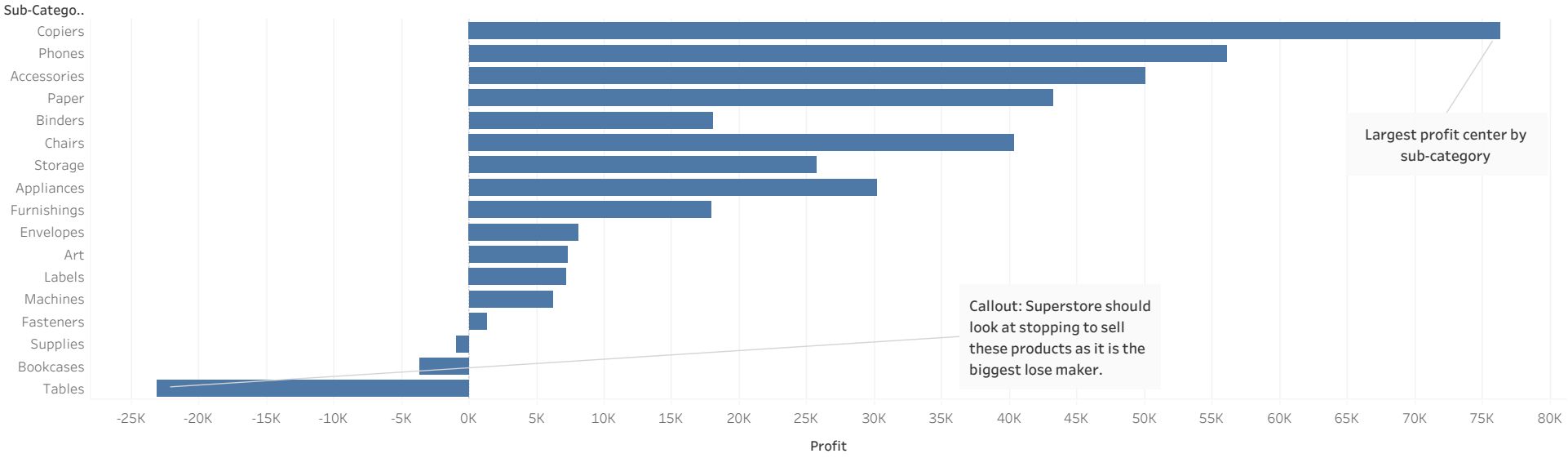
Sub-Category vs. Profit

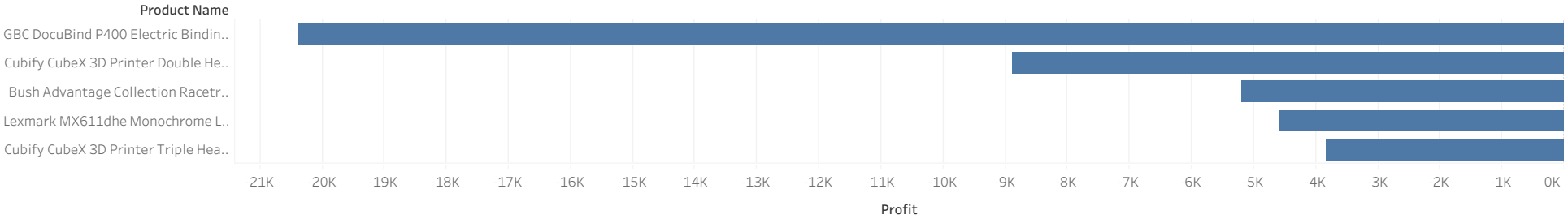


the top 2 profit sub-categories are Copiers and Phones.
Top 2 Lose makers are Tables and Bookcases

the 3 sub-categories that the store should focus on are:
- Copiers
- Phones
- Accessories

the 3 sub-categories that the store should NOT focus on are:
- Tables
- Bookcases
- Supplies

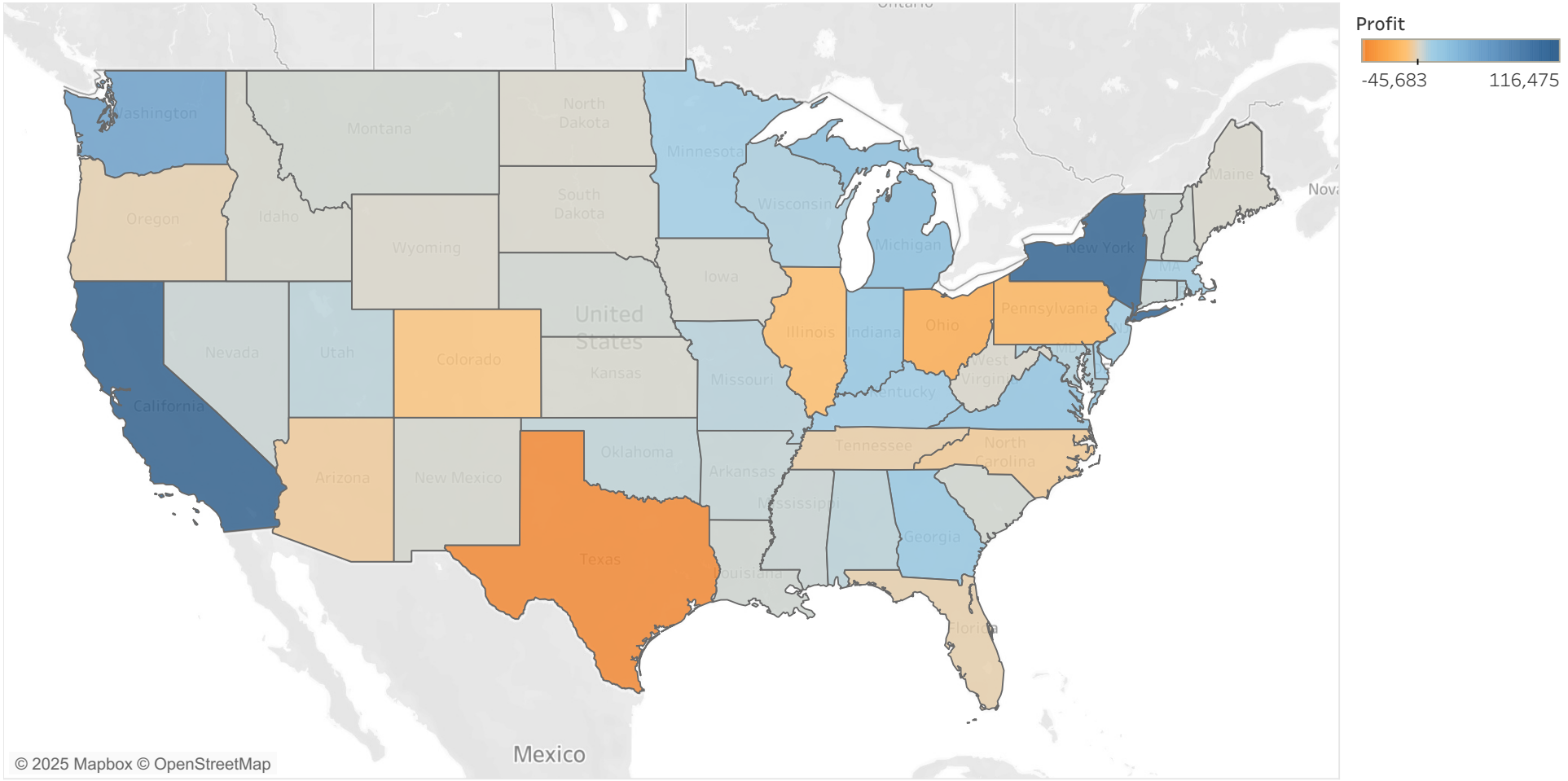
Profit Loss Centers



Sum of Profit for each Product Name. The view is filtered on Product Name, which keeps Bush Advantage Collection Racetrack Conference Table, Cubify CubeX 3D Printer Double Head Print, Cubify CubeX 3D Printer Triple Head Print, GBC DocuBind P400 Electric Binding System and Lexmark MX611dhe Monochrome Laser Printer.

