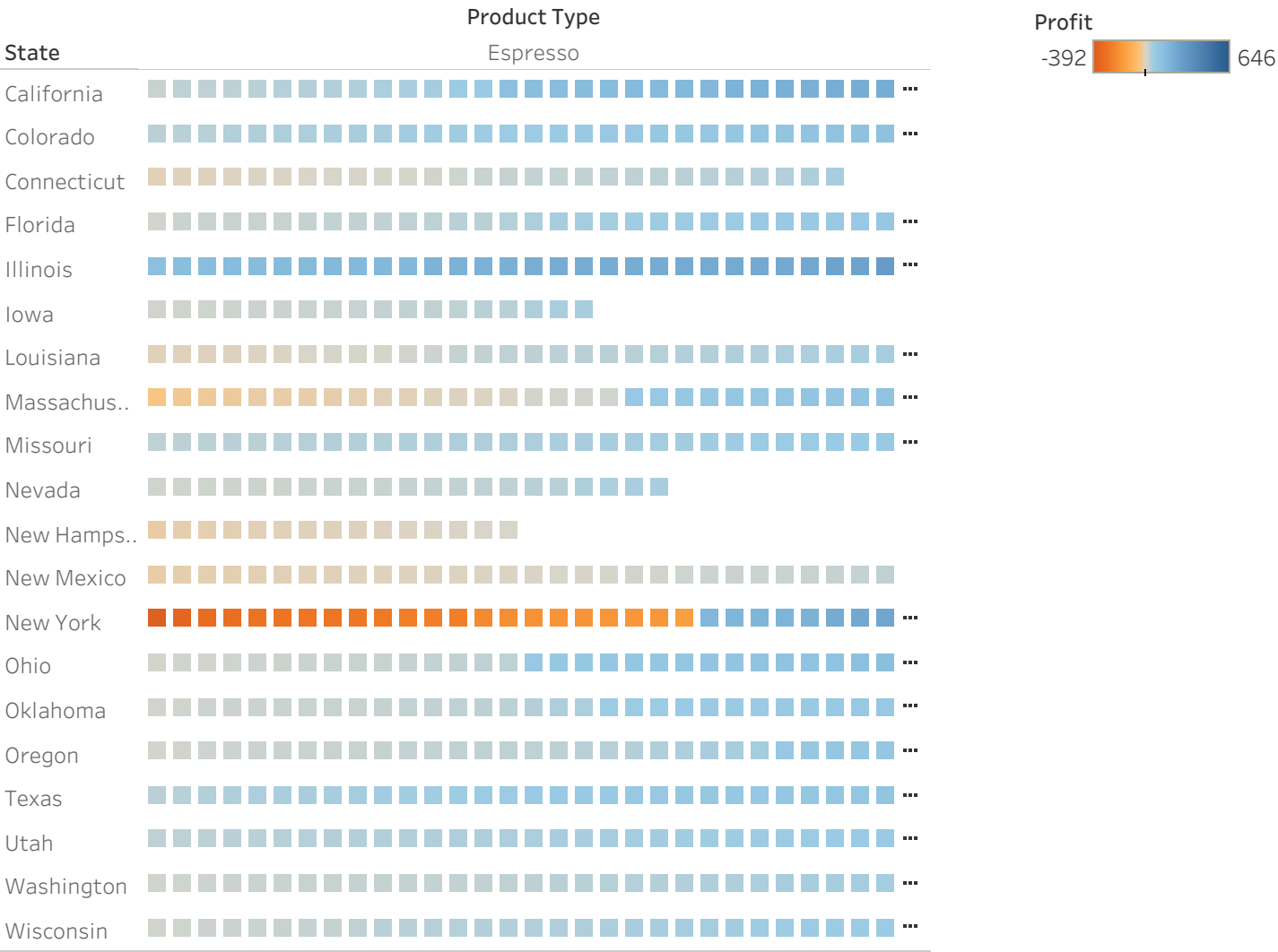
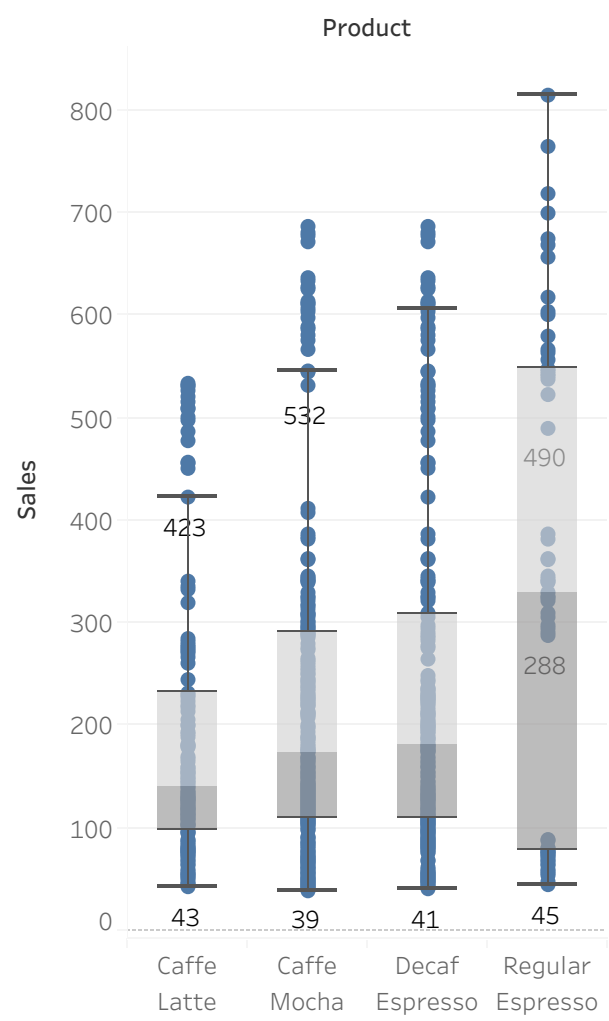


