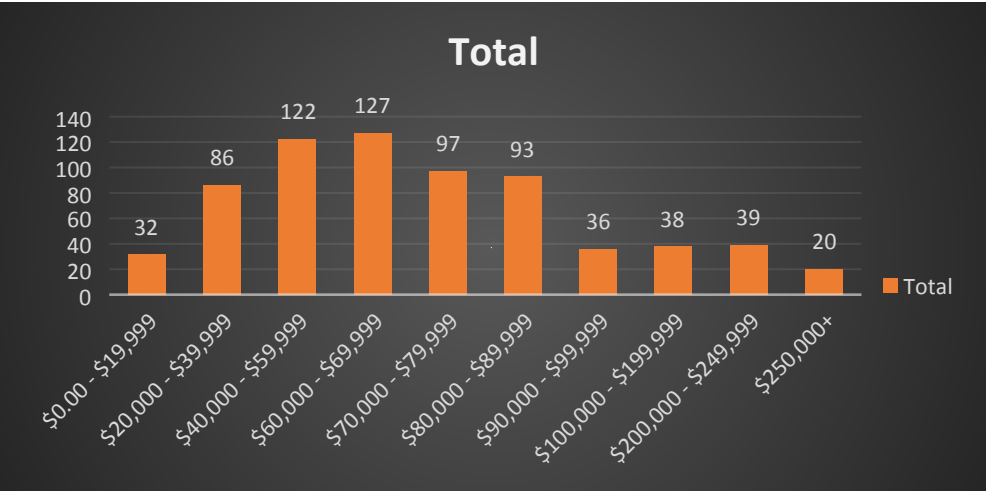


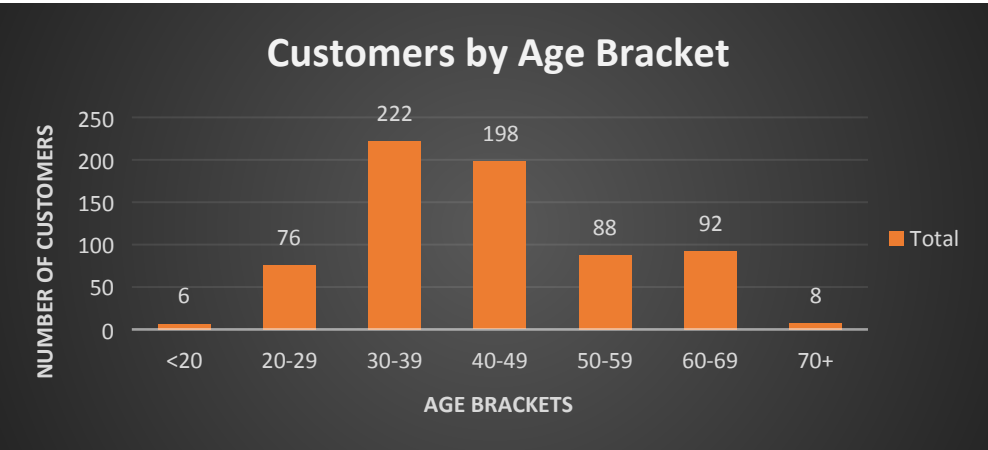
Part 1

Income Bracket	Number of Customers
\$0.00 - \$19,999	32
\$20,000 - \$39,999	86
\$40,000 - \$59,999	122
\$60,000 - \$69,999	127
\$70,000 - \$79,999	97
\$80,000 - \$89,999	93
\$90,000 - \$99,999	36
\$100,000 - \$199,999	38
\$200,000 - \$249,999	39
\$250,000+	20
Grand Total	690



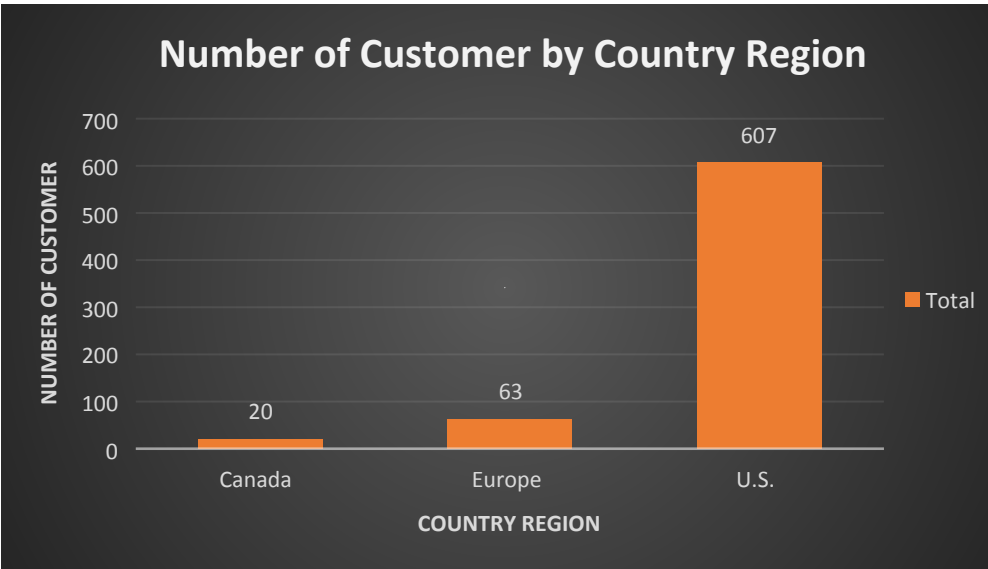
Part 2

Age Bracket	Number of Customers
<20	6
20-29	76
30-39	222
40-49	198
50-59	88
60-69	92
70+	8
Grand Total	690

