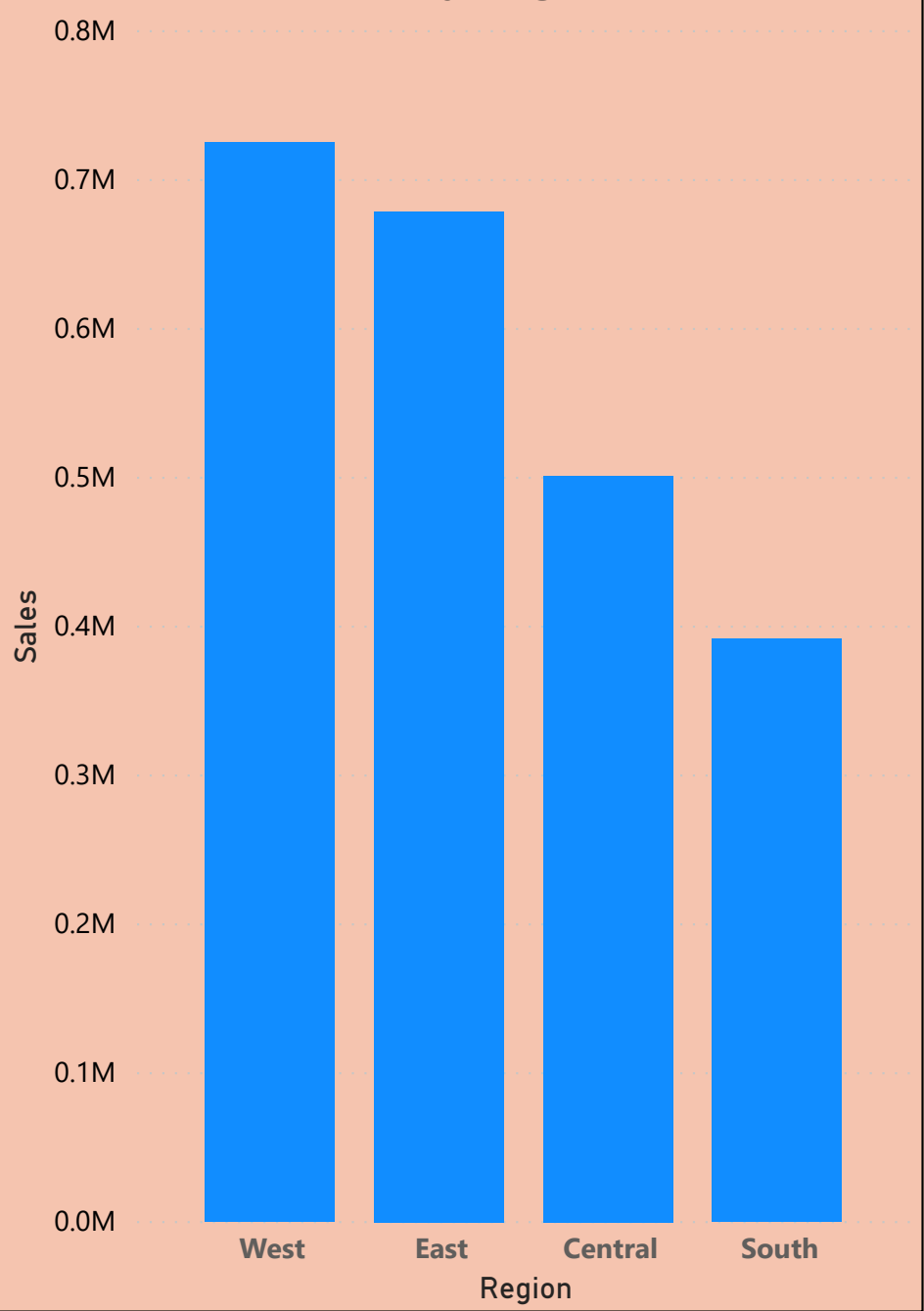
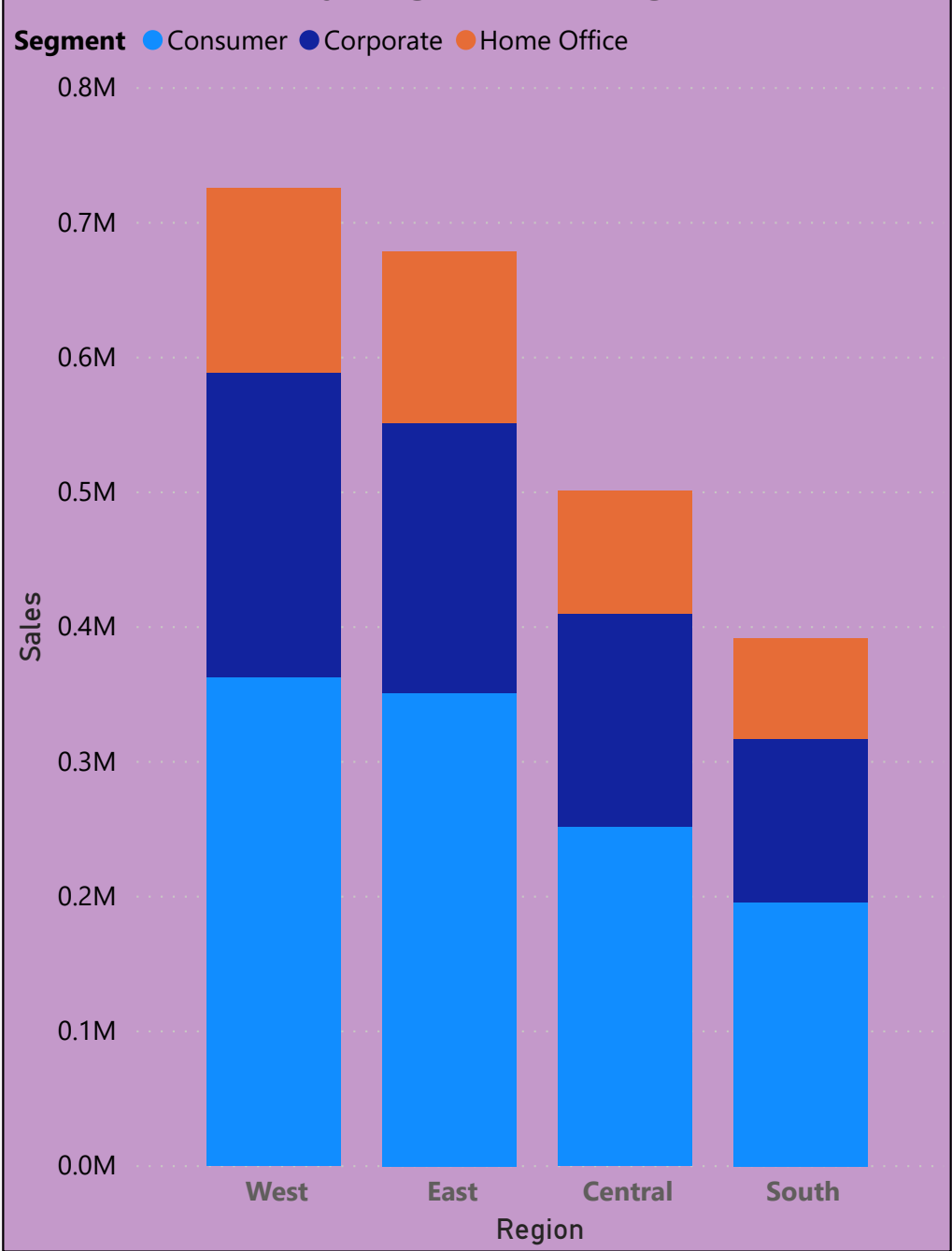


