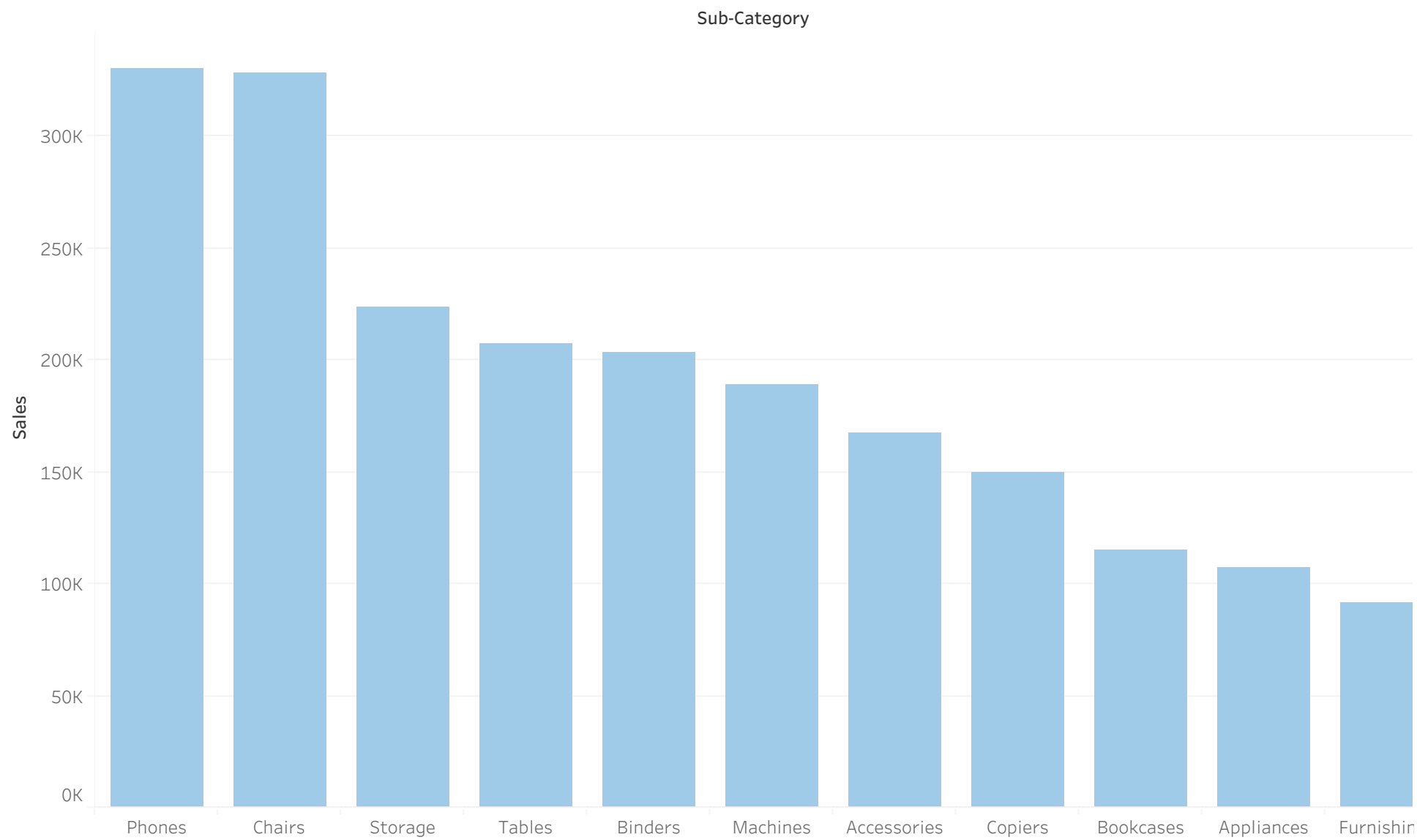
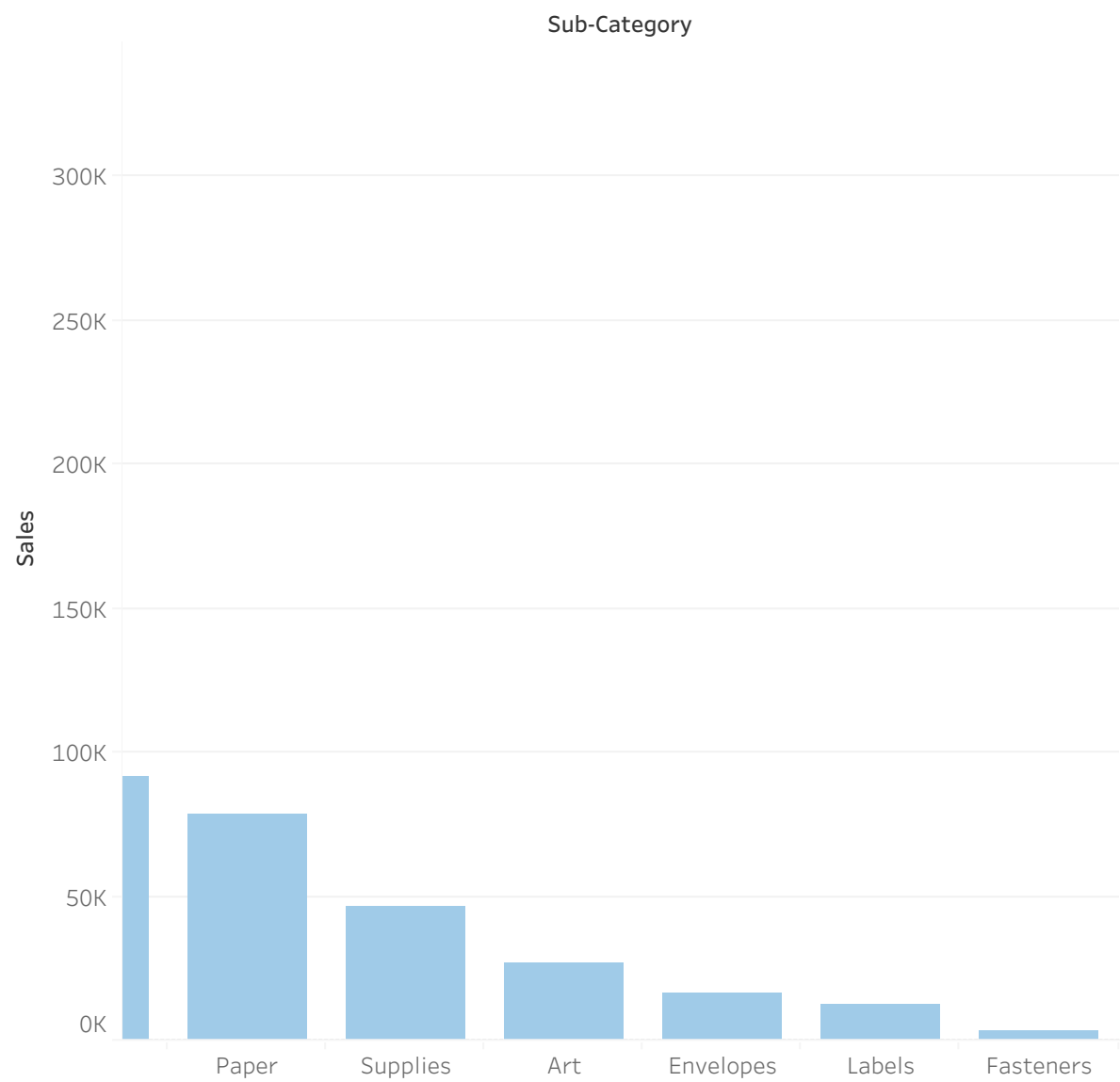