- these are the top 5 products with the greatest loss.

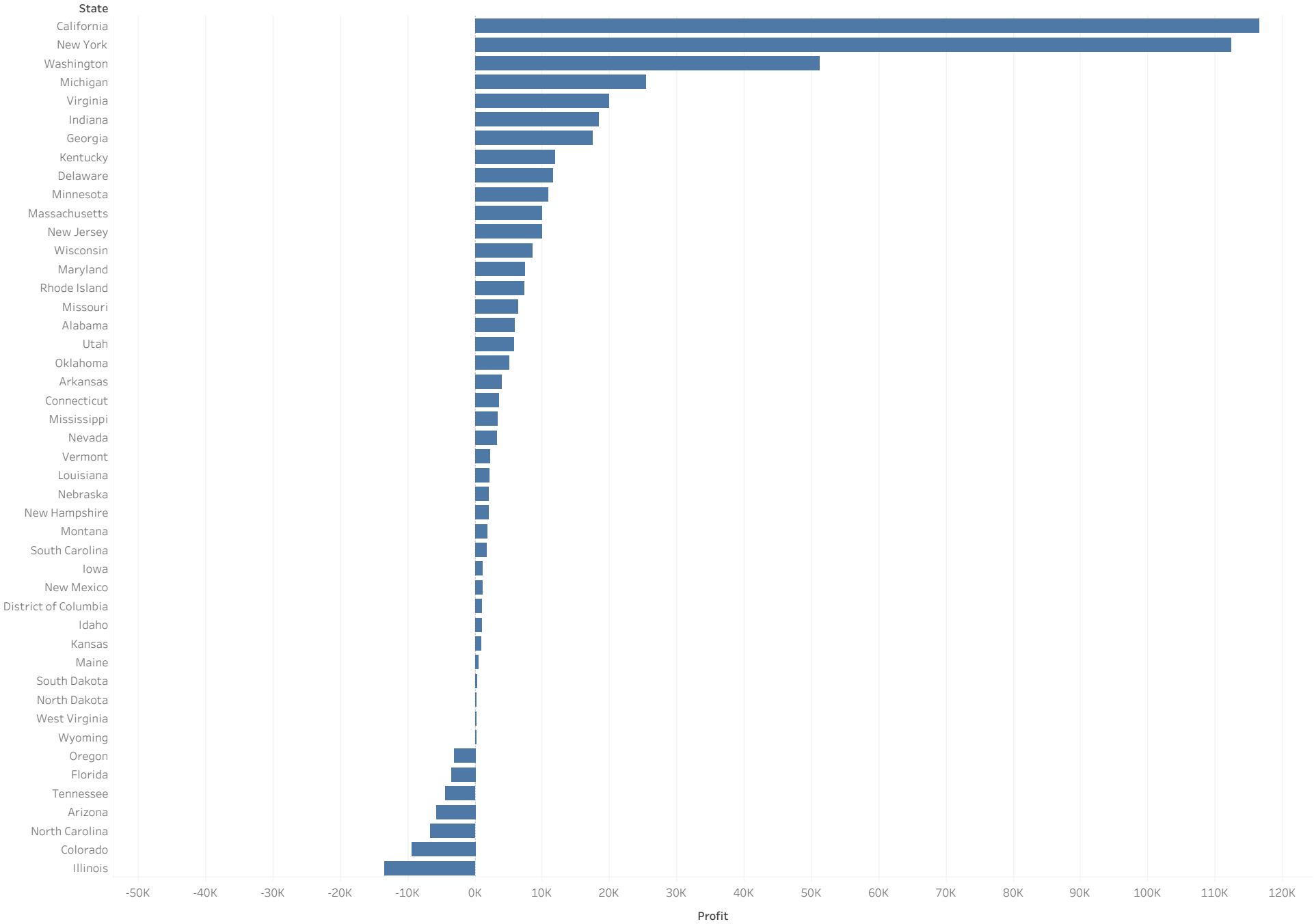
State vs. Profit (heat)



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Profit. Details are shown for State. The data is filtered on Order Date Month, which keeps 12 of 12 members.

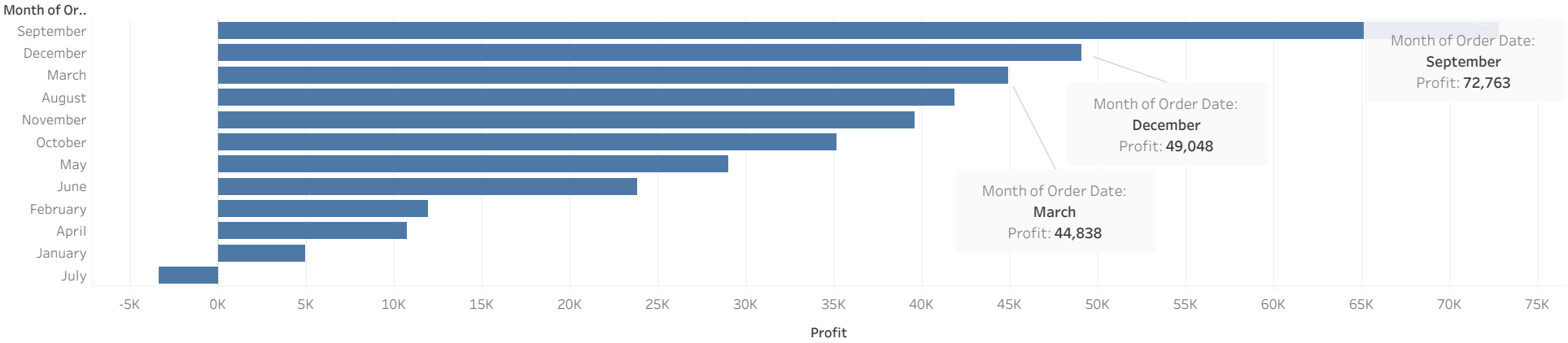
CALLOUT - Biggest Profit States - California, New York, and Washington

State vs. Profit (bar)



State vs. Profit (bar)