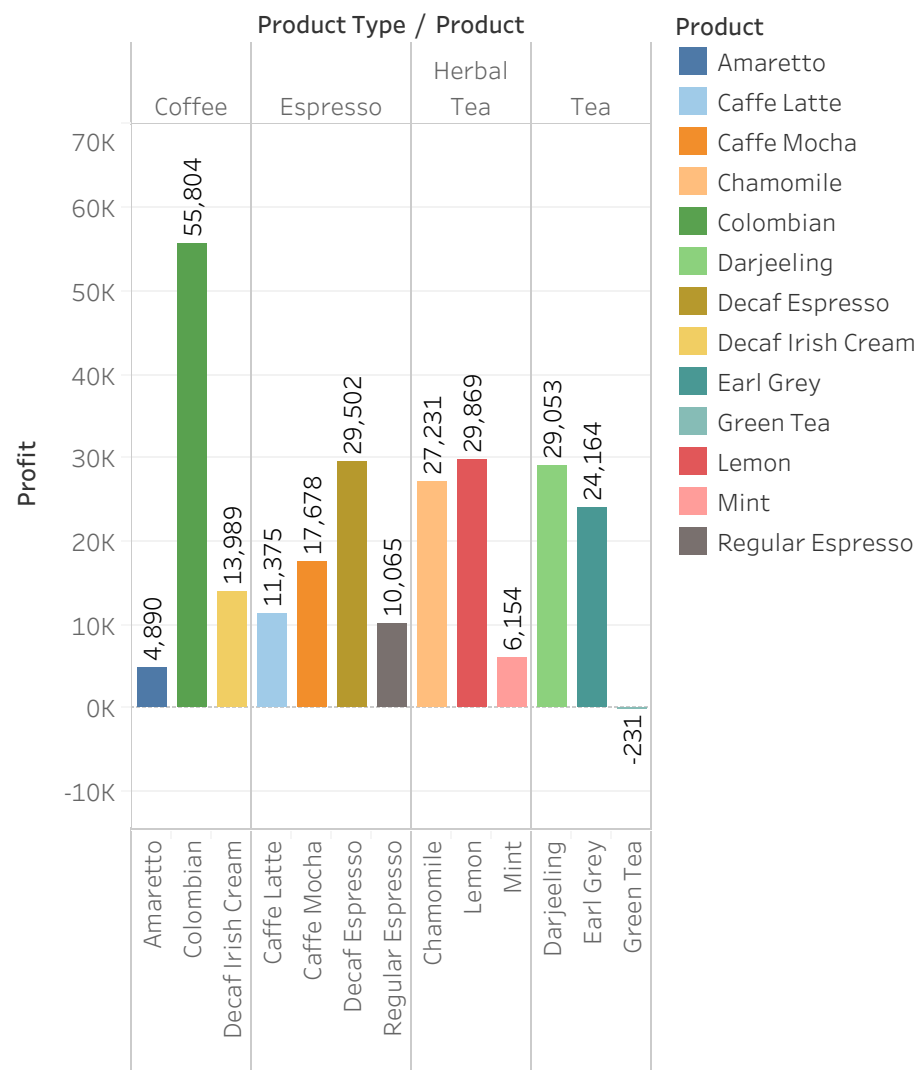
Heat Map – Profit by State & Product Type