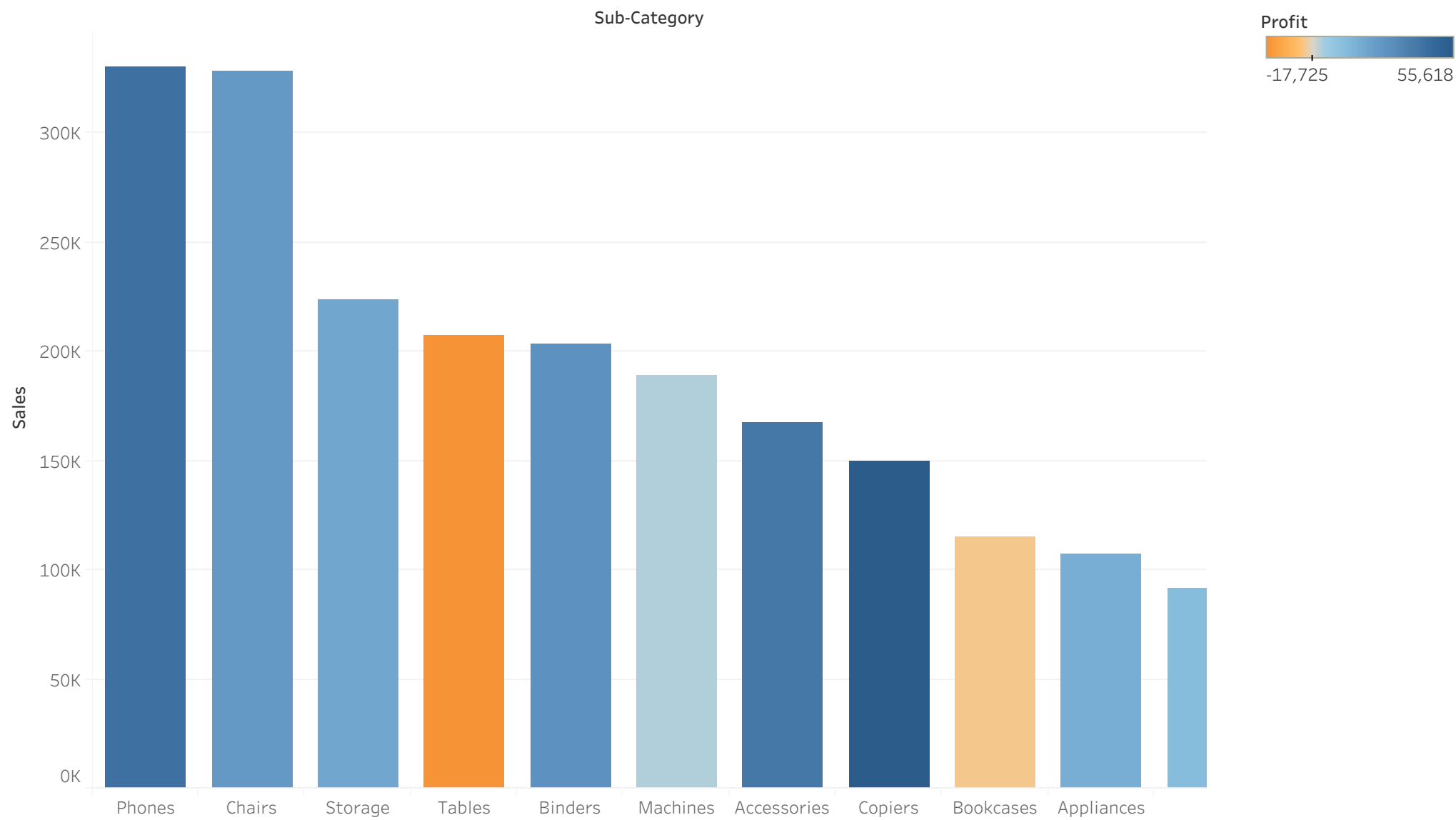
Sales mix



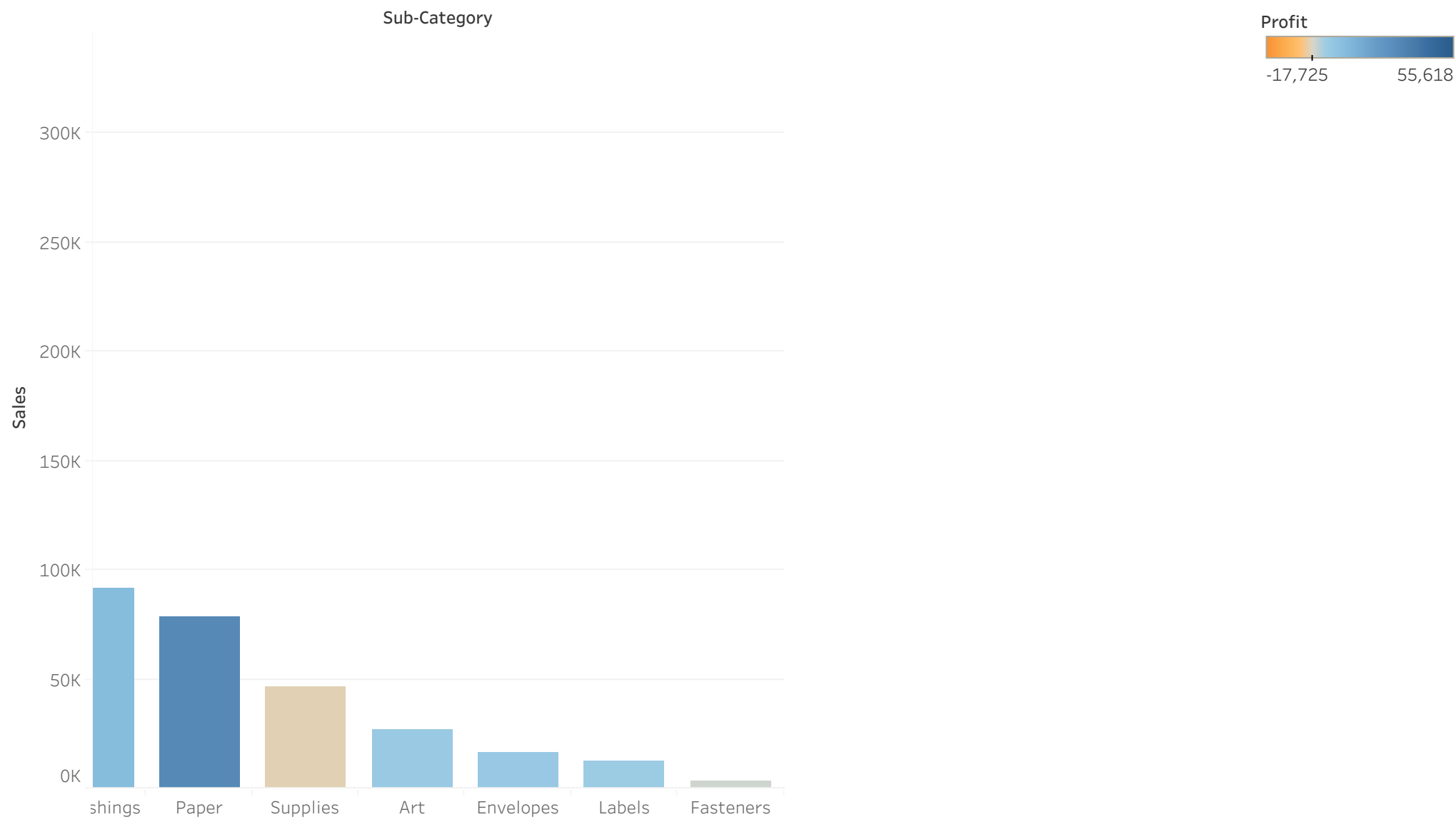
Sales mix



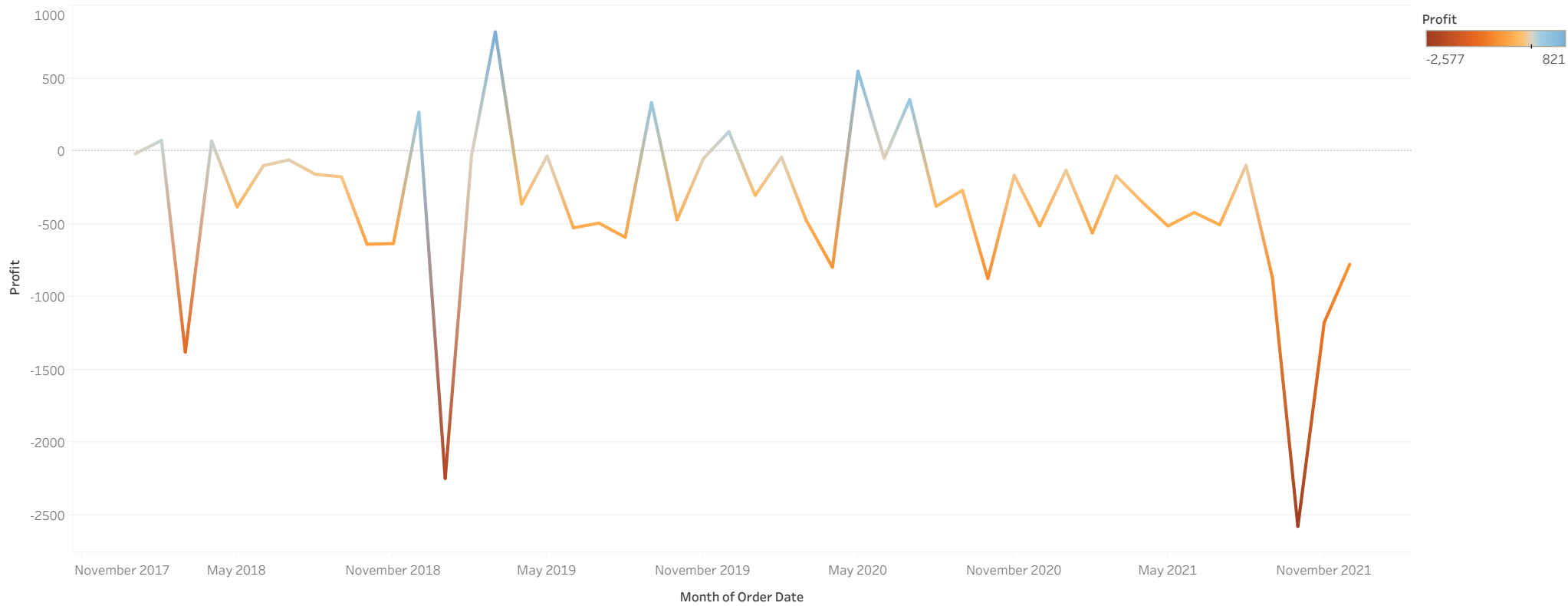
Sales & profit mix



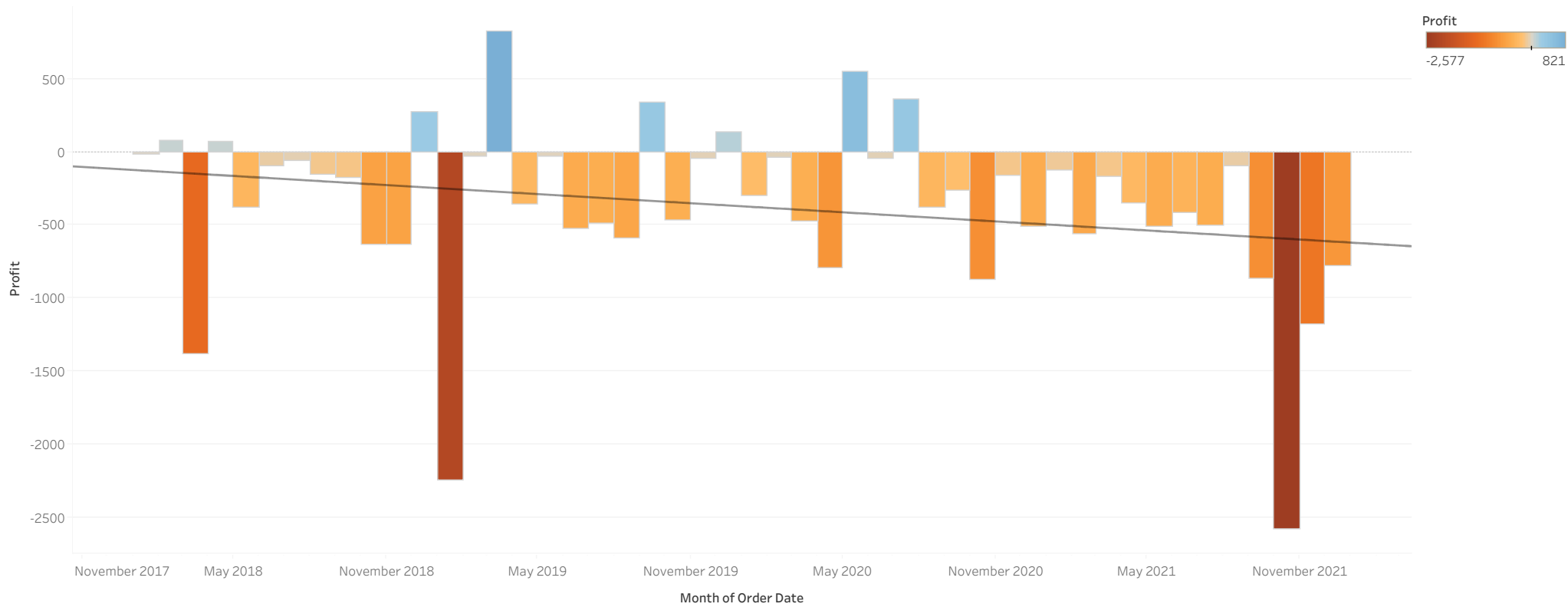
Sales & profit mix