Sales by Region

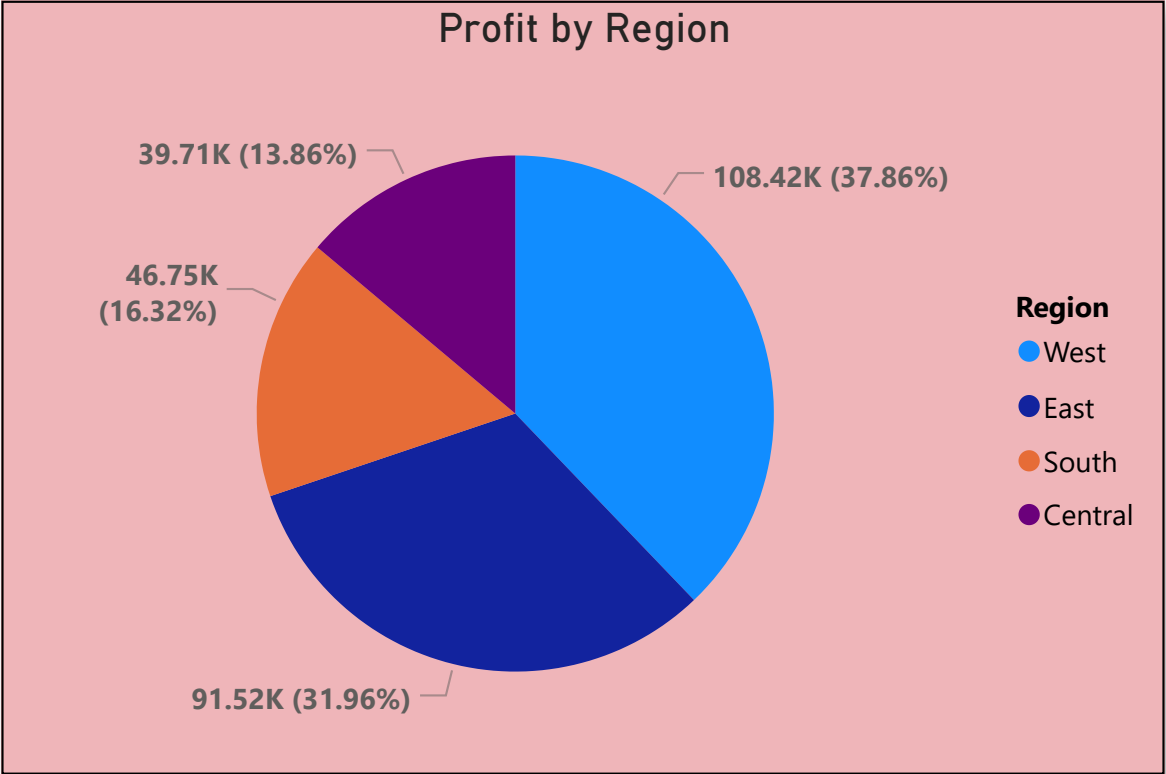
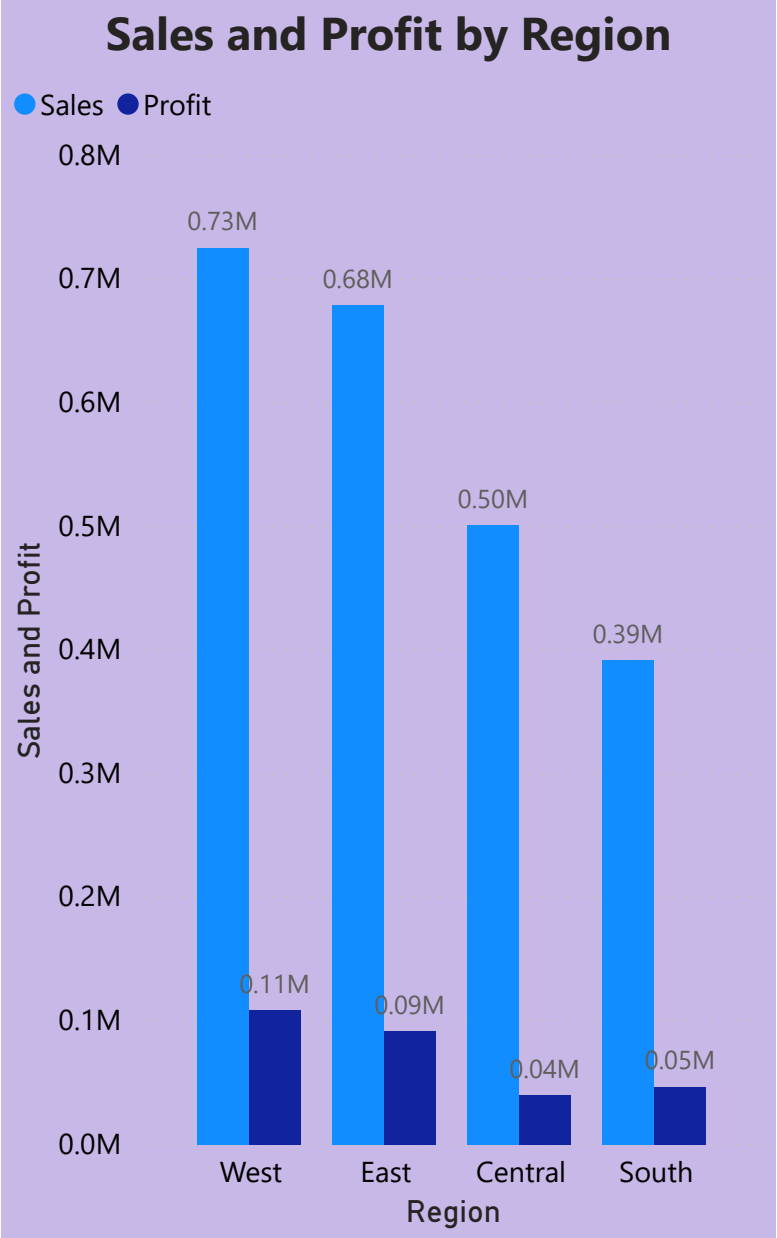


Sales by Region and Segment



Observations:

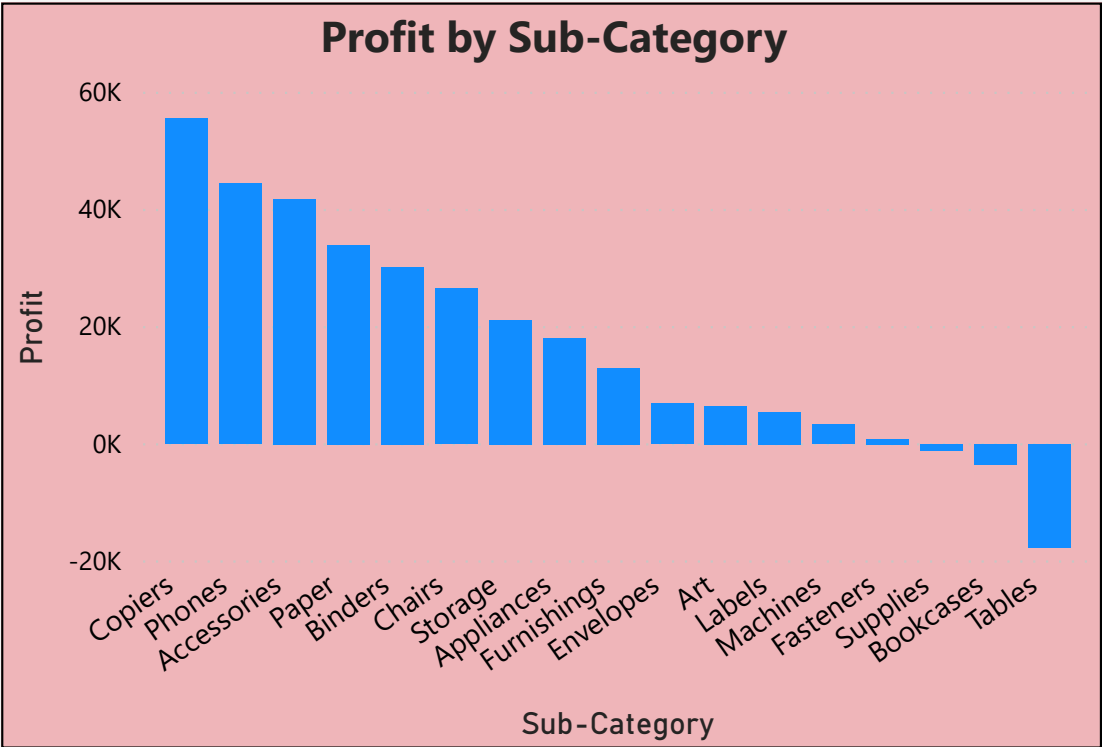
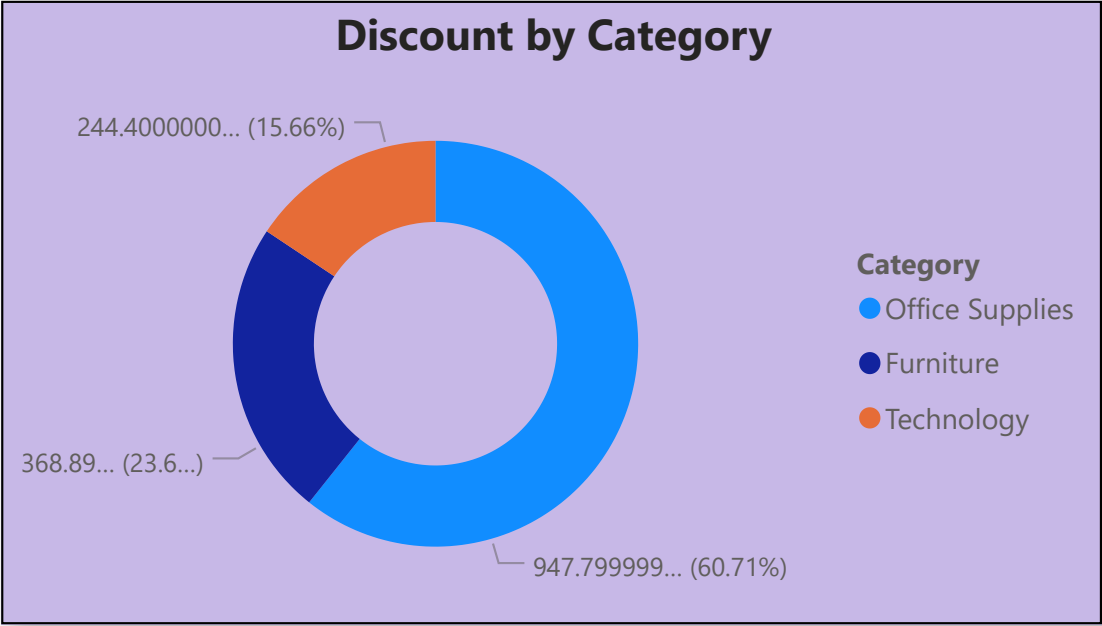
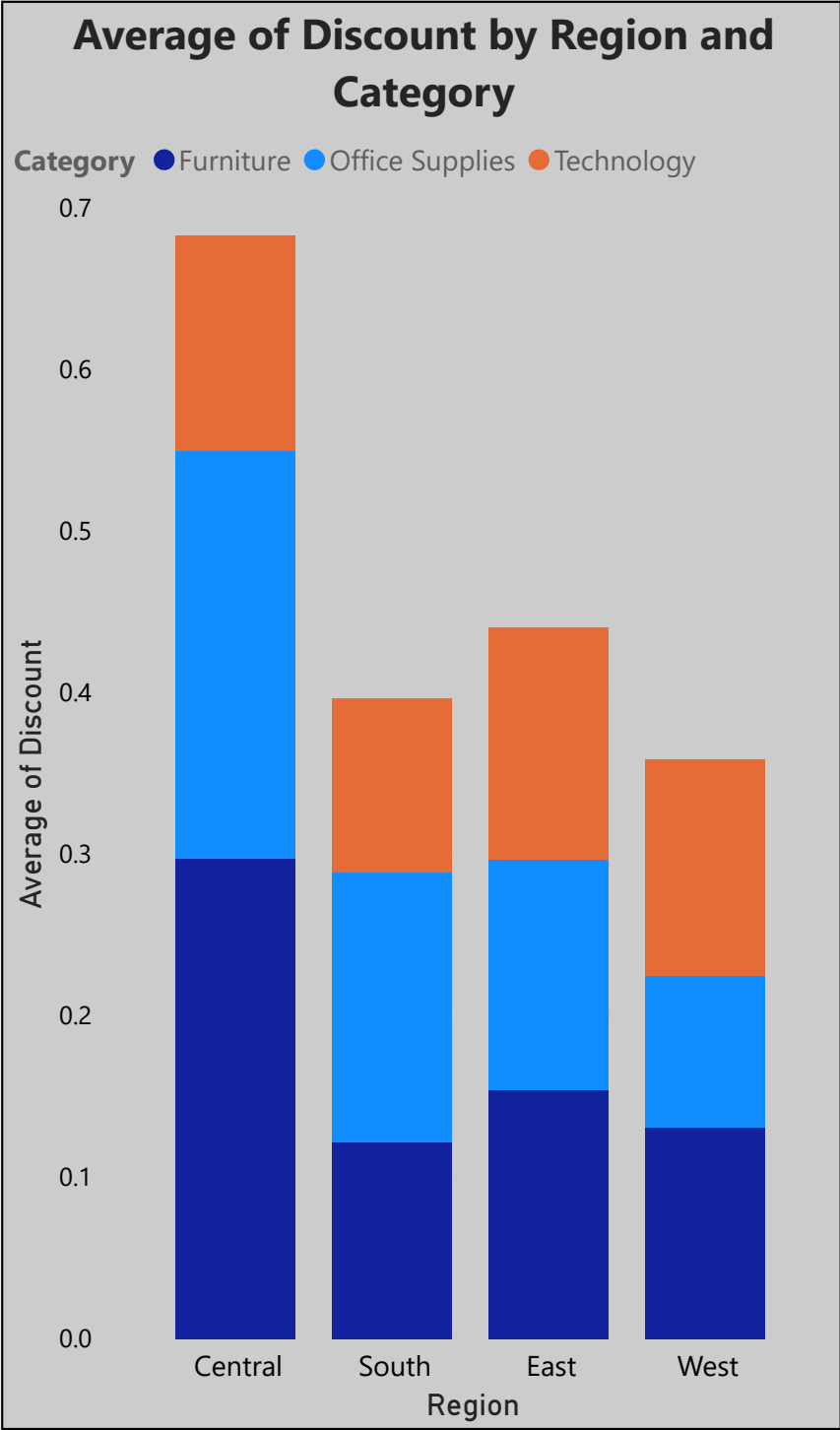
Company's foot-print in south region is less as compare to other regions. Where, west and east regions have more sales. Moreover, consumer segment has highest sales in all region, which is followed by corporate and home office.



