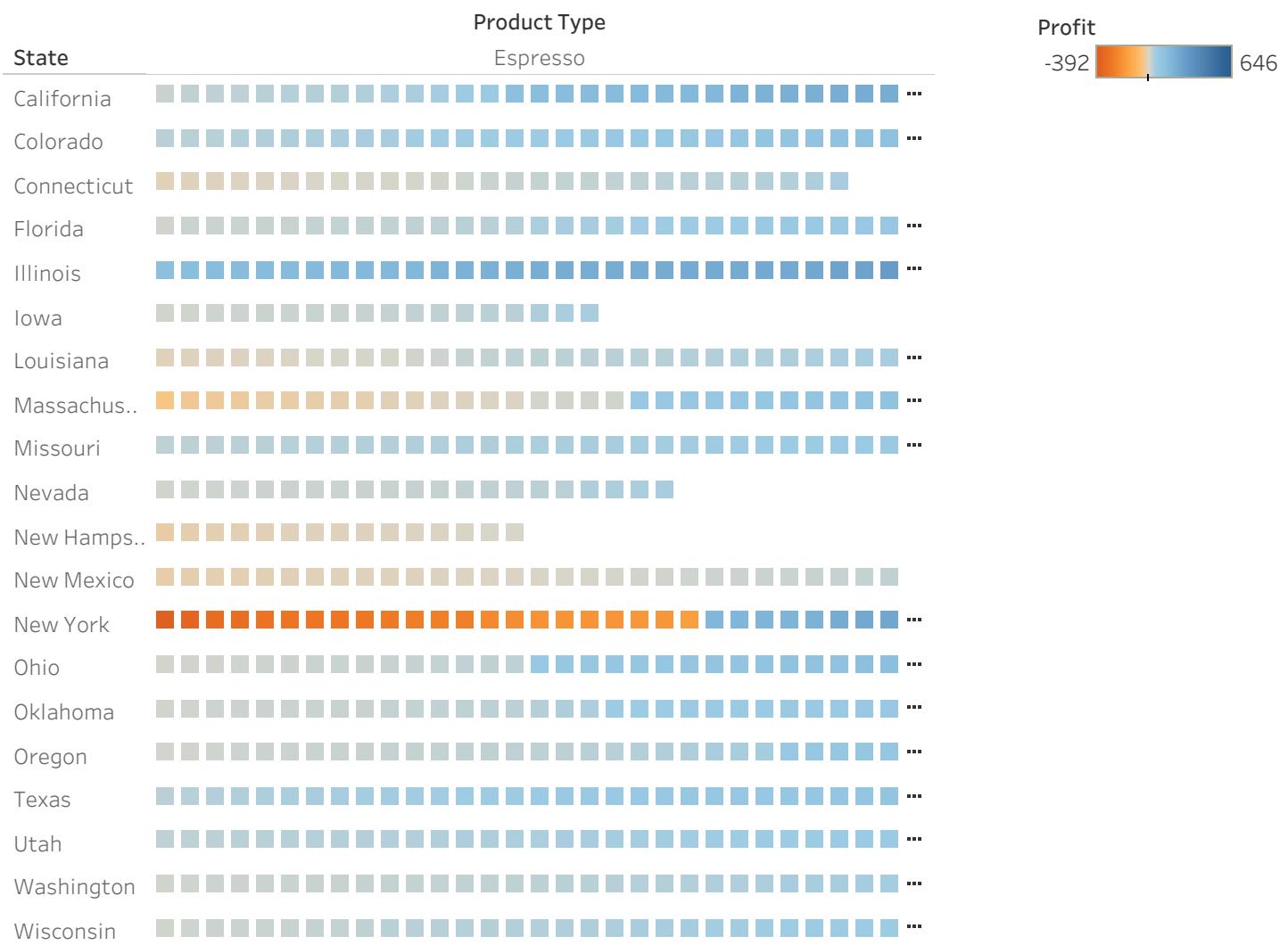
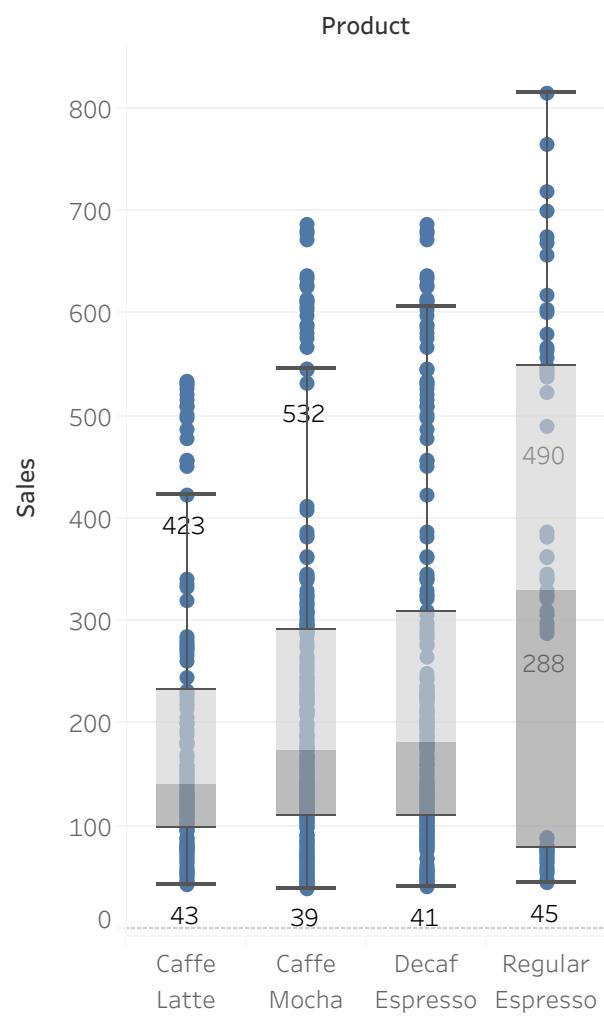