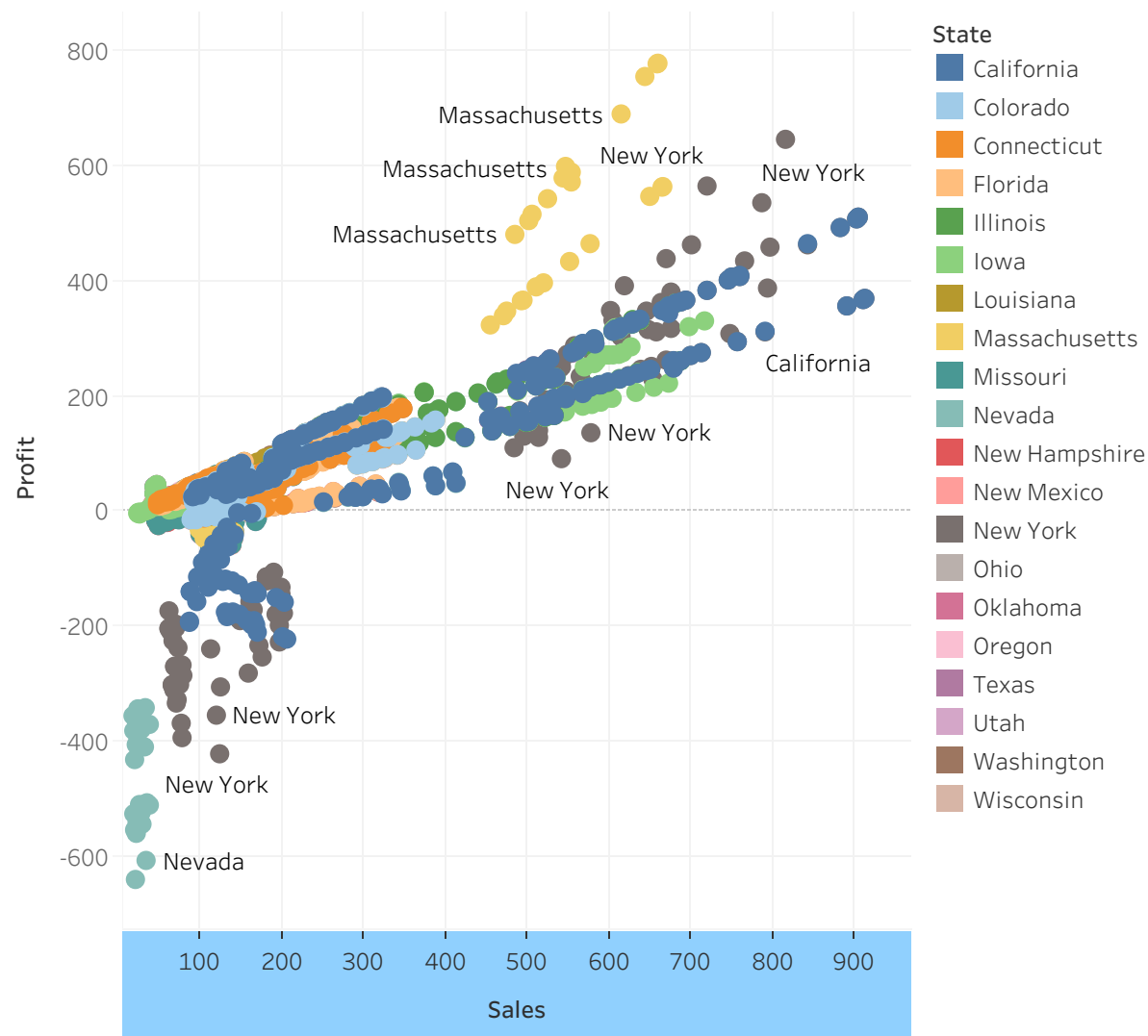
Box Plot – Espresso Sales Distribution



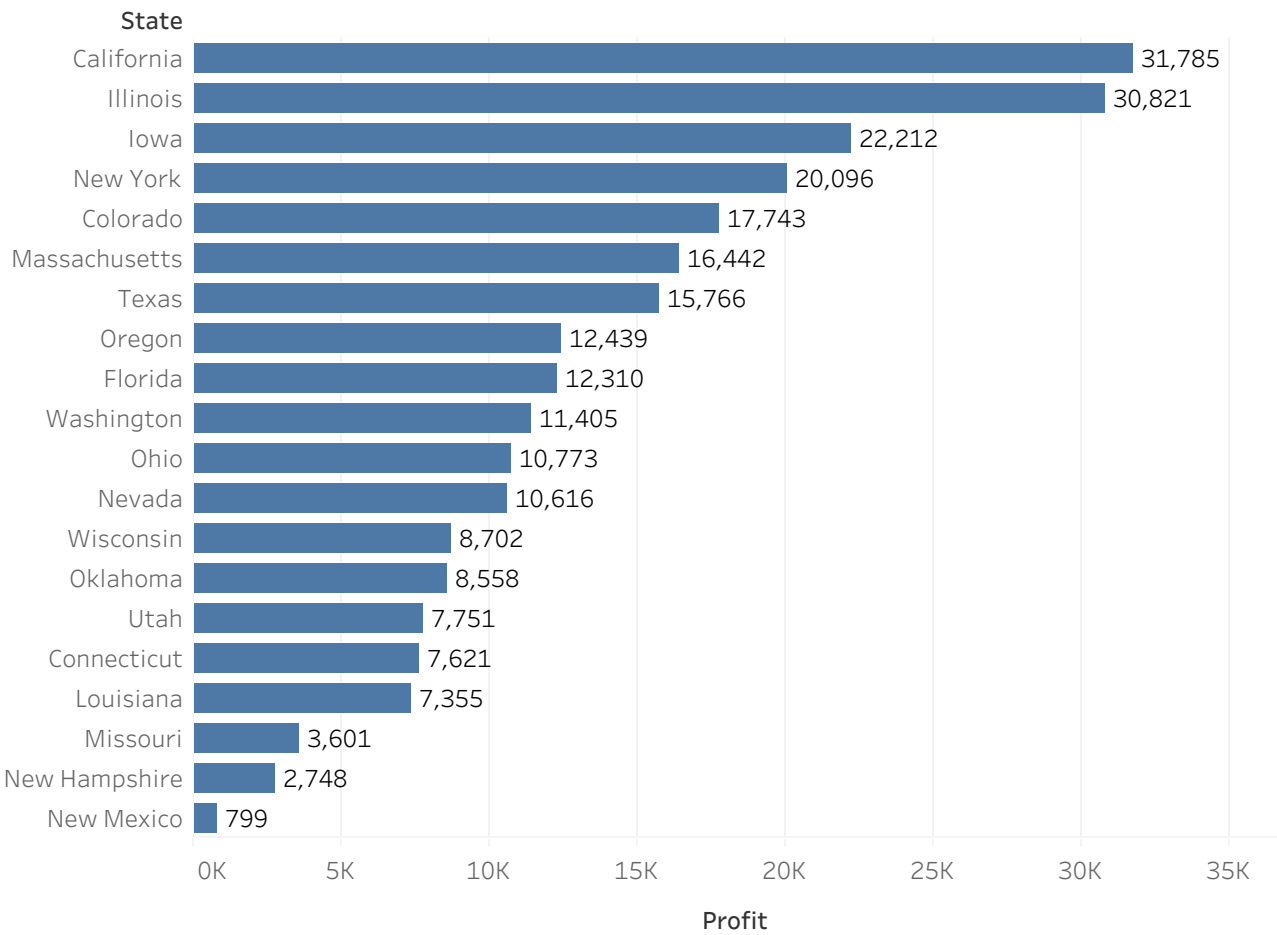
Bar Chart – Profit by Product



Scatter Plot – Sales vs Profit by State



Highest & Lowest Profit State



Neva
da –
De-
caf E