Discount by Category				
Region	Consumer	Corporate	Home Office	Total
Central	0.25	0.24	0.21	0.24
East	0.15	0.14	0.14	0.15
South	0.14	0.16	0.14	0.15
West	0.11	0.11	0.11	0.11
Total	0.16	0.16	0.15	0.16

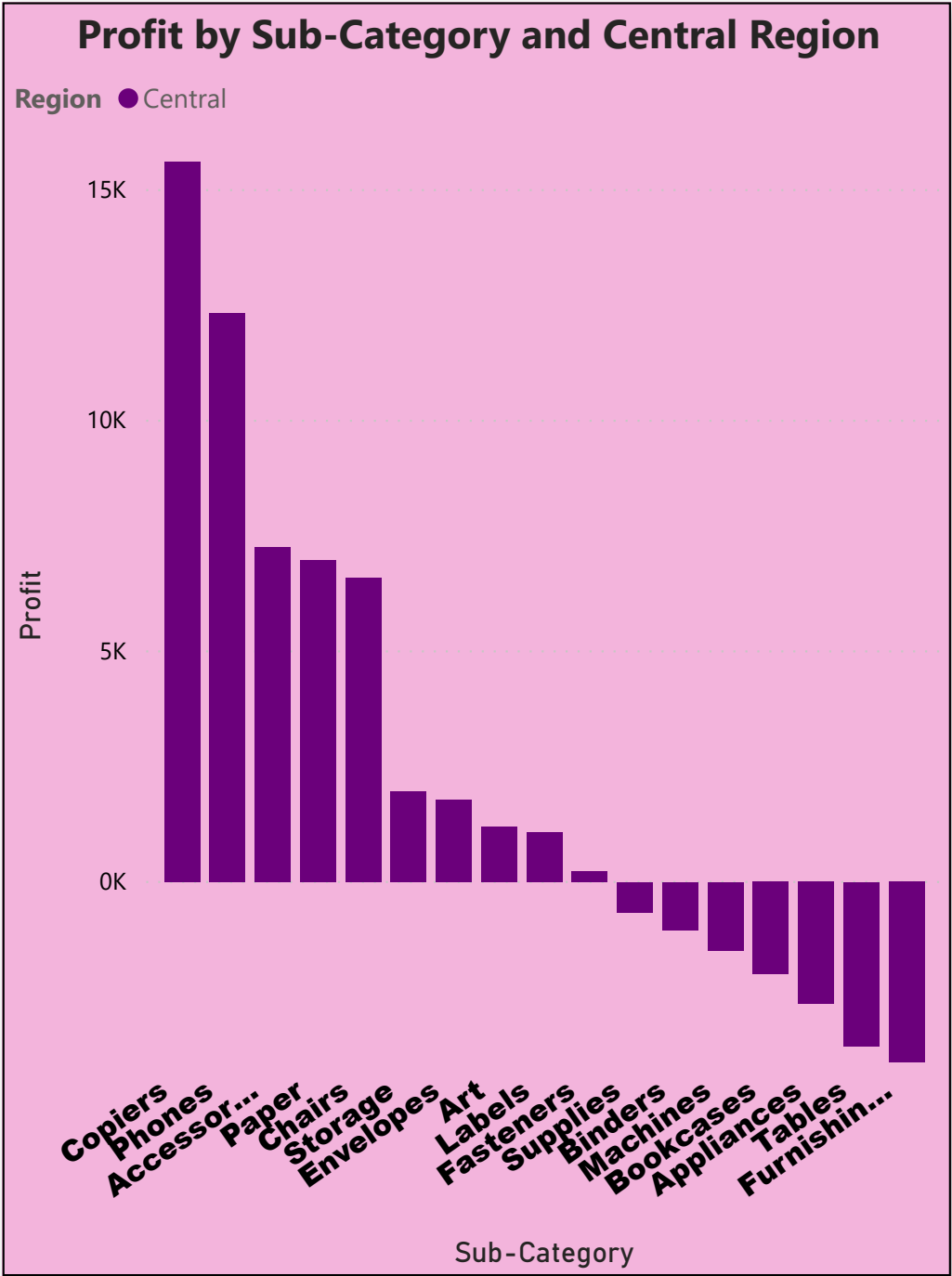
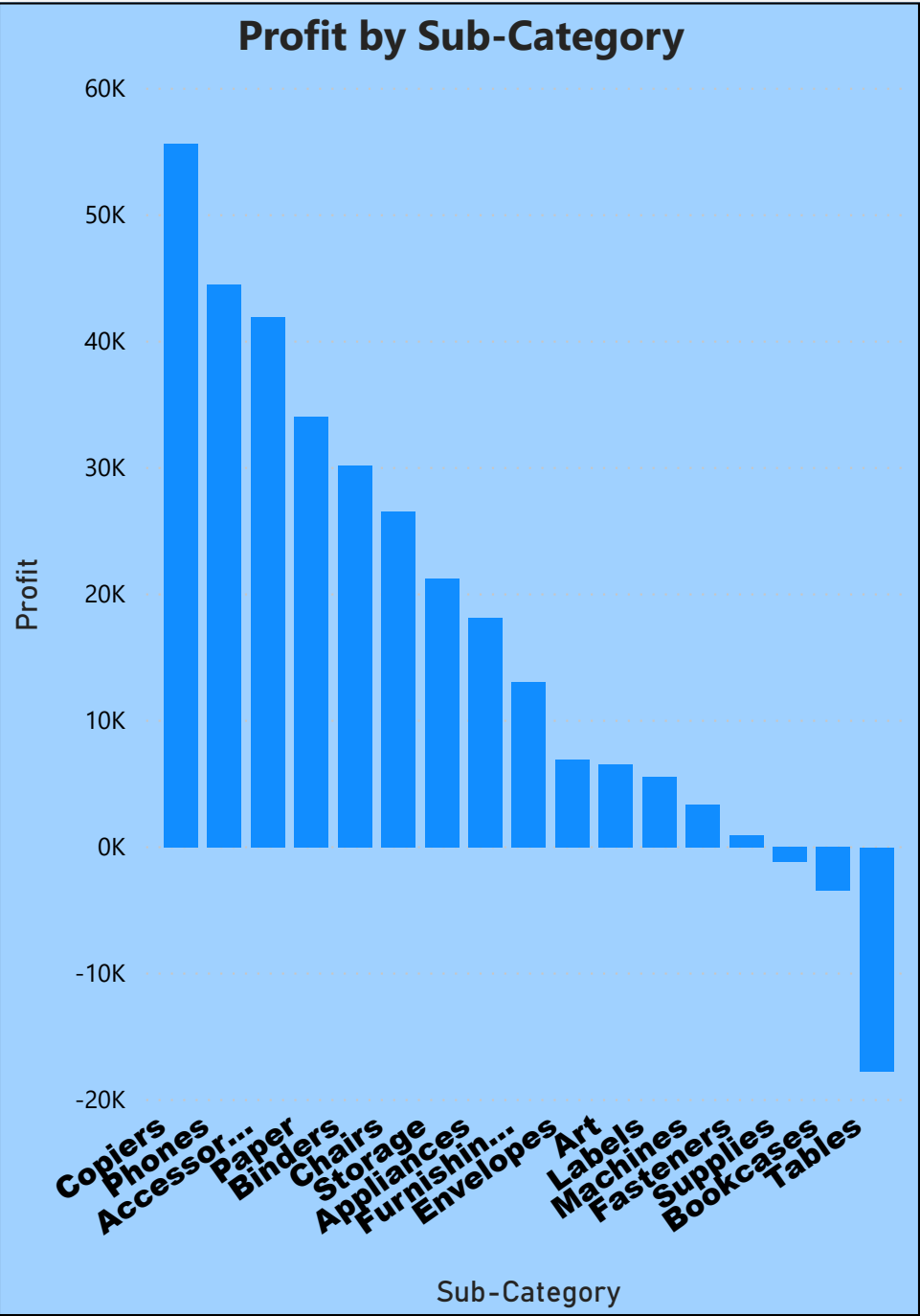
Observations:

Sales in Central Region is high as compare to South Region but profit is less. Therefore, company owner should make some strategy to increase the profit margin in central part. Also, we can noticed that discount is given in central region is high as compare to others. Therefore, decision making in central region should be based on improving quality of product and change discount rate in order to increase the sales



Observations:

Here, we can see that in central region, company is giving more discounts on furniture and offices supply, although profit has generated less. Where, in other regions discount rate is around 12.5 %, although these regions generating good profit as compare to central region. Owner should find out this and take decision



Observation- Central Region:

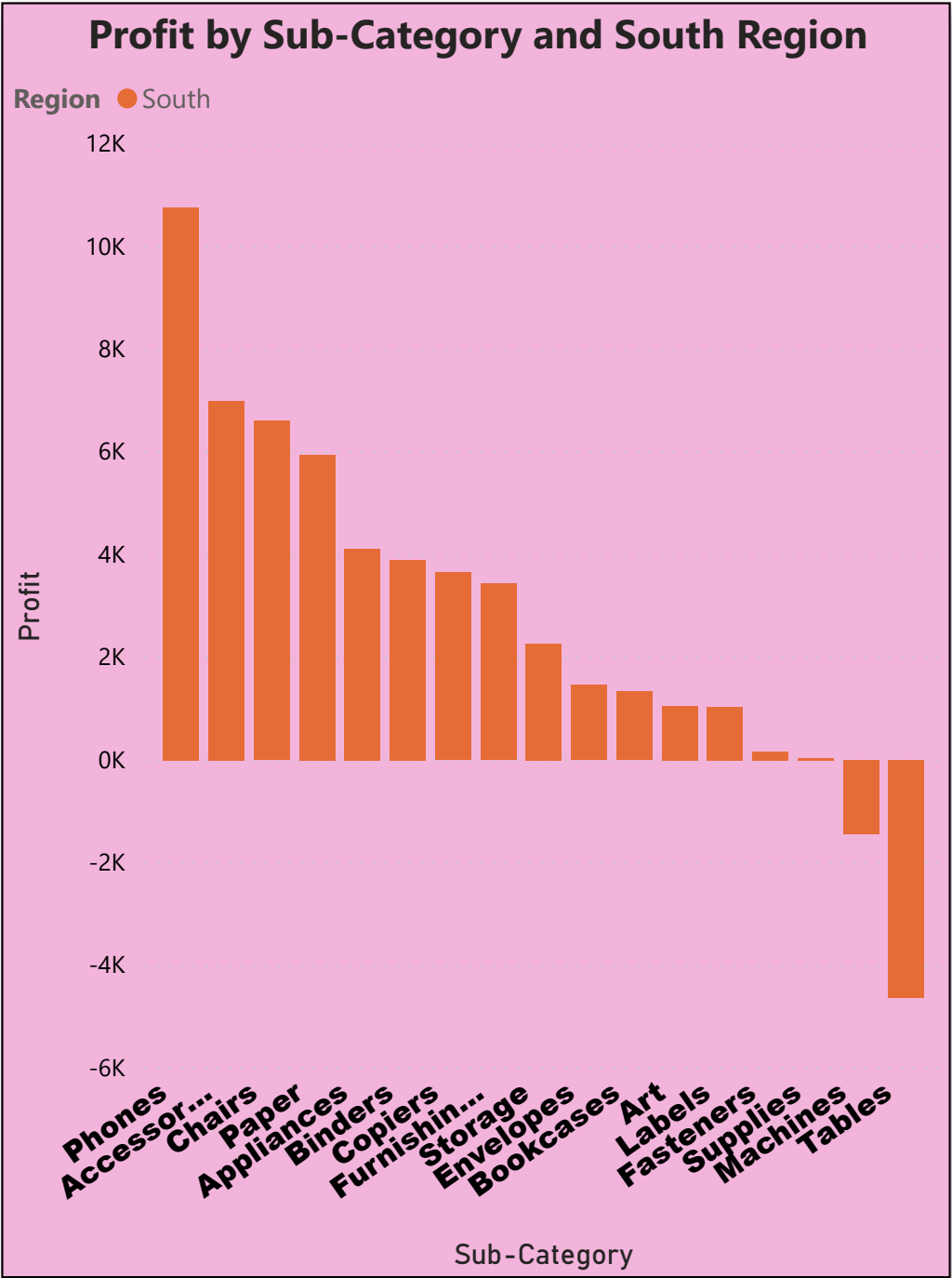
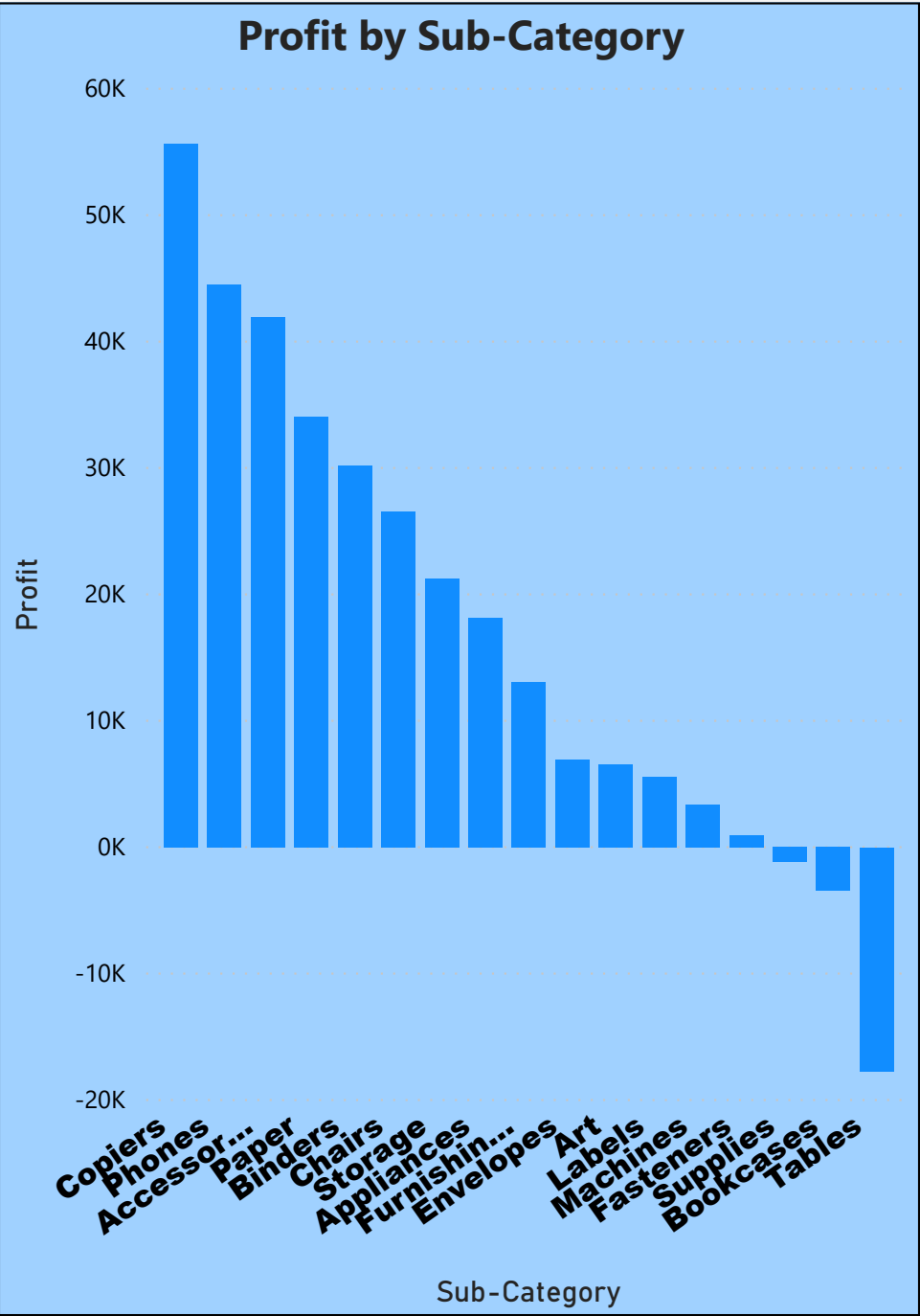
Overall, company has loss in three sub category such as tables, bookcases, and supplies.

