

PENS & PRINTERS!

VISUALIZATION & REPORTING

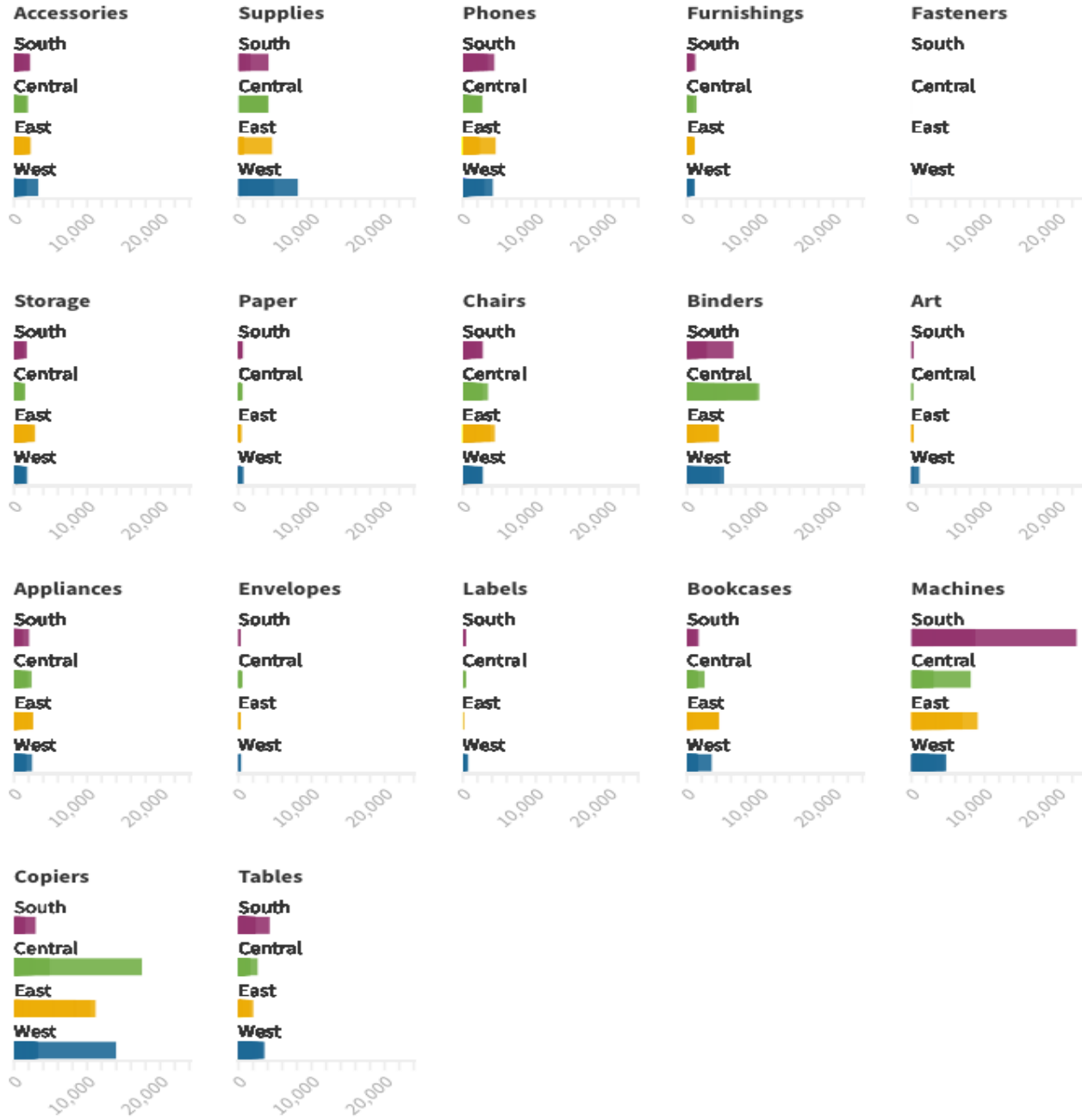
BY

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KPI & ANALYSIS OVERVIEW

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

