How is the Company doing financially? How can we do better?

Overall regional sales is generating 37% profit with West as the most profitable region, In-Store as the most profitable sales channel, and Tech Accessories as the most profitable category. Profits are great, but there are areas that can be improved.

Investigating the Quarterly Regional Profitability closer, you will find the West and South regions applied more discounts on their orders then Midwest and Northeast, which may have increased their profits. Consideration to offer more discounts on orders in Northeast might increase profits.

The least profitable category is Executive Office products followed by Candles and Misc. Gaming Furniture. Further investigation into Office, Furniture, and Home Decor pr..
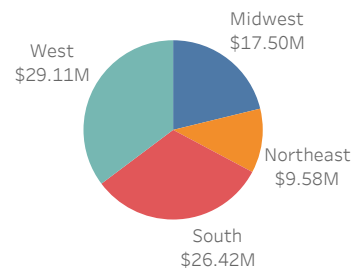
Overall Regional Sales Performance
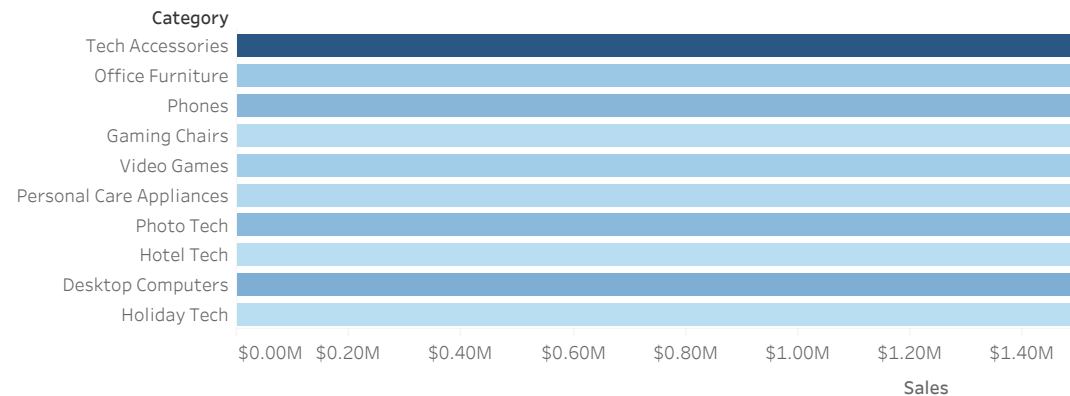
Total Sales

$82.62M

Total Profit

$30.85M

Total Expenses

$51.77M

Total Sales by Region

West $29.11M
Midwest $17.50M
Northeast $9.58M
South $26.42M

10 Most Profitable Categories

Category

Category	
Tech Accessories	
Office Furniture	
Phones	
Gaming Chairs	
Video Games	
Personal Care Appliances	
Photo Tech	
Hotel Tech	
Desktop Computers	
Holiday Tech	