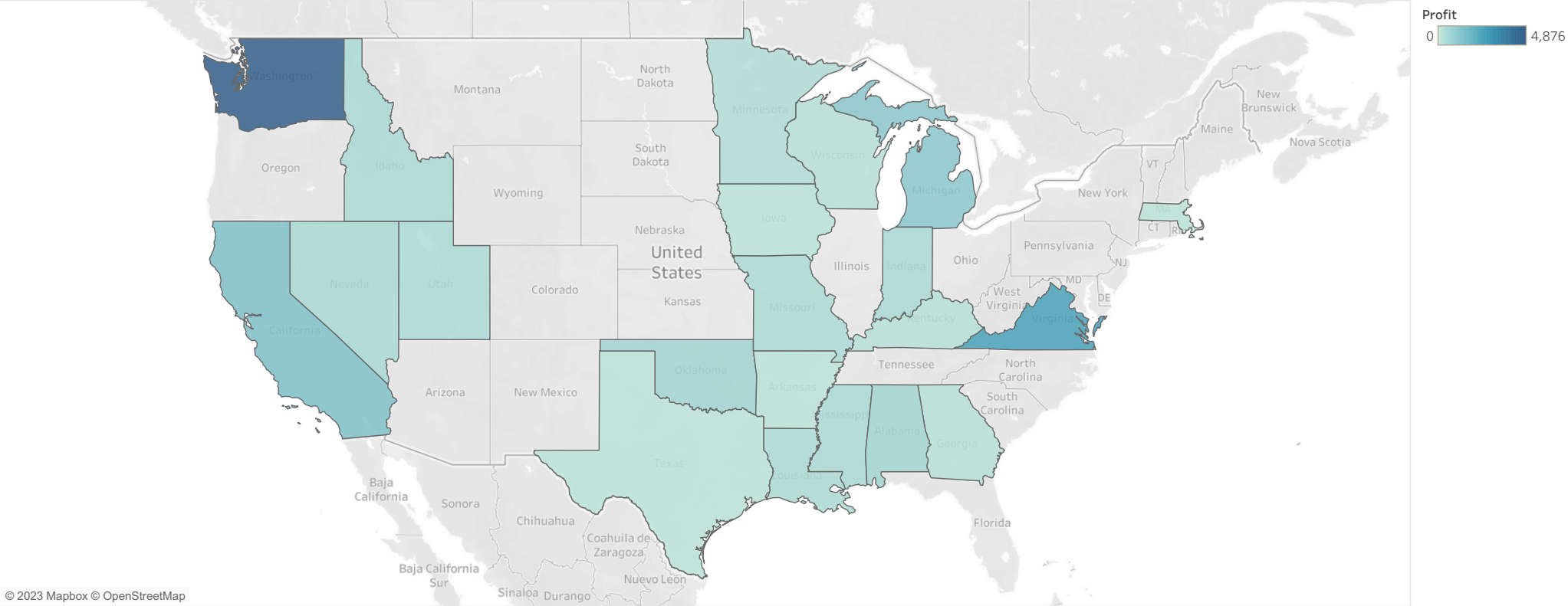
Profit Trend



Profit Values



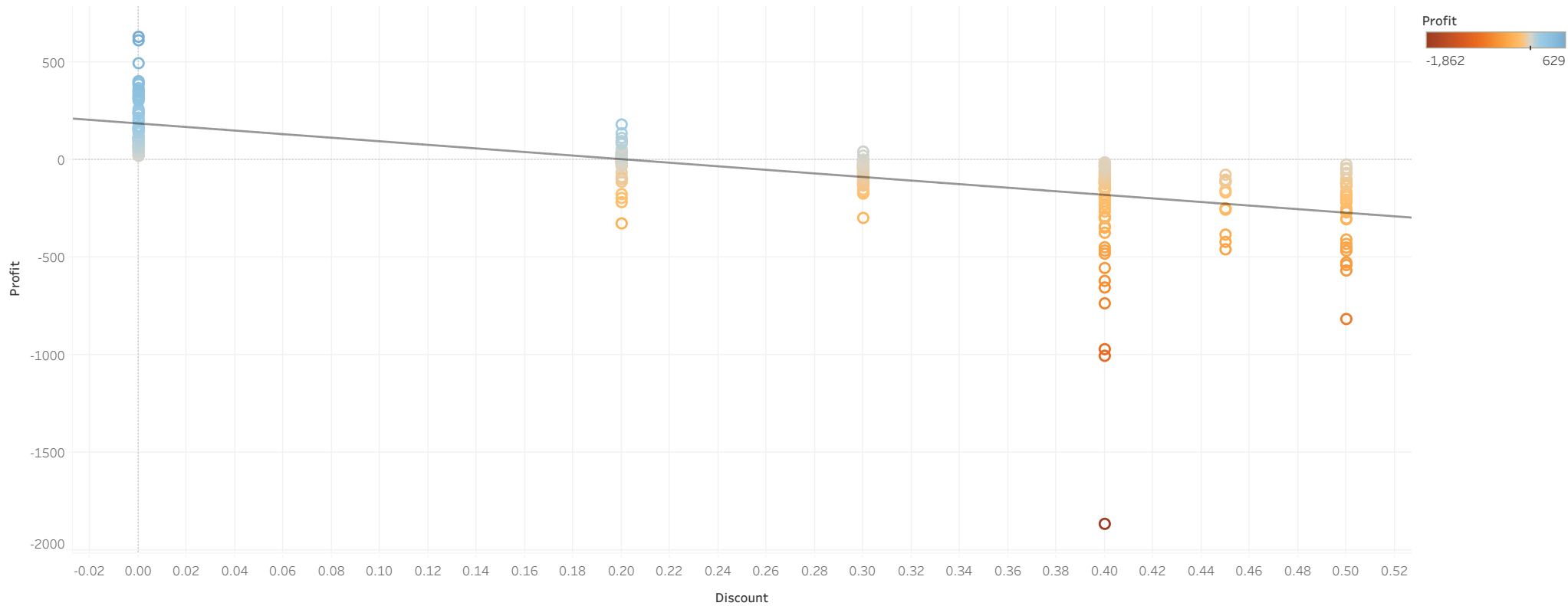
Profits across States



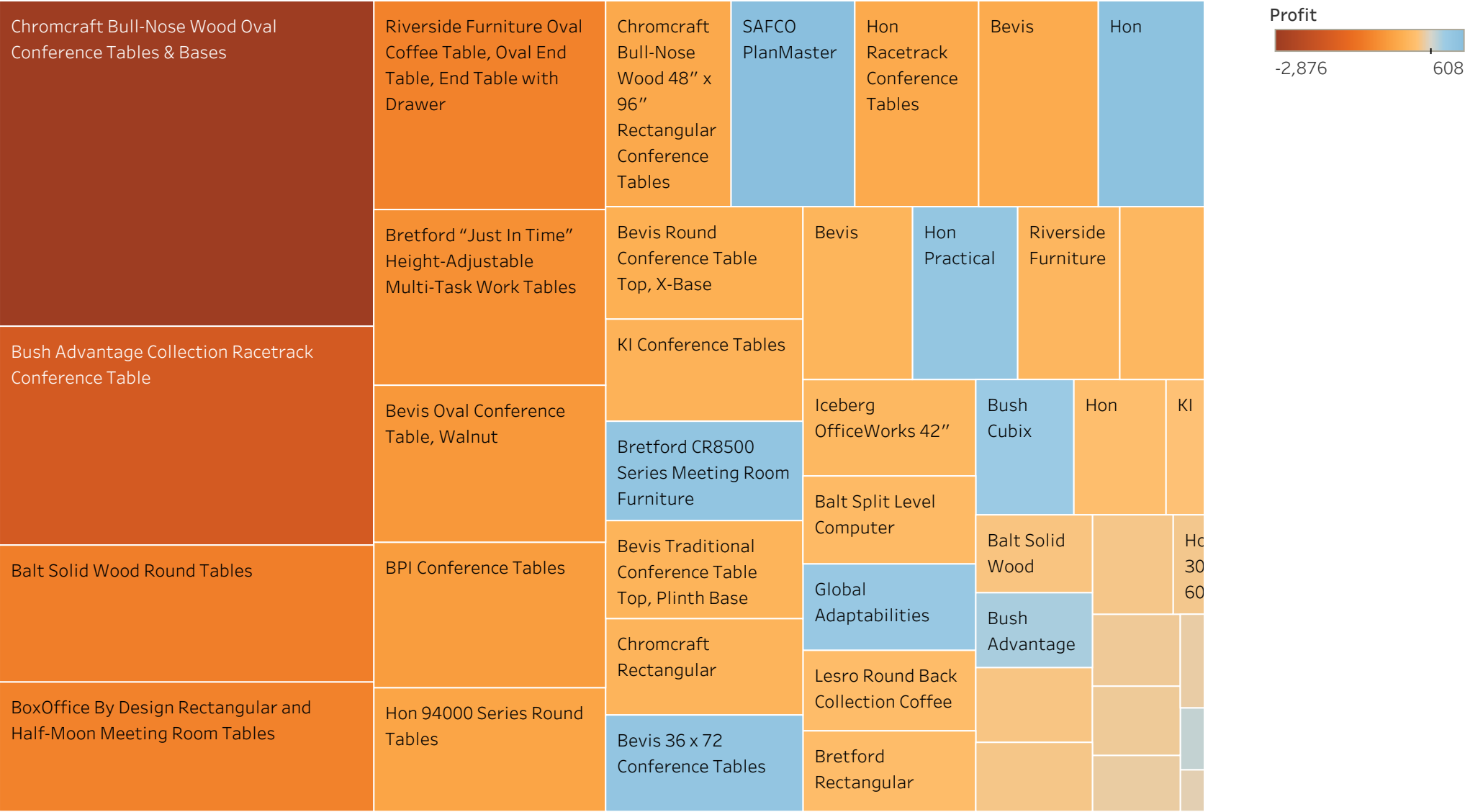
Profits across cities



Profits vs Discounts