> In Central region, seven sub-category is generating loss as can be seen in second graph.

> Also, company is generating loss, even after introducing highest discounts in this region.

> Which is drawing attention towards the quality of product.

> Company should improve their quality of products and services in these area.



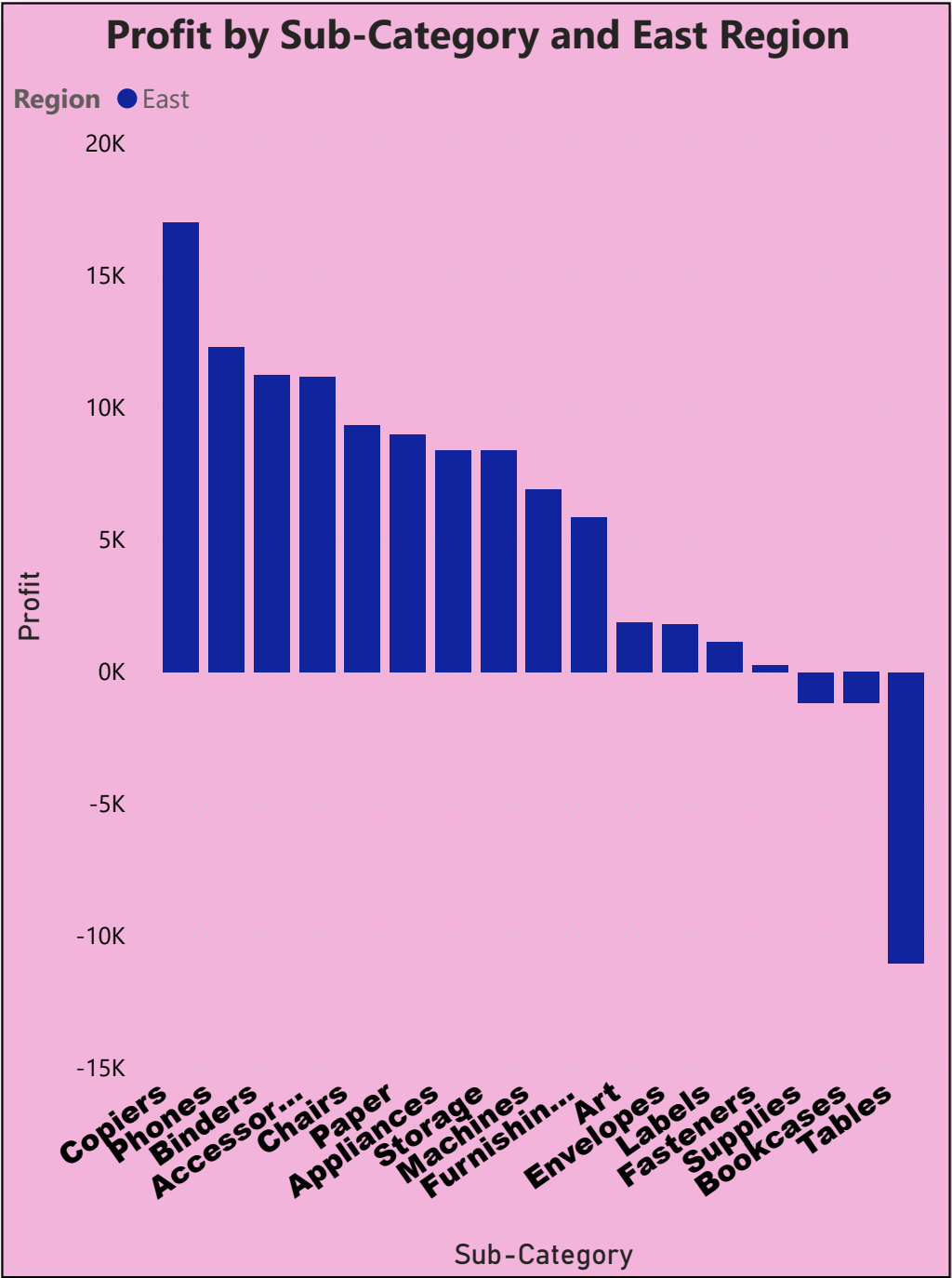
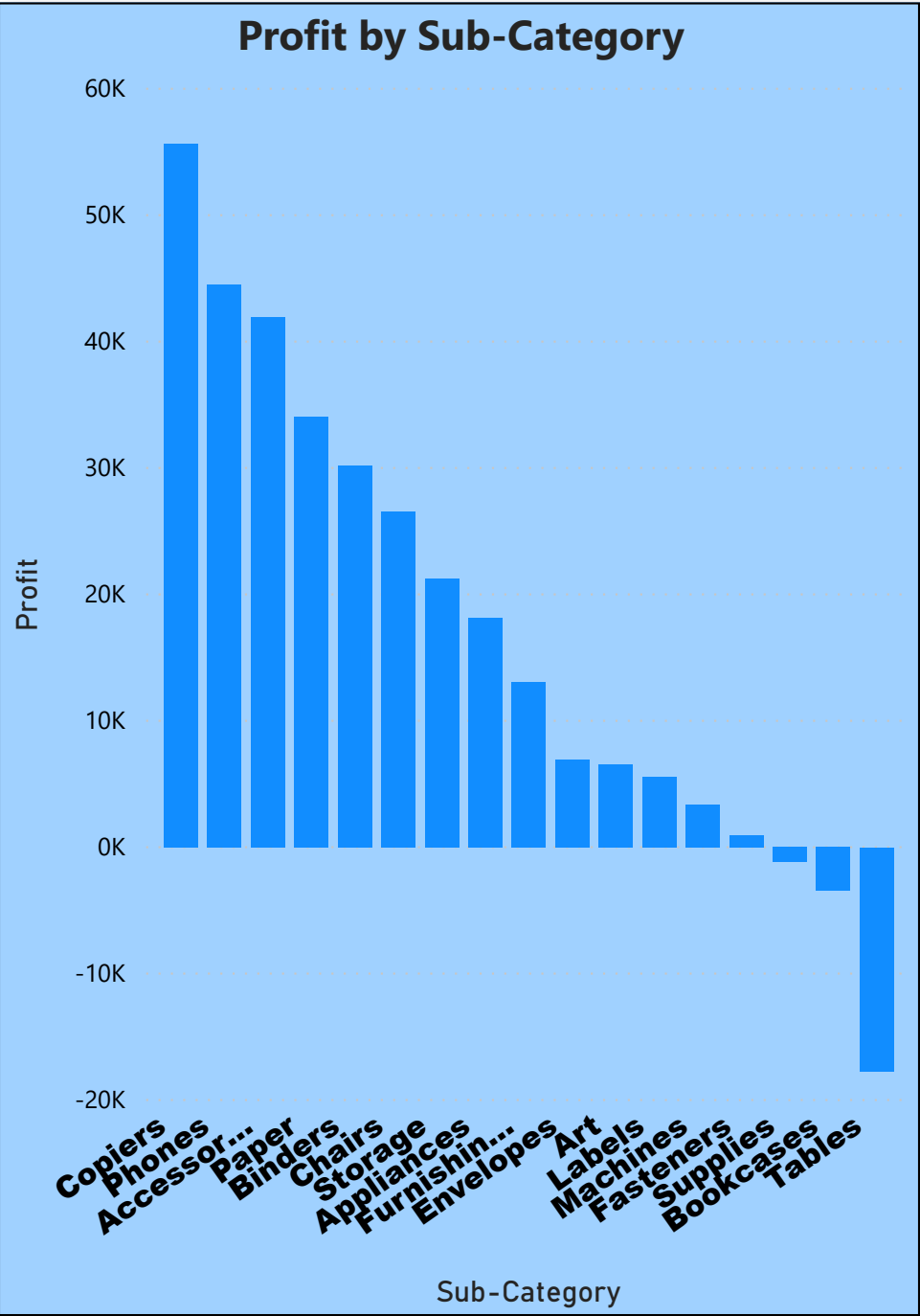
Observation- South Region:

Overall, company has loss in three sub category such as tables, bookcases, and supplies.