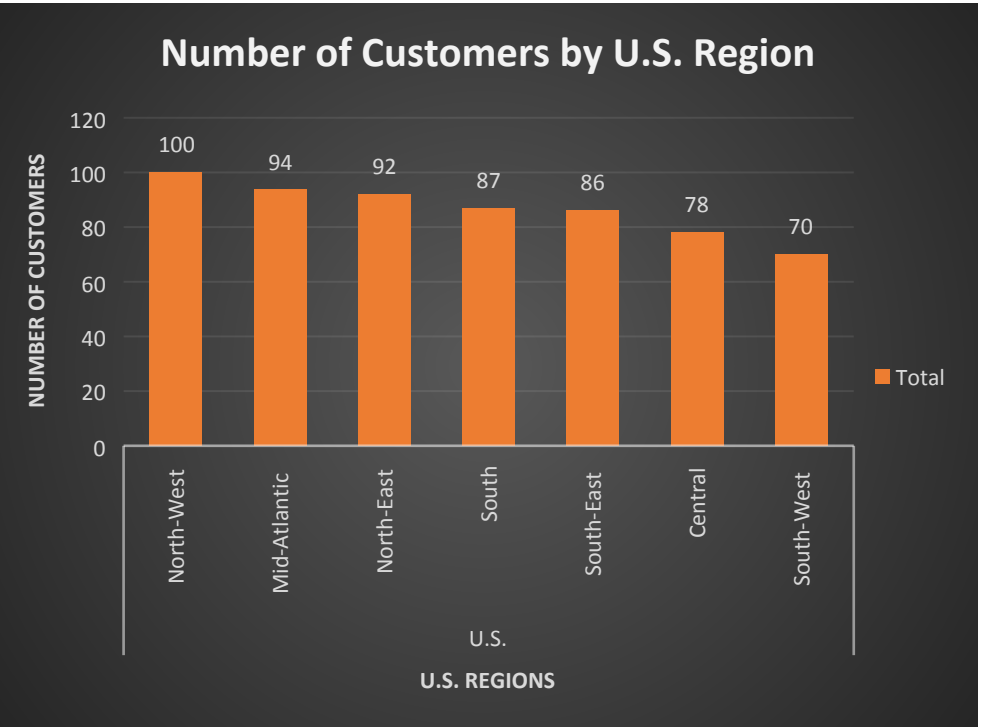


Part 4

Geographic Country Region	Number of Customers
Canada	20
Europe	63
U.S.	607
Grand Total	690

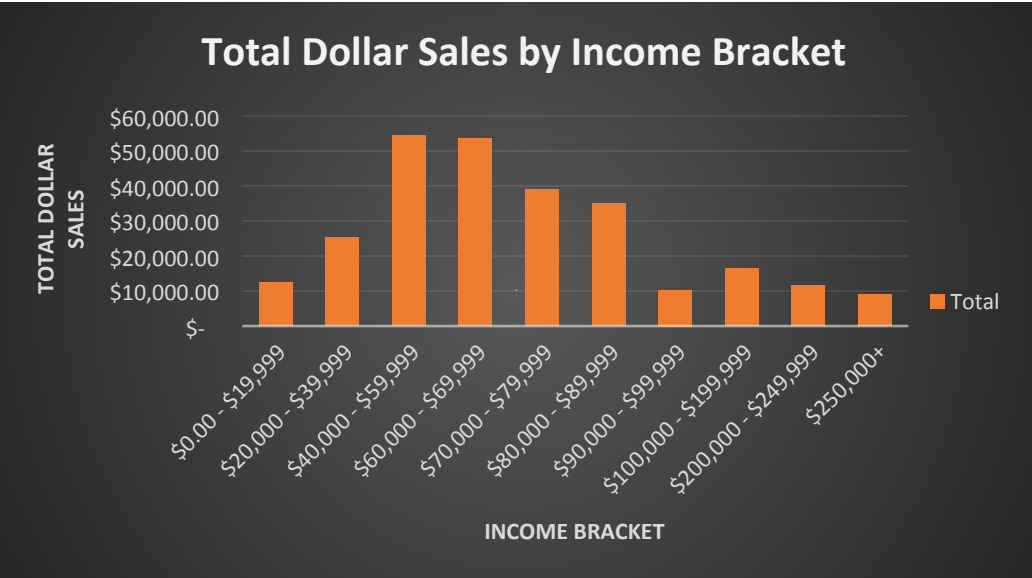


U.S. Regions	Number of Customers
U.S.	607
North-West	100
Mid-Atlantic	94
North-East	92
South	87
South-East	86
Central	78
South-West	70
Grand Total	607



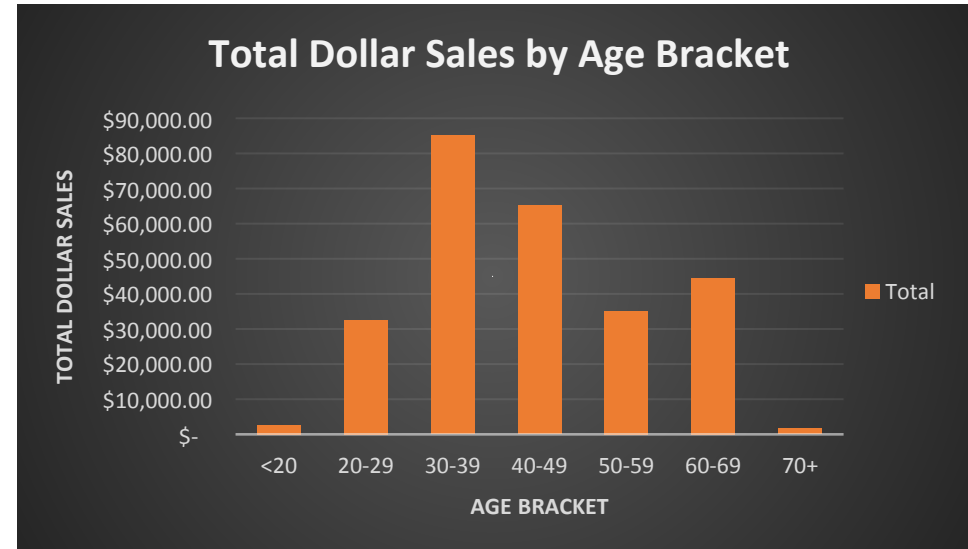
Comments & Analysis: Overall, the charts indicate that 30-39 age bracket with an income bracket of \$60k-\$69.9k is the most target consumers. Their is an big foot print of cusotmers in the northern and southern regions. Additionally, looking at the Pareto principle of customer distribution. Most of their customers are located in the US. Furthermore, I would recommend a take-home analysis and access to the profitability probability of customers in Europe and Canada. Upon doing that, move forward with a contingency plan to capture more customers in the US. Conducting, a demand curve in alignment with their pricing strategy to perform the optimal product mix to break even with customers in regions other than the US.