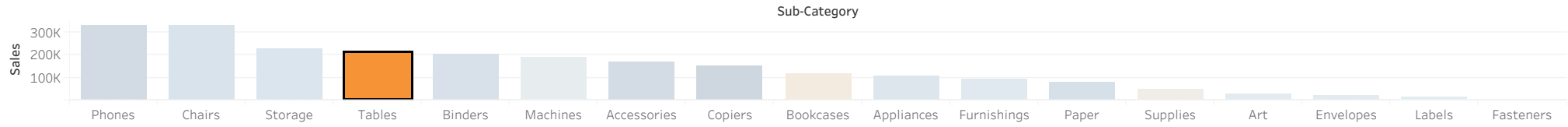
Profits across products



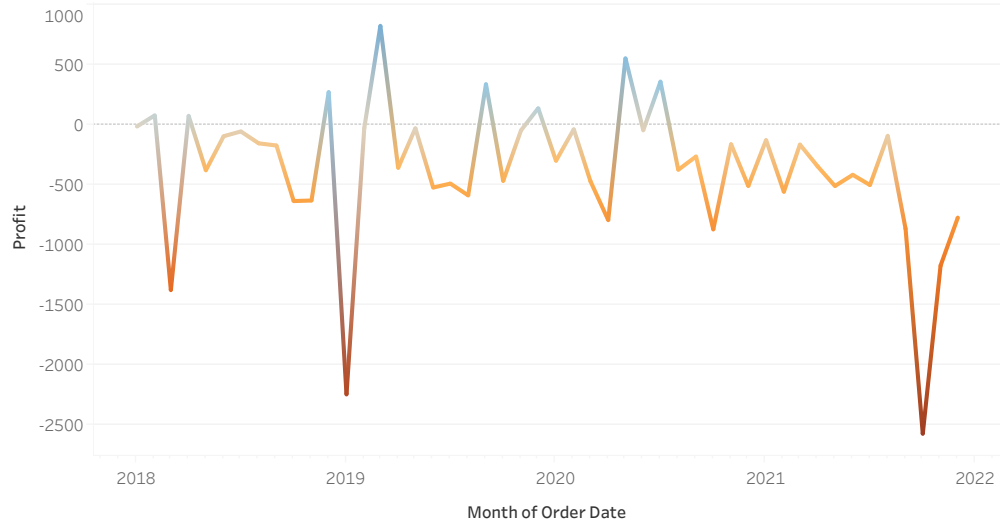
Profits across products



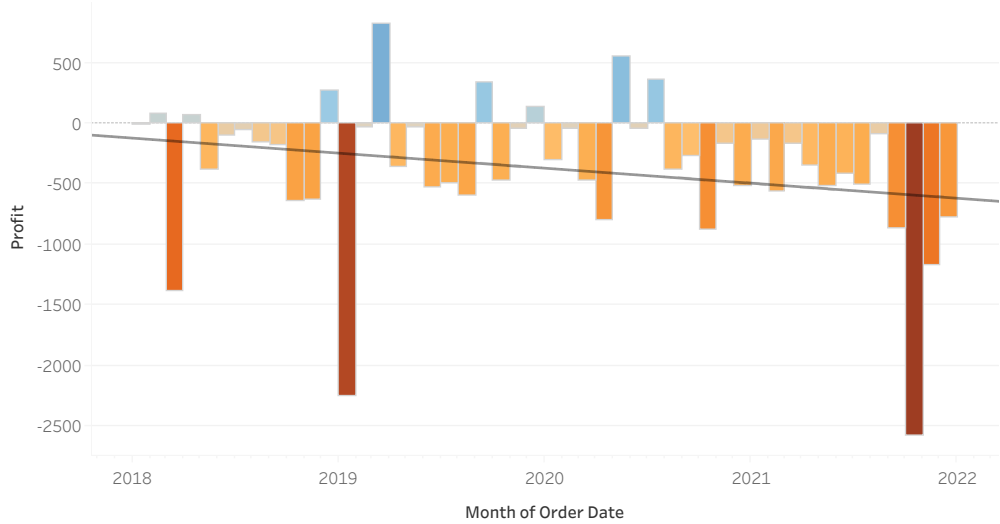
Sales & profit mix



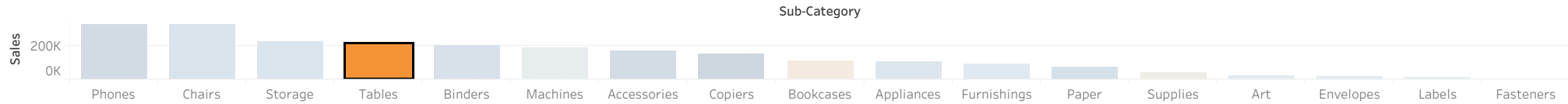
