Location Analysis

City type	Sum of Sales
Tier 1	$6,673K
Tier 2	$21,651K
Tier 3	$2,031K

City type	Sum of Sales
Tier 1	**$6,673K**
OUT003	$6,673K
Tier 2	**$21,651K**
OUT001	$6,223K
OUT004	$15,428K
Tier 3	**$2,031K**
OUT002	$2,031K

Sales by City type

Sales vs Allocated area
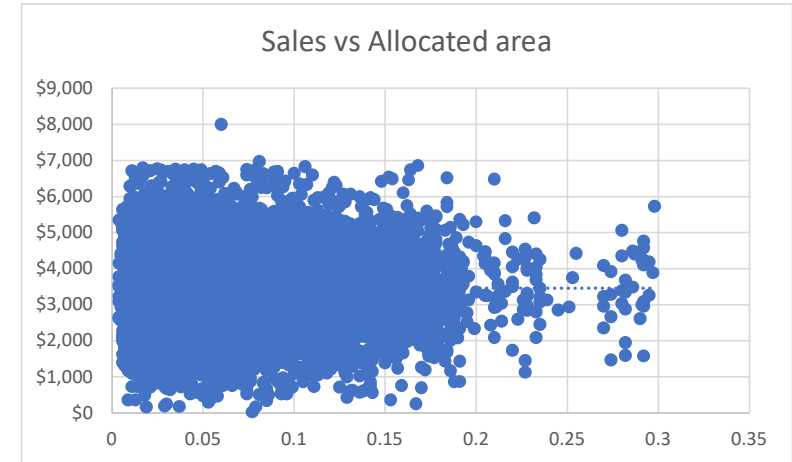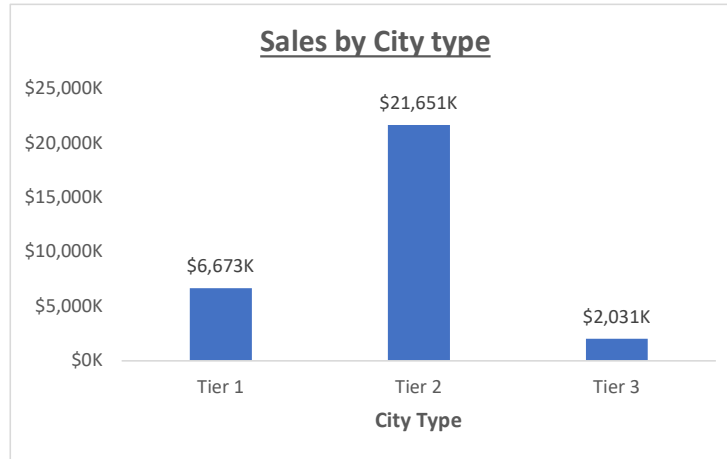
The most profitable region is Tier 2 City with $21,351K sales which is more than 70% of the total sales. Stores in Tier 3 city have generated the lowest sales of $2,031K. There is a higher scope of expansion in Tier 1 and Tier 3 as increasing in stores in those regions might contribute to increased sales amount.