$0.00M $0.20M $0.40M $0.60M $0.80M $1.00M $1.20M $1.40M

Sales

Region ■ Midwest ■ Northeast ■ South ■ West

Select Your.. Sales

Quarterly Regional Profit

$1.20M
$1.00M
$0.80M
Profit
$0.60M
$0.40M
$0.20M
$0.00M

2018 Q3   2019 Q1   2019 Q3   2020 Q1   2020 Q3

$1.07M
$0.92M
$0.56M
$0.40M

Region
☑ Midwest
☑ Northeast
☑ South
☑ West

Total Sales Sa

$6.00M
Sales
$4.00M
$2.00M
$0.00M

$0.7
$1.6
$1.2
$0.5

Midw
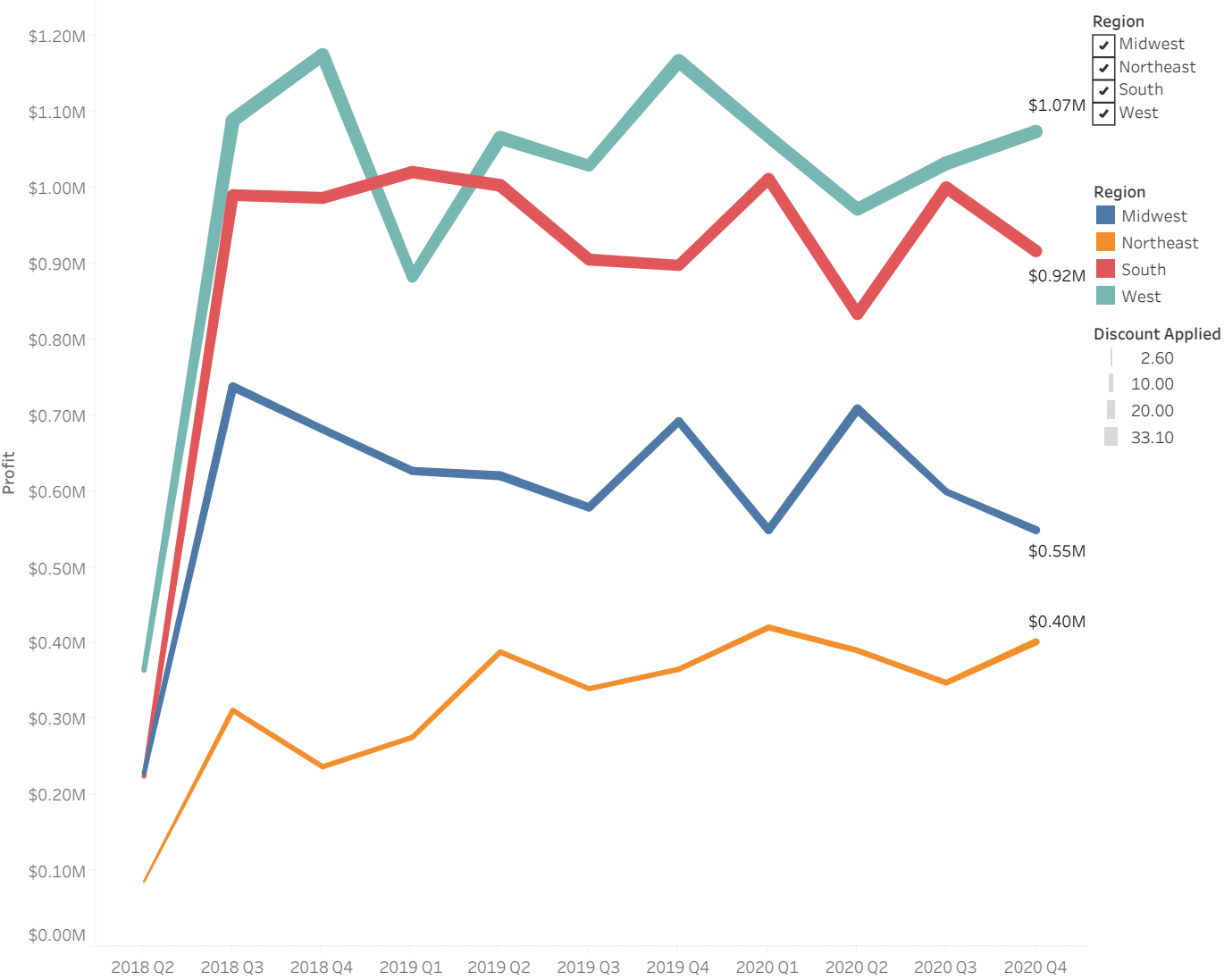
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Region
☑ Midwest
☑ Northeast
☑ South
☑ West