Income Bracket	Total Dollar Sale
\$0.00 - \$19,999	\$ 12,404.00
\$20,000 - \$39,999	\$ 25,200.00
\$40,000 - \$59,999	\$ 54,327.00
\$60,000 - \$69,999	\$ 53,669.00
\$70,000 - \$79,999	\$ 39,012.00
\$80,000 - \$89,999	\$ 34,916.00
\$90,000 - \$99,999	\$ 10,307.00
\$100,000 - \$199,999	\$ 16,333.00
\$200,000 - \$249,999	\$ 11,587.00
\$250,000+	\$ 8,935.00
Grand Total	\$ 266,690.00

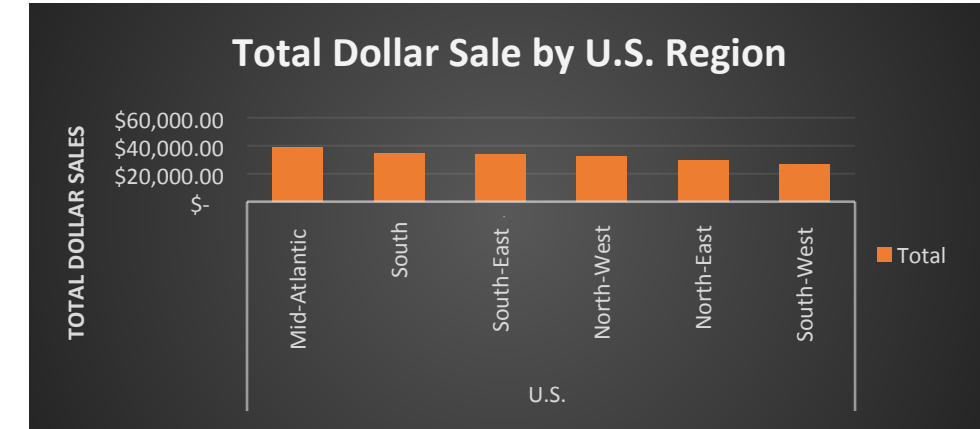


Comments & Analysis: Overall, these charts are an accurate depiction of the total dollar sales by Income and Age Bracket in the U.S. and Geographic Region. There is no surprise that the U.S. is the leading geographic region that contributes to the top-line revenue. Things that I noticed from analyzing this chart is that the U.S. region collective is a \$12k spread. Southwest has the lowest total dollar sales. Another thing noticed within the income bracket sector is that after the \$40,000 - \$59,999 sales dollar decrease. I would want to investigate and come to a conclusion as to why it plummets. If we can identify key lifestyle variables or value propositions, we can better adjust how we target each bracket to maximize revenue in each income bracket.

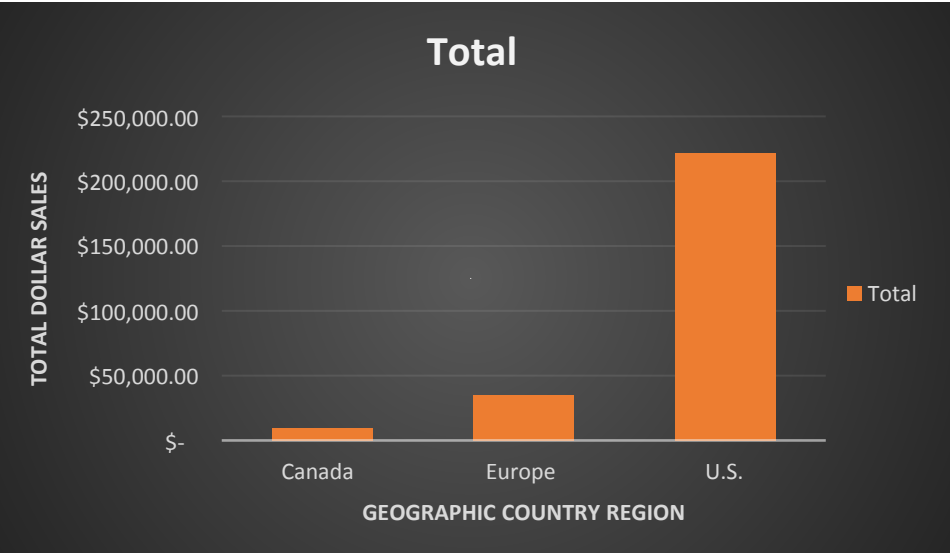
Row Labels	Total Dollar Sale
<20	\$ 2,618.00
20-29	\$ 32,569.00
30-39	\$ 85,061.00
40-49	\$ 65,133.00
50-59	\$ 35,043.00
60-69	\$ 44,612.00
70+	\$ 1,654.00
Grand Total	\$ 266,690.00



Regions	Total Dollar Sale
U.S.	\$ 197,104.00
Mid-Atlantic	\$ 38,936.00
South	\$ 34,885.00
South-East	\$ 34,244.00
North-West	\$ 32,466.00
North-East	\$ 29,810.00
South-West	\$ 26,763.00
Grand Total	\$ 197,104.00

