

### Question:

For the South region and its largest selling Category, analyze the different metrics available and determine some of the possible causes or problematic subcategories that could be contributing to the region's poor performance.

### Ans:

Based on discount percentage of revenue, the camera and video Equipment are the least profit making subcategories that can easily be seen by the darkest red color (discount rate 8.2% and 7.6% respectively). They are followed by Electronic-Miscellaneous and TVs. Based on percentage growth, Electronics – Miscellaneous have the highest growth percentage.

### Snapshots:



