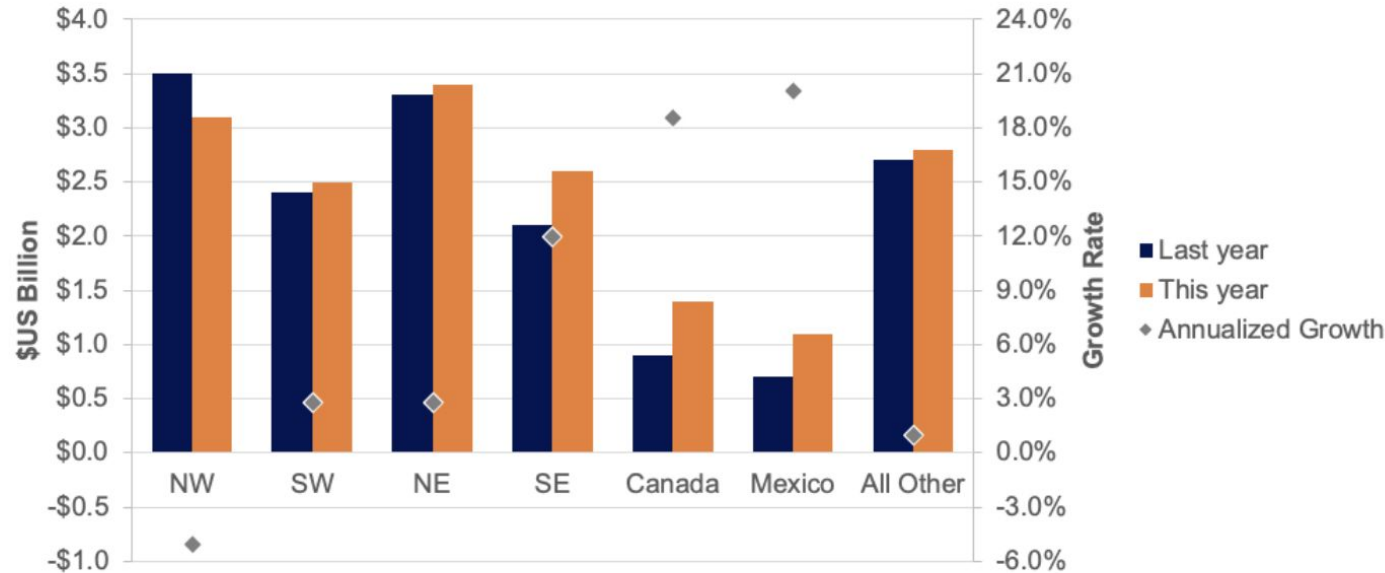


Before:

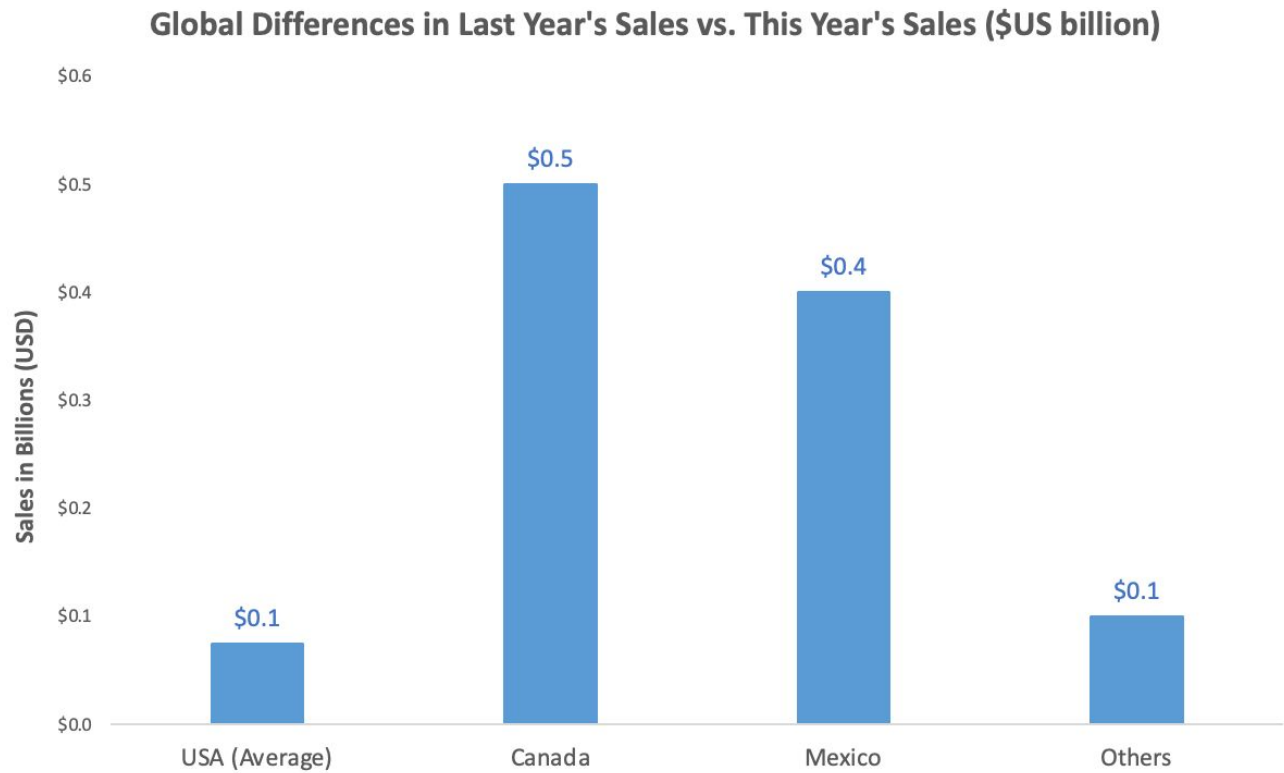
# Q1 sales by region: this year vs. last year

