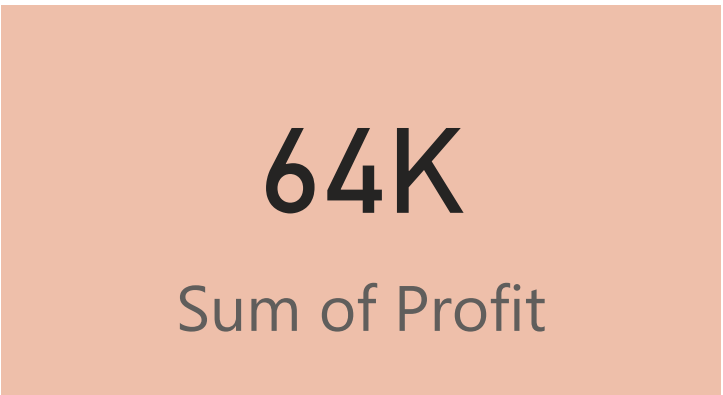
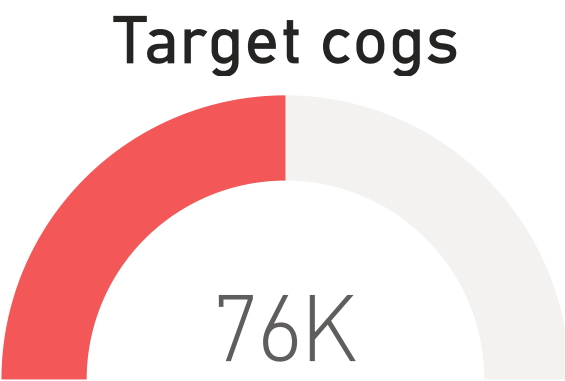
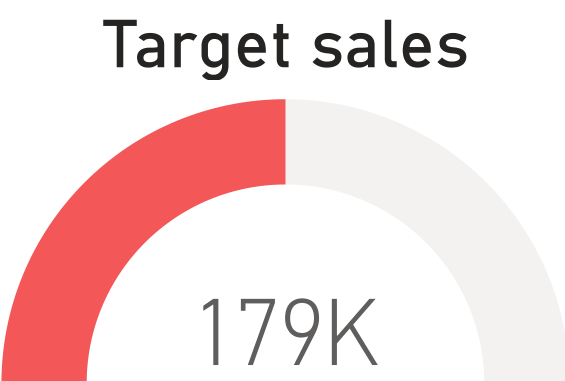
