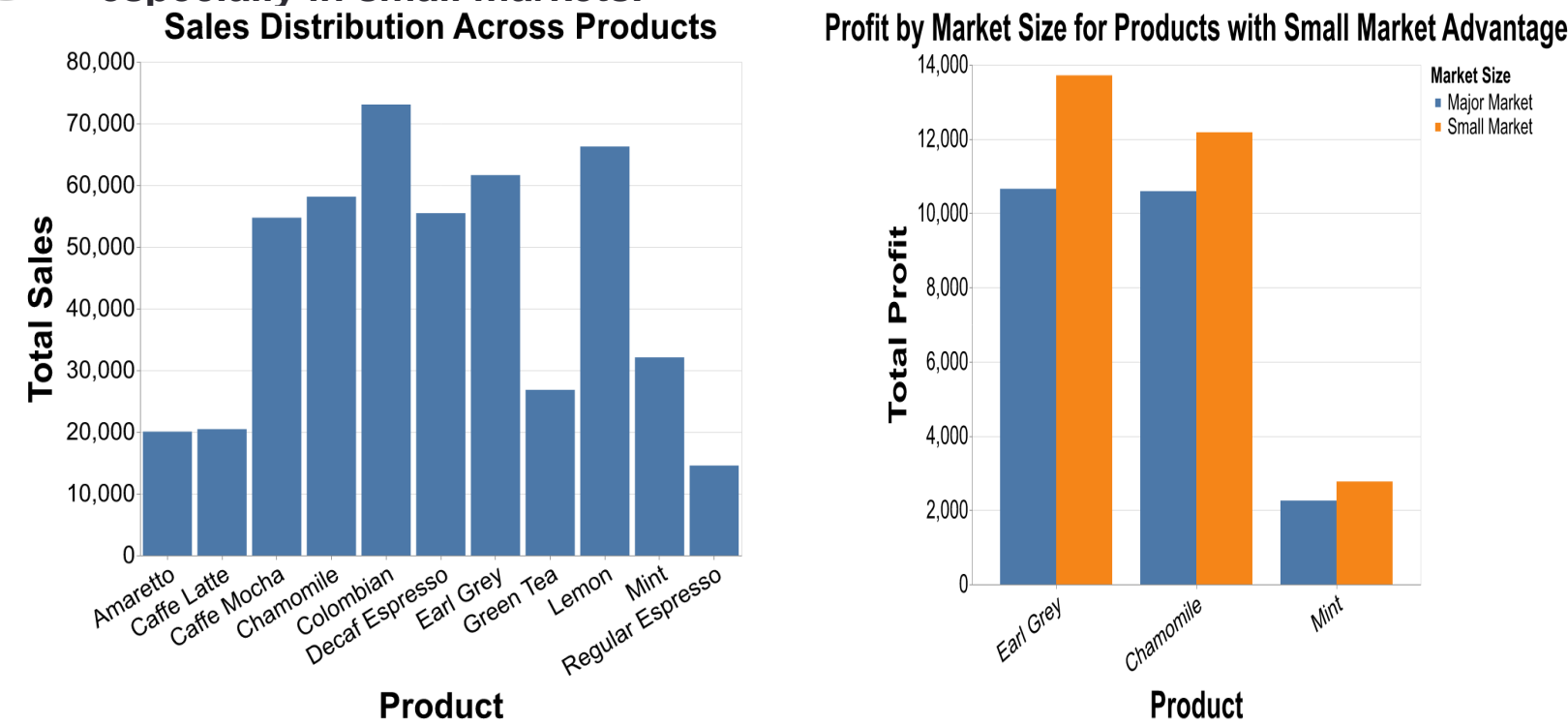


# How Do Market Sizes Influence Sales and Profitability Across Tea Product Categories?

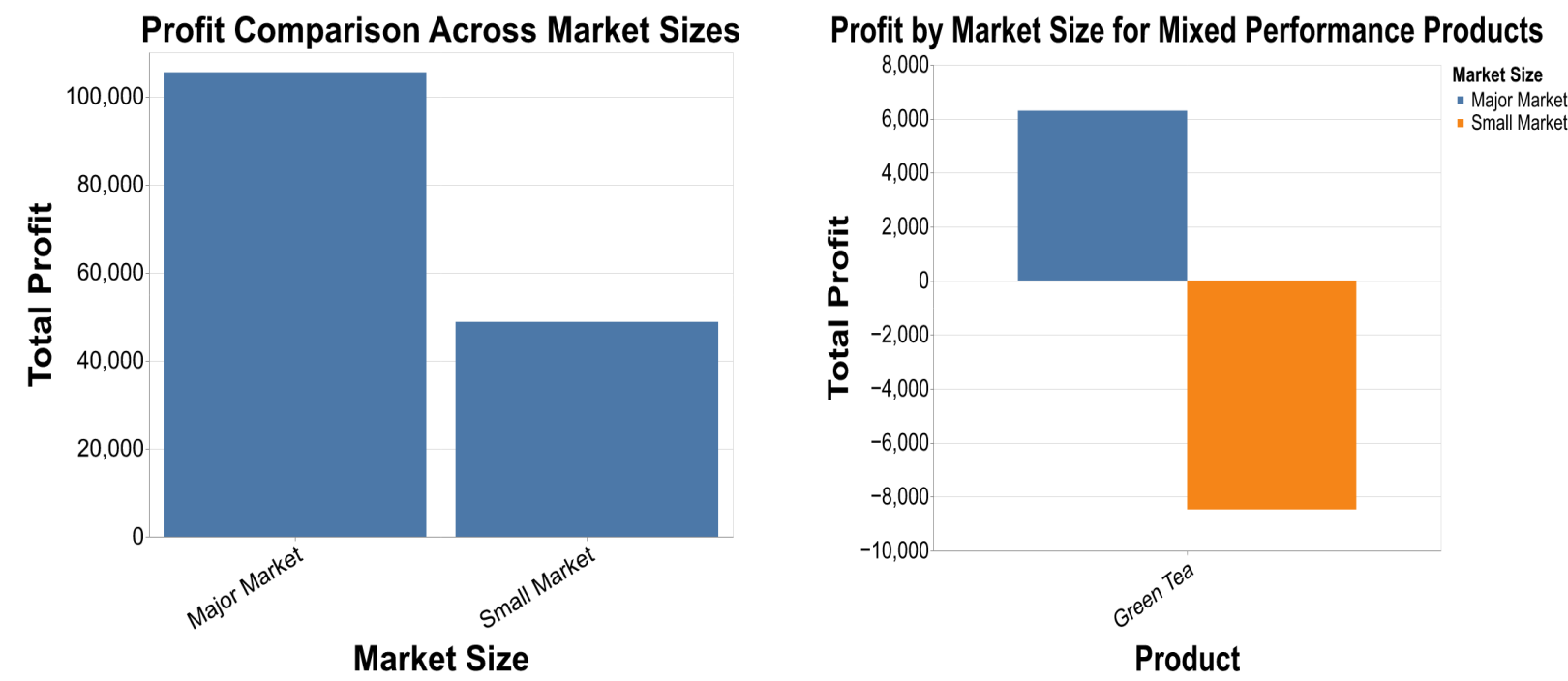
## INTRODUCTION

This poster analyzes sales and profit performance across various product categories. It highlights profit disparities between major and small market sizes for different products. The data reveals how specific products perform differently in sales and profit by market size. Overall, it provides insights to optimize product strategies based on market dynamics.