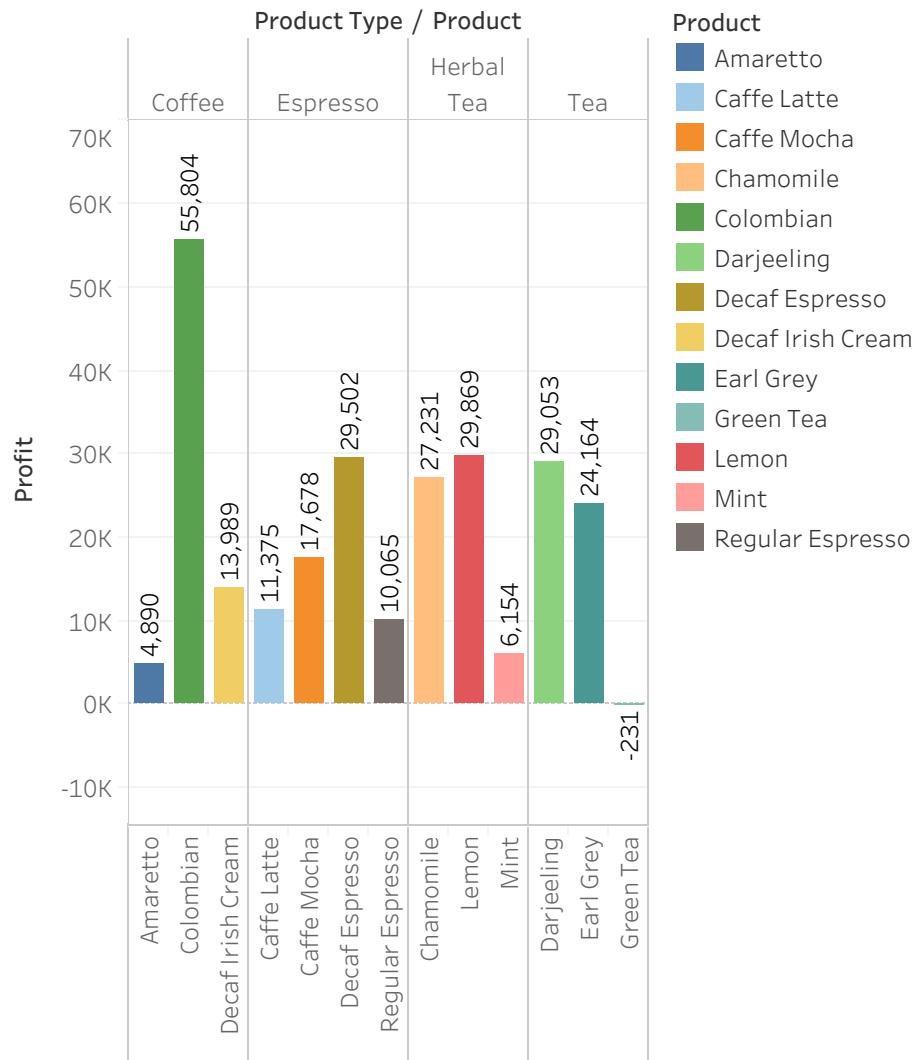
## Heat Map – Profit by State & Product Type