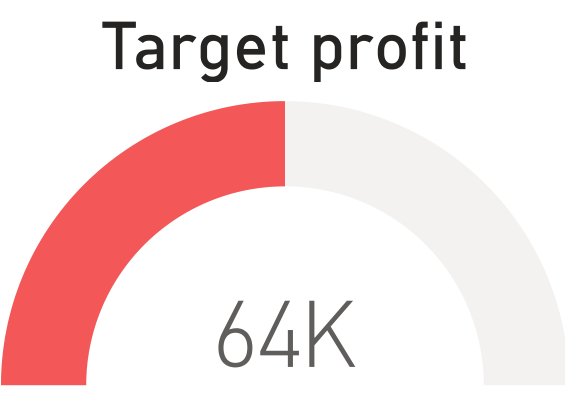
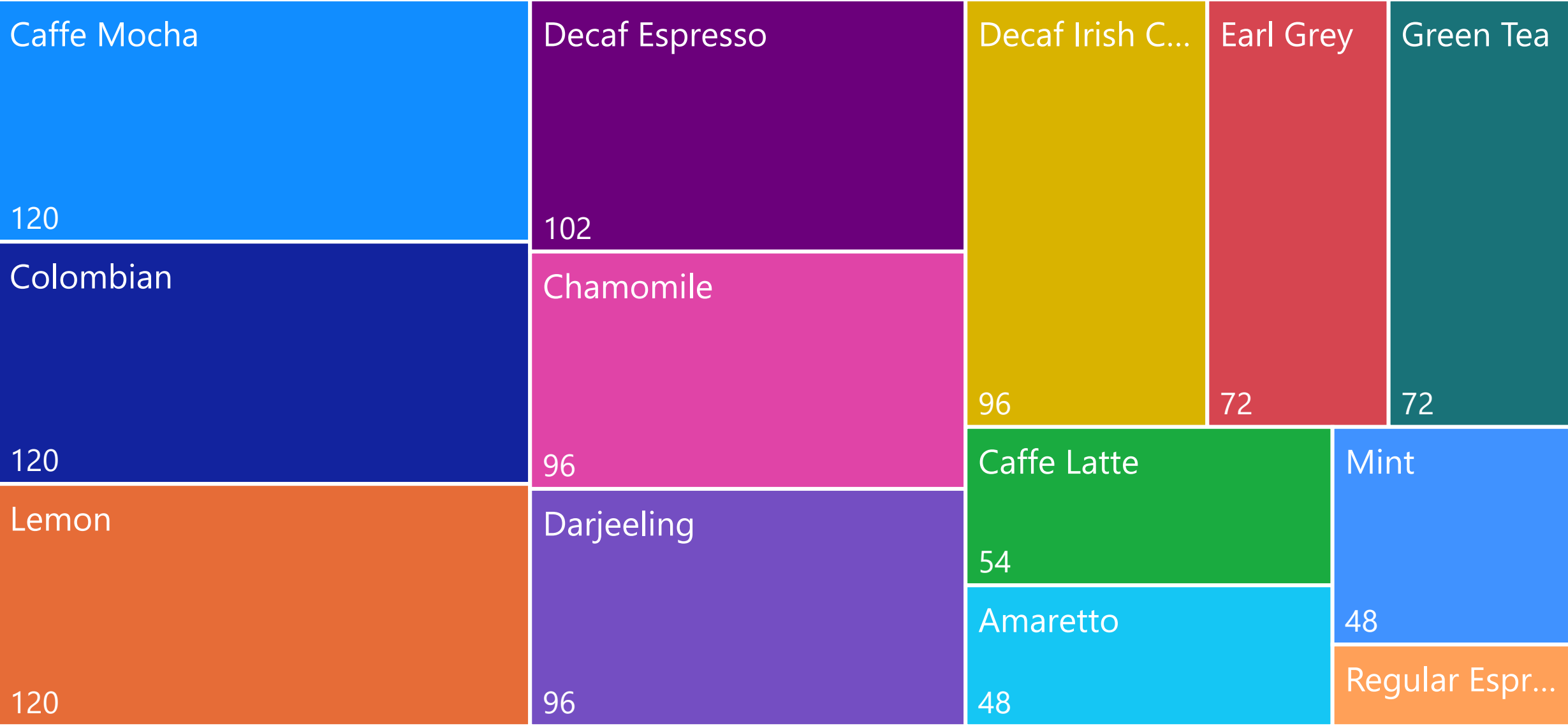