Region
- Midwest
- Northeast
- South
- West

Discount Applied
| 2.60
| 10.00
| 20.00
| 33.10

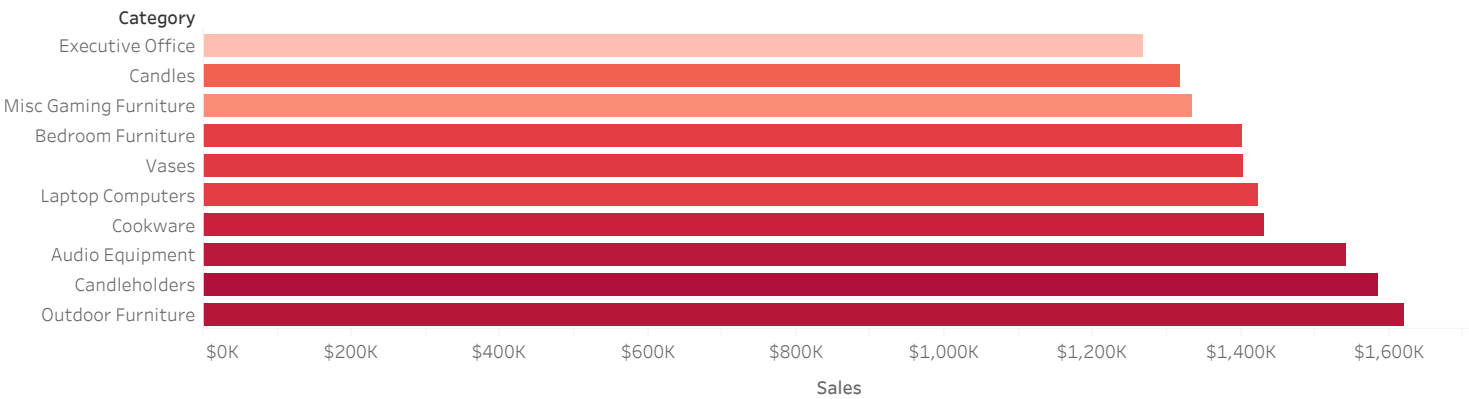# How is the Company doing financially? How can we do better?

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Product Profitability by Category

Profit

$463,879 $562,281

10 Least Profitable Categories

Category

Total Sales & Profit by Category

How is the Company doing financially? How can we do better?

