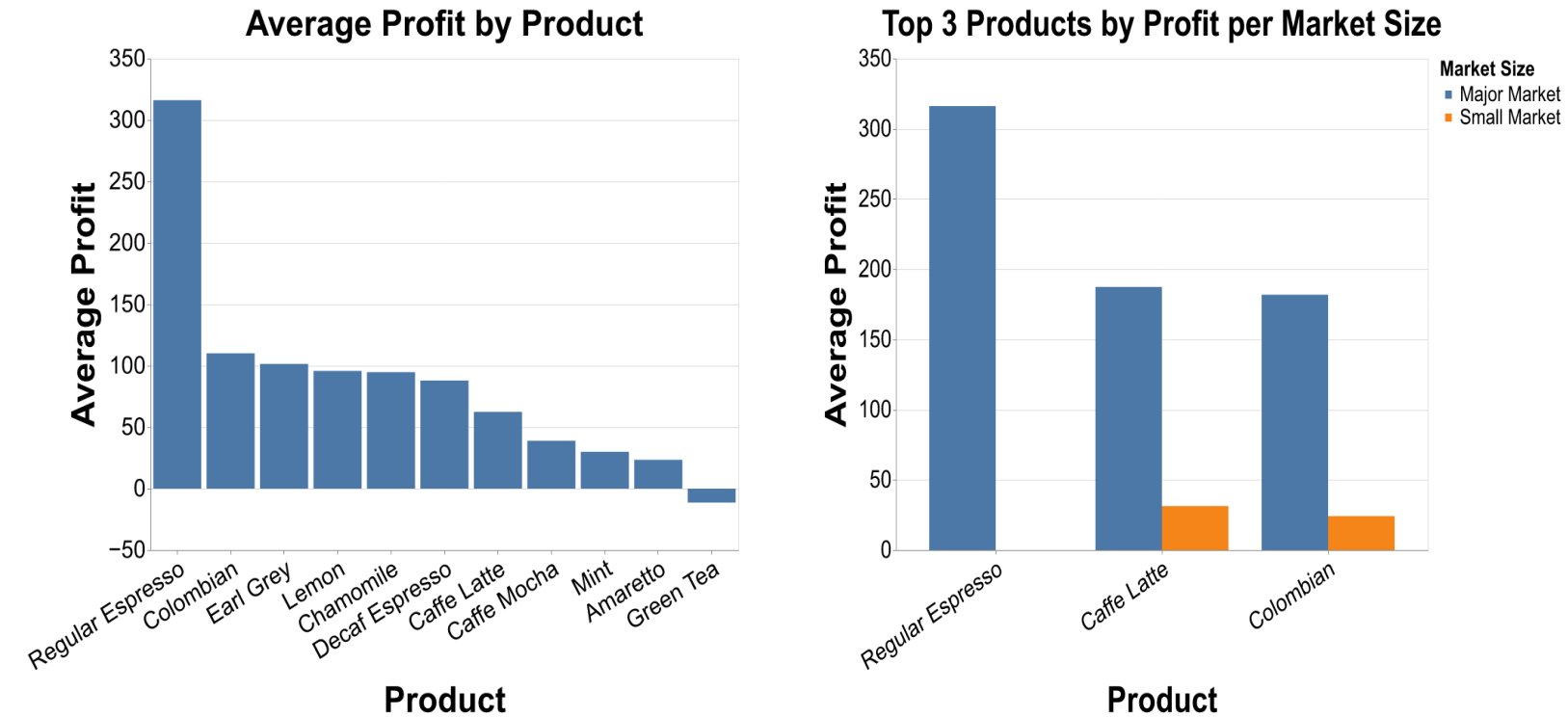


# Which Espresso Product Dominates Profit Across Diverse States?

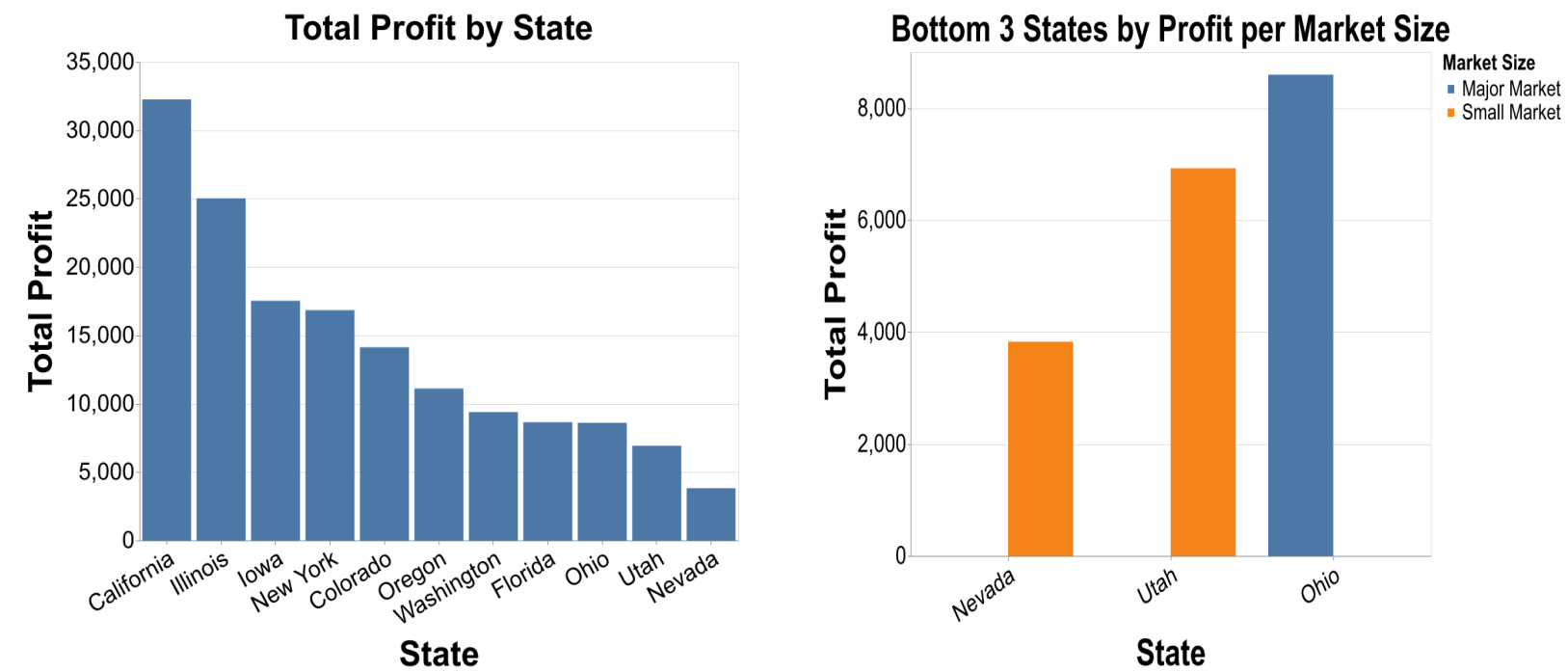
## INTRODUCTION

Regular Espresso generates over three times the average profit of other products. This poster analyzes profit data by product and state across major and small markets. It highlights top and bottom performers to guide strategic decisions.