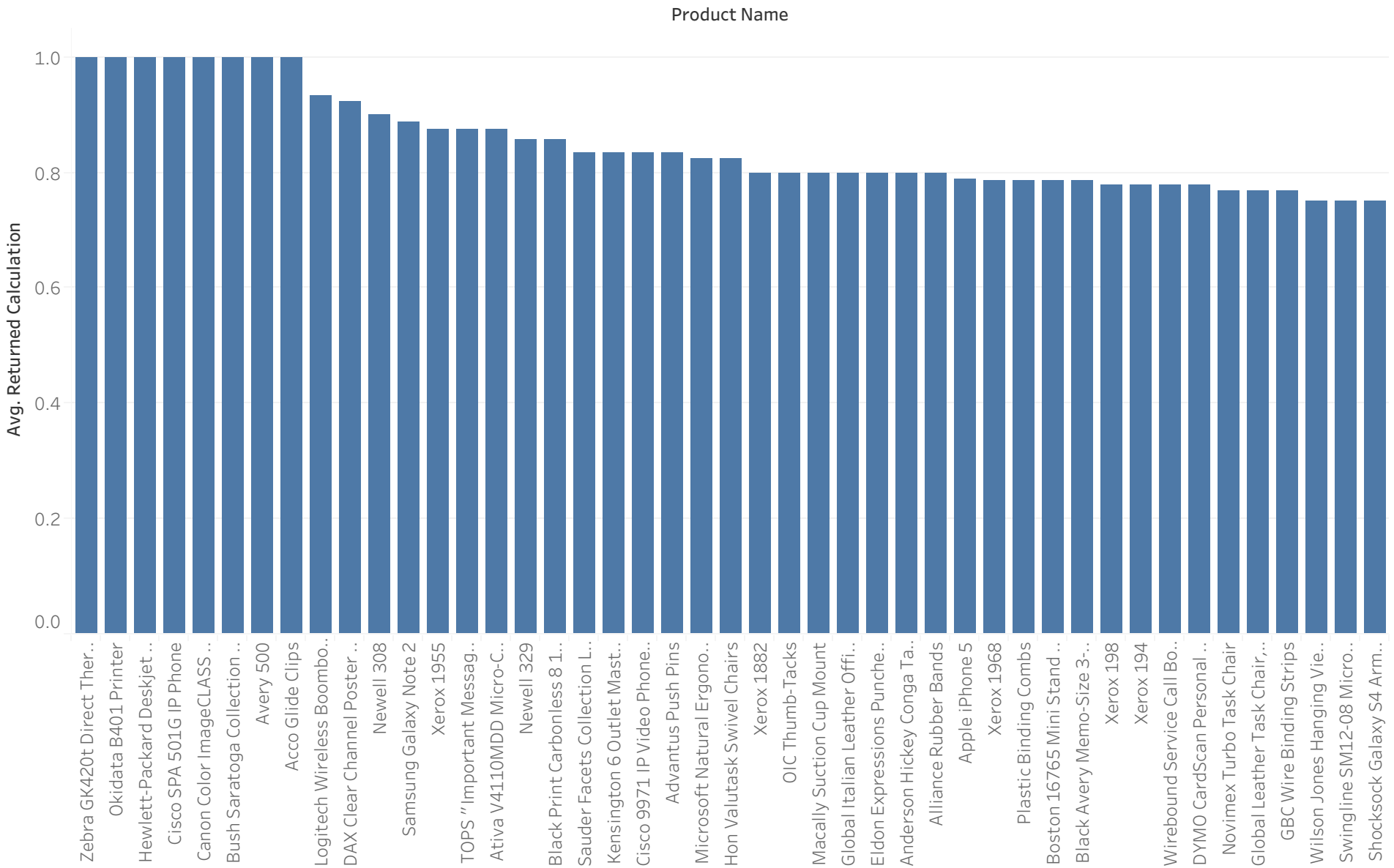
Month vs. Profit



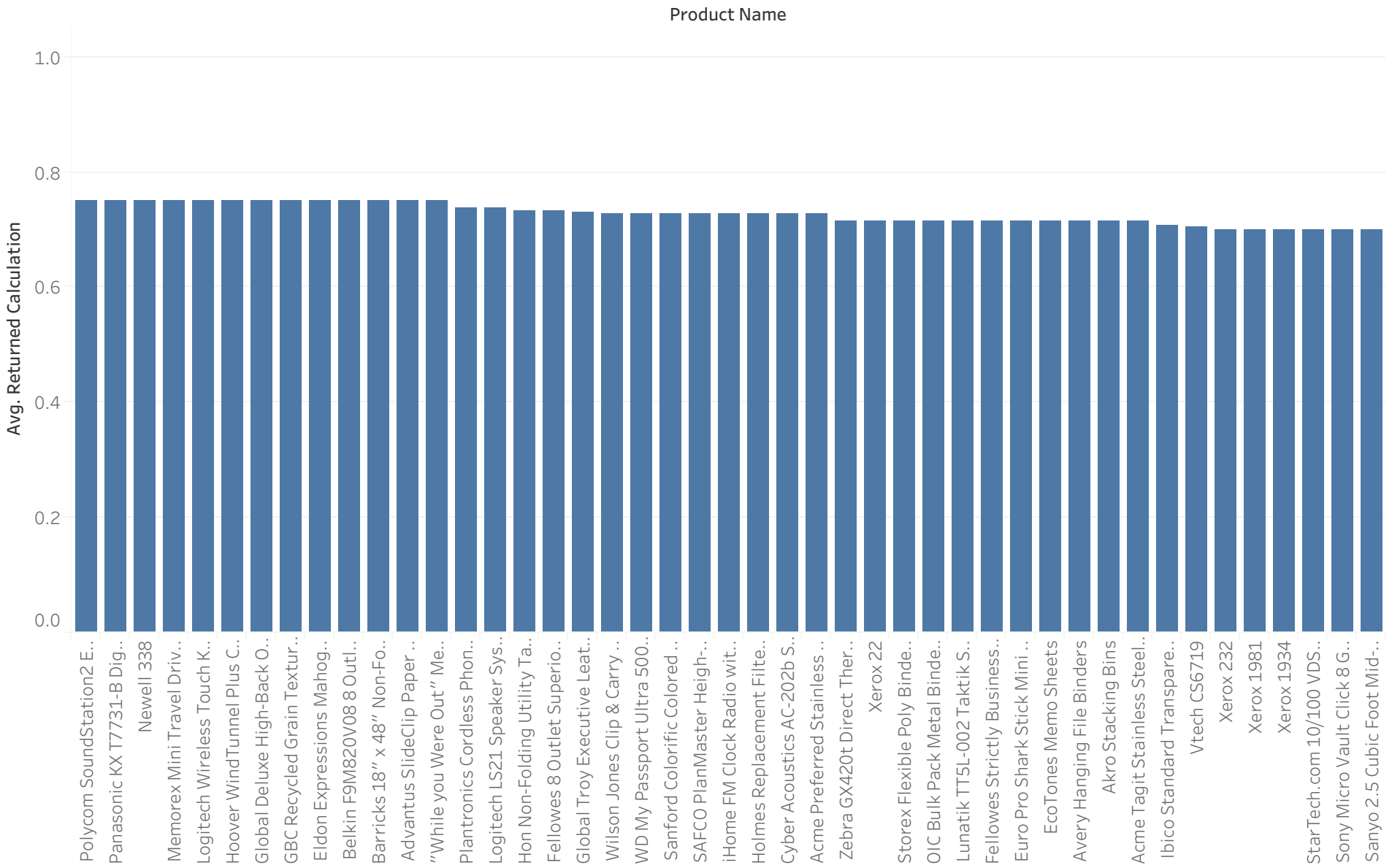
Sum of Profit for each Order Date Month.

Going by historical data -- if we use September, December, and March as our most profitable months, and using our most profitable states of California, New york, Washington. The callout would be that our ROAS (Return On Ad Spend) in these areas would warrant a Advertising budget of 1/5 to 1/4 of the profits by state to pay to gain market share if the ROAS is there.