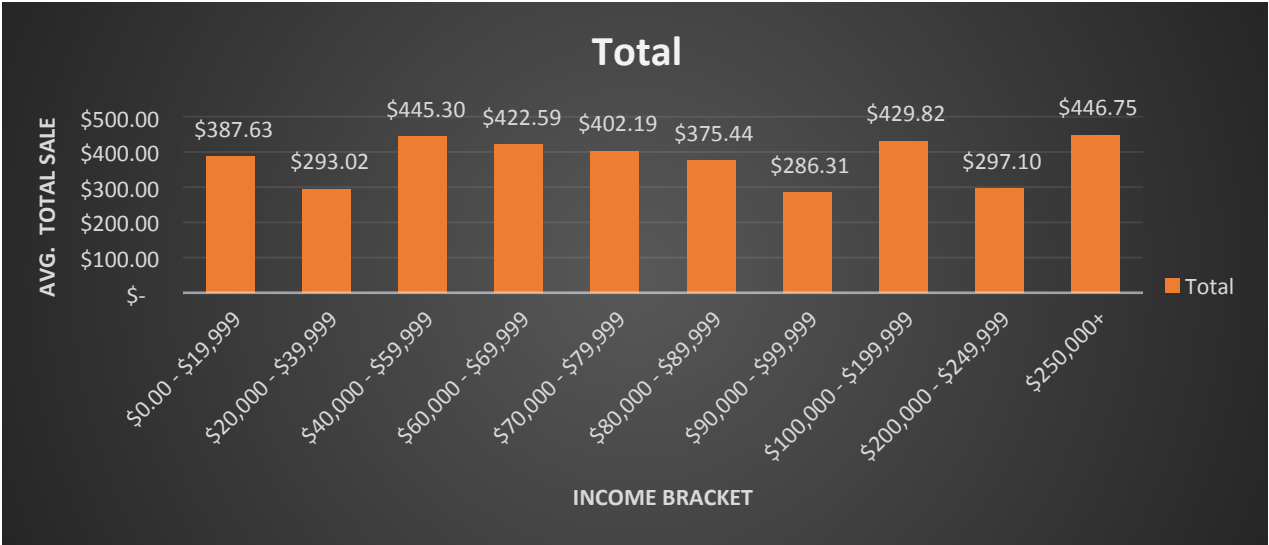


Geographic Country	Total Dollar Sale
Canada	\$ 9,803.00
Europe	\$ 35,051.00
U.S.	\$ 221,836.00
Grand Total	\$ 266,690.00



Part 1

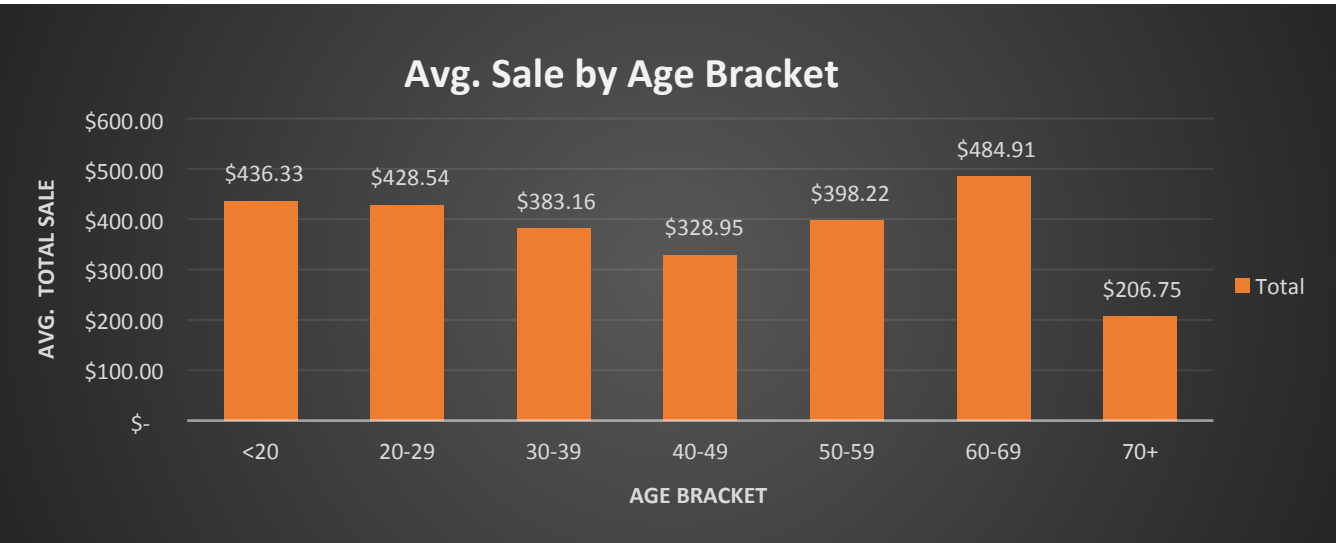
Income Bracket	Average Sale by Customer	
\$0.00 - \$19,999	\$	387.63
\$20,000 - \$39,999	\$	293.02
\$40,000 - \$59,999	\$	445.30
\$60,000 - \$69,999	\$	422.59
\$70,000 - \$79,999	\$	402.19
\$80,000 - \$89,999	\$	375.44
\$90,000 - \$99,999	\$	286.31
\$100,000 - \$199,999	\$	429.82
\$200,000 - \$249,999	\$	297.10
\$250,000+	\$	446.75
Grand Total	\$	386.51



Comments & Analysis: Overall, these charts are an accurate depiction of the average sale by customers within a given income and age bracket. Highlighting the highest and the lowest can initiate root-cause brainstorming sessions. The high averages can help us understand lifestyle specifications and how each customer facilitates their buying process. Identifying trends and patterns for variances, and best practices. On another note, analyzing this data, I find it interesting that Europe encompasses three regions that have the highest average sales per customer by geographic country region. This makes me think of basic economics and buying strategies. For instance, Europe orders less but with a higher volume. Vice versa for the U.S. being the most. Thinking about how we influence can increase the U.S. average customer sales. Ultimately, in marketing, we want to grow and retain the most profitable customers. Another insight I noticed is that the 20-29 bracket average sales per customer started to decline and suddenly spiked in 60-69. Also, 70+ leads with an all-time low: understanding this can help with positioning products in alignment with customers' needs.