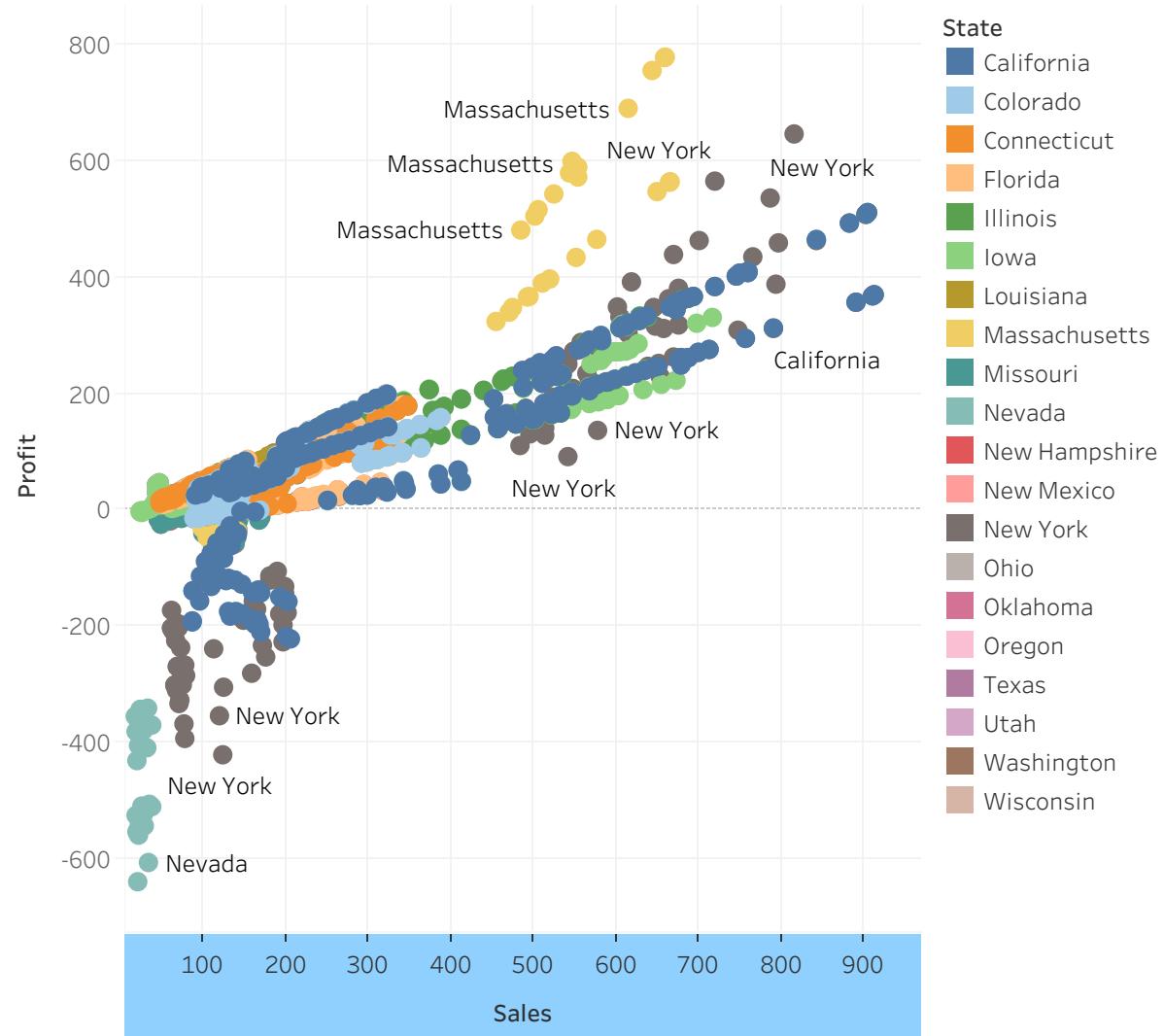
# Box Plot – Espresso Sales Distribution