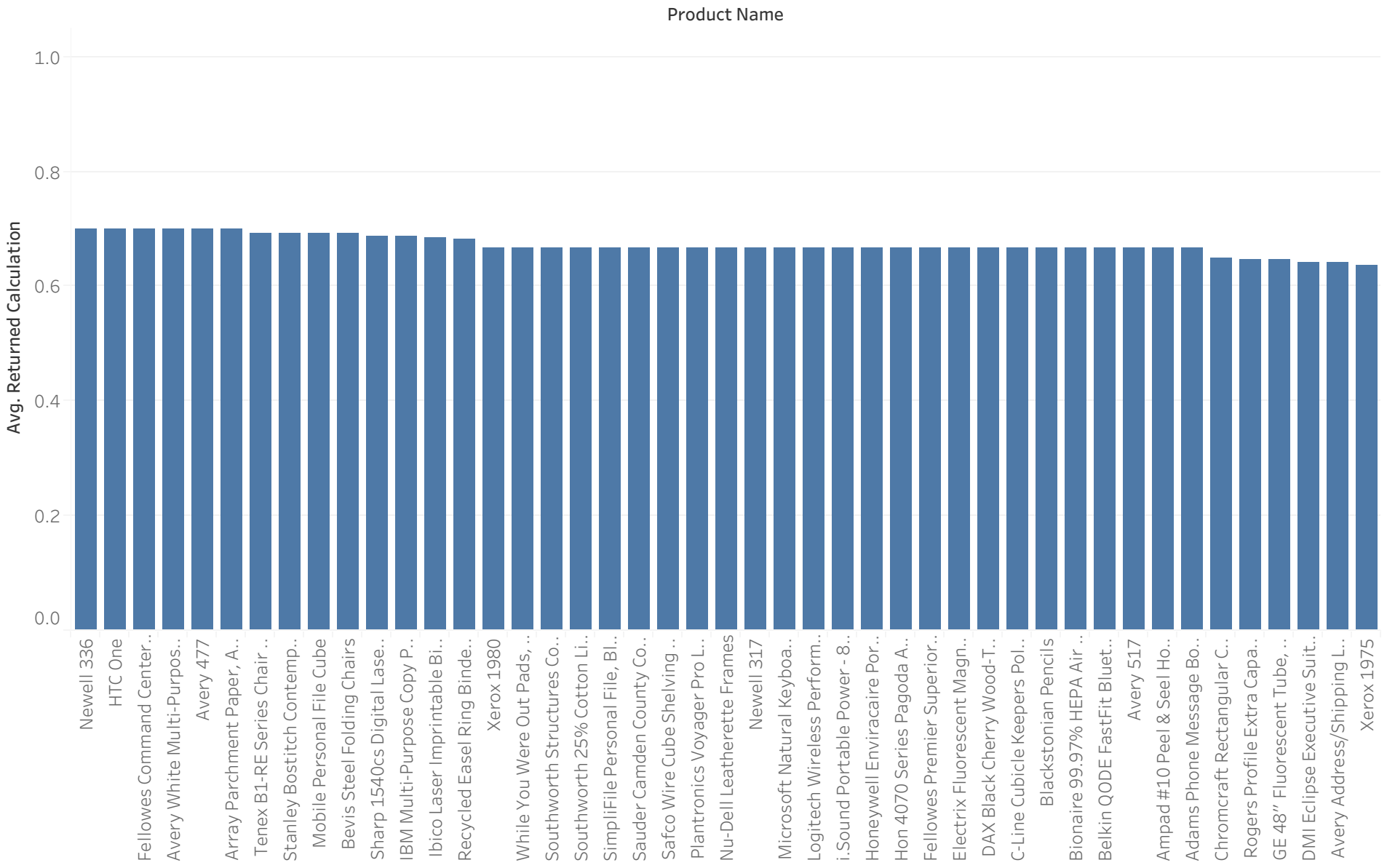
Product Returns



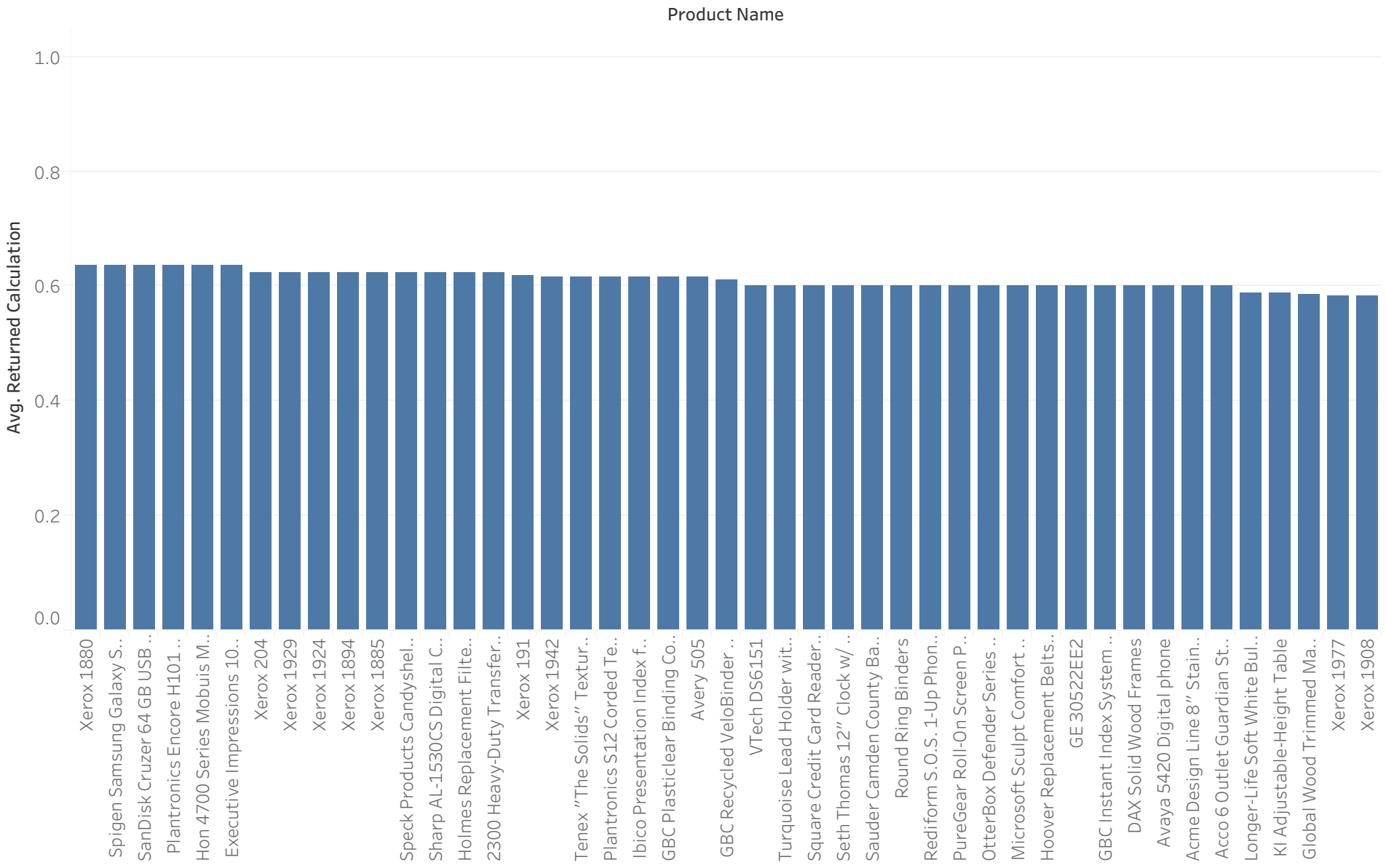
Product Returns



Product Returns



Product Returns