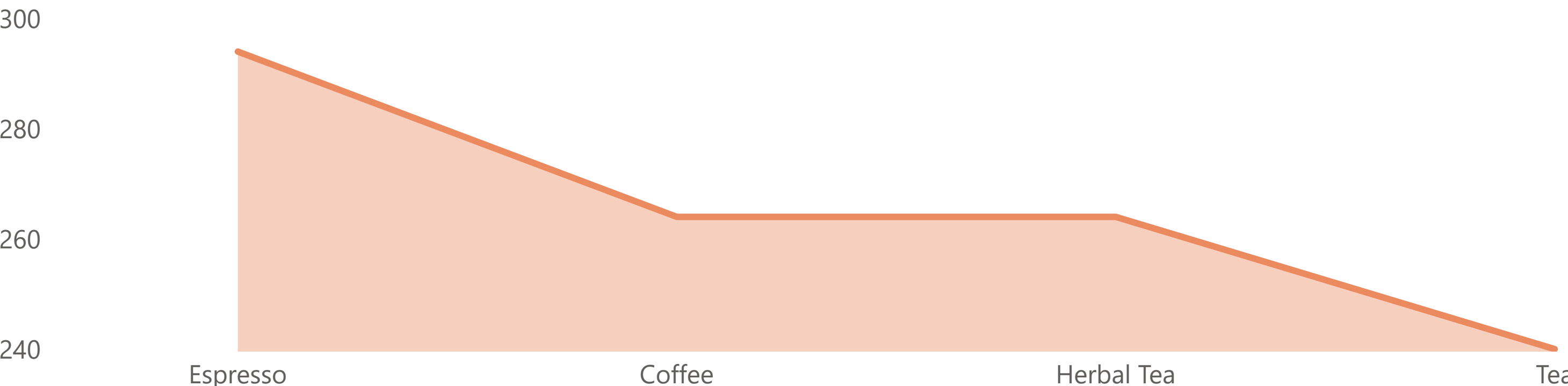
# COFFEE CHAIN SALES ANALYSIS



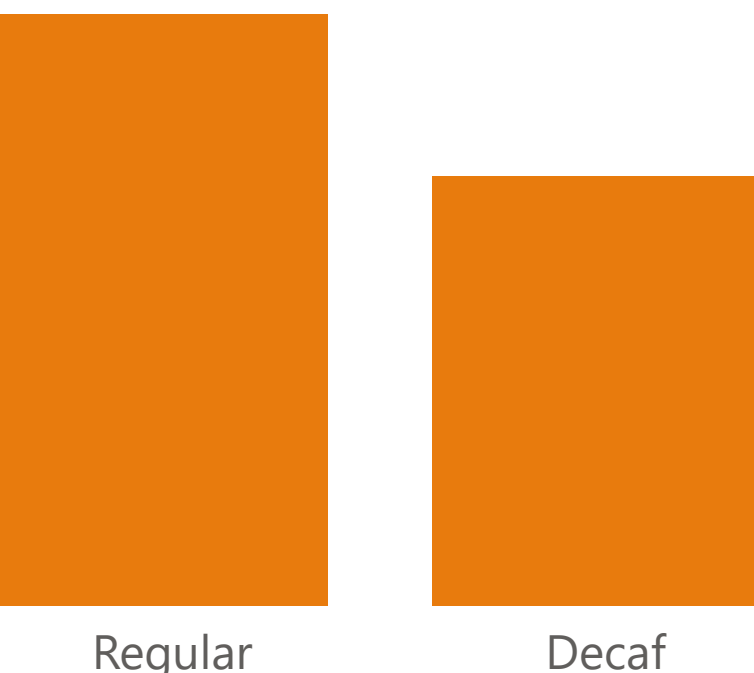
Products



- Dashboard
- Most Valuable Markets
- High Sales State
- Focus products
- Profit Goals