> In South region, only two sub-category is generating a loss as can be seen in second graph.

> That means, company's all product except two are making good profit as sales concern.

> Also, instead of having high sales of machines in this region, company is generating loss, Therefore, owner should focus to increase sales of machines in this region.



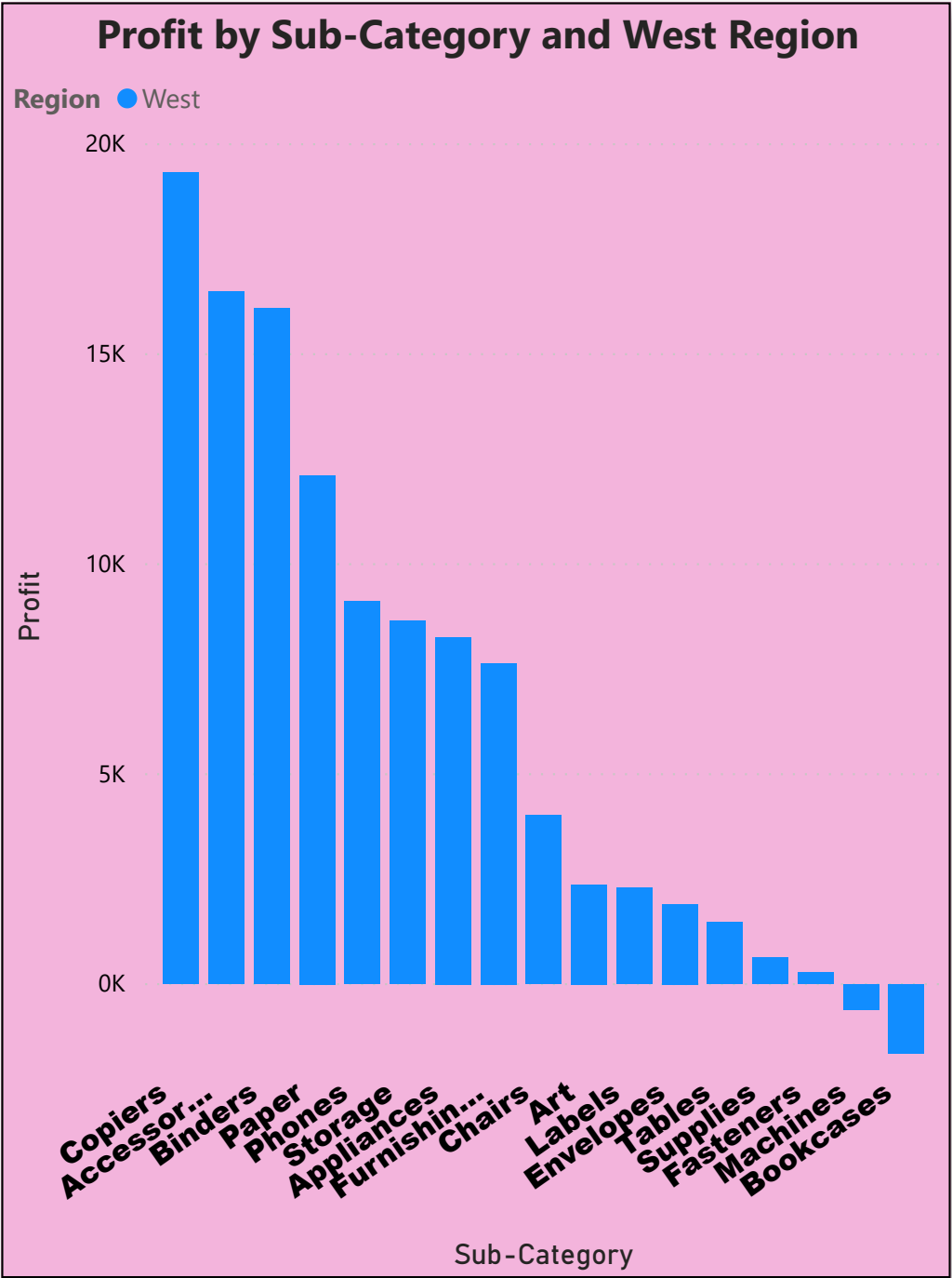
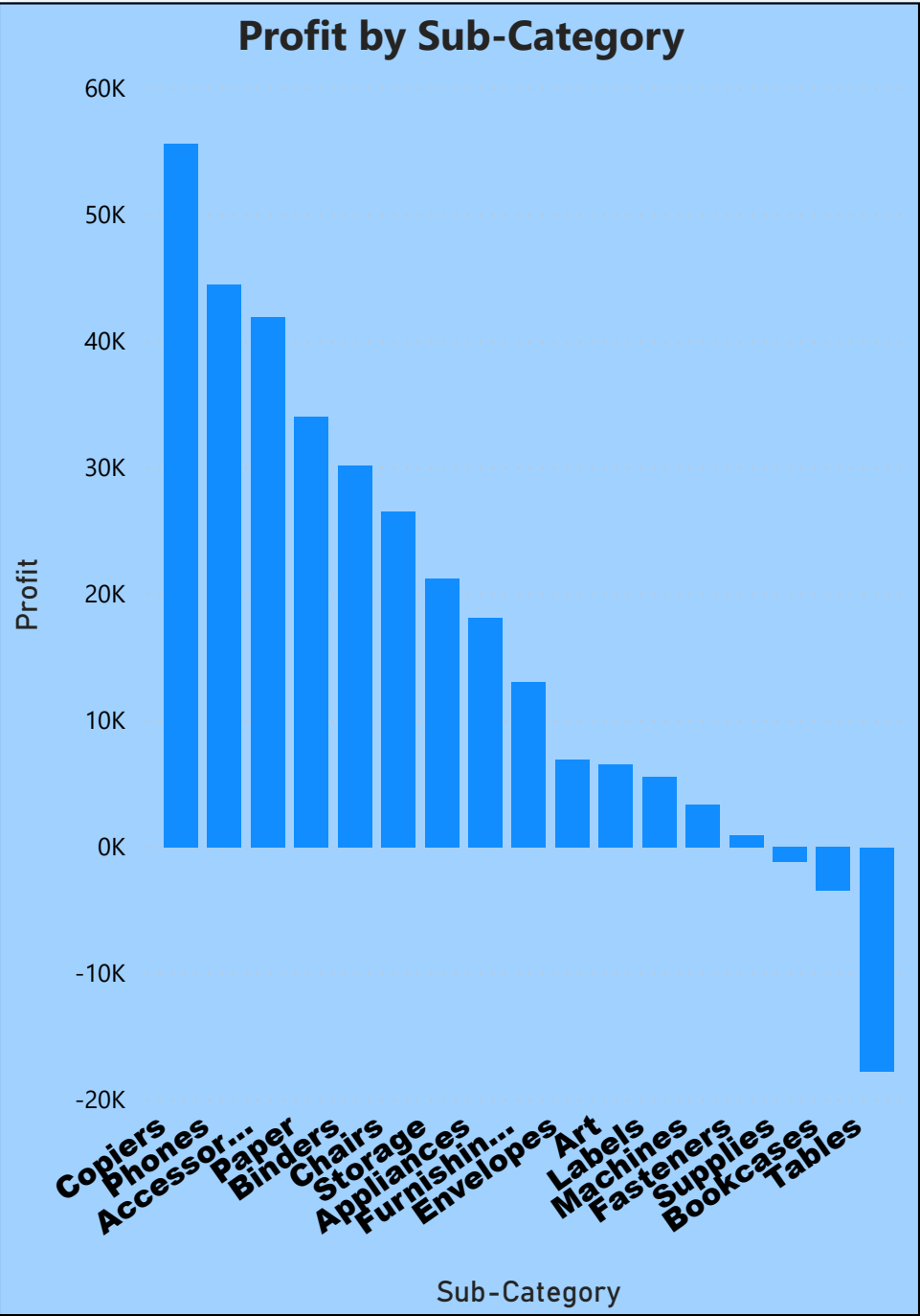
Observation-
East Region:

Overall, company has loss in three sub category such as tables, bookcases, and supplies.