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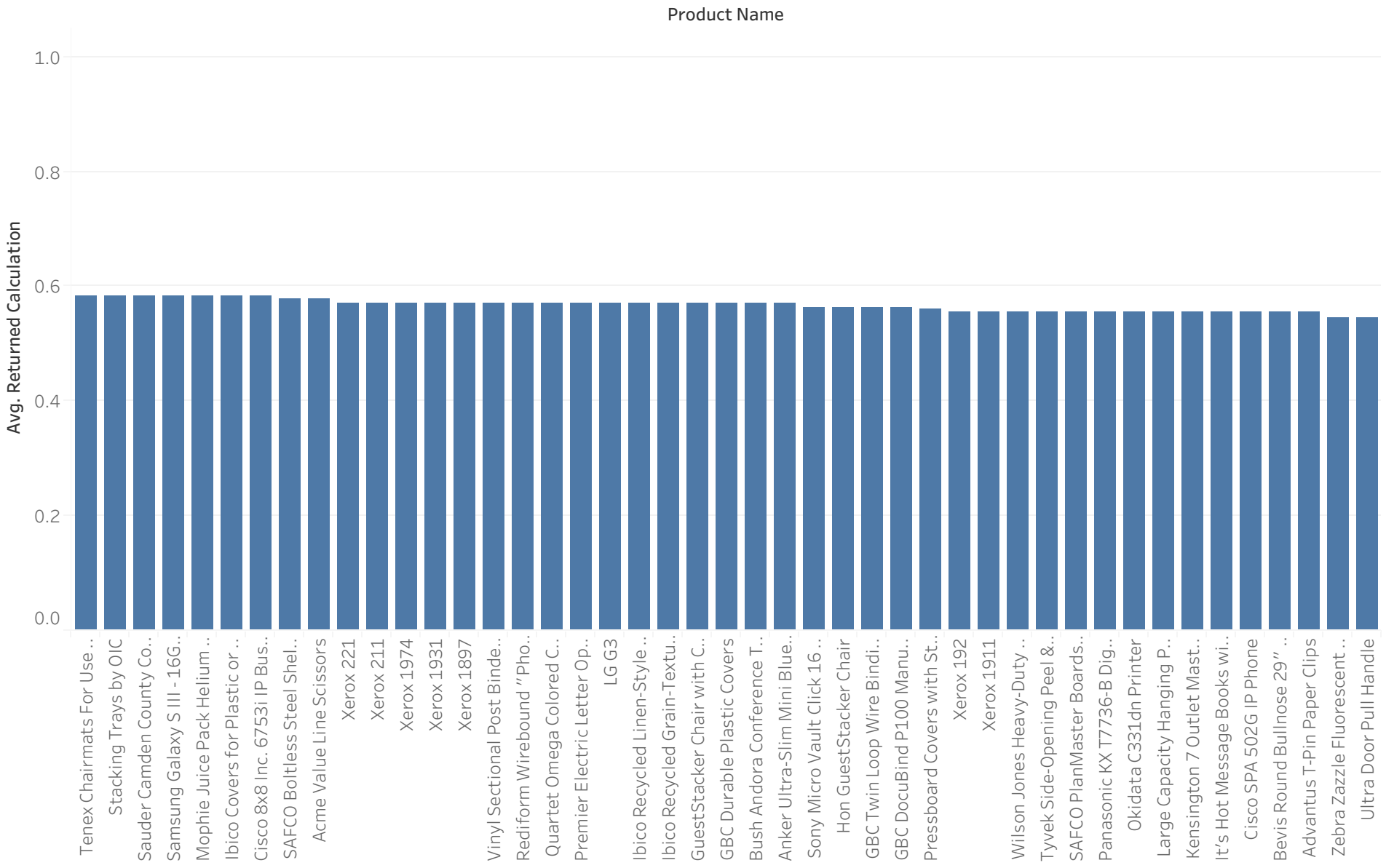
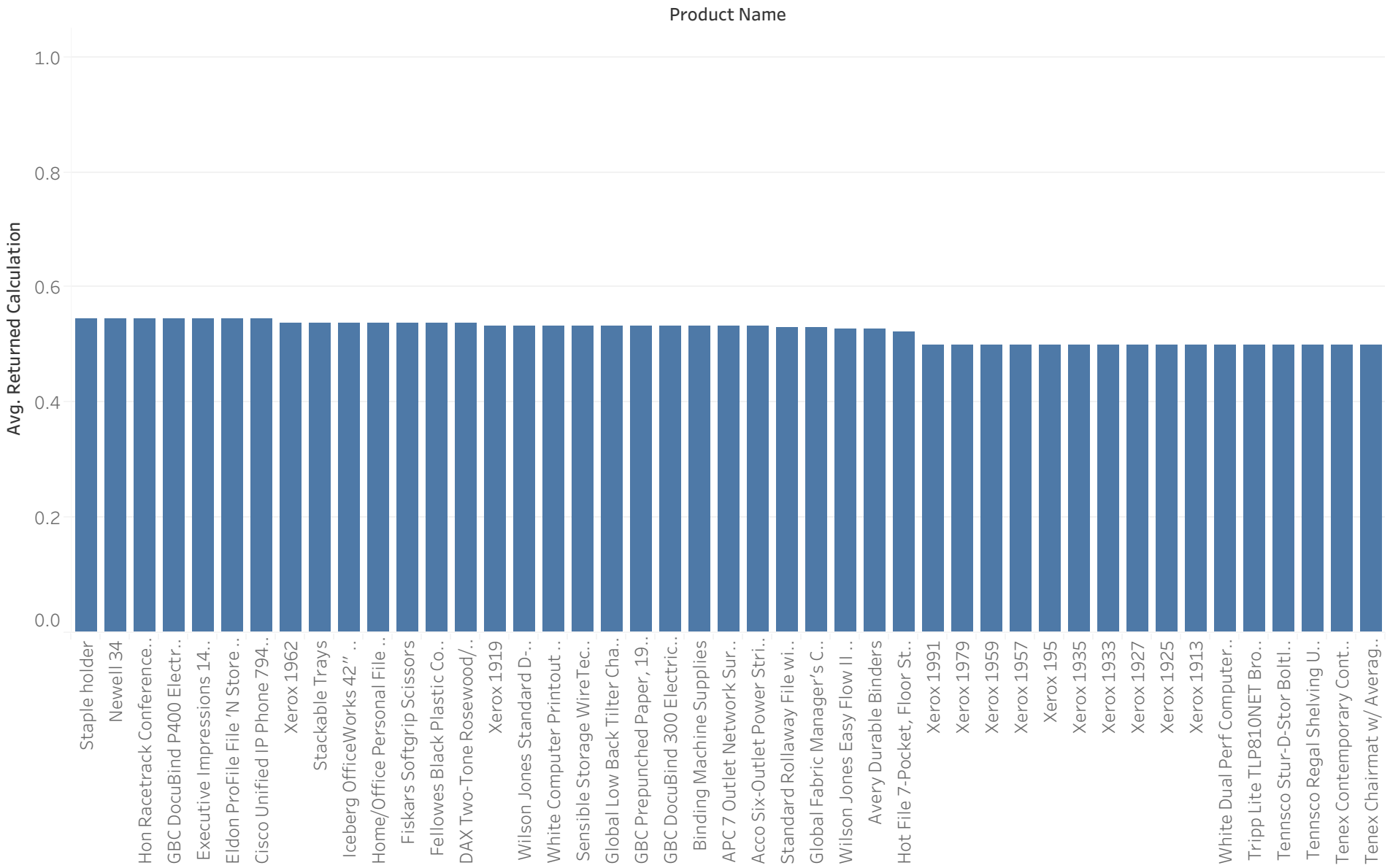
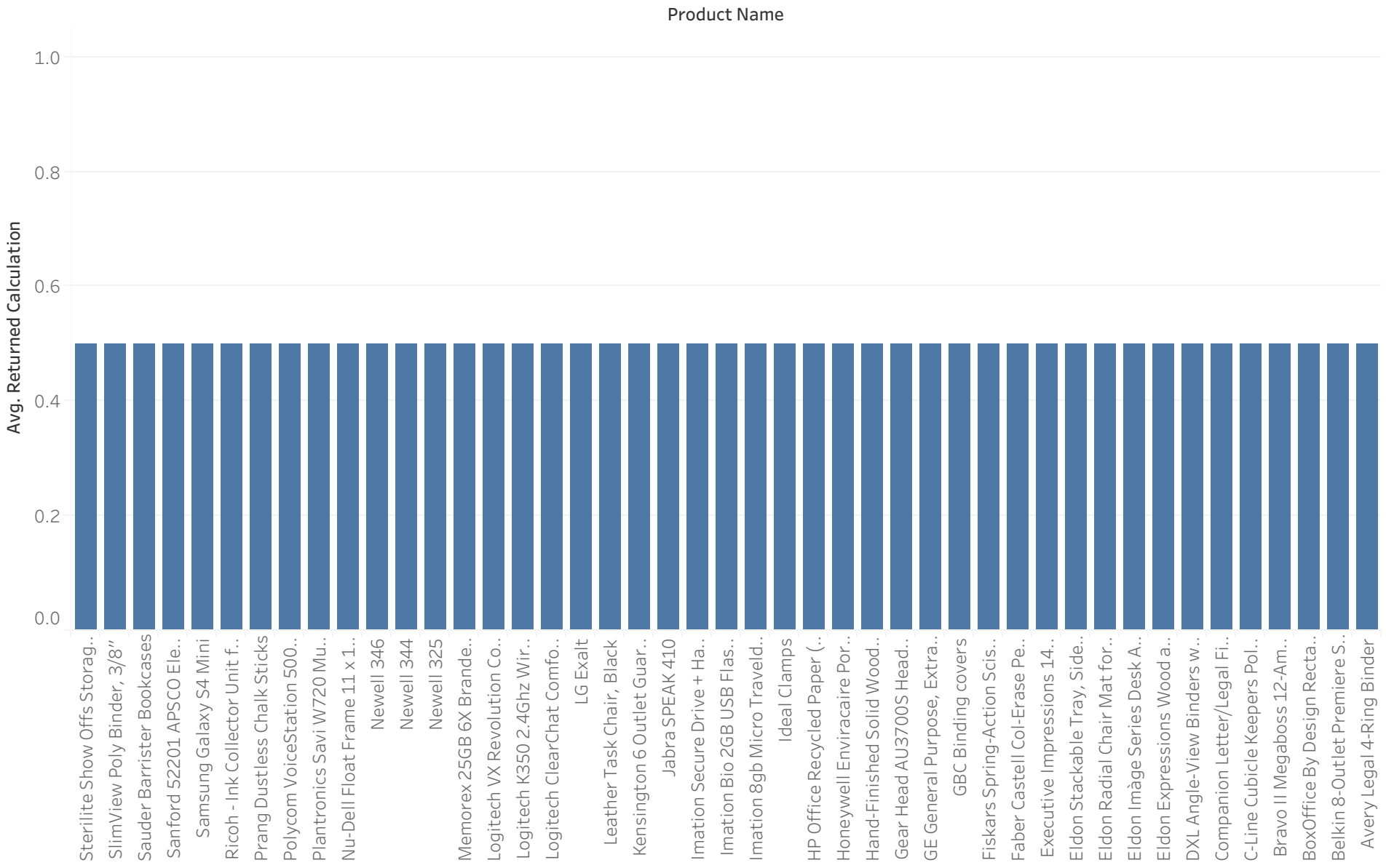