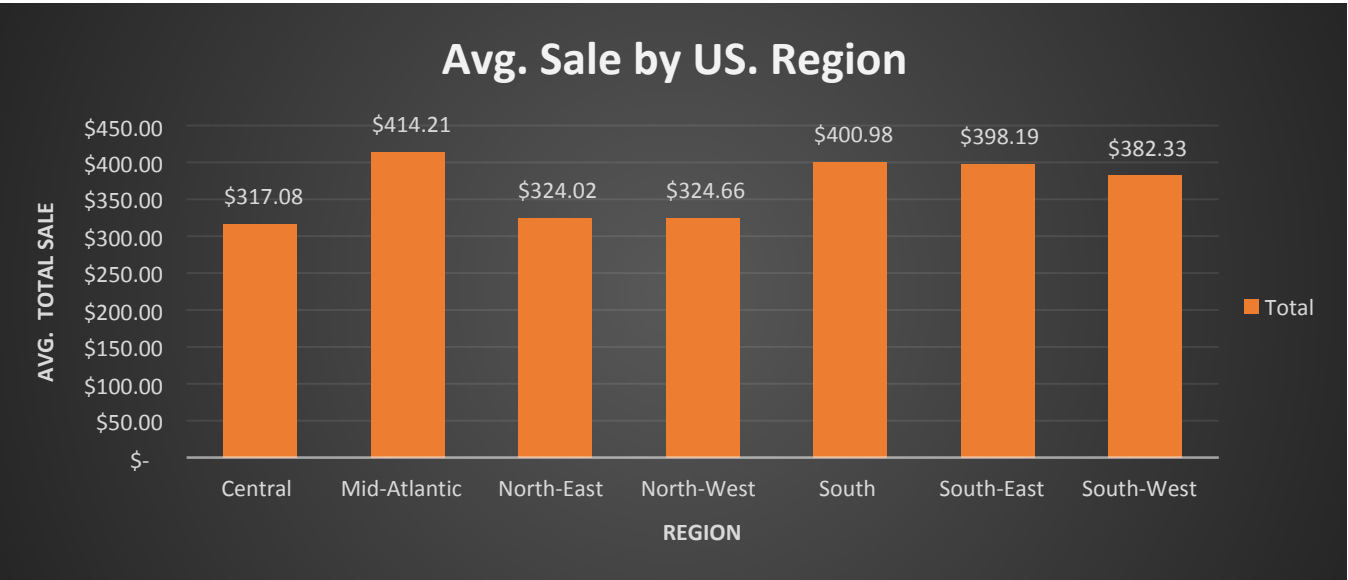
Part 2

Age Bracket	Average Sale by Customer	
<20	\$	436.33
20-29	\$	428.54
30-39	\$	383.16
40-49	\$	328.95
50-59	\$	398.22
60-69	\$	484.91
70+	\$	206.75
Grand Total	\$	386.51



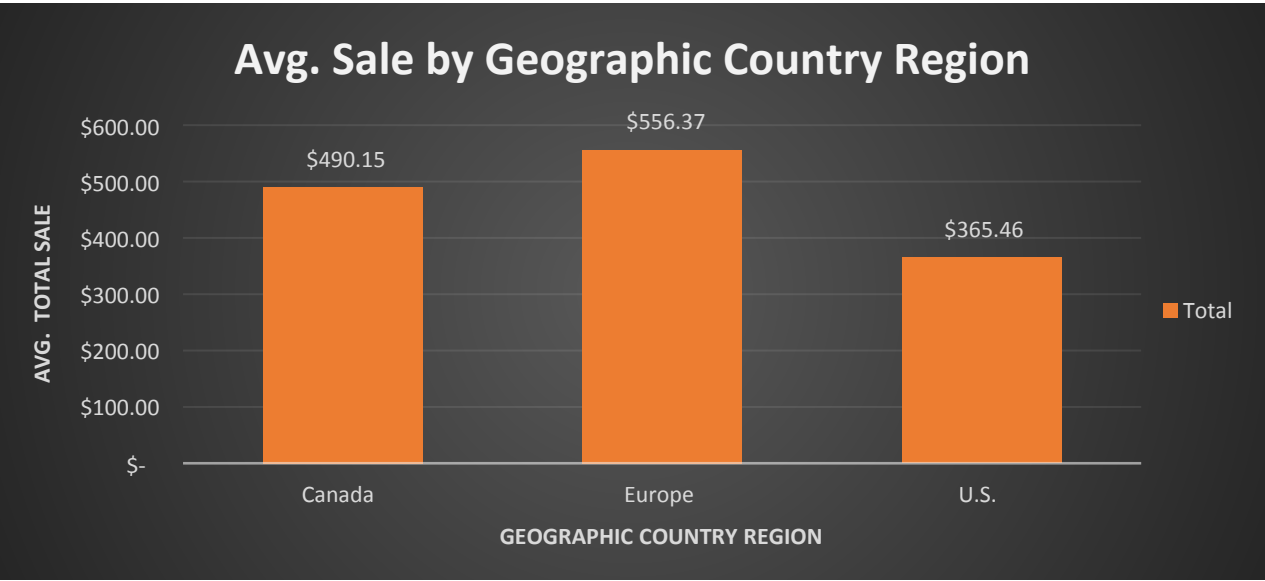
Part 3

U.S. Region	Average Sale by Customer	
Central	\$	317.08
Mid-Atlantic	\$	414.21
North-East	\$	324.02
North-West	\$	324.66
South	\$	400.98
South-East	\$	398.19
South-West	\$	382.33
Grand Total	\$	365.46