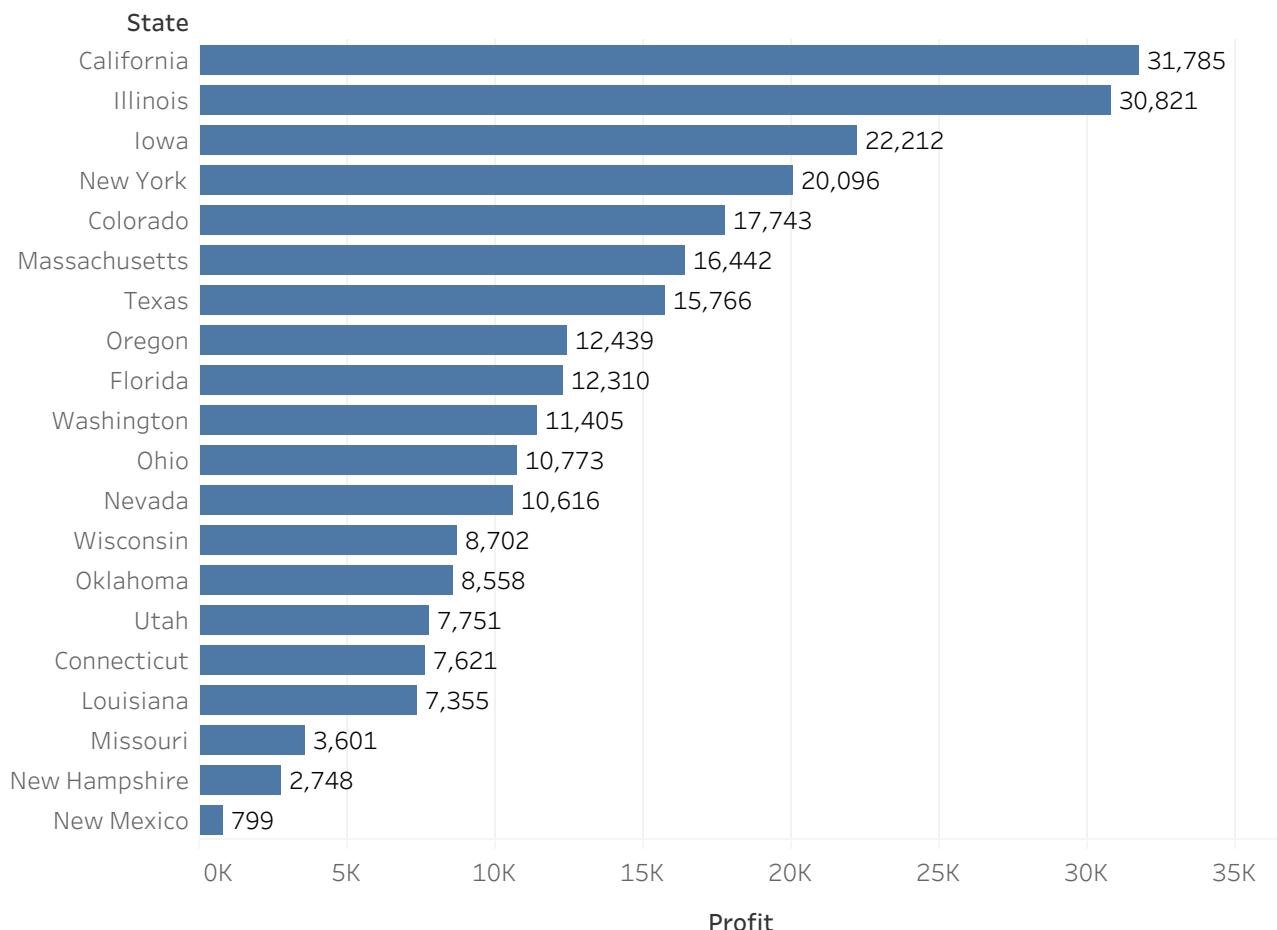
## Bar Chart – Profit by Product



## Scatter Plot – Sales vs Profit by State



## Highest & Lowest