Sales by product type



# 1. Where are our Most Valuable markets ?

Product\_line

Beans

Leaves

Product\_type

All

10/1/2012

8/27/2015

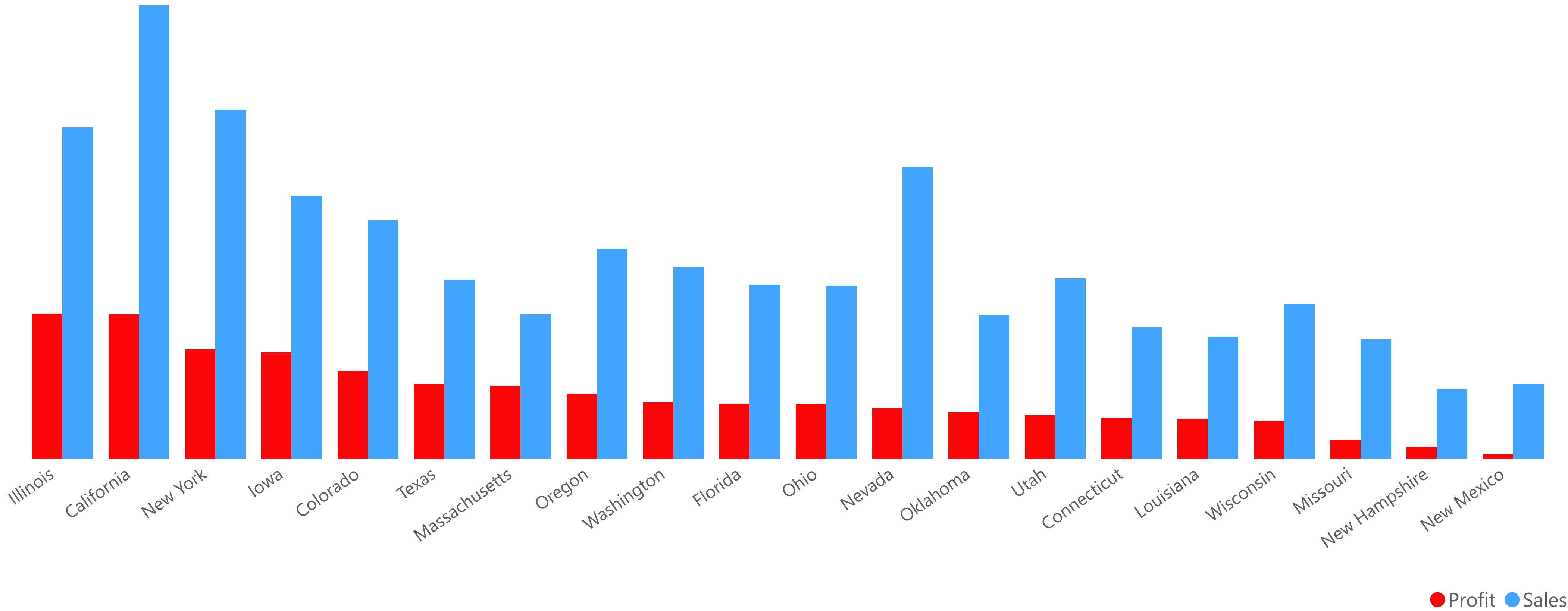
Dashboard

Most Valuable Markets

High Sales State

Focus products

Profit Goals



Top State in Sales: **California (\$2301)**  
Top State in Profit: **Illinois (\$7380)**