Product Returns



Product Returns



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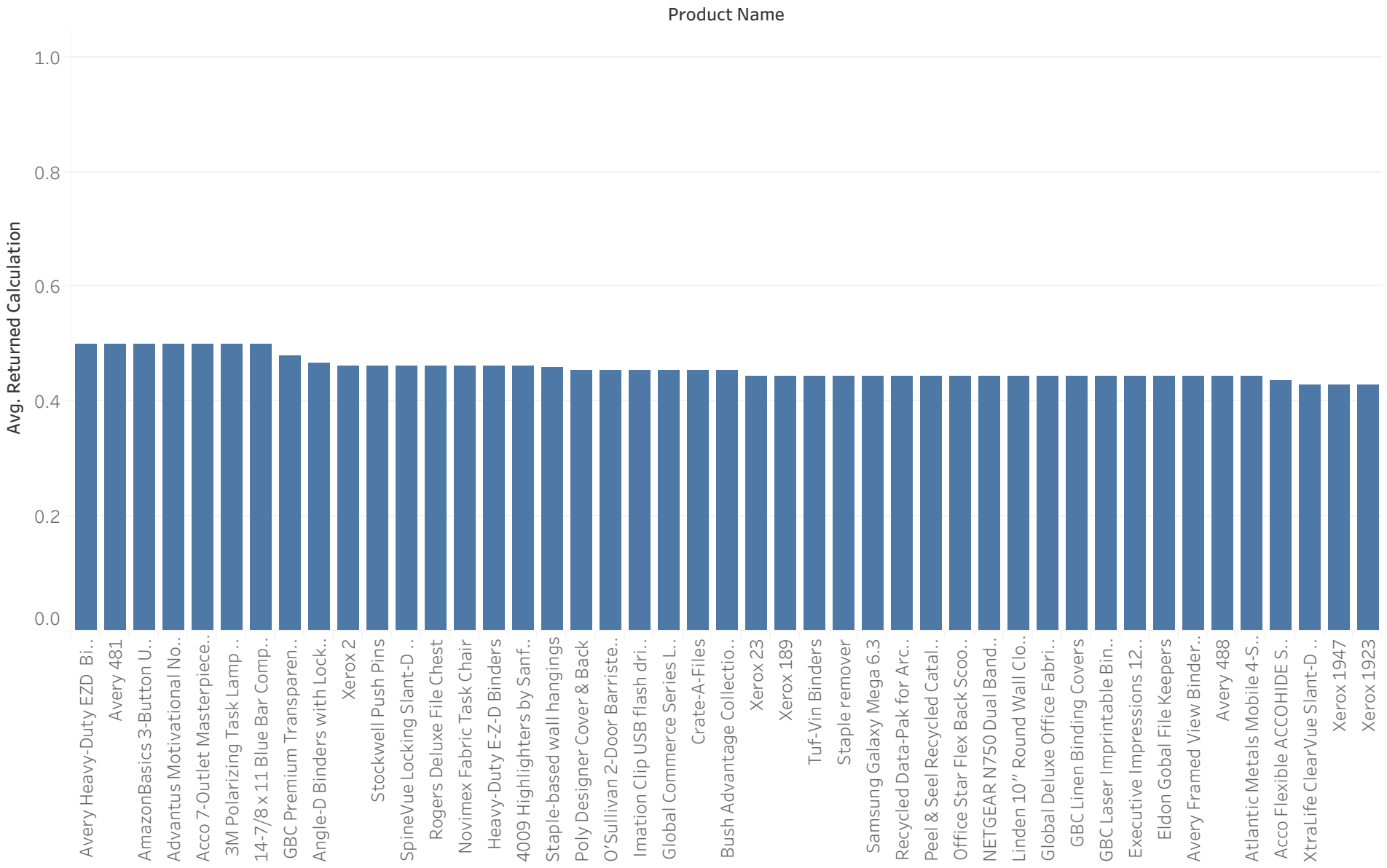
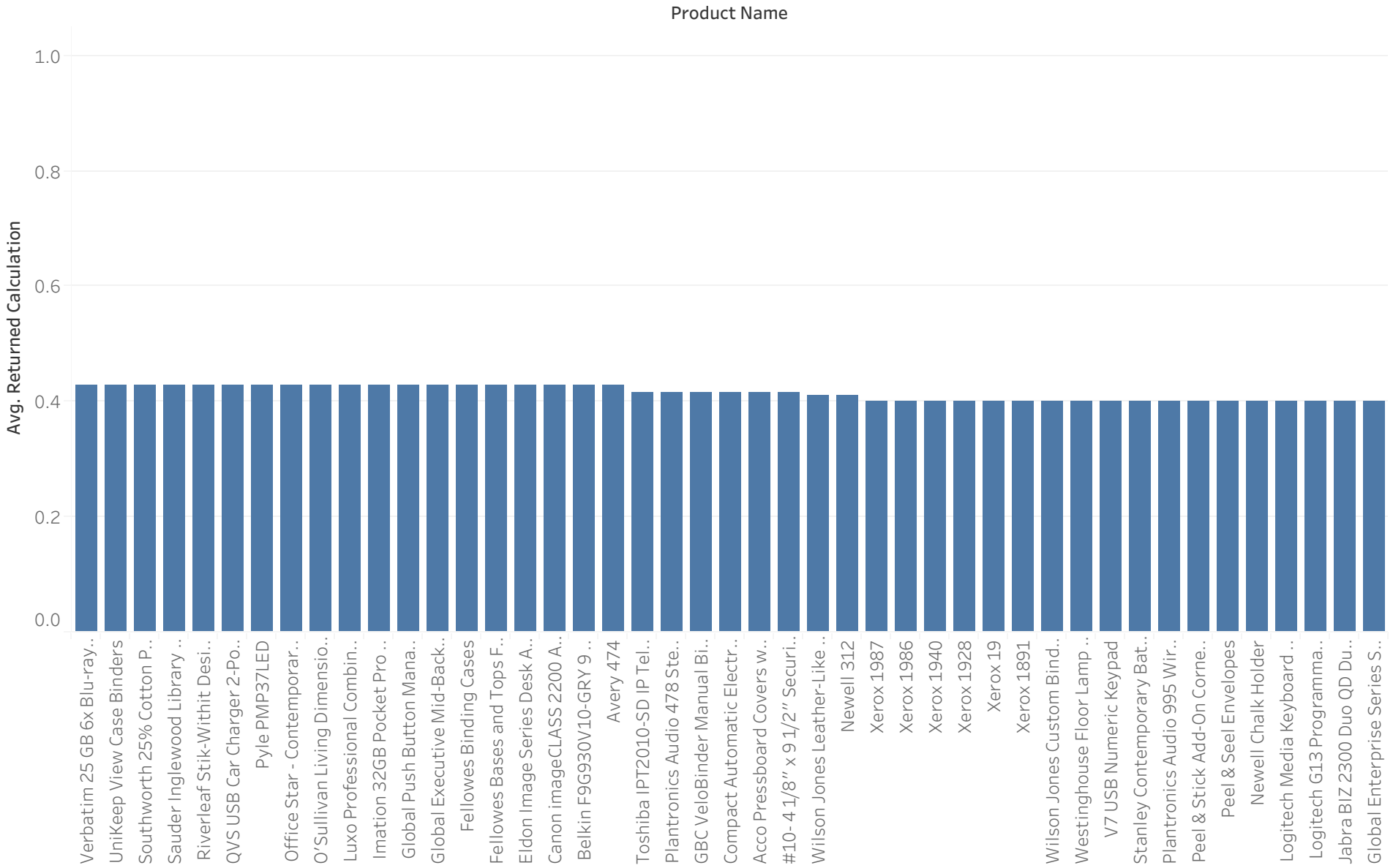