spres
so
Sales

1,255

Tea % Contri-
bution to
Total Profit

Product Type	
Coffee	28.775%
Espresso	26.439%
Herbal Tea	24.371%
Tea	20.415%

Product Type (group)

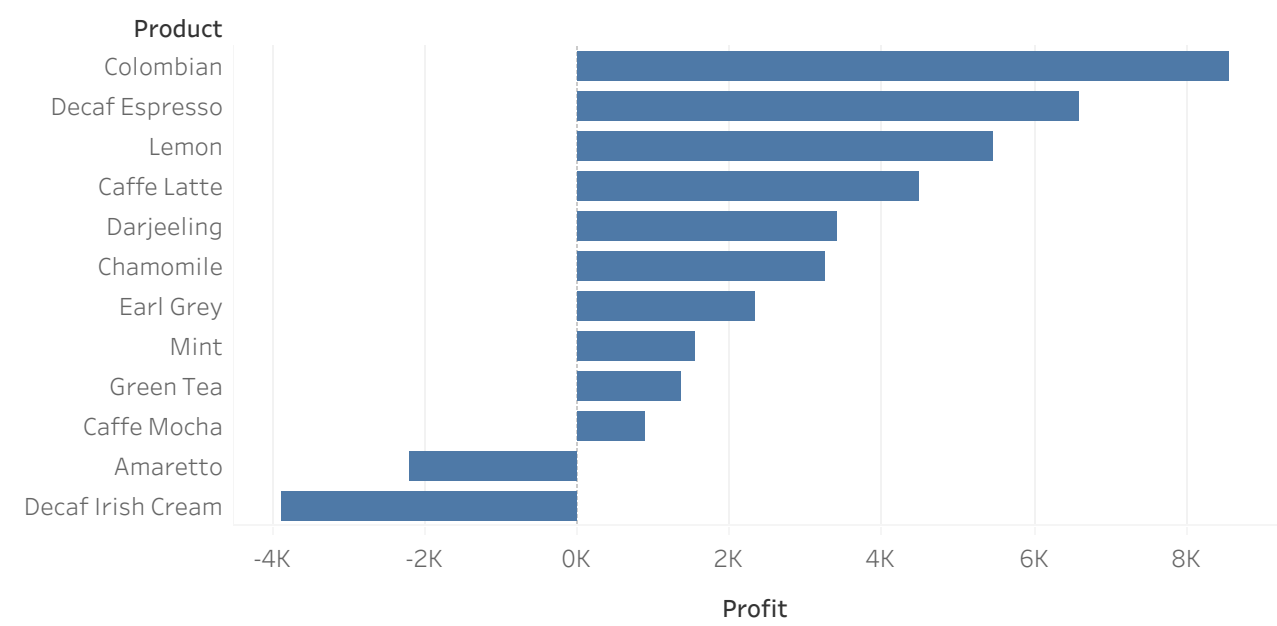
Tea

Other

Avg
Mar-
ket-
ing
660
&
818

32.89

California Product Profit



Min Mar-
keting –
Coffee
Beans
Colombian



East Market – Decaf Sales %

Type	Market				Market & Type (group)
	Central	East	South	West	
Decaf	34.10%	15.92%	15.15%	34.84%	(East, Decaf)
Regular	31.03%	26.10%	10.86%	32.01%	Other