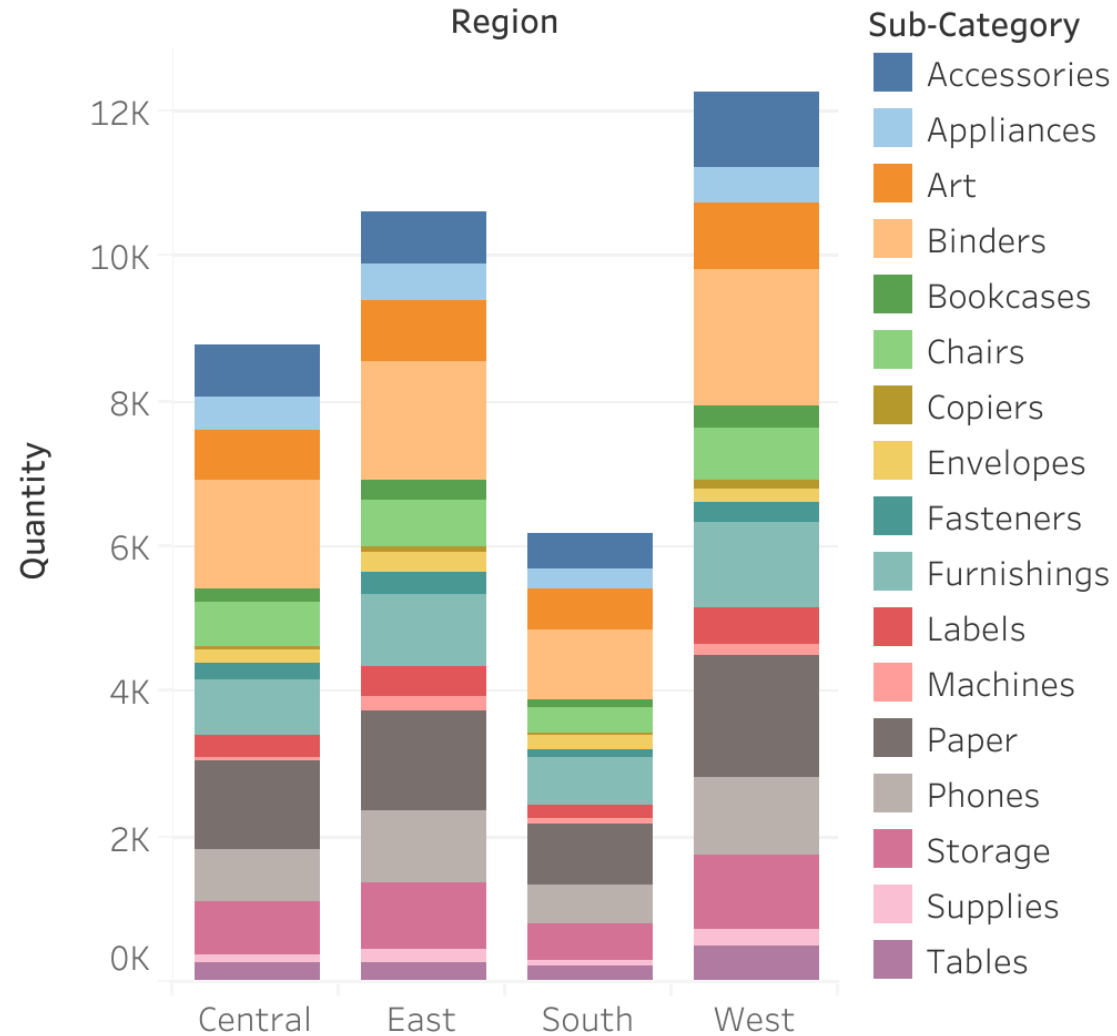
West East Central South



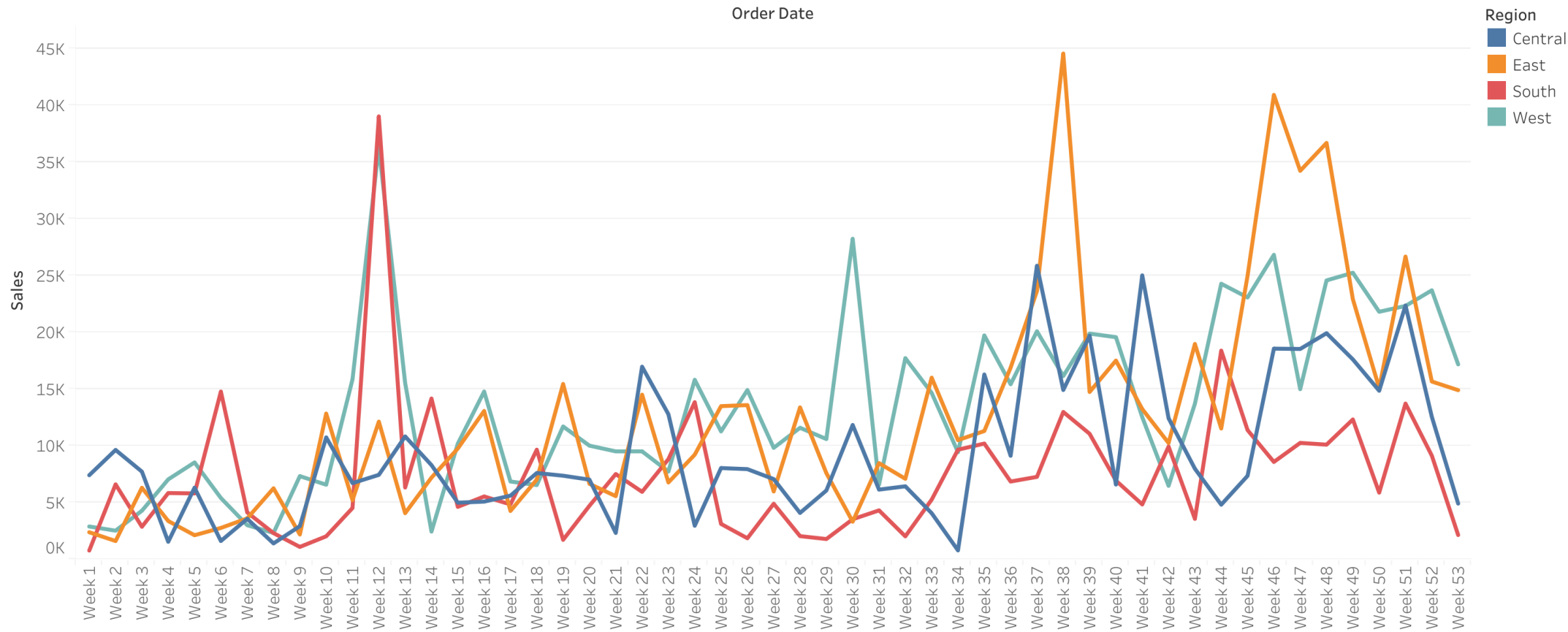
PRODUCT POPULARITY

- 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