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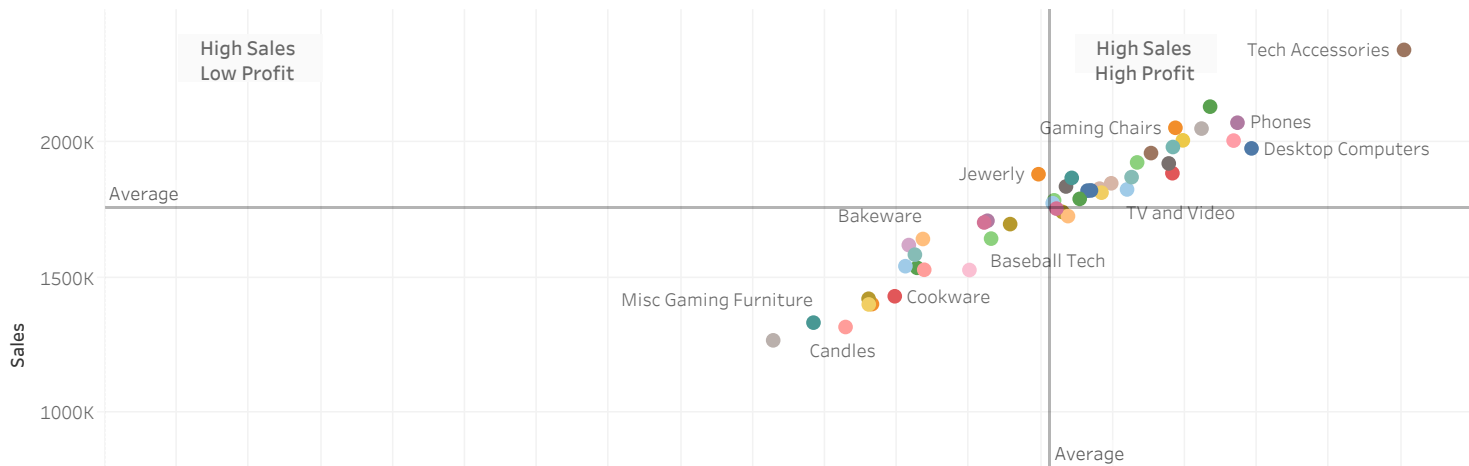
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The states with higher populations appear to be more profitable than states with lower populations. Interestingly, states with lower profiability have higher median household incomes. Further investigation may be done on higher median income households to understand what products they are ..
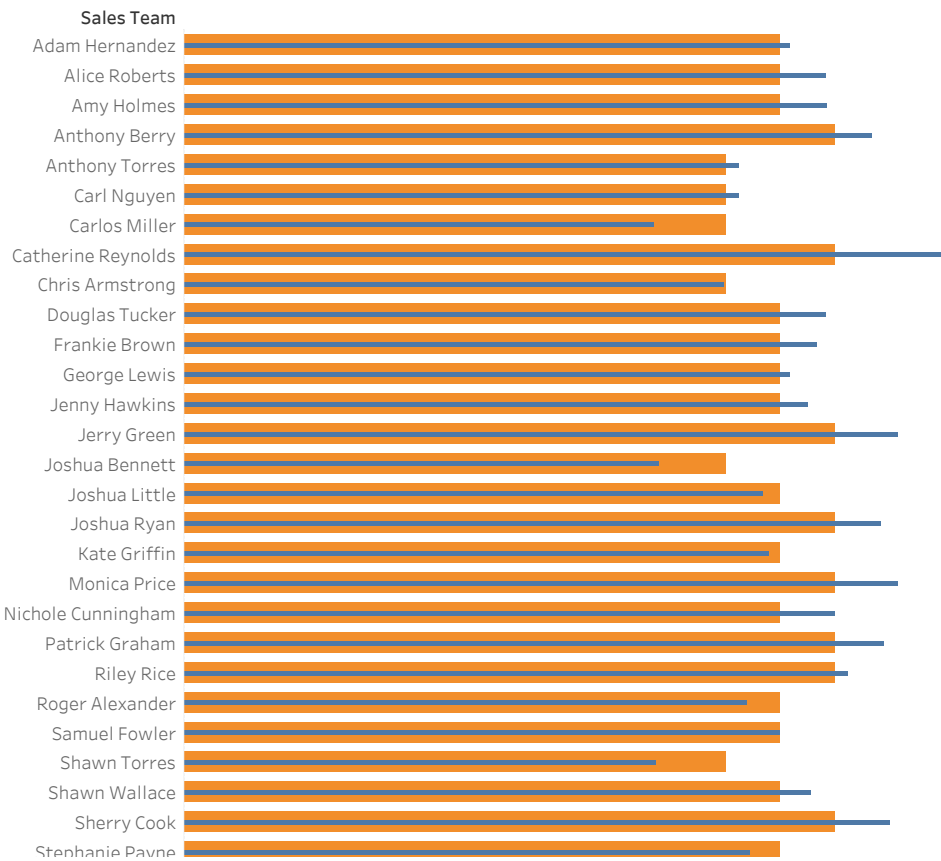
Sales Team Performance

Select Year
2020

Measure Names
- Actual Sales
- Sales Target

2020 Sales Team Leaderboard

Sales Team	Sales Rank	Actual Sales
Catherine Reynolds	1	$1,398,243
Monica Price	2	$1,315,974
Jerry Green	3	$1,315,438
Sherry Cook	4	$1,302,795
Patrick Graham	5	$1,292,477
Joshua Ryan	6	$1,285,636
Anthony Berry	7	$1,269,101
Riley Rice	8	$1,226,502
Nichole Cunningham	9	$1,201,799
Amy Holmes	10	$1,187,830
Douglas Tucker	11	$1,184,299
Alice Roberts	12	$1,183,877
Frankie Brown	13	$1,166,906
Shawn Wallace	14	$1,158,242
Jenny Hawkins	15	$1,151,522
Adam Hernandez	16	$1,119,242
George Lewis	17	$1,118,304
Samuel Fowler	18	$1,099,430
Kate Griffin	19	$1,079,363
Joshua Little	20	$1,070,024
Stephanie Payne	21	$1,043,512
Roger Alexander	22	$1,037,127
Carl Nguyen	23	$1,023,485
Anthony Torres	24	$1,023,304
Chris Armstrong	25	$996,136
Joshua Bennett	26	$874,571
Shawn Torres	27	$871,409
Carlos Miller	28	$867,898

