**Dashboard Analysist Report**

**Top 5 Sales by State:**

This map report aims to analyze business sales across different states based on sales data. The focus is on identifying states that may pose a challenge from a profitability perspective. The top 5 states by sales are California, New York, Texas, Washington, and Pennsylvania. The map chart visualization allows for a quick visual inspection, making it easy to identify states with the highest sales based on dot size.

**Top 5 Profits by State:**

This analysis provides valuable insights into the top-performing states from a profitability perspective. Leveraging this information will enable informed decision-making, allowing the company to focus efforts where they are most likely to yield the highest returns. The determination of the top 5 states is based on quantitative profitability data obtained from the map chart based on dot size.

**Bottom 5 Profits by State:**

This profitability analysis sheds light on the states posing challenges from a business profitability perspective. By understanding the factors contributing to negative profitability, the company can develop and implement strategies to address these challenges, ensuring sustainable and positive financial performance.

Some recommendations are:

Focus on implementing targeted strategies to improve profitability in states with negative values, particularly Texas, Ohio, Pennsylvania, Illinois, and North Carolina.

Conduct a detailed analysis of expenses in these states to identify areas for cost management and efficiency improvements.

**Profit Trends:**

Most Problematic Sub-Category are Machines within the Technology category. The reason why it could be problematic is the lack of discounts. It appears that the Machines sub-category within the Technology category is facing profitability challenges, potentially due to the absence of discounts. Without discounts, the profit margins might be constrained, impacting overall profitability.

Some recommendations are:

Consider evaluating the pricing strategy for Machines within the Technology category. Assess if there's room for reasonable discounts without compromising overall profitability.

Explore market demand and competitors' pricing for similar products. This analysis can help in determining a competitive yet profitable pricing strategy.

Explore the possibility of creating bundle offers or promotions that include Machines along with other products. This might encourage higher sales and mitigate the impact on profit margins.

**Profit by Product Sub-Category:**

The Machines sub-category experienced the most significant decrease in profitability in 2017. Biggest Increase in 2017 was the Sub-Category Copier. Despite having relatively low discounts, the Copiers sub-category demonstrated the most substantial increase in profitability in 2017. We could Investigate factors other than discounts that might have contributed to the increase in Copier profitability. This could include increased sales volume, cost efficiencies, or changes in market demand.

Further Analysis: Conduct a deeper analysis of Copier sales data, marketing strategies, or any operational changes that coincided with the increase in profitability.