

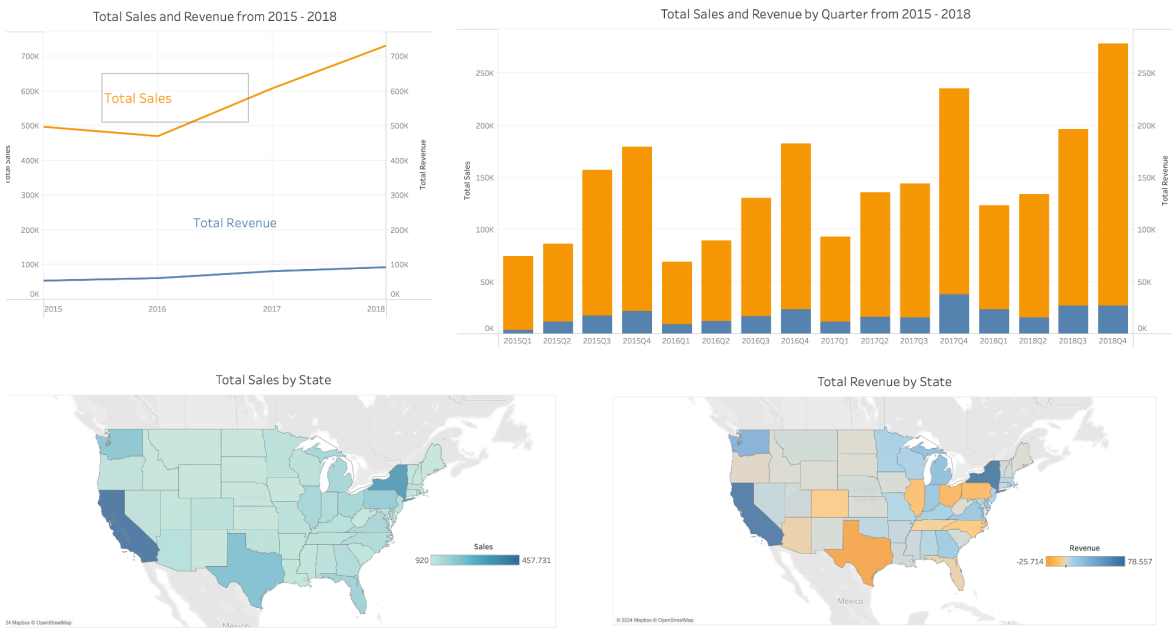
# Sales and Revenue Analysis

## Story 1: Sales by State and City

**Sales and Revenue Growth:** Total sales and revenue have consistently increased from 2015 to 2018, with notable growth in the last two years.

**Seasonal Peaks:** Both sales and revenue peak in the fourth quarter annually, highlighting the impact of the holiday season.

**Regional Performance:** Sales are predominantly higher in specific states, showing distinct regional performance differences.



## Story 2: Product Performance

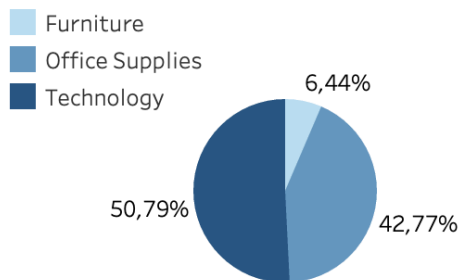
**Top-selling categories** are dominated by Technology and Office Supplies.

**Individual products** that sell the most vary across categories, with significant representation in technology and office supplies.

**Discounts** generally result in decreased sales and profit for most products, with the Canon imageCLASS 2200 Advanced Copier showing the most significant impact in both sales and profit.

### Product Performance

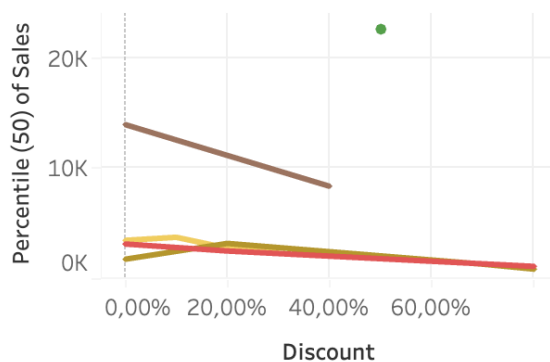
Top Selling Product Categories



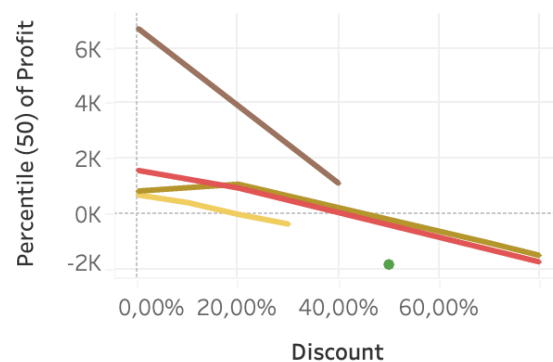
Top Selling Individual Products

|  |                             |  |
|--|-----------------------------|--|
| Canon imageCLASS 2200 Advanced Copier<br>61.600    | Cisco                       | HON 5400 Series Task Chairs for Big and Tall |
| Fellowes PB500 Electric Punch Plastic Comb Binding | GBC DocuBind TL300 Electric |  |

Discount vs. Sales Impact



Discount vs. Profit Impact



■ Canon imageCL.. ■ Cisco TelePrese.. ■ Fellowes PB50.. ■ GBC DocuBind .. ■ HON 5400 Seri..

### Story 3: Profitability and Customer Behavior

**Profit and Avg Orders Trends:** Both profits and average orders from repeat customers exhibit volatility, with significant fluctuations quarter over quarter.

**Repeat Customer Base:** Repeat customers form a small percentage of the total customer base (approximately 1.52%).

**Geographical Distribution:** The map indicates varying levels of repeat customer activity across different states, with some states showing higher averages of repeat orders.