# Are all high sales states profitable ?

Product\_line

Beans

Leaves

Product\_type

All

10/1/2012

8/27/2015

Dashboard

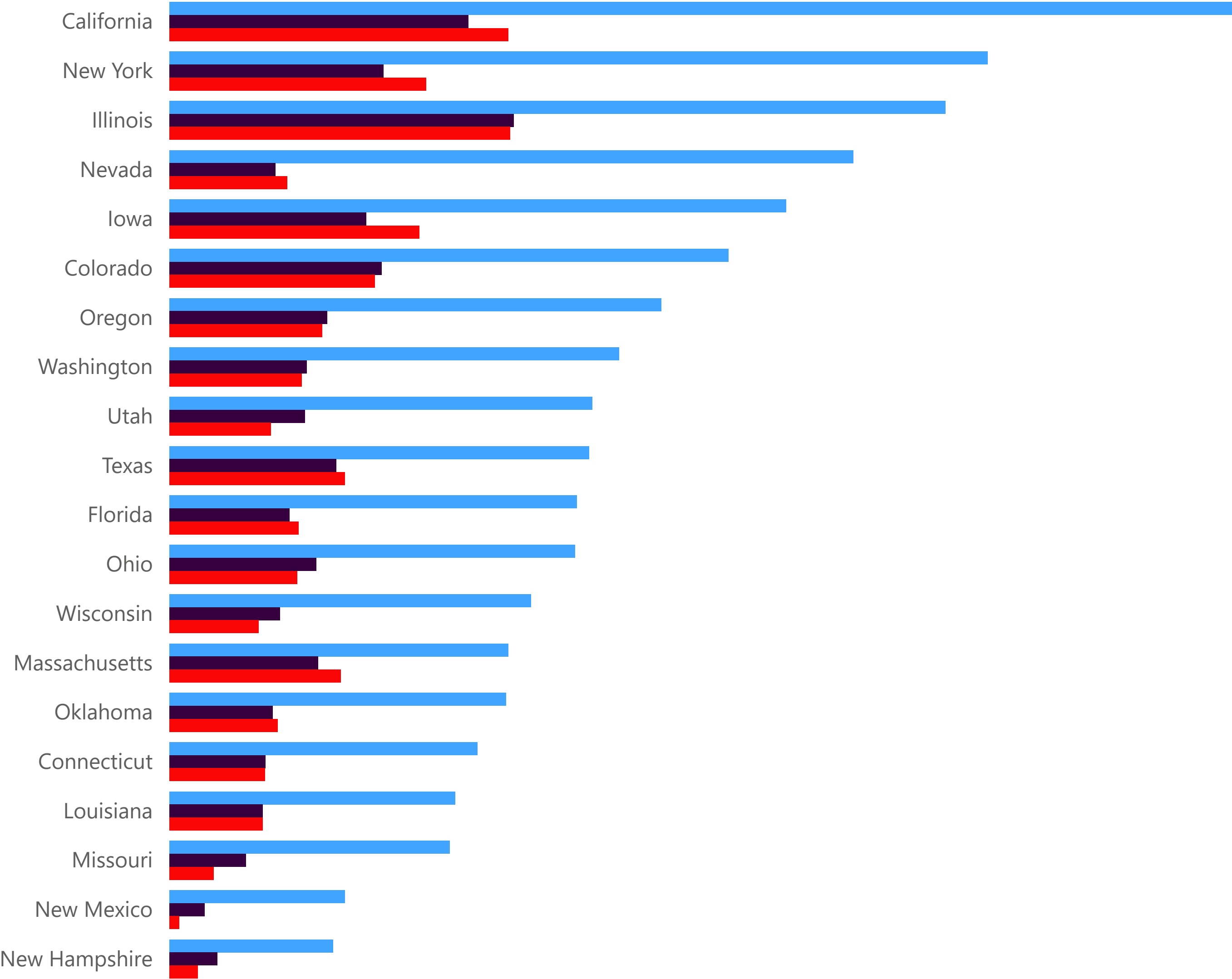
Most Valuable Markets

High Sales State

Focus products

Profit Goals

● Sum of Sales ● Sum of Target\_profit ● Sum of Profit



State	Target_profit	Profit	Are profits realized higher than expected?
Wisconsin	2400	1,937	No
Washington	2980	2,865	No
Utah	2940	2,199	No
Texas	3620	3,803	Yes
Oregon	3420	3,309	No
Oklahoma	2240	2,351	Yes
Ohio	3180	2,766	No
New York	4640	5,565	Yes
New Mexico	760	216	No
New Hampshire	1040	610	No
Nevada	2300	2,556	Yes
Missouri	1660	956	No
Massachusetts	3220	3,710	Yes
Louisiana	2020	2,026	Yes
Iowa	4260	5,412	Yes
Illinois	7460	7,380	No
Florida	2600	2,794	Yes
Connecticut	2080	2,066	No
Colorado	4600	4,450	No
California	6480	7 340	Yes