2020 Actual Sales vs Sales Targets by Sales Team Member

Sales Team
- Adam Hernandez
- Alice Roberts
- Amy Holmes
- Anthony Berry
- Anthony Torres
- Carl Nguyen
- Carlos Miller
- Catherine Reynolds
- Chris Armstrong
- Douglas Tucker
- Frankie Brown
- George Lewis
- Jenny Hawkins
- Jerry Green
- Joshua Bennett
- Joshua Little
- Joshua Ryan
- Kate Griffin
- Monica Price
- Nichole Cunningham
- Patrick Graham
- Riley Rice
- Roger Alexander
- Samuel Fowler
- Shawn Torres
- Shawn Wallace
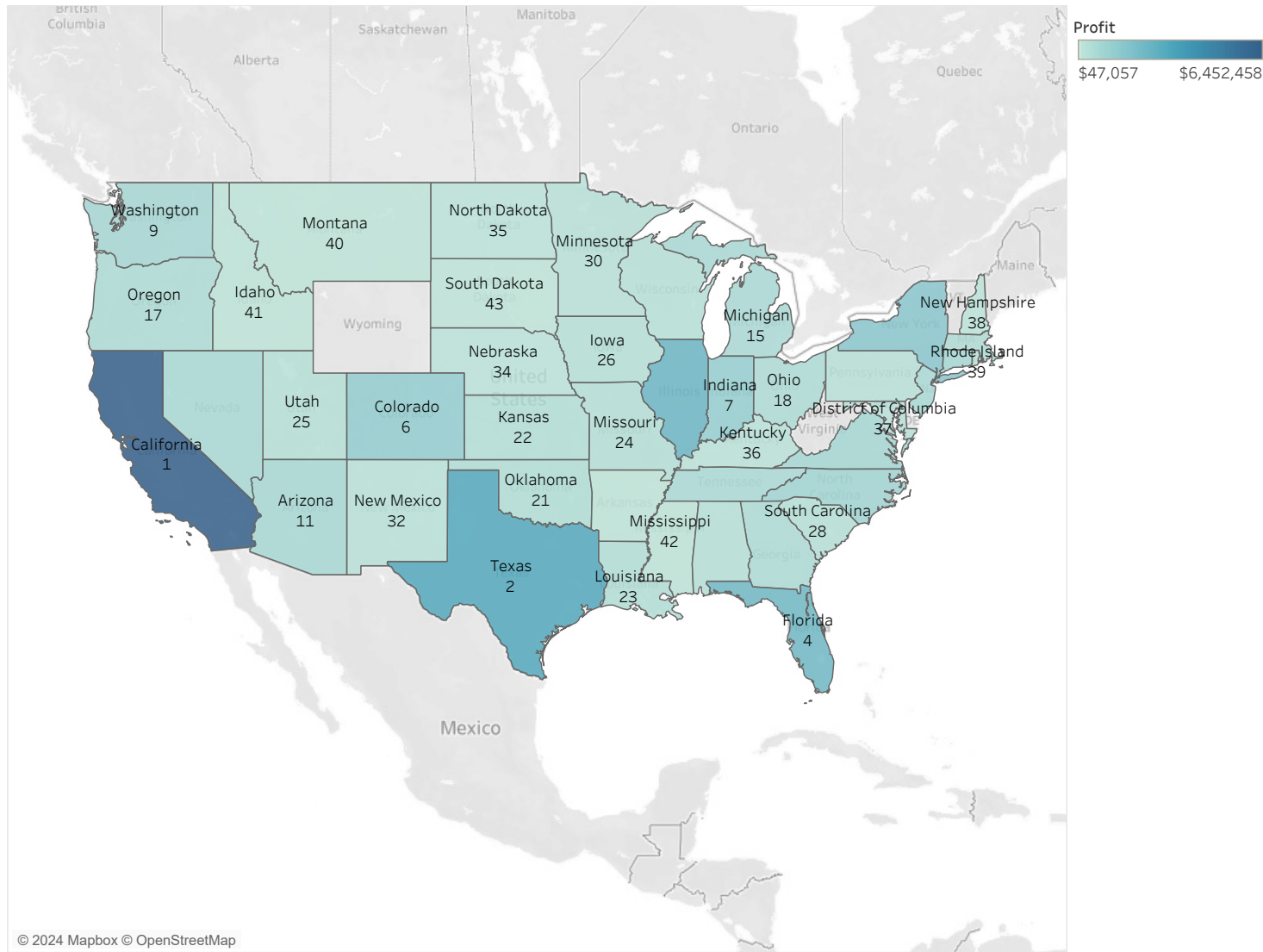- Sherry Cook
- Stephanie Payne

