

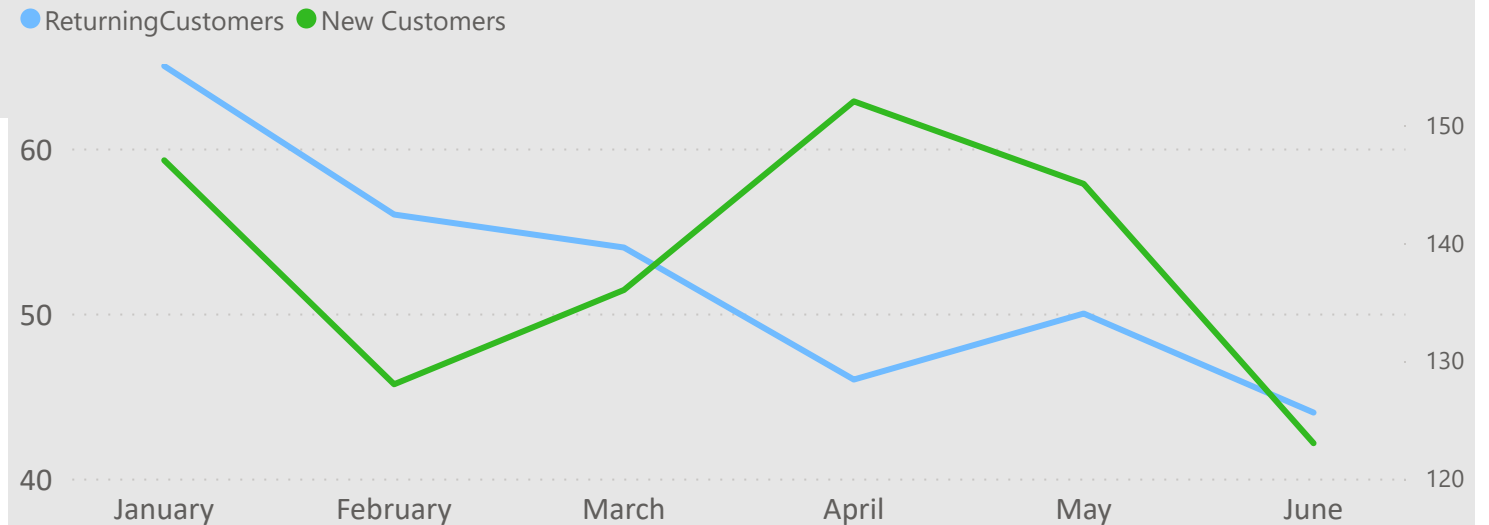
382

Returning Customers

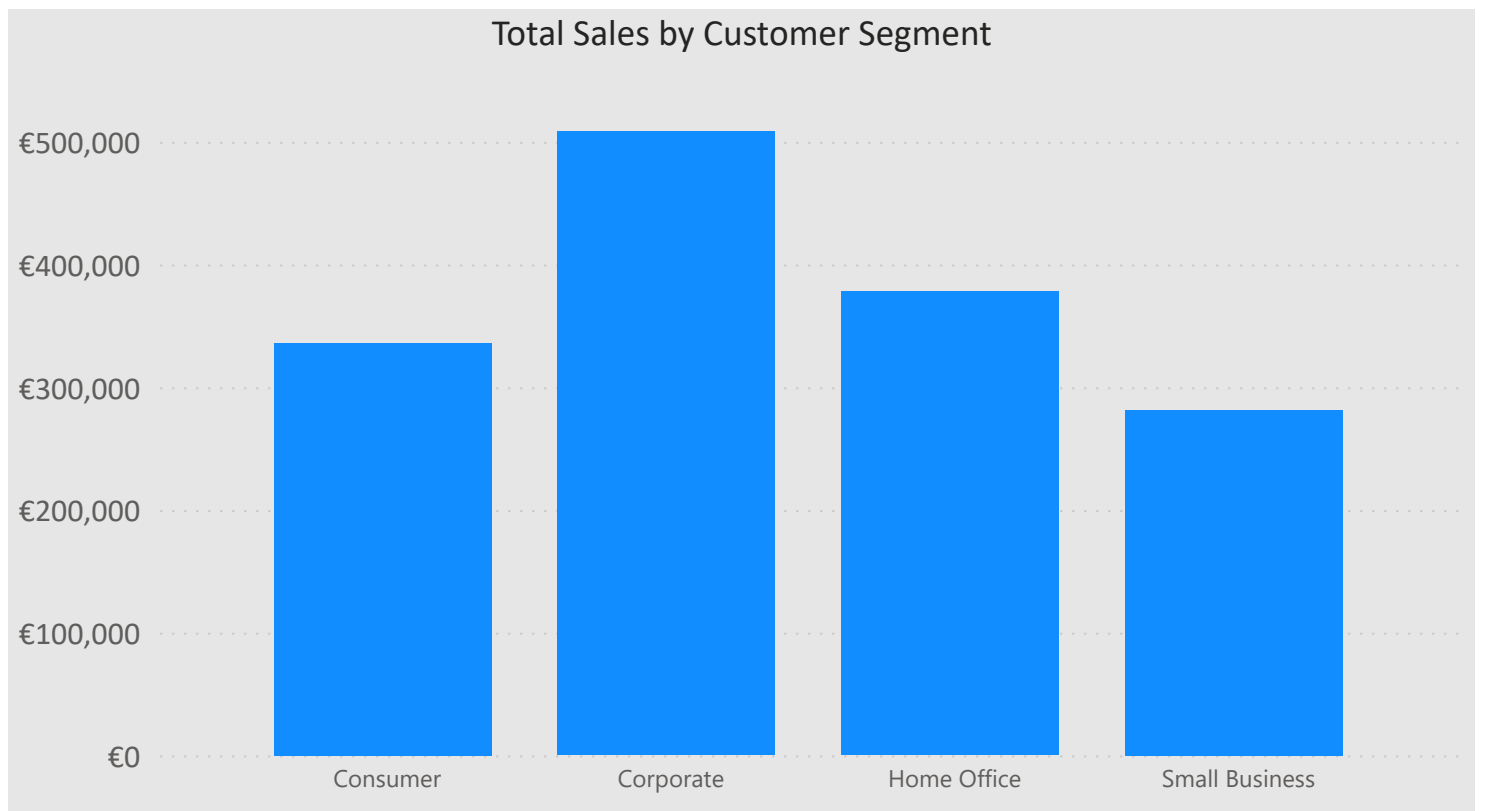
573

New Customers

Returning Customers and New Customers by Month



Total Sales by Customer Segment



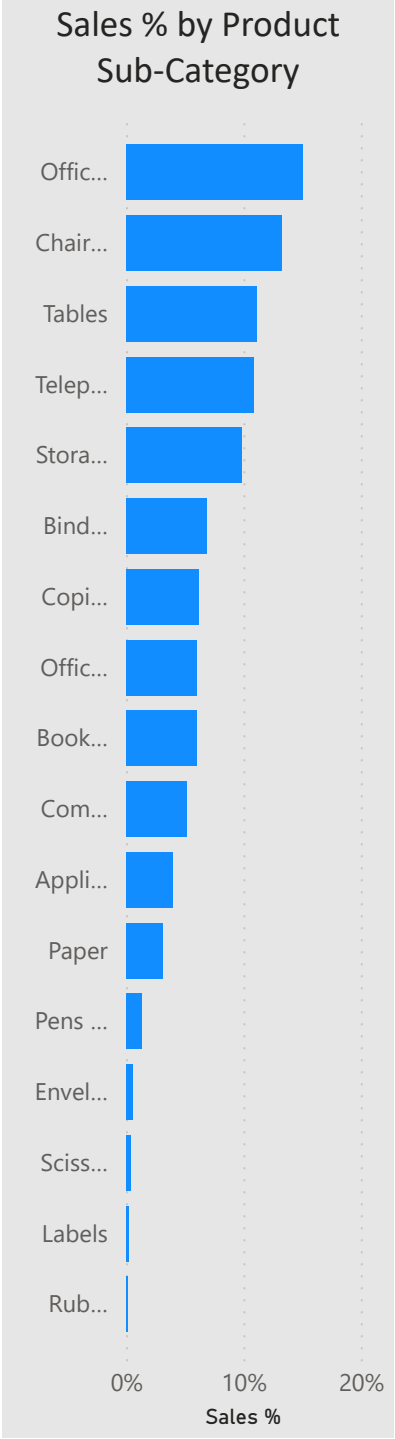
Product Sub-Category	Total Purchase Frequency
Paper	222
Telephones and Communication	161
Office Furnishings	152
Binders and Binder Accessories	150
Computer Peripherals	138
Pens & Art Supplies	116
Storage & Organization	105
Appliances	80
Office Machines	76
Chairs & Chairmats	72
Tables	68
Labels	58
Envelopes	44
Bookcases	37
Rubber Bands	30
Scissors, Rulers and Trimmers	30
Copiers and Fax	17
Total	1556