Data pulled from Regional Sales Dashboard

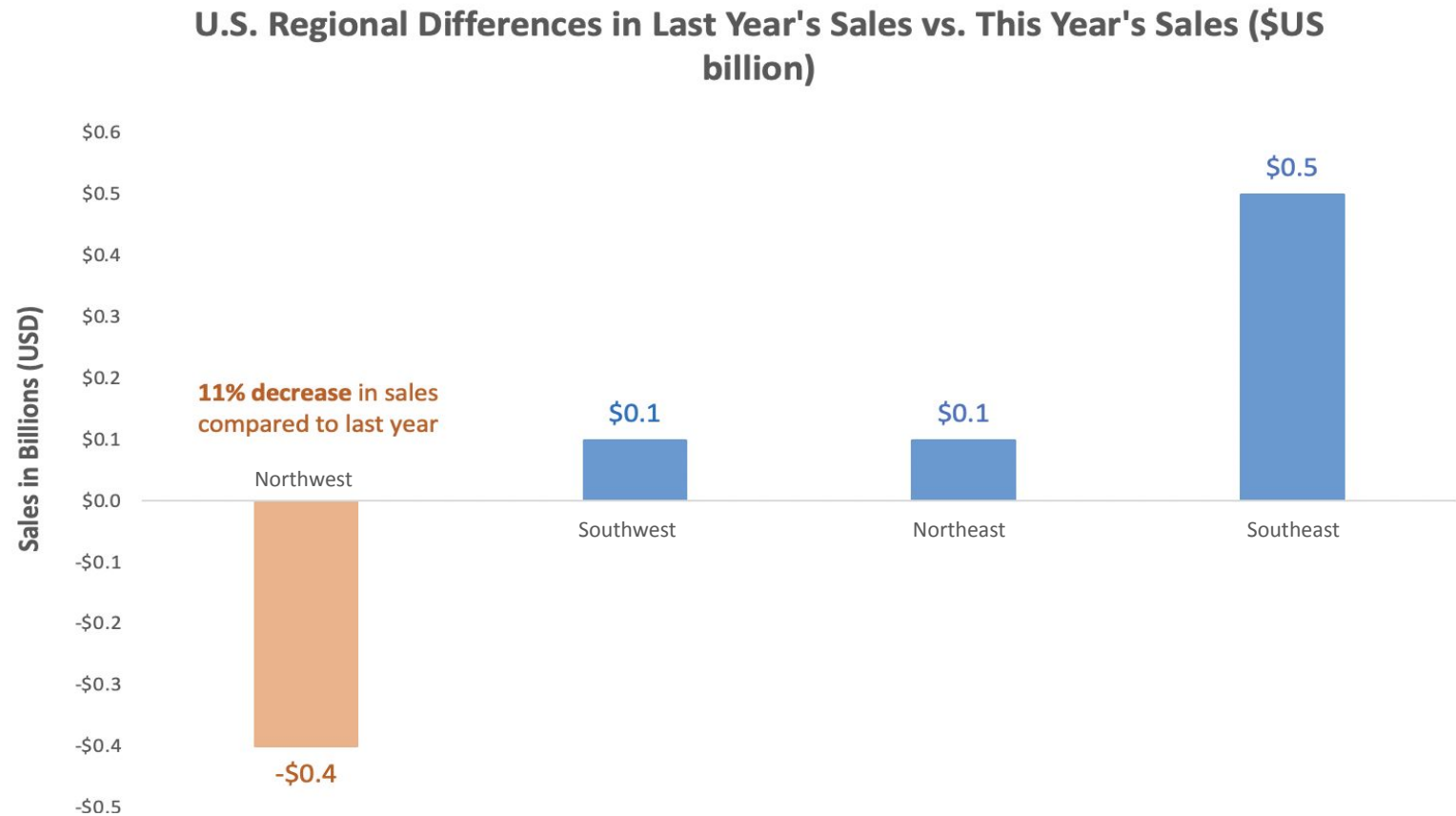


- The NW, SW, and NE continue to have the highest sales, making up a combined 53% of total sales.
- Sales in the NW region decreased 11% compared to last year.
- In contrast, sales in the SE, Canada, and Mexico increased over last year.