> In East region, company is making enough profit on all products except table, supplies, and bookcases.

> In this region, table is generating high loss.

> Owner should make decision in order to improve sales of supplies and bookcases in east region.



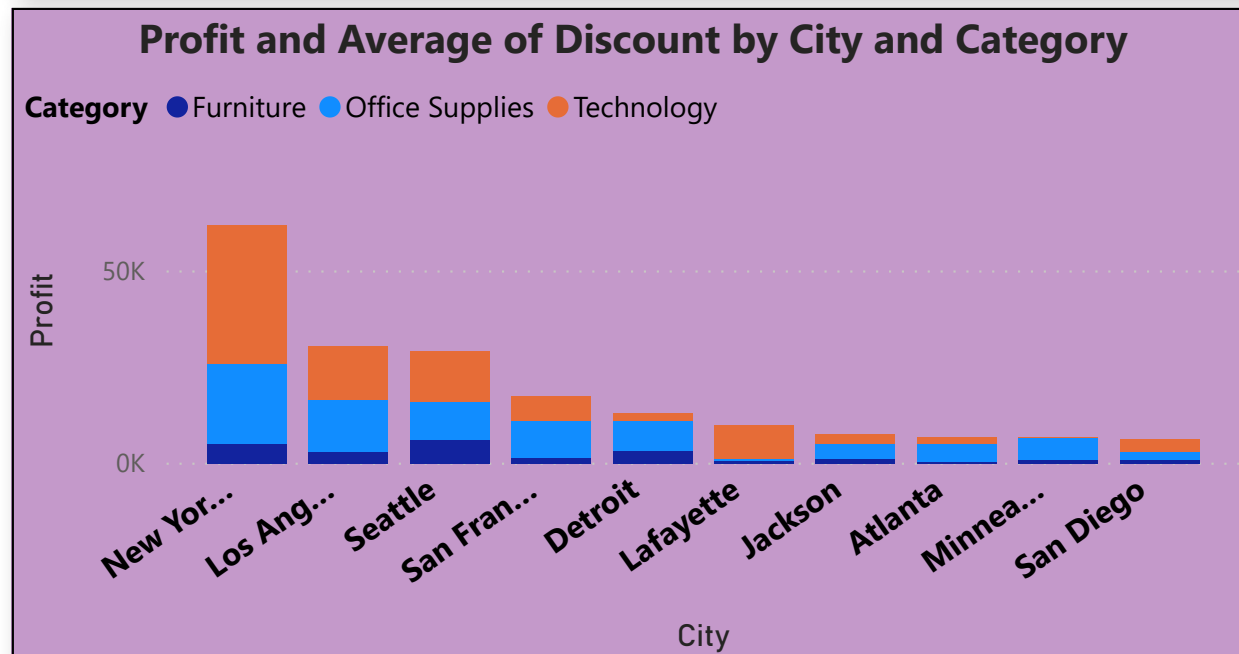
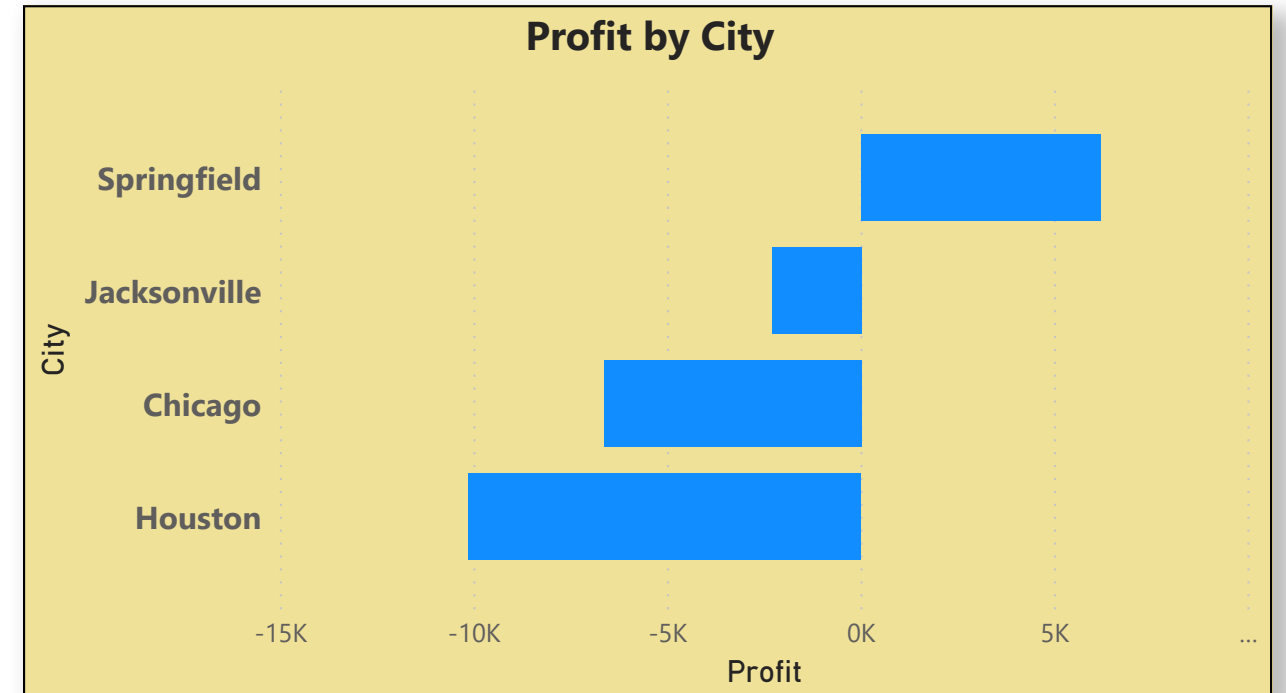
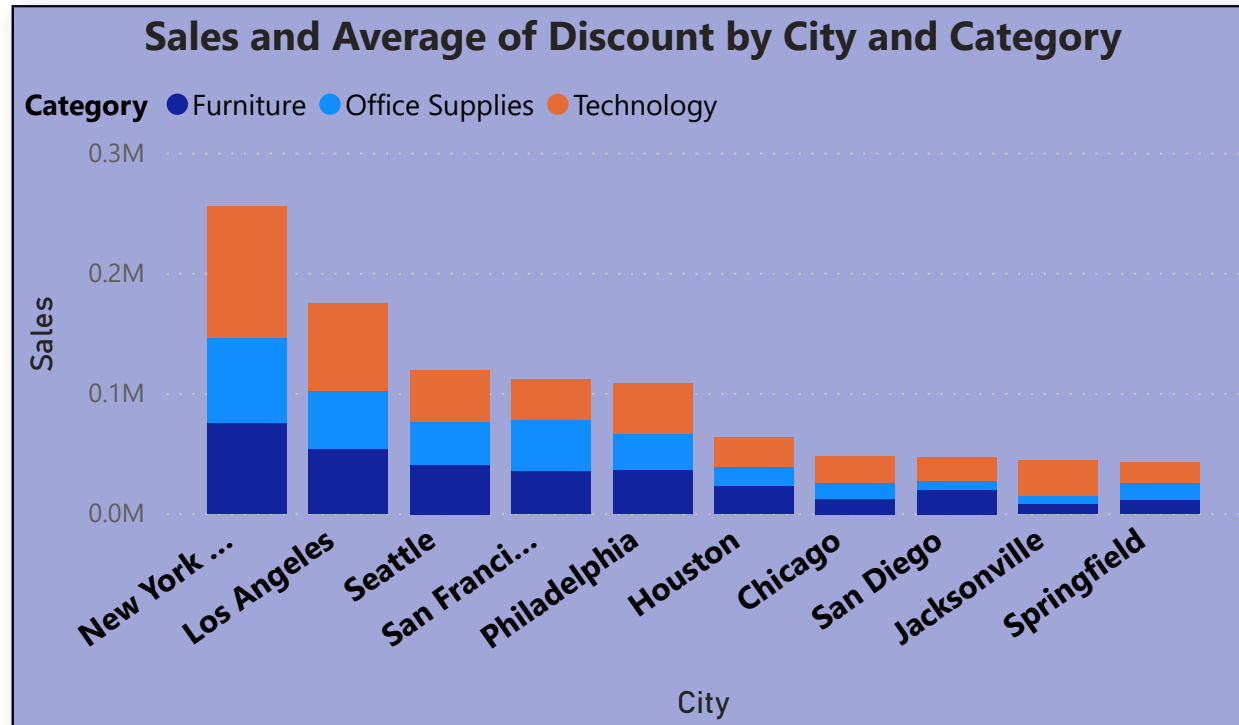
Observation- West Region:

Overall, company has loss in three sub category such as tables, bookcases, and supplies.

> In West region, company is making enough profit on all products except machines and bookcases.

> Also, one interesting thing is: west is the only region where company is making profit by table sub-category.

> Moreover, we can say that company is generating high profit in all sub-segment, except two in this region.



