

### Static Promotion Analysis

Region	Promotion		Revenue - No Totals	Average Revenue	Profit	Cost Margin
South	10	Back-to-School Sale	\$145,208	\$39	\$12,497	91.39%
	10	Spring Sale	\$405,046	\$40	\$34,959	91.37%
	15	Holiday Sale	\$390,353	\$35	\$11,555	97.04%
	20	Midnight Madness Sale	\$99,491	\$34	(\$2,839)	102.85%
	Total		--	\$37	\$56,173	94.60%
Southeast	10	Back-to-School Sale	\$50,741	\$39	\$4,204	91.72%
	10	Spring Sale	\$175,281	\$39	\$15,171	91.34%
	15	Holiday Sale	\$170,953	\$35	\$4,908	97.13%
	20	Midnight Madness Sale	\$55,657	\$36	(\$1,600)	102.87%
	Total		--	\$37	\$22,683	94.99%
Southwest	10	Back-to-School Sale	\$95,513	\$36	\$7,806	91.83%
	10	Spring Sale	\$264,625	\$38	\$22,335	91.56%
	15	Holiday Sale	\$293,583	\$35	\$8,938	96.96%
	20	Midnight Madness Sale	\$64,817	\$35	(\$1,912)	102.95%
	Total		--	\$36	\$37,167	94.83%
Total			--	\$37	\$116,022	94.75%