# What Products to focus on ?

Product\_line

Beans

Leaves

Product\_type

All

10/1/2012

8/27/2015

Dashboard

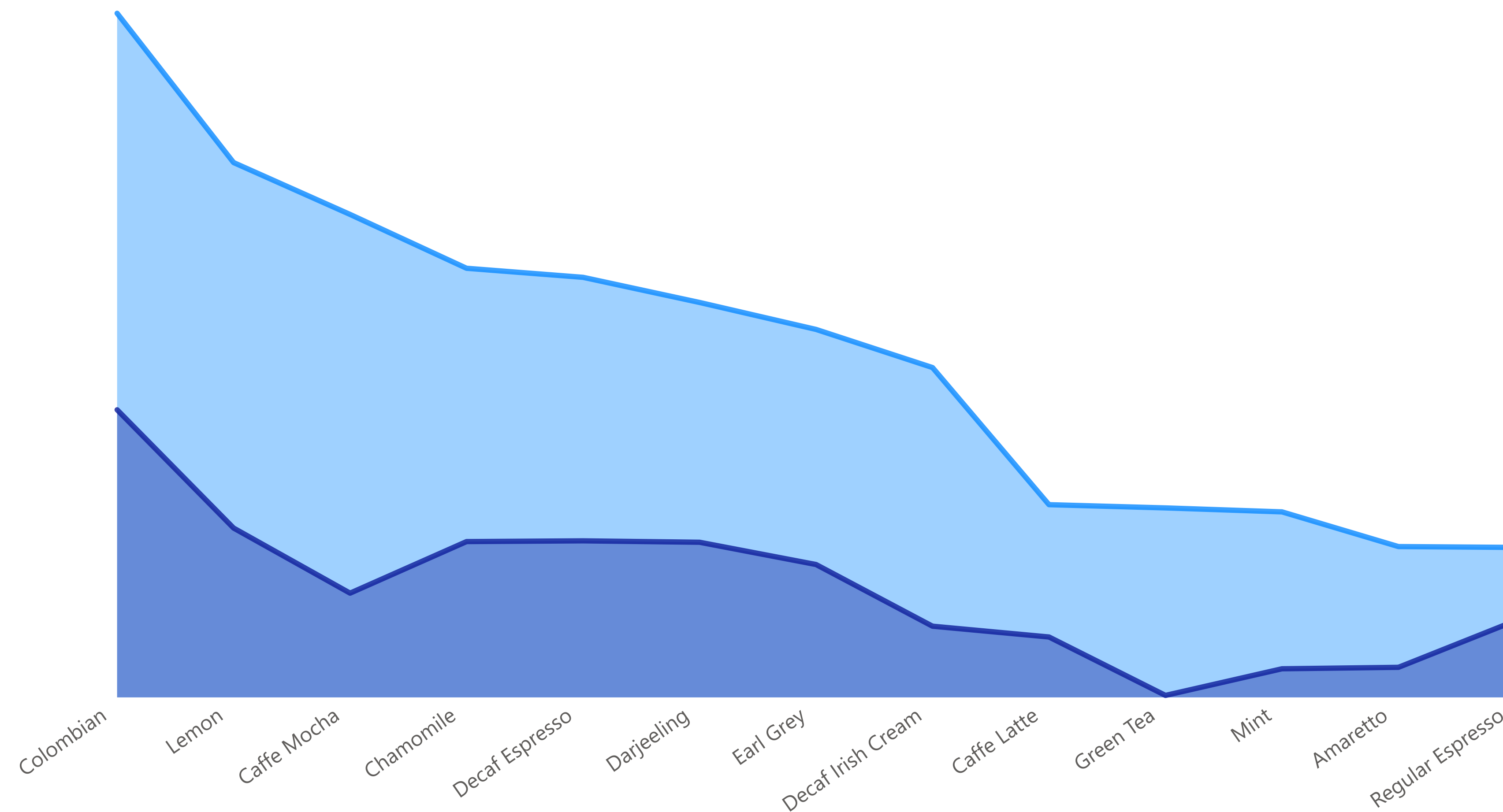
Most Valuable Markets

High Sales State

Focus products

Profit Goals

● Sales ● Profit



Profit by Product



# Are our states meeting their target goals?

Product\_line

Beans

Leaves

Product\_type

All

10/1/2012

8/27/2015

- Dashboard
- Most Valuable Markets
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- Profit Goals