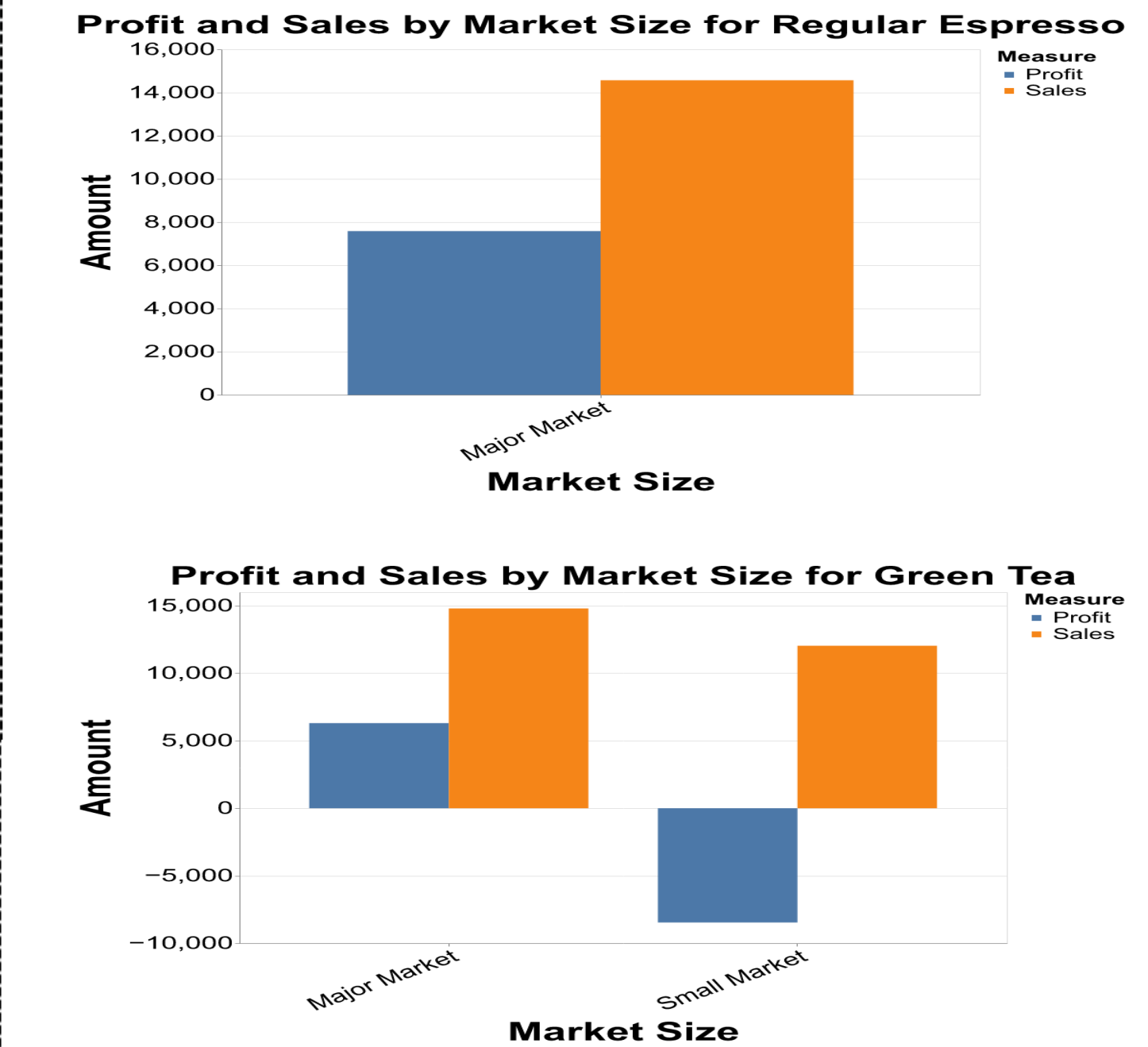
**01** Top-selling products like Colombian and Earl Grey drive strong profits, especially in small markets.



**02** Major Markets yield higher overall profit while Small Markets show mixed or negative profitability.



**03** Sales volume in Major Markets outpace profits, while Small Markets exhibit high profit variability.



## CONCLUSION

Colombian and Earl Grey lead sales and profits, especially in small markets where niche products thrive. This suggests small markets favor specialized flavors, driving stronger profit growth despite lower sales volumes. Major markets generate over twice the total profit of small markets, highlighting their dominant revenue role. However, small markets show mixed or negative profitability, indicating challenges in cost management or demand. Regular Espresso sales in major markets far exceed profits, implying margin pressures despite volume. Green Tea profits vary widely, with major markets profitable and small markets incurring losses, underscoring market size's impact on financial outcomes.