Product Returns



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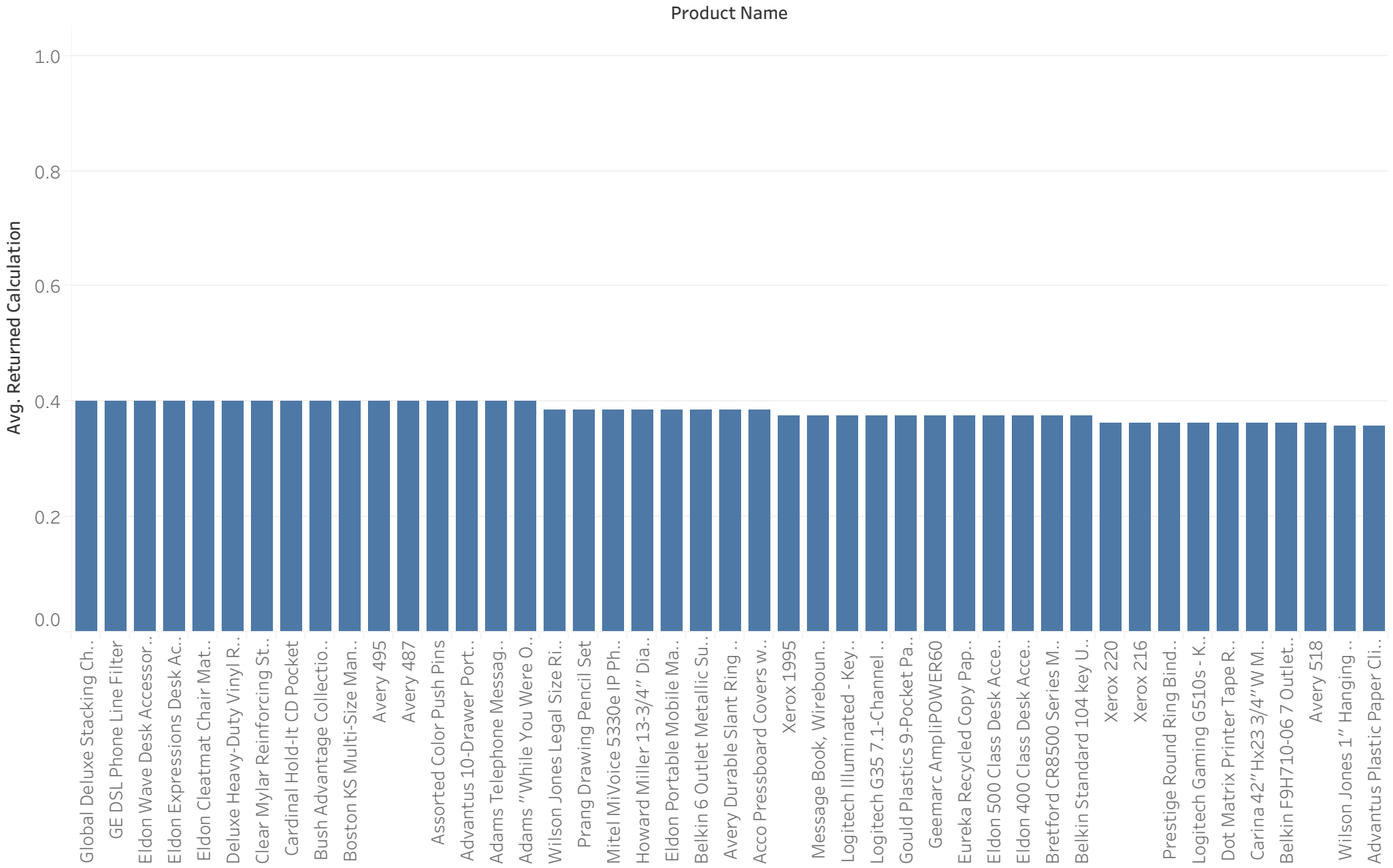
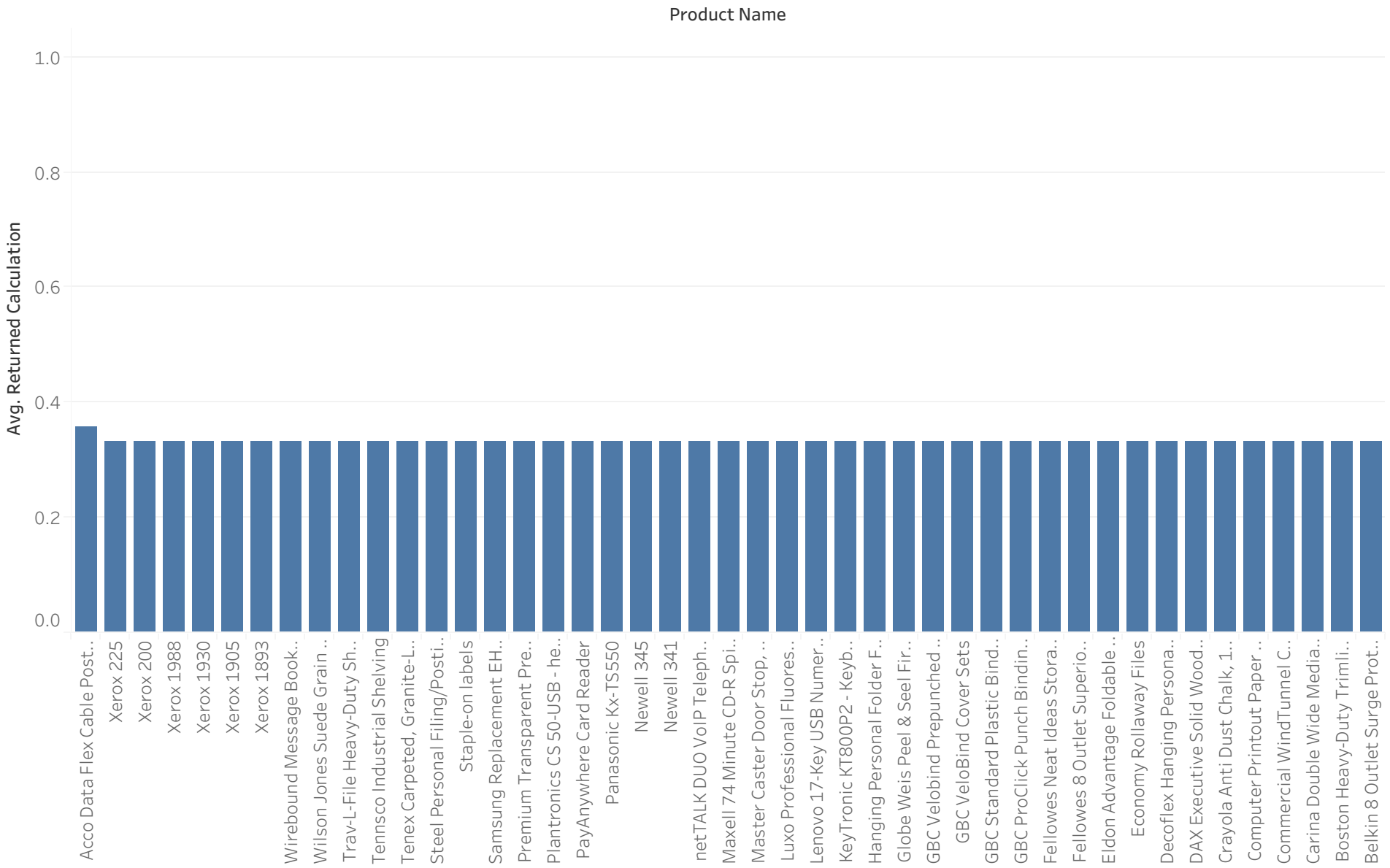