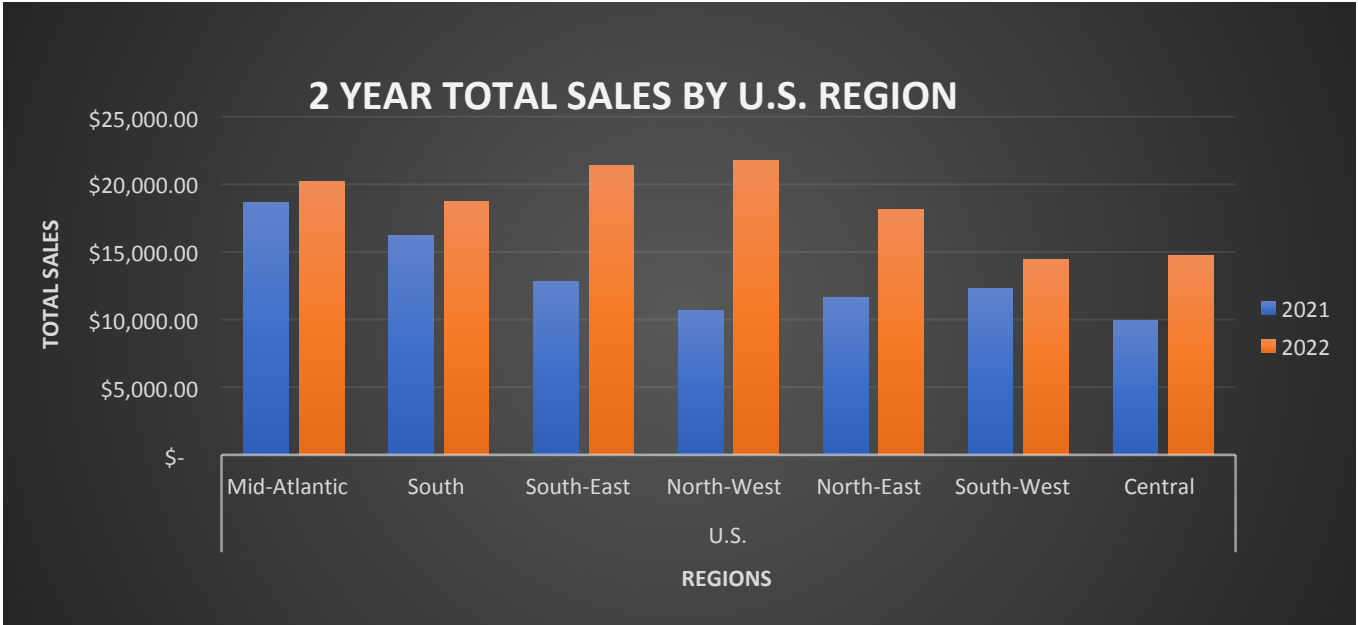
Part 4

Geographic Country Region	Average Sale by Customer	
Canada	\$	490.15
Europe	\$	556.37
U.S.	\$	365.46
Grand Total	\$	386.51



Quarters	(All)
Months	(Multiple Items)

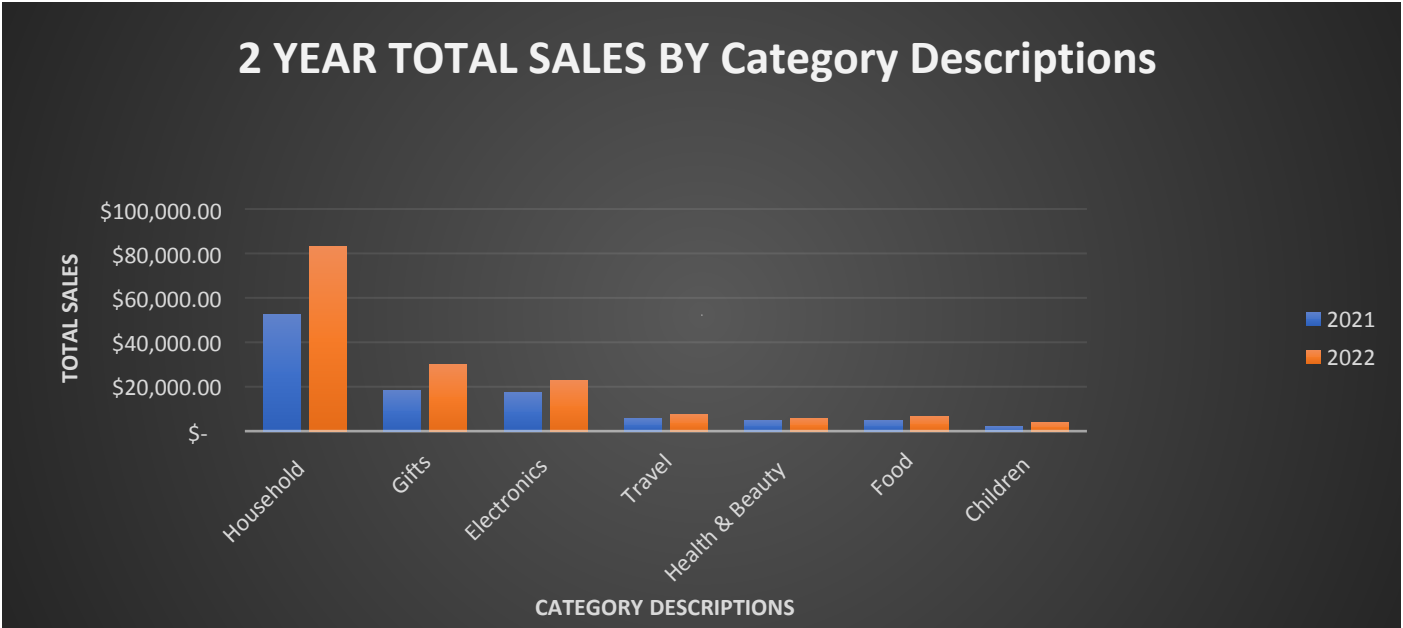
Part 1				
Total Sales	Year			
Regions	2021	2022	Grand Total	
U.S.				
Mid-Atlantic	\$	18,685.00	\$	20,251.00
South	\$	16,185.00	\$	18,700.00
South-East	\$	12,840.00	\$	21,404.00
North-West	\$	10,700.00	\$	21,766.00
North-East	\$	11,650.00	\$	18,160.00
South-West	\$	12,321.00	\$	14,442.00
Central	\$	9,964.00	\$	14,768.00
Grand Total	\$	92,345.00	\$	129,491.00
			\$	221,836.00



Comments & Analysis: The 2-year total sales by U.S. regions and category descriptions. The northeast and southeast grew significantly from 2021 to 2022. Overall, the mid-Atlantic U.S. regions had the highest total and has been relatively consistent throughout the two years. Furthermore, when analyzing their customer within the two years Central is the lowest and the only single-digit thousand number. I want to further analyze the channel distribution of my customers. To see how I can build a resilient supply chain to minimize costs and exceed their expectation. Household products almost triple the second-closest product total sales. Another unique feature is the top 3 product descriptions make up 84%. Conducting, a core customer segmentation, Pareto principle, and product profitability analysis to see where the focus needs to be.