Central

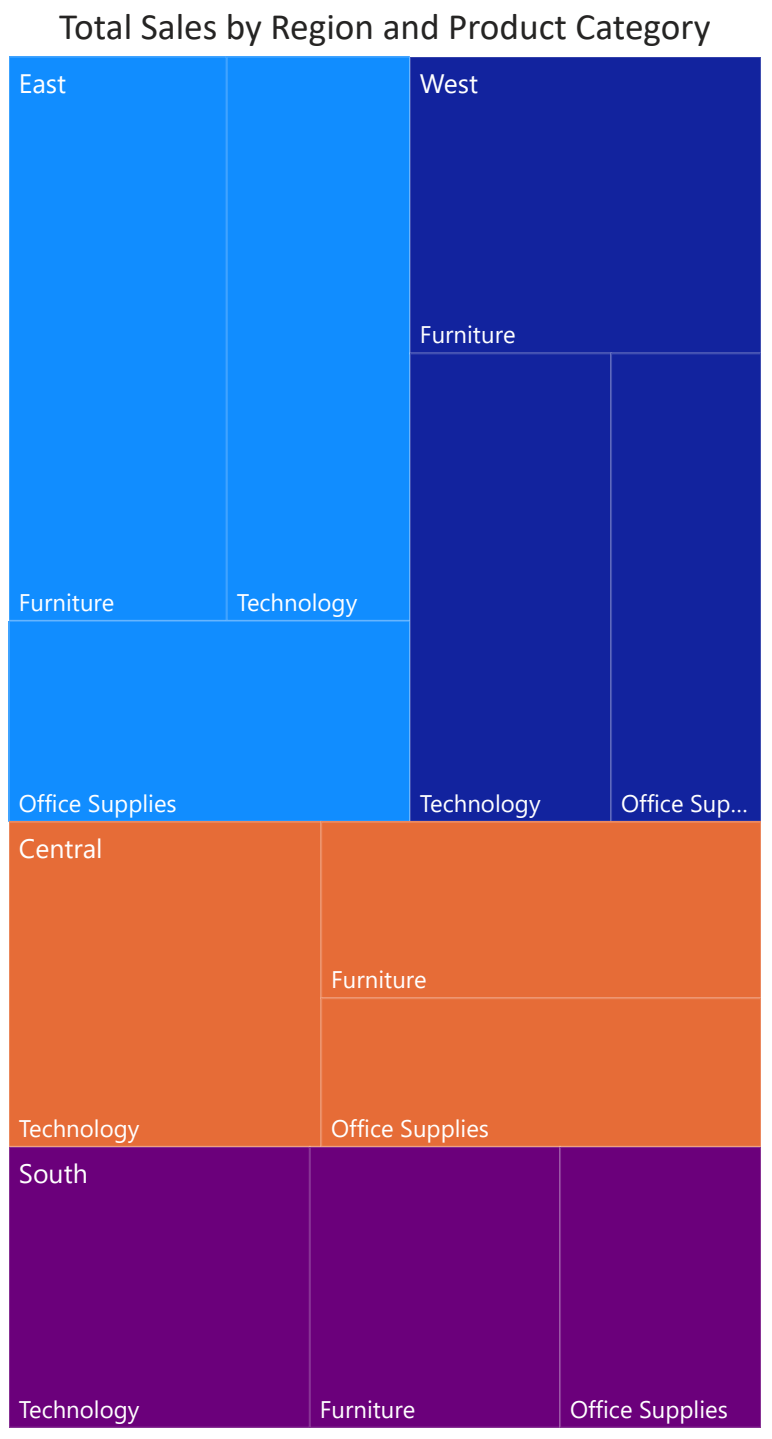
East

South

West



Product Sub-Category	Total Sales	Profit Status
Computer Peripherals	\$77,818.89	Low Profit
Labels	\$3,819.36	Low Profit
Paper	\$47,325.38	Low Profit
Pens & Art Supplies	\$19,930.07	Low Profit
Bookcases	\$90,129	Loss
Envelopes	\$8,709.02	Loss
Office Machines	\$225,715.58	Loss
Rubber Bands	\$1,416.9	Loss
Scissors, Rulers and Trimmers	\$6,219.83	Loss
Tables	\$167,354.76	Loss
Appliances	\$59,182.02	High Profit
Binders and Binder Accessories	\$103,625.29	High Profit
Chairs & Chairmats	\$198,922.53	High Profit
Copiers and Fax	\$93,093.39	High Profit
Office Furnishings	\$90,527.46	High Profit
Storage & Organization	\$147,507.2	High Profit
Telephones and Communication	\$163,014.98	High Profit
Total	\$1,504,311.66	High Profit



Identifying Profitable Customer Segments

