations in the Northeast.

I'd be thrilled to hear your thoughts on the recommendations, and I look forward to hearing from you soon so we can work out next steps and work toward a solution to maximize annual profit margins for the upcoming quarter.

Warm regards,

Henry Wang

Data Scientist at [*Data Science Firm*]