Profit Trend



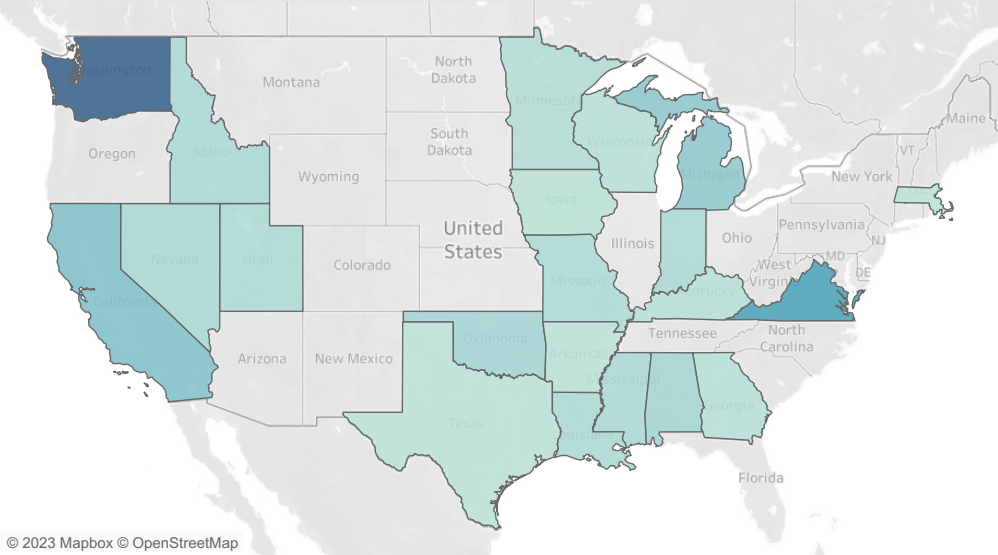
Profit Values



Sales & profit mix



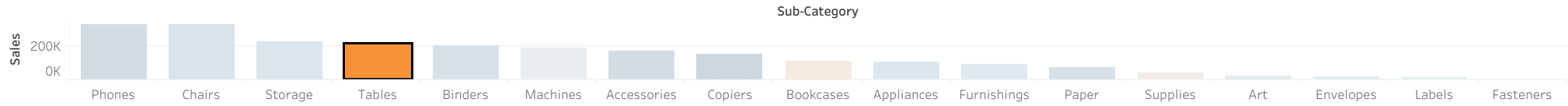
Profits across States



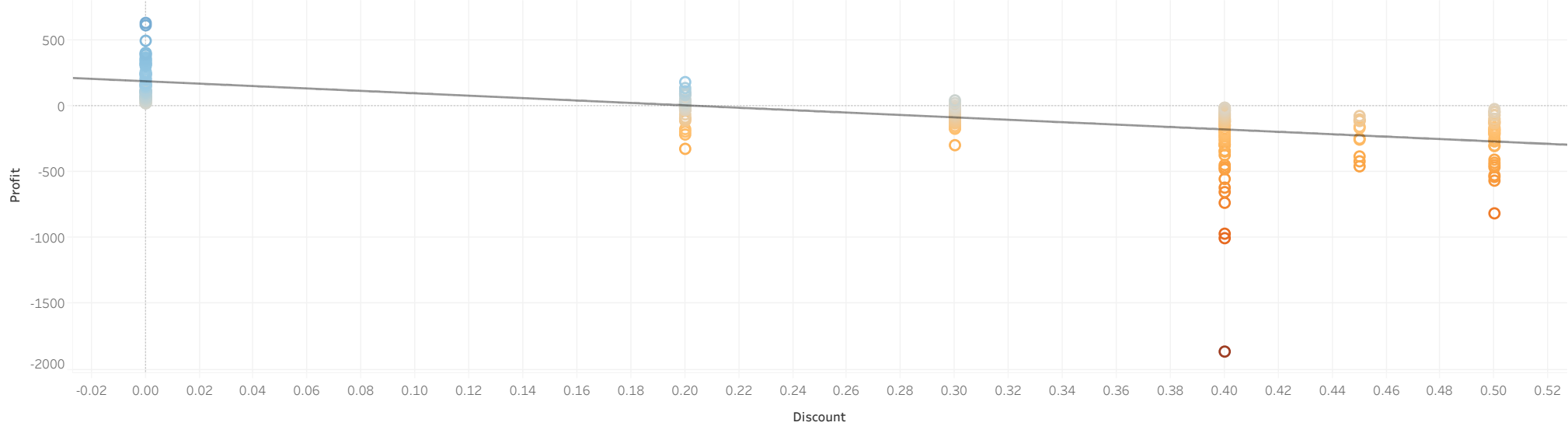
Profits across cities