Profit State



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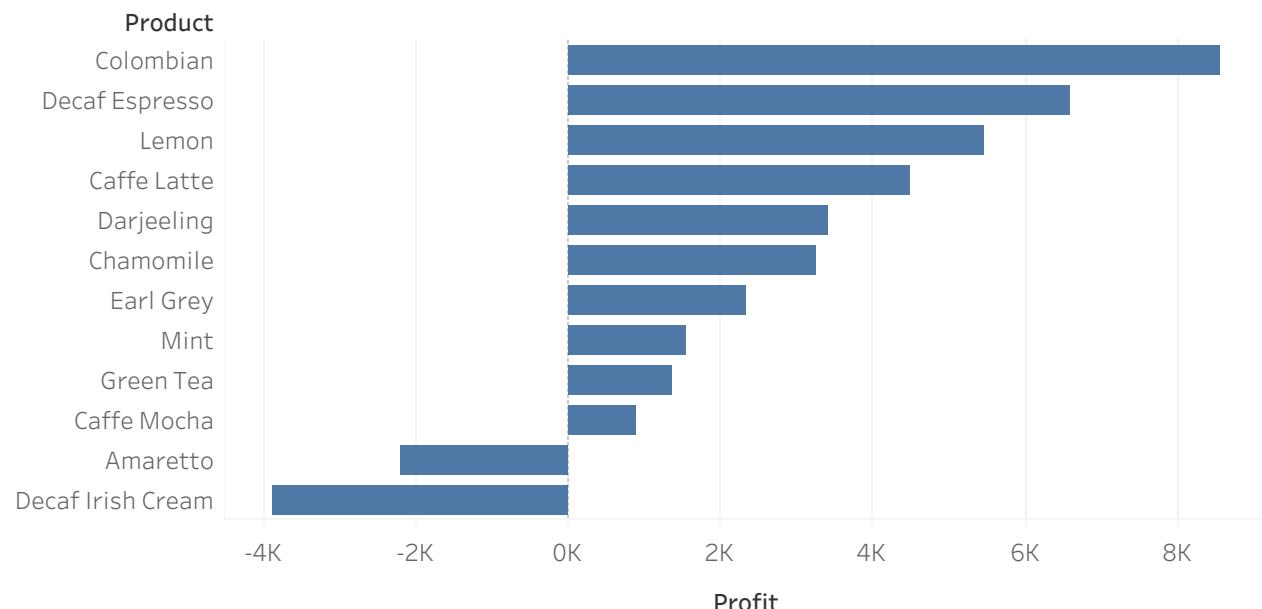
# Tea % Contribution to Total Profit