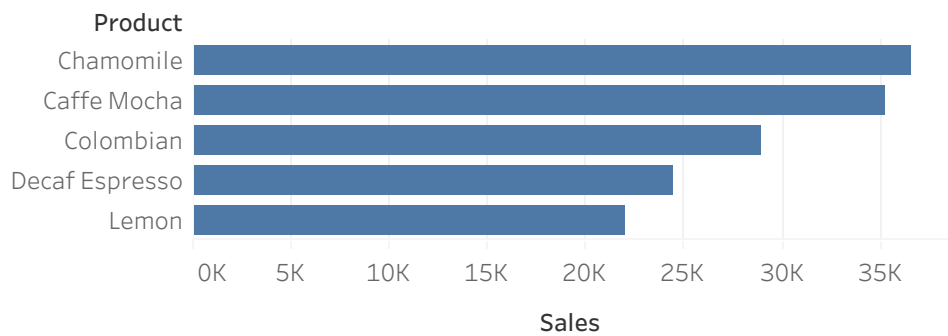
2012 east market decaf sales

Type	Market				Market & Type 1 (group)
	Central	East	South	West	
Decaf	34.09%	15.92%	15.15%	34.84%	(East, Decaf)
Regular	31.03%	26.10%	10.85%	32.01%	Other

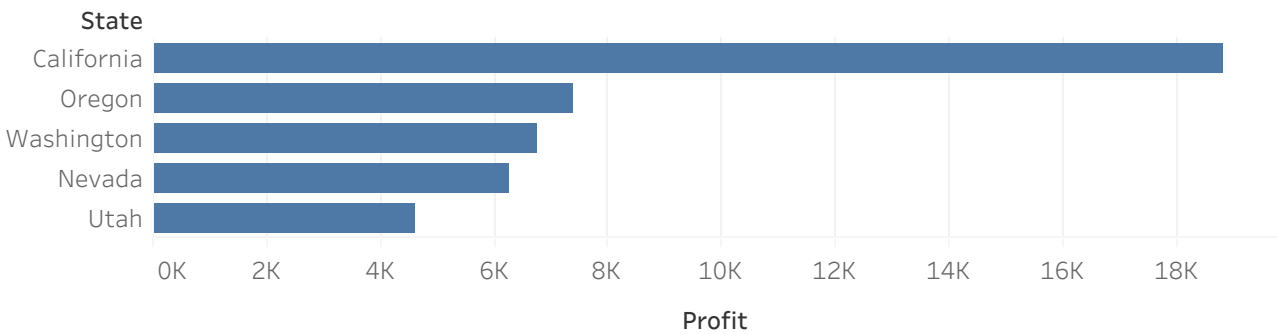
Average
profit for
products
whose
names
start
with
'C'

71.85

Top 5 Products – Central Region



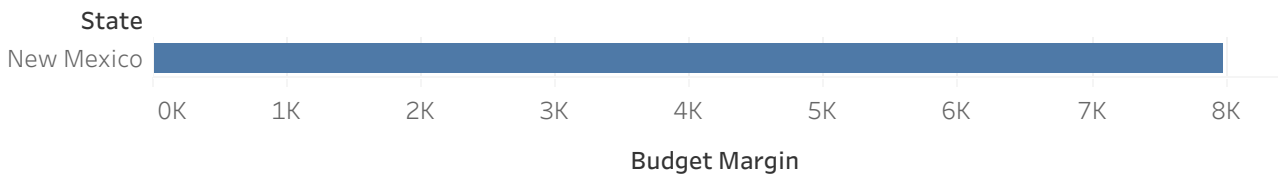
2013 Highest Profit State in West Market



Expe
nses-
to-
Sales
Ratio
(Low
est
Prof-
it Sta
te)

45.58%


Distinct Area Codes (Lowest Budget Margin Small Market)




% Profit – Caffè Mocha
(Major Market, 2013)