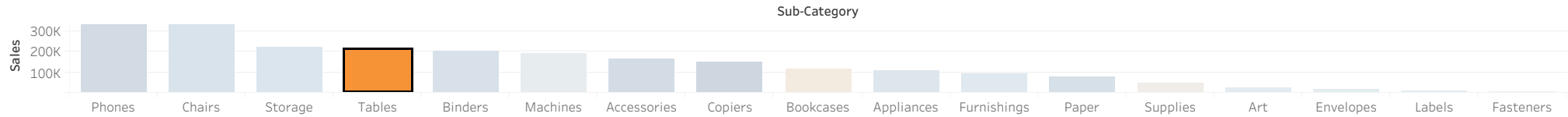
Sales & profit mix



Profits vs Discounts



Sales & profit mix



Profits across products



Story 1

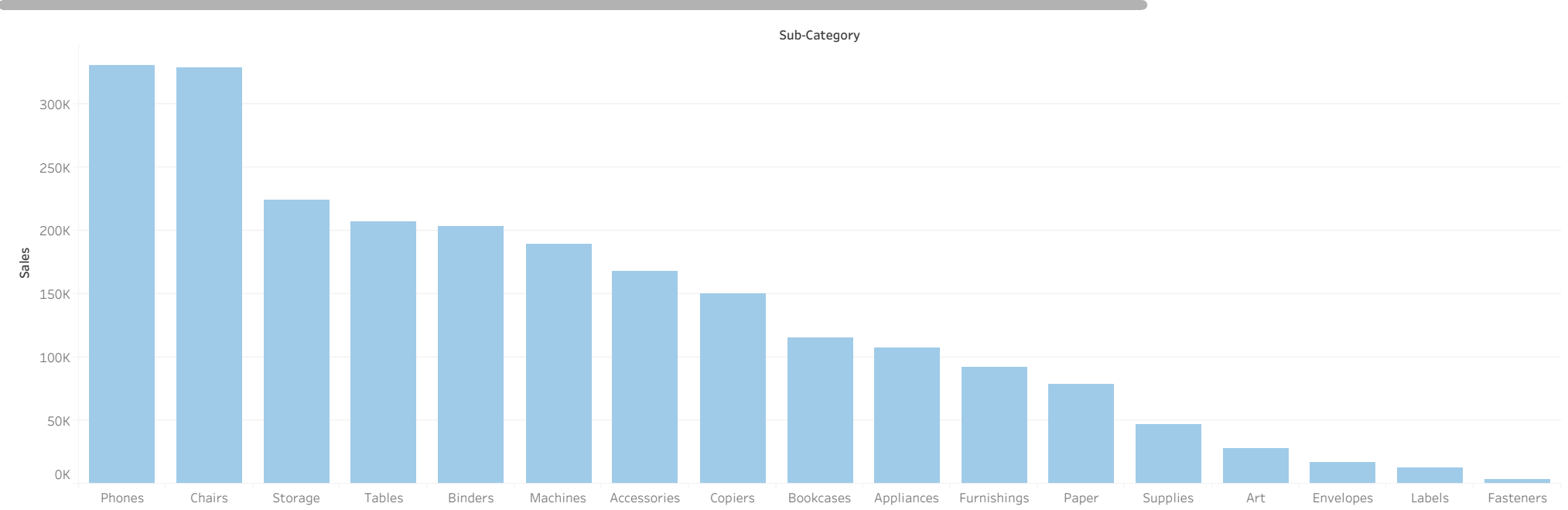
Tables generate high sales 4th high out of 17 products.