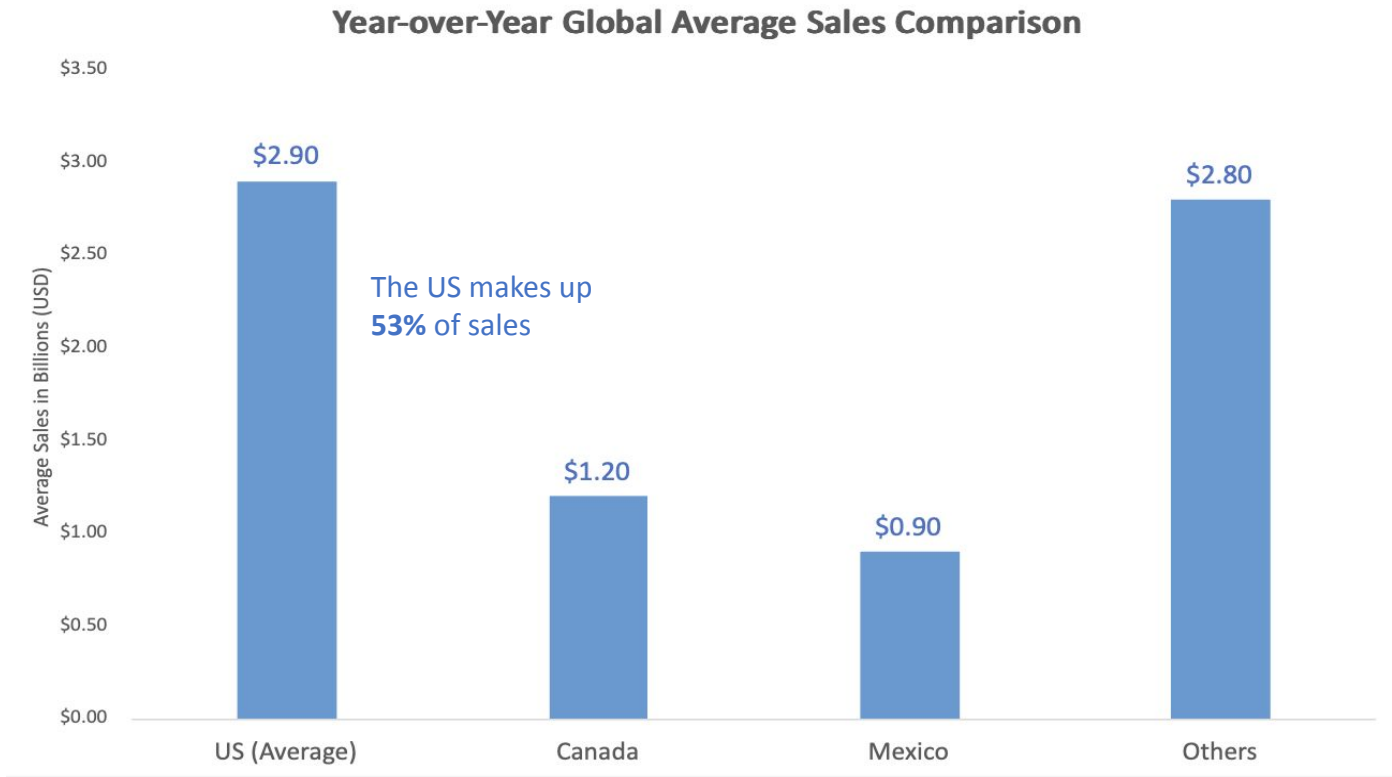
# Canada and Mexico Lead in Sales Increases, whilst the U.S. Lags Behind



# U.S. Sales Decline are Driven by Northwest Region Downturn



# U.S. still Leads Global Sales, but Other Countries are Gaining Ground



[Excel File Link](#)