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**Individual Recommendation Report**

Table

Description automatically generatedGoal: Provide a recommendation based on underperforming products in low-profit regions to increase profits by 10% this year.

Table

Description automatically generatedMy analysis consists of finding the products with the lowest profits in an underperforming region. The first step in my analyses looked at the profits by region. It revealed that the Central region had the lowest profits of $39,706 compared to the other regions. I then looked more deeply into the Central region, specifically the individual states’ profits. As seen in Table 1, Texas and Illinois are the only two states with negative profits. I then looked at the categories that are producing the least profit for Texas and Illinois. From this, I found that the Texas Office Supply category had the lowest profit of -$18,584. Illinois had the lowest profit in its Furniture category with -$9,076 profit. With this, I decided to focus on the Texas Office Supply category as it has a larger profit loss than the Illinois Furniture category.

**Table 1: The Three least Profitable Central States**

Text

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Description automatically generatedI dove deeper into the specific sub-categories in the Office Supply category for Texas. Table 2 shows the Binder sub-category has the lowest profits. You may think this is due to a low number of sales, however, it has the second highest sales. I then analyzed which city particularly is buying the most binders, before going into the products. I found that Houston was buying the most binders of 299. My findings further showcased that Houston was the city causing the low binder profits. Houston was the number one city in Texas with the lowest binder profits as seen in Table 3.

**Table 3: The Six least profitable cities in Binders**

**Table 2: The Five least profitable Texas Office Supplies**

Lastly, I looked into the specific Product Names in the Binder Sub-category for Houston, Texas that were producing the lowest profitability, seen in Table 4.

**Table 4: The Four least profitable Binders in Houston**

**Recommendation**

Given that the Binders were Houston most unprofitable sector, they are affecting the profits of Texas and the region. I recommend Office Solutions to remove at least the top 2 most unprofitable binder products shown in Table 4 to increase their profitability in this city, and ultimately the state. These products are not generating enough revenue for the large expense that they require.