However tables have the highest loss of all

Tables show declining profit trends. 2021 witnessed its worst(Q4). This req deep introspection.

Stop selling tables in NY, IL etc where they have losses only. Focus on seattle.

Stop selling discounts with imm..



Story 1

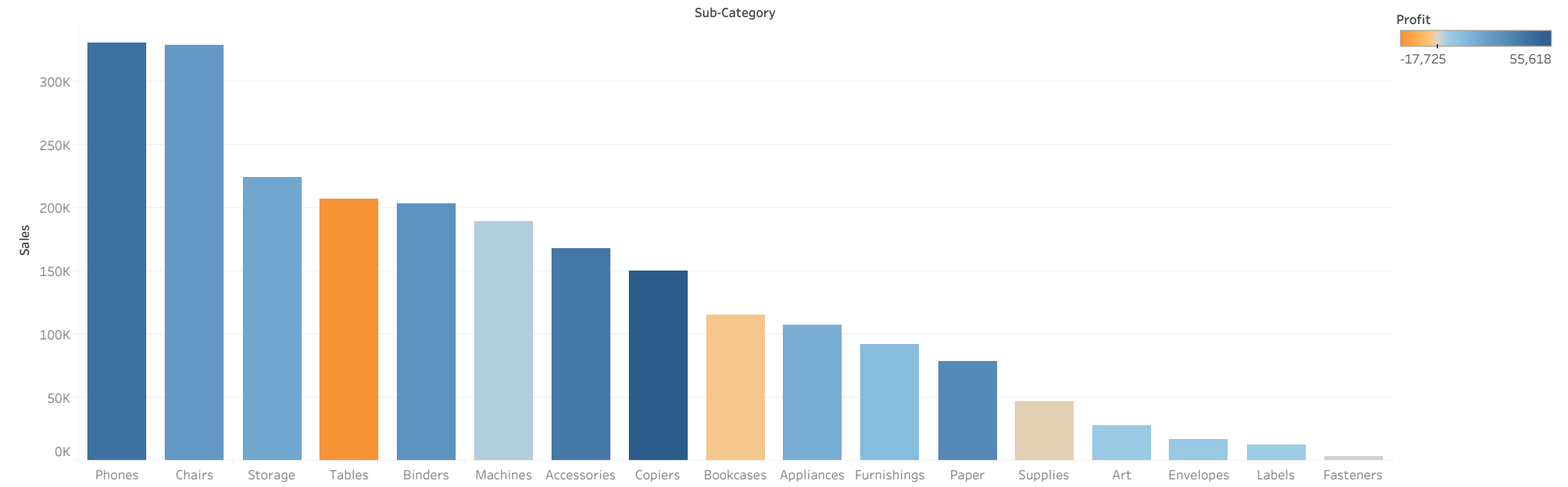
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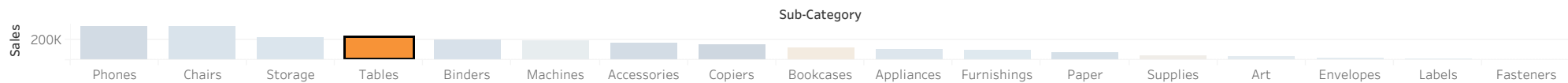
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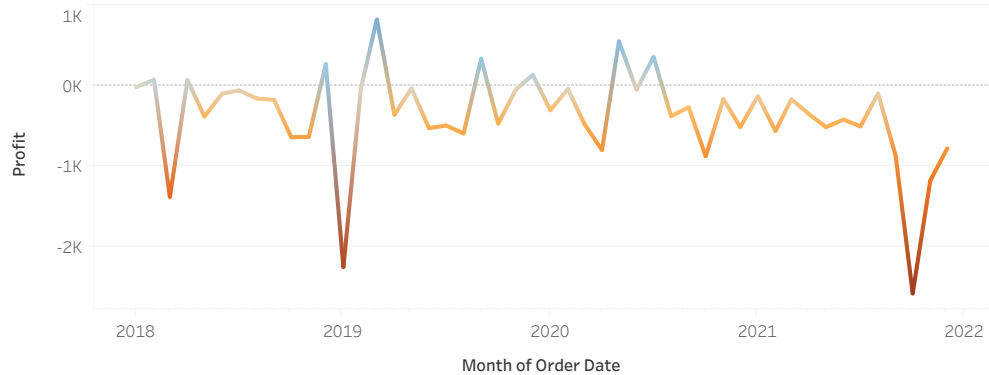
Stop selling tables in NY, IL etc where they have losses only. Focus on seattle.

Stop selling discounts with immediate effect. seems to have wafer thin margin..

