

# PENS & PRINTERS!

VISUALIZATION & REPORTING

By

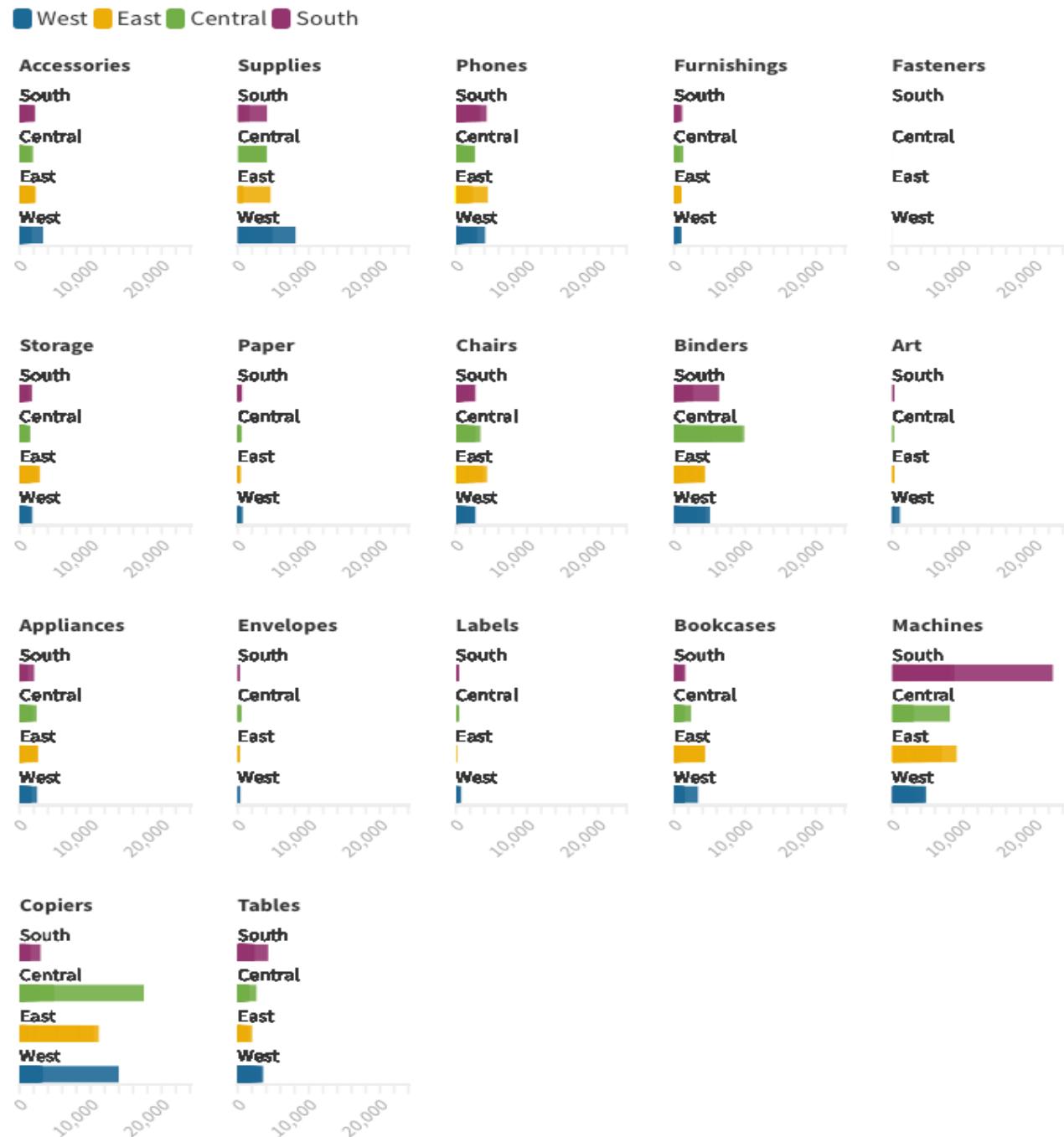
CHRIS MUNDY, DATA ANALYST

# KPI & ANALYSIS OVERVIEW