Product Type	Product Type (group)
Coffee	28.775% Tea
Espresso	26.439% Other
Herbal Tea	24.371%
Tea	20.415%

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## California Product Profit



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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

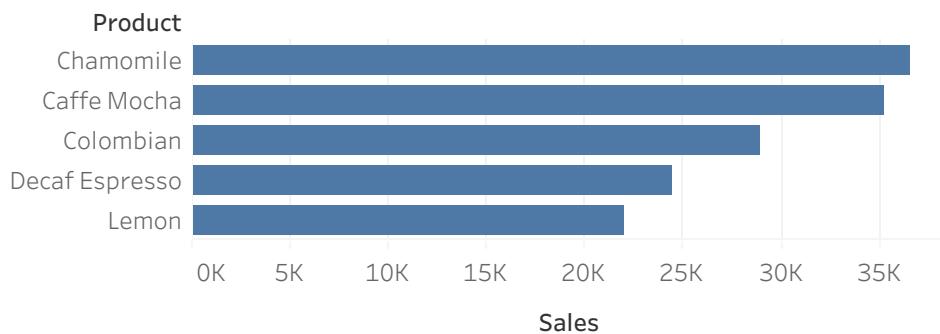
## 2012 east market decaf sales

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

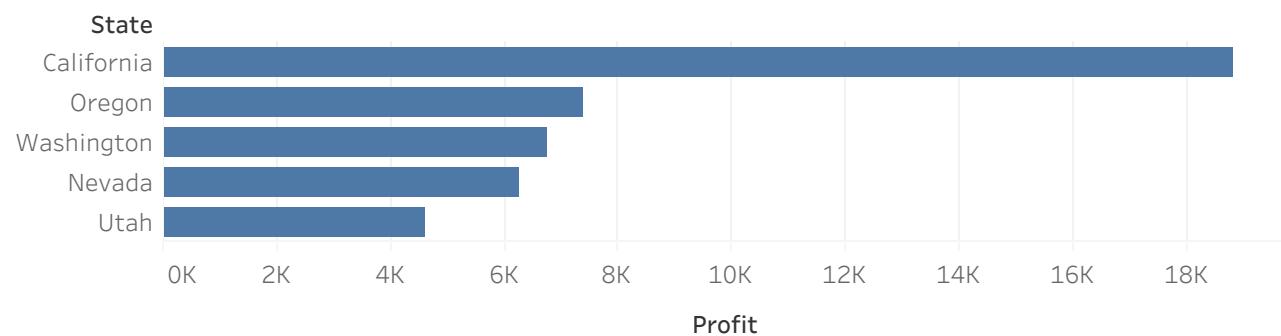
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## Top 5 Products – Central Region



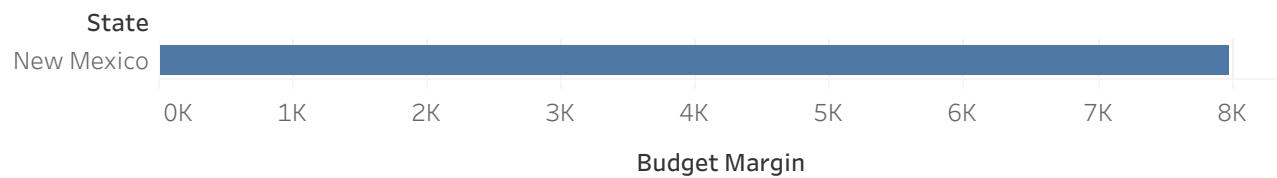
## 2013 Highest Profit State in West Market