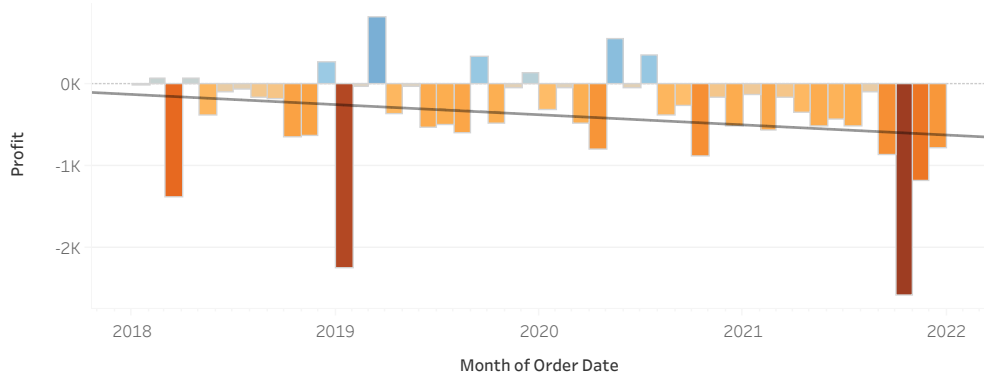
Sales & profit mix



Profit Trend



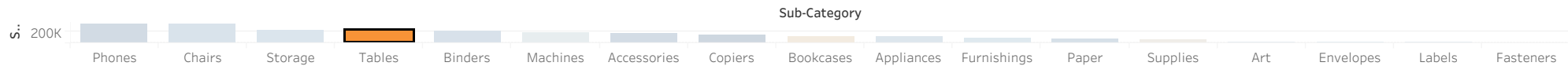
Profit Values



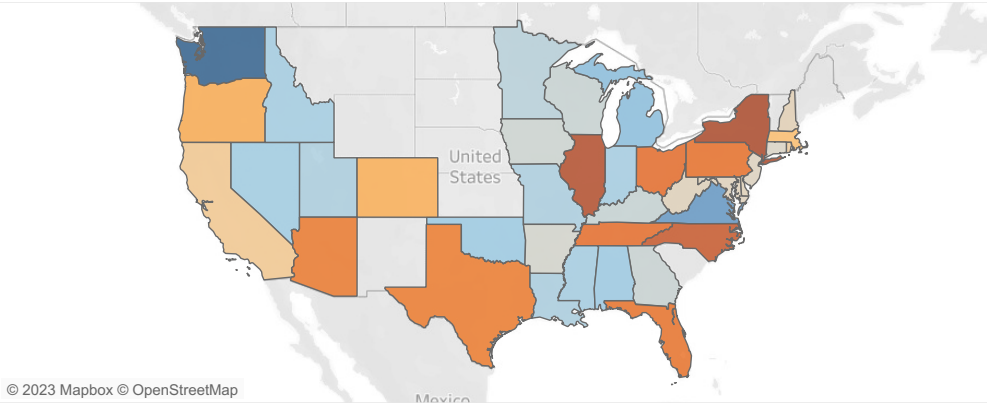
Story 1

However tables have the highest loss of all	Tables show declining profit trends. 2021 witnessed its worst(Q4). This req deep introspection.	Stop selling tables in NY, IL etc where they have losses only. Focus on seattle.	Stop selling discounts with immediate effect. seems to have wafer thin margins.	Stop seliing top loss makers with immediate effect.
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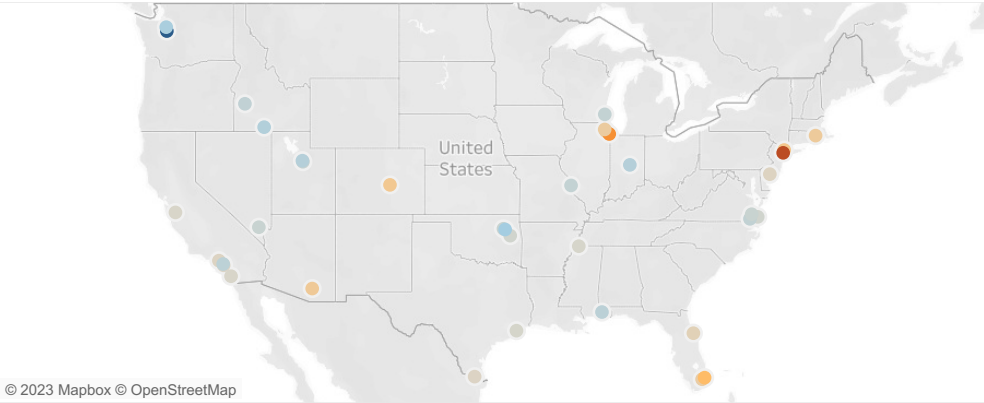
Sales & profit mix



Profits across States



Profits across cities



Story 1

However tables have the highest loss of all

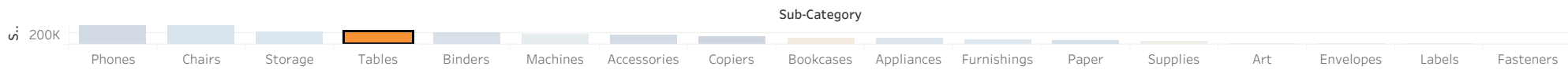
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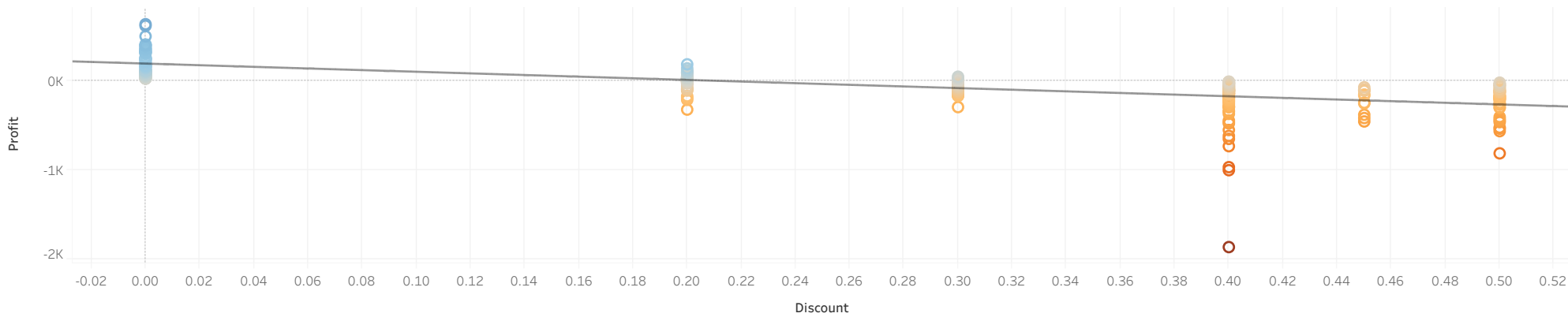
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Sales & profit mix



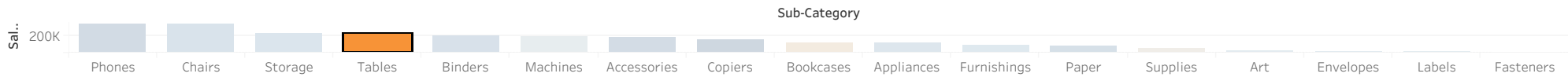
Profits vs Discounts



Story 1

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Sales & profit mix



Profits across products

Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	Balt Solid Wood Round Tables	Bretford "Just In Time" Height-Adjustable Multi-Task Work Tables	Hon 94000 Series Round Tables	Bevis Rectangular Conference Tables	KI Conference Tables	Bevis 36 x 72 Conference Tables	Chromcraft 48" x 96" Racetrack	Global	Lesro Round Back		Bush Cubix	Hon
	BoxOffice By Design Rectangular and Half-Moon Meeting Room Tables	Bevis Oval Conference Table, Walnut	Chromcraft Bull-Nose Wood 48" x 96"	Hon Non-Folding Utility Tables	Bretford CR8500 Series Meeting Room	Bevis Boat-Shaped Conference	Hon 2111 Invitation Series					
	Riverside Furniture Oval Coffee Table, Oval End Table, End Table with Drawer	BPI Conference Tables	SAFCO PlanMaster Heigh-Adjustable	Bretford CR4500 Series Slim	Bevis Traditional Conference	Hon Practical Foundations 30 x 60	Iceberg OfficeWorks 42" Round					
Bush Advantage Collection Racetrack Conference Table			Hon Racetrack Conference Tables	Bevis Round Conference Table	Chromcraft Rectangular	Riverside Furniture	Balt Split Level					