

Prompted Promotion Analysis

Region	Call Center	Promotion	Revenue - No Totals	Average Revenue	Profit	Cost Margin
South	New Orleans	0 No Promotion	\$2,675,607	\$43	\$470,824	82.40%
		10 Back-to-School Sale	\$91,302	\$38	\$7,840	91.41%
		10 Spring Sale	\$237,349	\$40	\$20,614	91.31%
		15 Holiday Sale	\$244,729	\$34	\$7,330	97.00%
		20 Midnight Madness Sale	\$56,051	\$34	(\$1,618)	102.89%
		Total	--	\$38	\$504,990	84.72%
	Memphis	0 No Promotion	\$1,621,046	\$42	\$285,223	82.40%
		10 Back-to-School Sale	\$53,906	\$42	\$4,657	91.36%
		10 Spring Sale	\$167,697	\$40	\$14,345	91.45%
		15 Holiday Sale	\$145,624	\$36	\$4,225	97.10%
		20 Midnight Madness Sale	\$43,440	\$35	(\$1,221)	102.81%
		25 Memphis Special Sale	\$52,529	\$33	(\$5,264)	110.02%
		Total	--	\$38	\$301,966	85.51%
	Total		--	\$38	\$806,956	85.03%
Southeast	Atlanta	0 No Promotion	\$841,692	\$43	\$148,226	82.39%
		10 Back-to-School Sale	\$17,343	\$35	\$1,376	92.06%
		10 Spring Sale	\$81,105	\$36	\$6,864	91.54%
		15 Holiday Sale	\$81,903	\$36	\$2,317	97.17%
		20 Midnight Madness Sale	\$30,065	\$39	(\$820)	102.73%
		Total	--	\$38	\$157,963	84.99%
	Miami	0 No Promotion	\$945,627	\$42	\$165,767	82.47%
		10 Back-to-School Sale	\$33,398	\$41	\$2,827	91.53%
		10 Spring Sale	\$94,176	\$42	\$8,307	91.18%
		15 Holiday Sale	\$89,050	\$35	\$2,591	97.09%
		20 Midnight Madness Sale	\$25,592	\$33	(\$780)	103.05%
		Total	--	\$39	\$178,713	84.95%
	Total		--	\$38	\$336,675	84.97%
Southwest	San Diego	0 No Promotion	\$2,386,189	\$43	\$420,891	82.36%
		10 Back-to-School Sale	\$74,903	\$35	\$6,121	91.83%
		10 Spring Sale	\$199,600	\$37	\$16,435	91.77%
		15 Holiday Sale	\$250,963	\$35	\$7,639	96.96%
		20 Midnight Madness Sale	\$51,064	\$34	(\$1,534)	103.00%
		Total	--	\$37	\$449,553	84.83%
	Salt Lake City	0 No Promotion	\$589,405	\$42	\$103,274	82.48%
		10 Back-to-School Sale	\$20,610	\$37	\$1,685	91.83%
		10 Spring Sale	\$65,025	\$44	\$5,900	90.93%
		15 Holiday Sale	\$42,620	\$35	\$1,299	96.95%

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Region	Call Center	Promotion		Revenue - No Totals	Average Revenue	Profit	Cost Margin
Southwest	Salt Lake City	20	Midnight Madness Sale	\$13,753	\$37	(\$378)	102.75%
		Total		--	\$39	\$111,779	84.72%
	Total			--	\$38	\$561,331	84.80%
Total				--	\$38	\$1,704,963	84.94%