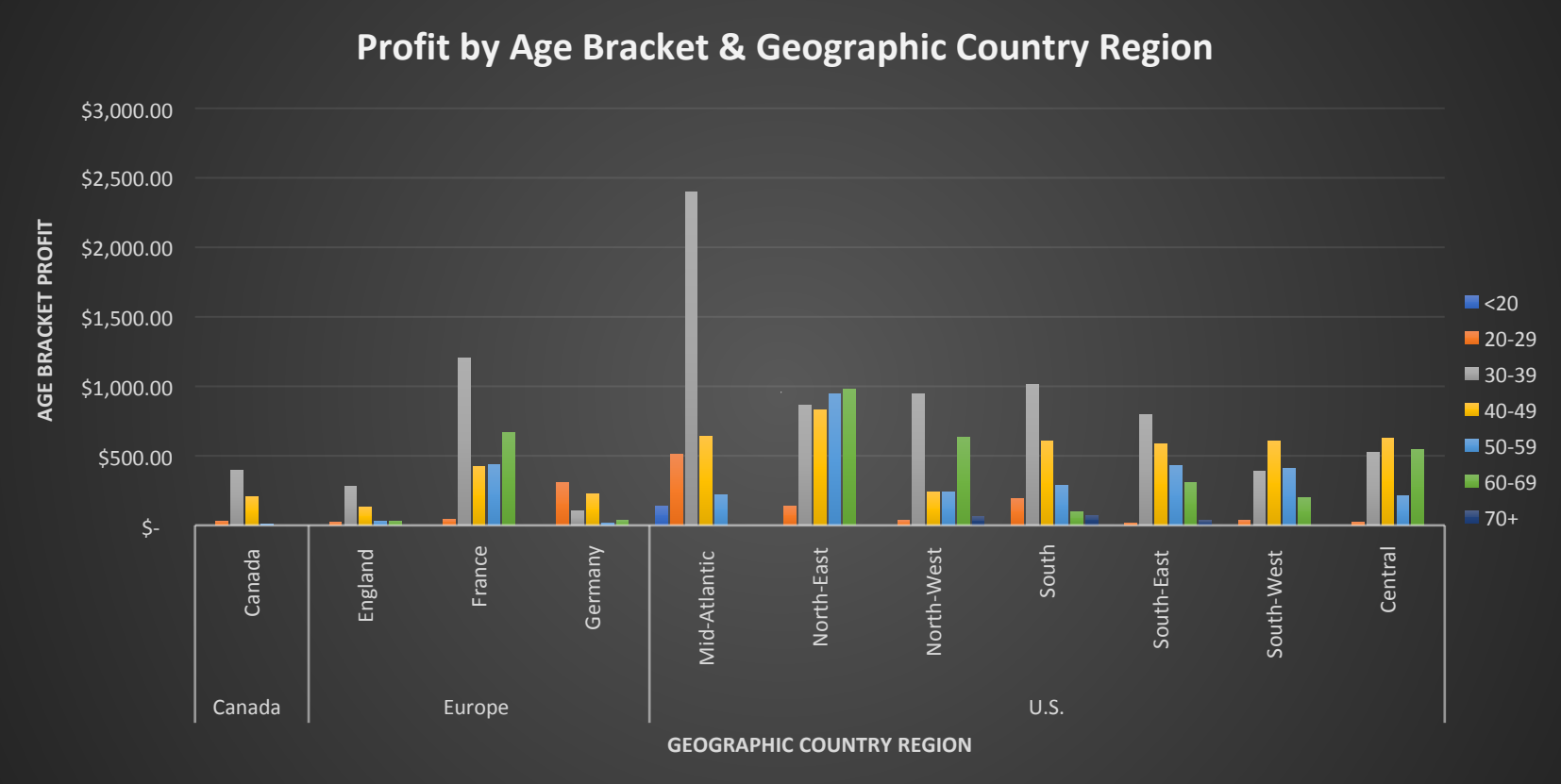
Quarters	(All)
Months	(Multiple Items)

Total Sales				
Year				
Category Descriptio	2021	2022	Grand Total	
Household	\$	52,709.00	\$	83,138.00
Gifts	\$	18,775.00	\$	29,959.00
Electronics	\$	17,326.00	\$	23,135.00
Travel	\$	5,914.00	\$	7,337.00
Health & Beauty	\$	5,145.00	\$	5,513.00
Food	\$	4,704.00	\$	6,815.00
Children	\$	2,525.00	\$	3,695.00
Grand Total	\$	107,098.00	\$	159,592.00
			\$	266,690.00