Observations:

- > As we can see in the first graph, some of the cities such as Philadelphia, Houston, Chicago, Jacksonville, and Springfield have considered in top 10 sales cities, but the these cities are not in the list of top 10 cities by profit. Also, instead of having high sale, company registered loss in Chicago, Jacksonville, and Springfield .
- > Therefore, owner should find possible business problem in these cities to generate enough profit.

Sales and Profit by Sub-Category and Category



2.30M

Sales

286.40K

Profit

38K

Quantity

\$

0.16

Average of Discount

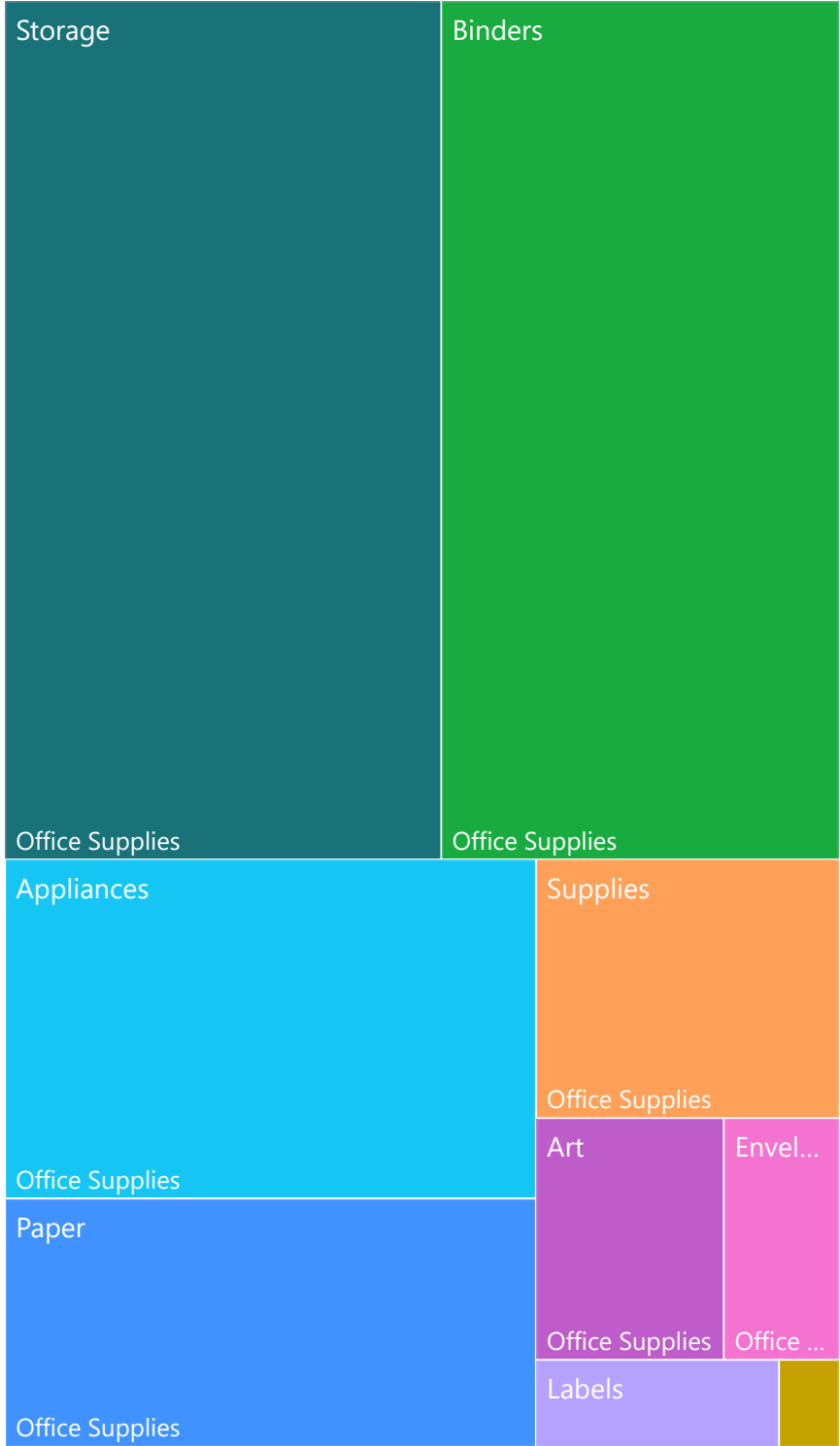
Profit-making Sub-Categories

> Chairs and Furnishing

Sub-Categories: Needs to be focused on

> Table and bookcases are loss-making categories, even after having enough sales. This can happen mainly because of stock clearance. Therefore, company should consider this as business problem.

Sales and Profit by Sub-Category and Category



2.30M

Sales

286.40K

Profit

38K

Quantity

\$

0.16

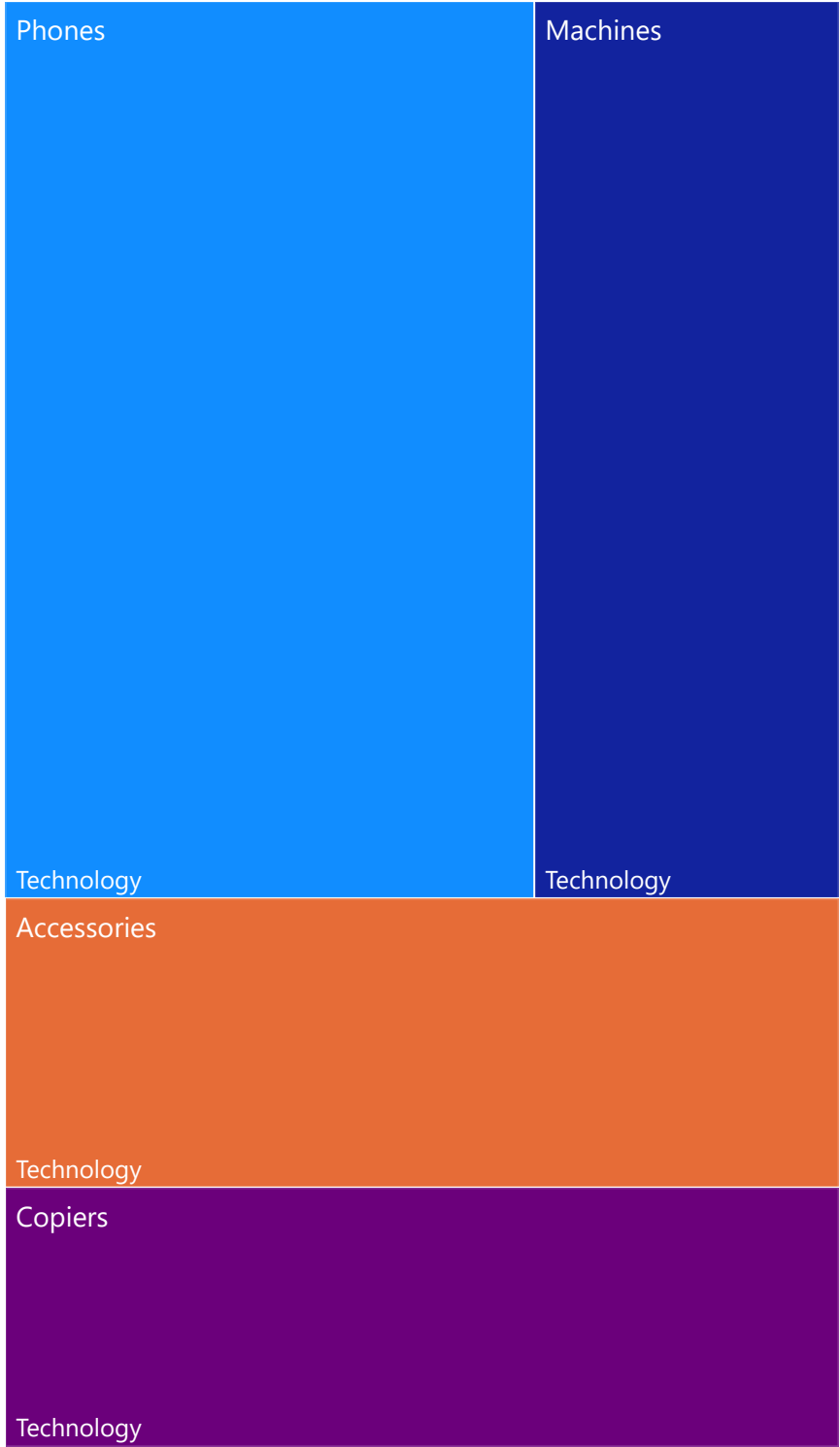
Average of Discount

Profit-making Sub-Categories

> All sub-categories of office supplies category are making profit. Therefore, any sub-categories can not be considered as business problem, unless any sub-category does not achieve targeted profit.

> Supplies sub-category can be considered as business problem here, as it is making loss.

Sales and Profit by Sub-Category and Category



2.30M
Sales

286.40K
Profit

38K
Quantity

\$

0.16
Average of Discount

Profit-making Sub-Categories

- > All sub-categories of technology are generating profit. Therefore, any sub-categories can not be considered as business problem, unless any sub-category does not achieve targeted profit.
- > Company should focus on technology sub-category in order to increase the profit.