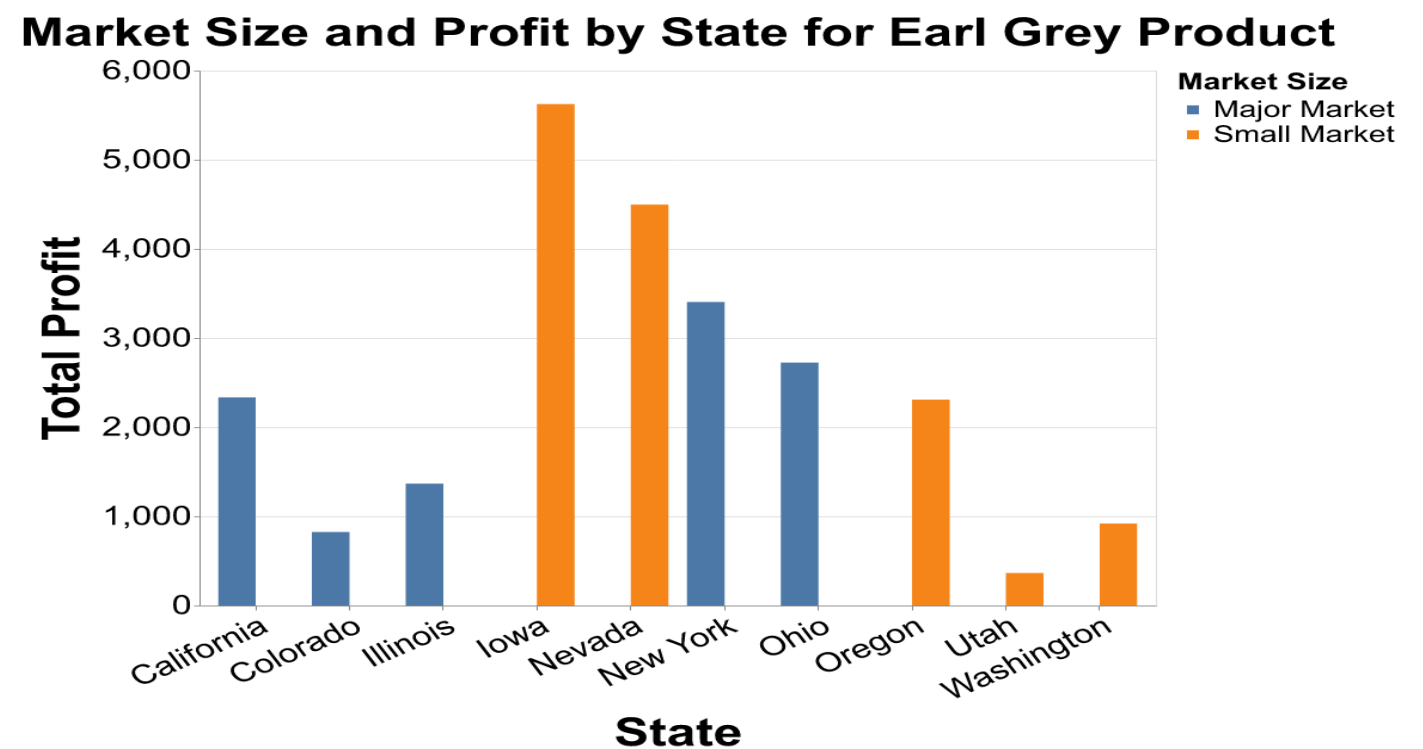
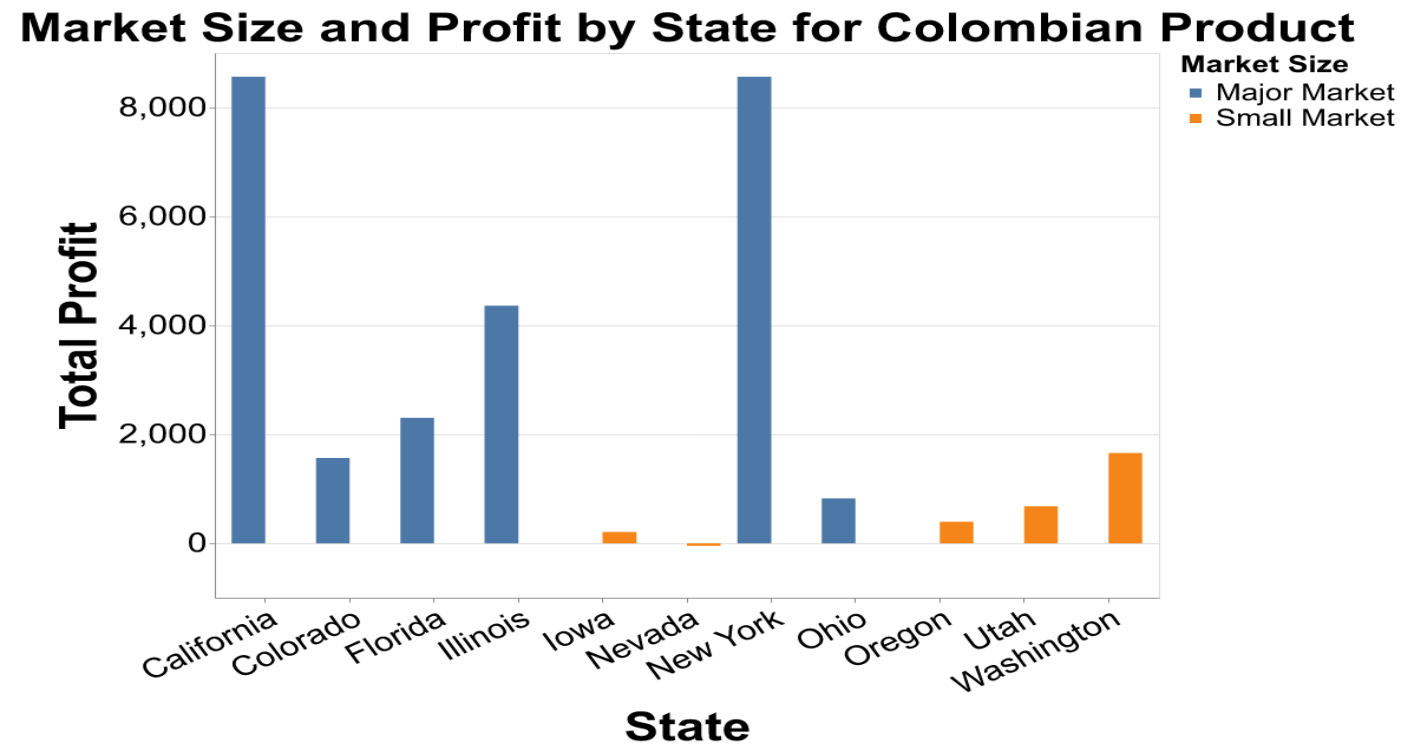
01 Average profit varies by product, with top 3 products leading when adjusted for market size.



02 Profit differs widely across states, with some states underperforming relative to market size.



03 Profit and market size patterns differ between the highest and lowest profit products by state.



## CONCLUSION

Regular Espresso significantly outperforms other products in average profit. Profit varies greatly across states, not always matching market size. Top products lead profits even after adjusting for market size differences. State-level profit patterns differ between highest and lowest profit products.