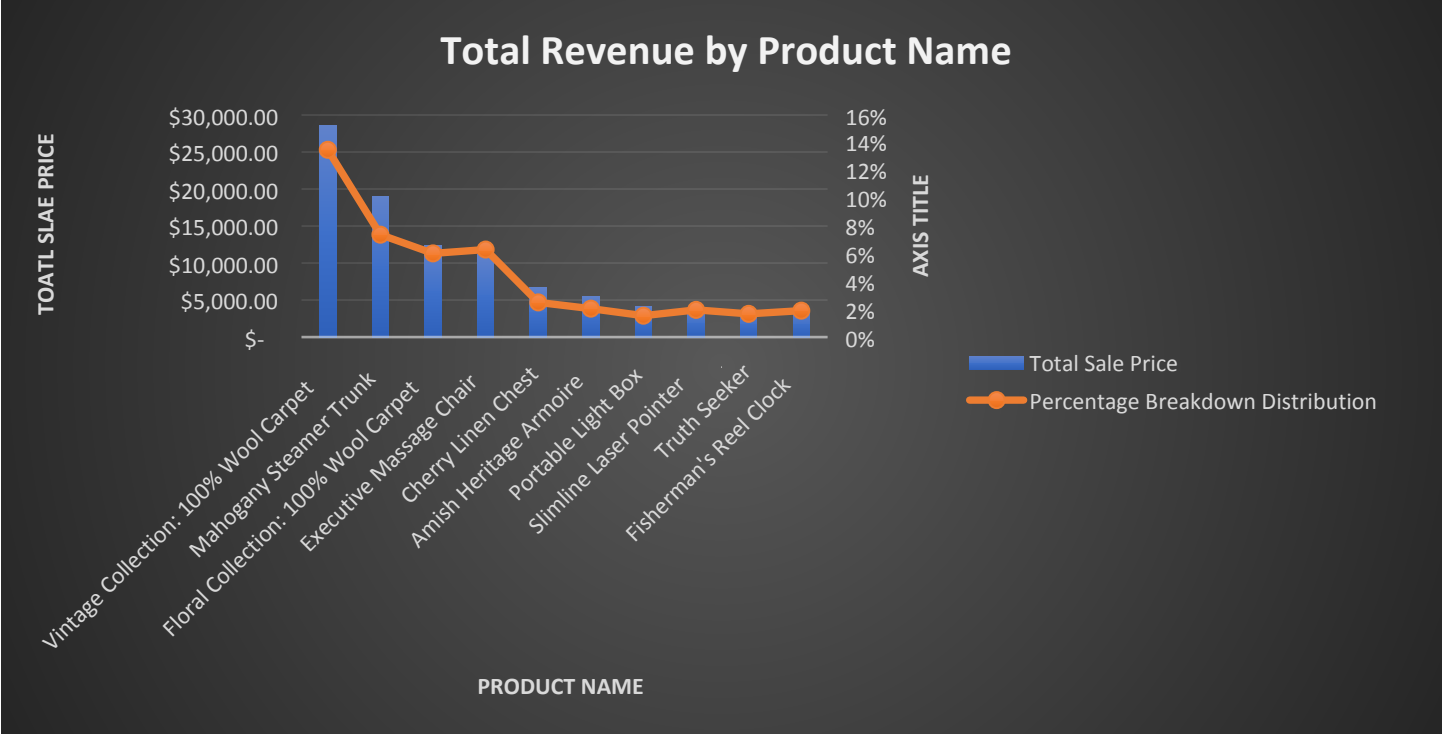


Profit	Age Bracket							Grand Total	Quarters (Order)
Geographic Country Regions	<20	20-29	30-39	40-49	50-59	60-69	70+		
Canada									
Canada		31.6	394.3	207.1	8.8			641.8	
Europe									
England		24.9	278.7	132.7	32.1	29.2		497.6	
France		46.1	1206.7	424.2	437.8	666.7		2781.5	
Germany		310.1	102.2	228.9	15.9	36.1		693.2	
U.S.									
Mid-Atlantic	137.9	510.7	2398	643.1	218.4			3908.1	
North-East		137.6	861.4	832	948.2	980.6		3759.8	
North-West		34	948.1	244.2	240.7	632.3	65.3	2164.6	
South		193.3	1016.7	602.9	289.3	97.8	68.7	2268.7	
South-East		17.9	797.9	588.6	427.9	308.1	33.2	2173.6	
South-West		38.6	389.4	609.1	408.4	197.4		1642.9	
Central		21.9	521.6	627.6	212.9	544.5		1928.5	
Grand Total	137.9	1366.7	8915	5140.4	3240.4	3492.7	167.2	22460.3	

Comments & Analysis: These charts are an accurate depiction of "Profit by Age Bracket & Geographic Country Region" with a filter to show each quarter's precise spending. Overall, High-level overview, 30-39 had the largest total in Q1, Q2, and Q4. France's age bracket between 30-39 is leading the charge for Europe for Q1. One thing that I identified is that 70+. Q4 had the highest total. One thing as a marketer that I would like to understand is the seasonality of these products. Ultimately, spend analysis will better help us evaluate and predict/anticipate our customer sales and place value.



Product Name	Total Sale Price	Percentage Breakdown Distribution
Vintage Collection: 100% Wool Carpet	\$28,543.00	13%
Mahogany Steamer Trunk	\$19,024.00	7%
Floral Collection: 100% Wool Carpet	\$12,427.00	6%
Executive Massage Chair	\$11,214.00	6%
Cherry Linen Chest	\$6,666.00	2%
Amish Heritage Armoire	\$5,467.00	2%
Portable Light Box	\$4,114.00	2%
Slimline Laser Pointer	\$3,984.00	2%
Truth Seeker	\$3,720.00	2%
Fisherman's Reel Clock	\$3,696.00	2%
Grand Total	\$98,855.00	45%



Comments & Analysis: Overall, the chart displays the ten profitable products by name and the percentage breakdown by the total sales. The combo chart shows that the top 4 products account for 32% of the total sales. Vintage Collection: 100% Wool Carpet is the leading product. I start by asking what makes this so unique. When is it bought and from where? Duplicate the process with the 2-4 top products for anticipation.

Age Brackets

(Multiple Items)

Avg. Sale by Customer (20-69)	North America									
Income Bracket (Under \$100k)	Canada	Central	Mid-Atlantic	North-East	North-West	South	South-East	South-West	Grand Total	
\$0.00 - \$19,999	\$ 545.50	\$ 196.00	\$ 526.67	\$ 197.40	\$ 739.00	\$ 175.13	\$ 421.50	\$ 673.00	\$ 390.75	
\$20,000 - \$39,999	\$ 428.00	\$ 216.33	\$ 439.44	\$ 178.31	\$ 360.38	\$ 282.08	\$ 239.40	\$ 302.10	\$ 287.44	
\$40,000 - \$59,999	\$ 688.20	\$ 409.73	\$ 502.00	\$ 381.06	\$ 303.69	\$ 260.46	\$ 645.35	\$ 313.75	\$ 432.46	
\$60,000 - \$69,999	\$ 565.00	\$ 234.41	\$ 303.09	\$ 472.80	\$ 452.68	\$ 815.58	\$ 339.61	\$ 287.00	\$ 413.04	
\$70,000 - \$79,999	\$ 253.00	\$ 452.89	\$ 158.40	\$ 333.75	\$ 268.26	\$ 583.82	\$ 436.64	\$ 425.43	\$ 372.29	
\$80,000 - \$89,999	\$ 293.50	\$ 402.06	\$ 516.64	\$ 435.67	\$ 177.23	\$ 293.80	\$ 408.44	\$ 212.25	\$ 377.63	
\$90,000 - \$99,999	\$ 28.00	\$ 137.33	\$ 804.00	\$ 176.80	\$ 100.00	\$ 392.33	\$ 140.50	\$ 375.20	\$ 307.00	
Grand Total	\$ 505.50	\$ 327.73	\$ 434.15	\$ 338.52	\$ 324.08	\$ 411.33	\$ 431.03	\$ 358.14	\$ 378.50	

Comments & Analysis: As being tasked with delivering new insights. My new insight takes a practical approach. I want to understand the average sales by adults who are 20-69 and who make under \$100k in income. I excluded 70+ because the volume of spending dropped significantly. This chart will show the average price for income brackets up to \$100k. This chart can better help us identify those profitable customers and their regions easily. Also, this can be used for forecasting for developing pricing strategies, discounts, and incentive deals.