How is the Company doing financially? How can we do better?

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The states with higher populations appear to be more profitable than states with lower populations. Interestingly, states with lower profiability have higher median household incomes. Further investigation may be done on higher median income households to understand what products they are purchasing.

And finally, an assessment on the order cycle time performance for the 10 least profitable states may give us insights into the impact of deliveries and sales. Arkansas is the least profitable state which had an amazing order cycle time performance in 2018, but it quickly declined by 2020. It warrants r..

Profit
$47,057 $6,452,458

Washington 9
Montana 40
North Dakota 35
Minnesota 30
Oregon 17
Idaho 41
Wyoming
South Dakota 43
Michigan 15
New Hampshire 38
Rhode Island 39
Nebraska 34
Iowa 26
Indiana 7
Ohio 18
District of Columbia 37
Utah 25
Colorado 6
Kansas 22
Missouri 24
Kentucky 36
California 1
Arizona 11
New Mexico 32
Oklahoma 21
Mississippi 42
South Carolina 28
Texas 2
Louisiana 23
Florida 4

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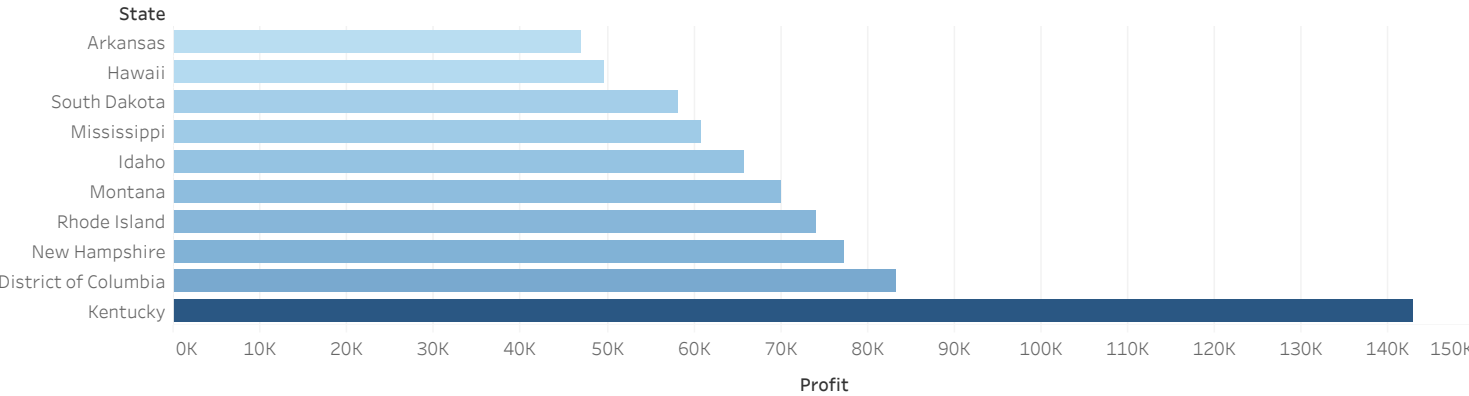
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Order Cycle Time Performance by State

Profit
47,057 — 142,938

10 Least Profitable States

State

Arkansas
Hawaii
South Dakota
Mississippi
Idaho
Montana
Rhode Island
New Hampshire
District of Columbia
Kentucky

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K 120K 130K 140K 150K

Profit

10 Least Profitable States Order Cycle Time Performance by Year

State

180%
160%
140%
120%
100%
80%

ycle Time Performance