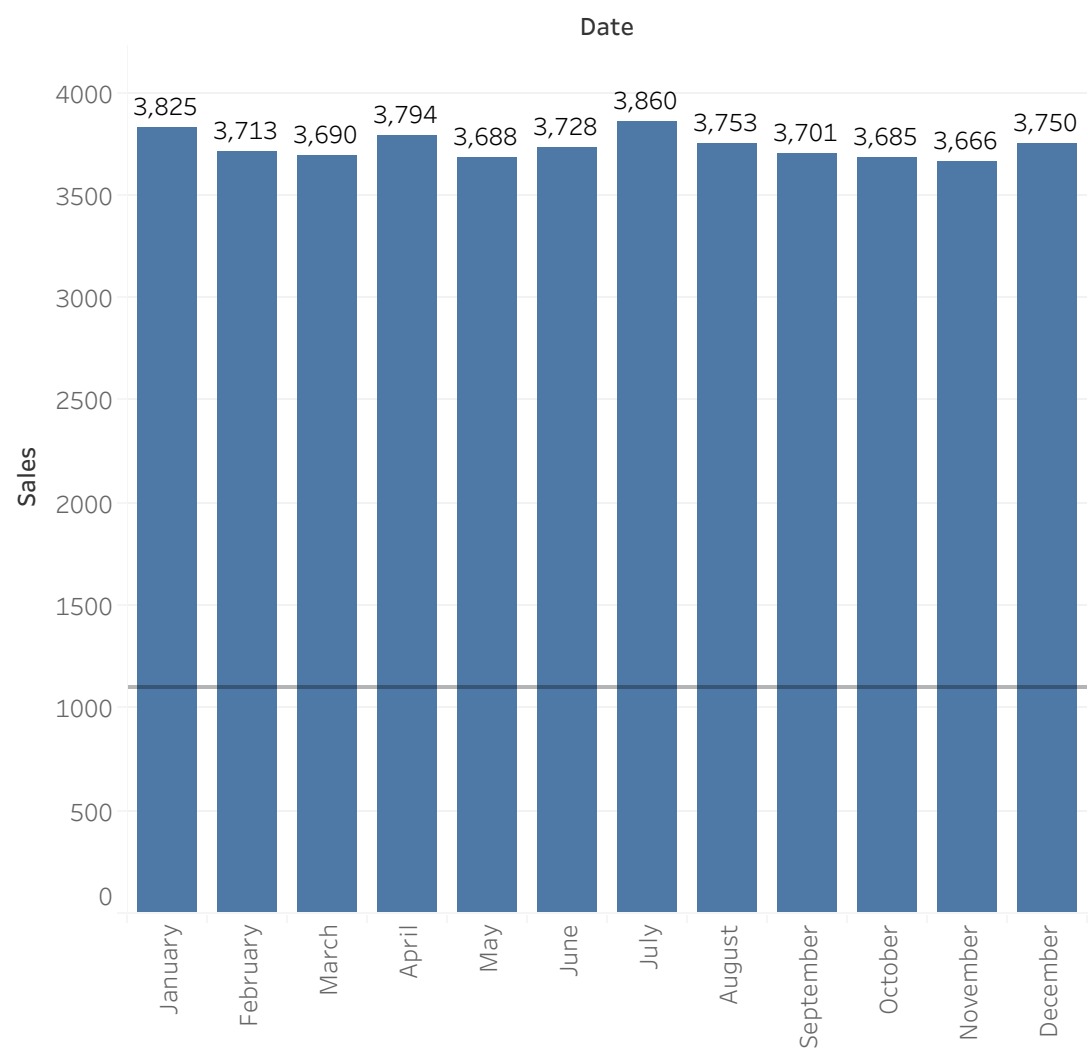
Product	Market Size	
	Major Market	Small Market
Amaretto	41%	59%
Caffè Latte	51%	49%
Caffè Mocha	55%	45%
Chamomile	42%	58%
Colombian	79%	21%
Darjeeling	46%	54%
Decaf Espresso	57%	43%
Decaf Irish Cream	50%	50%
Earl Grey	44%	56%
Green Tea	-2,853%	2,953%
Lemon	51%	49%
Mint	37%	63%
Regular Espresso	102%	-2%

Market Size & Product 1 (group)

 (Major Market, Caffè Mocha)

 Other

When Decaf Sales Crossed \$1,100 (Colorado & Florida)



Tree Map – Market by Budget Sales