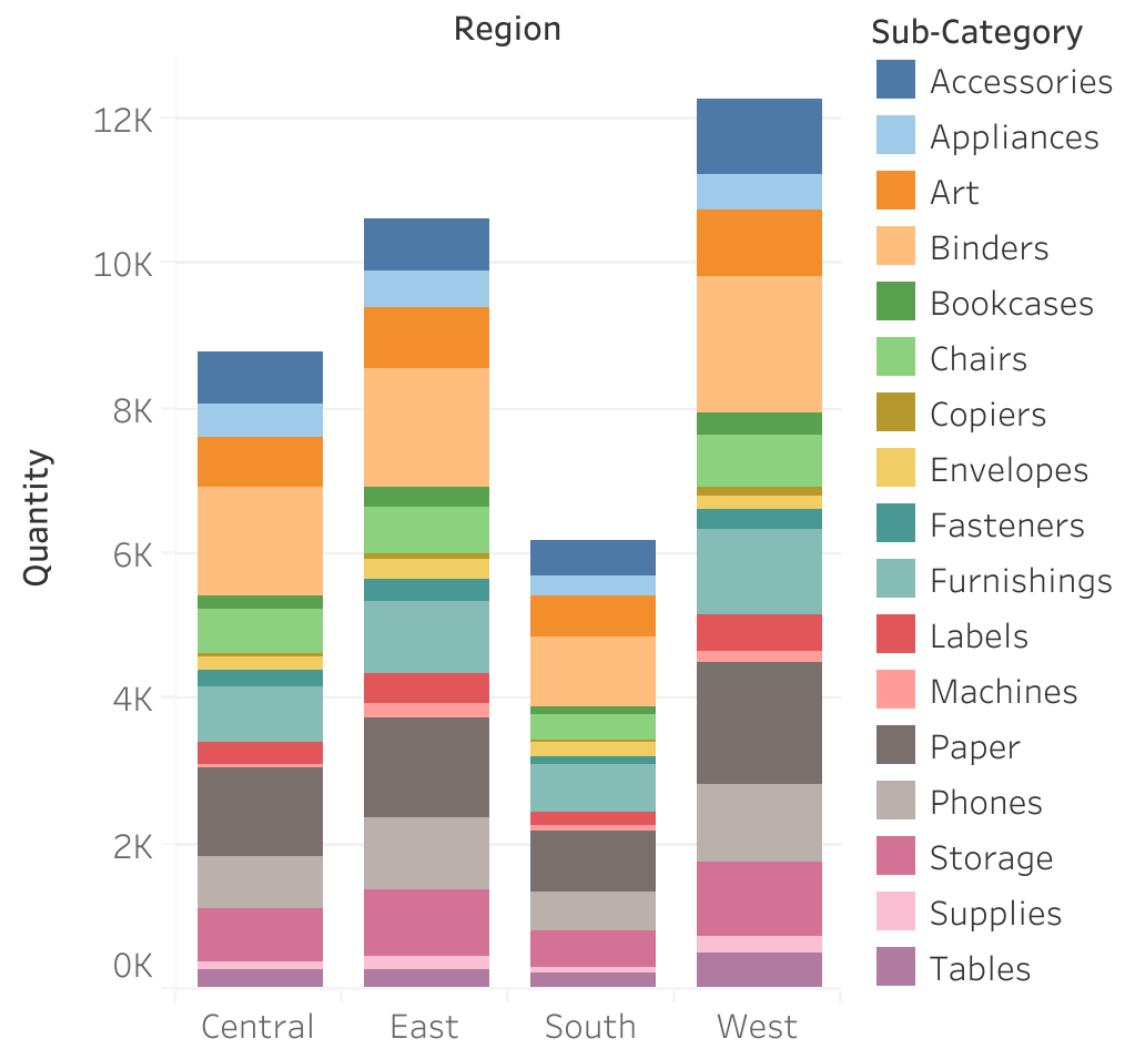
- DECREASE IN REVENUE BY 23%
- POPULARITY OF PRODUCTS VIA REGION
  - NULL PRODUCT IDENTIFICATION
  - OTHER PATTERNS?