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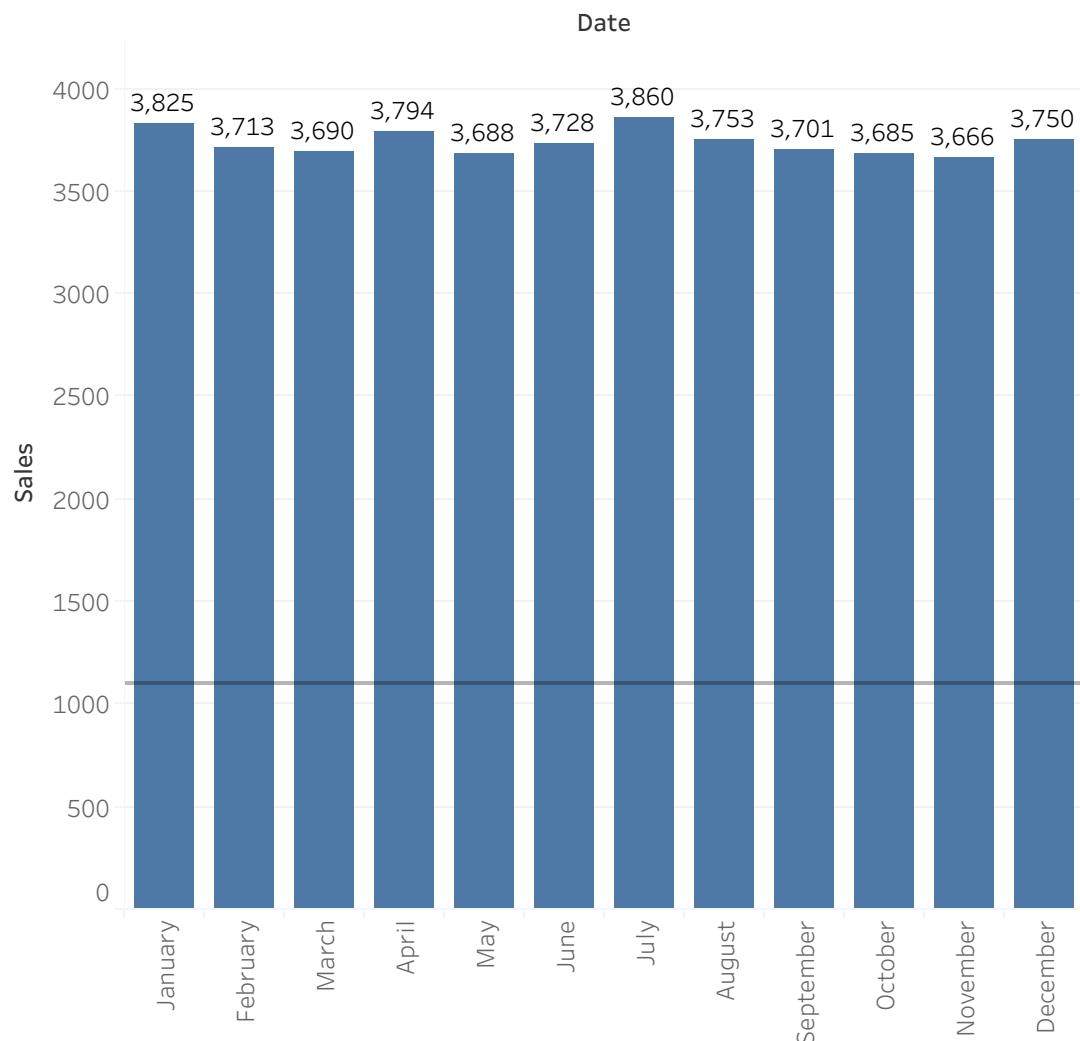
## Distinct Area Codes (Lowest Budget Margin Small Market)



## % Profit – Caffe Mocha (Major Market, 2013)

Product	Market Size		Market Size & Product 1 (group)
	Major Market	Small Market	
Amaretto	41%	59%	
Caffe Latte	51%	49%	
Caffe Mocha	55%	45%	(Major Market, Caffe Mocha)
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%	

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



## Tree Map – Market by Budget Sales