# PRODUCT POPULARITY

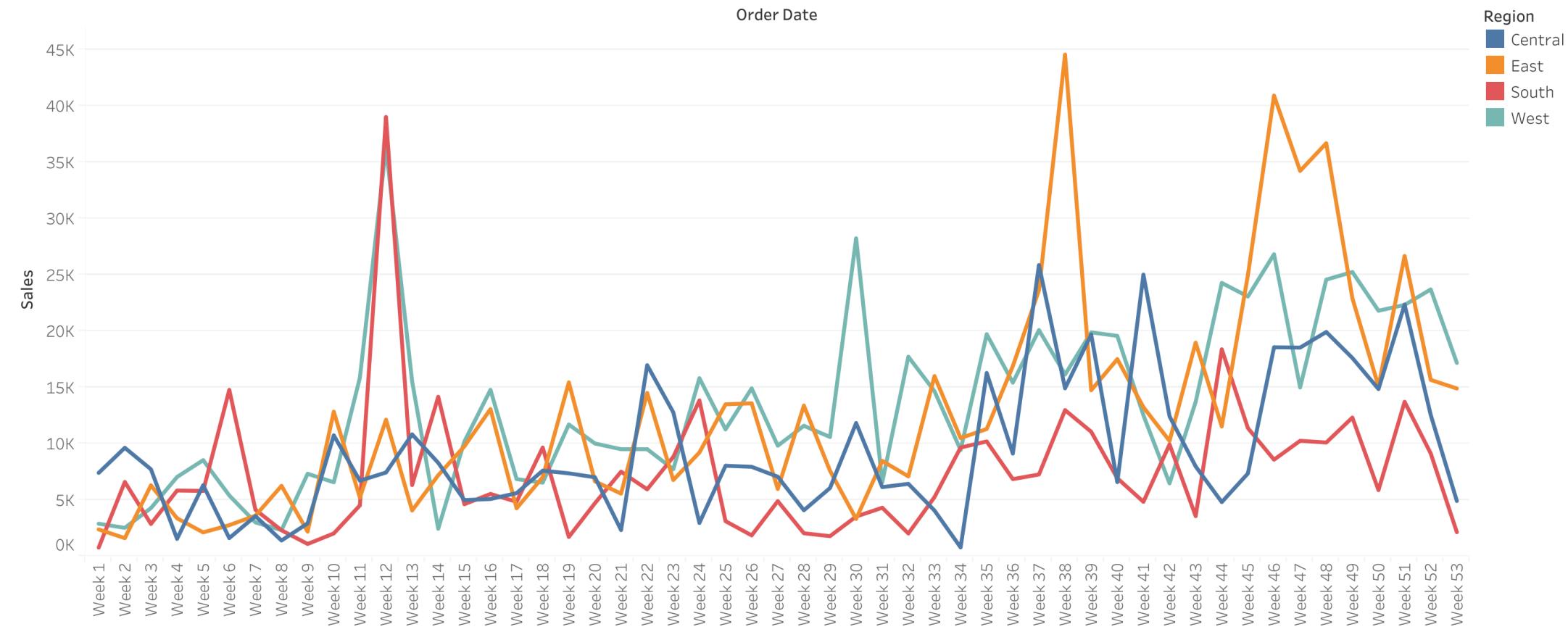
- IN THE CENTRAL, WEST & EAST REGIONS, COPIERS ARE THE MOST POPULAR PRODUCT
- IN THE SOUTH, MACHINES DOMINATE SALES



# Products Sold By Region



Sheet 2



# INSIGHTS & RECOMMENDATIONS

- PENS & PAPERS CAN CAPITALIZE ON THESE DATA VISUALIZATIONS TO REDUCE THE 23 % DROP IN REVENUE BY:
  - FOCUSING ON THEIR MOST POPULAR PRODUCTS; COPIERS AND MACHINES
  - REMOVING PRODUCTS SUCH AS TABLES THAT SELL POORLY OR NOT AT ALL IN EACH REGION
  - UTILIZE THE PREDICTIVE ANALYSIS THAT I HAVE PROVIDED TO FORECAST PRODUCT SALES VIA REGION AND APPROPRIATE TIMES OF THE YEAR TO INCREASE/DECREASE DISCOUNTS TO CLIENTS