Product Returns



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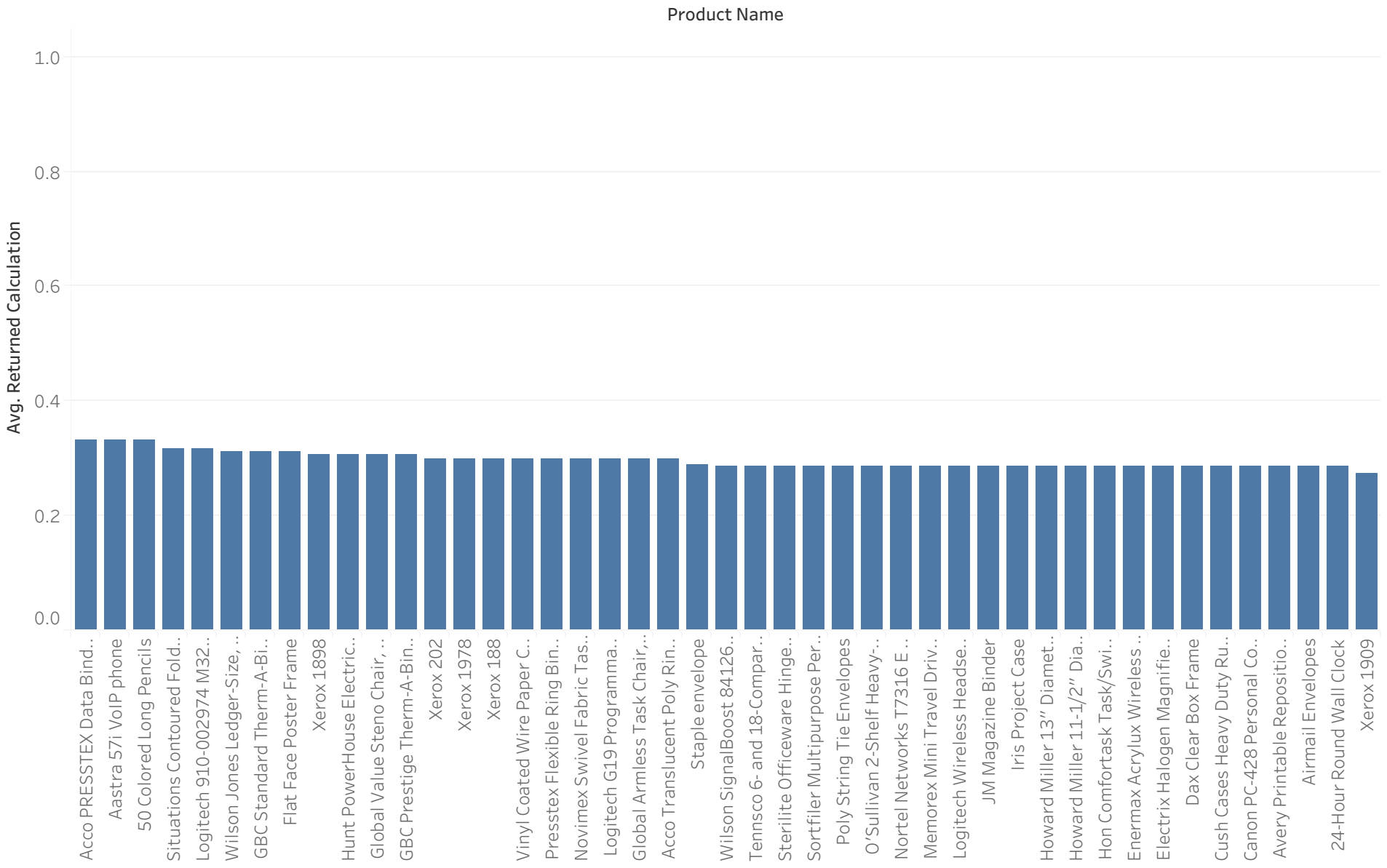

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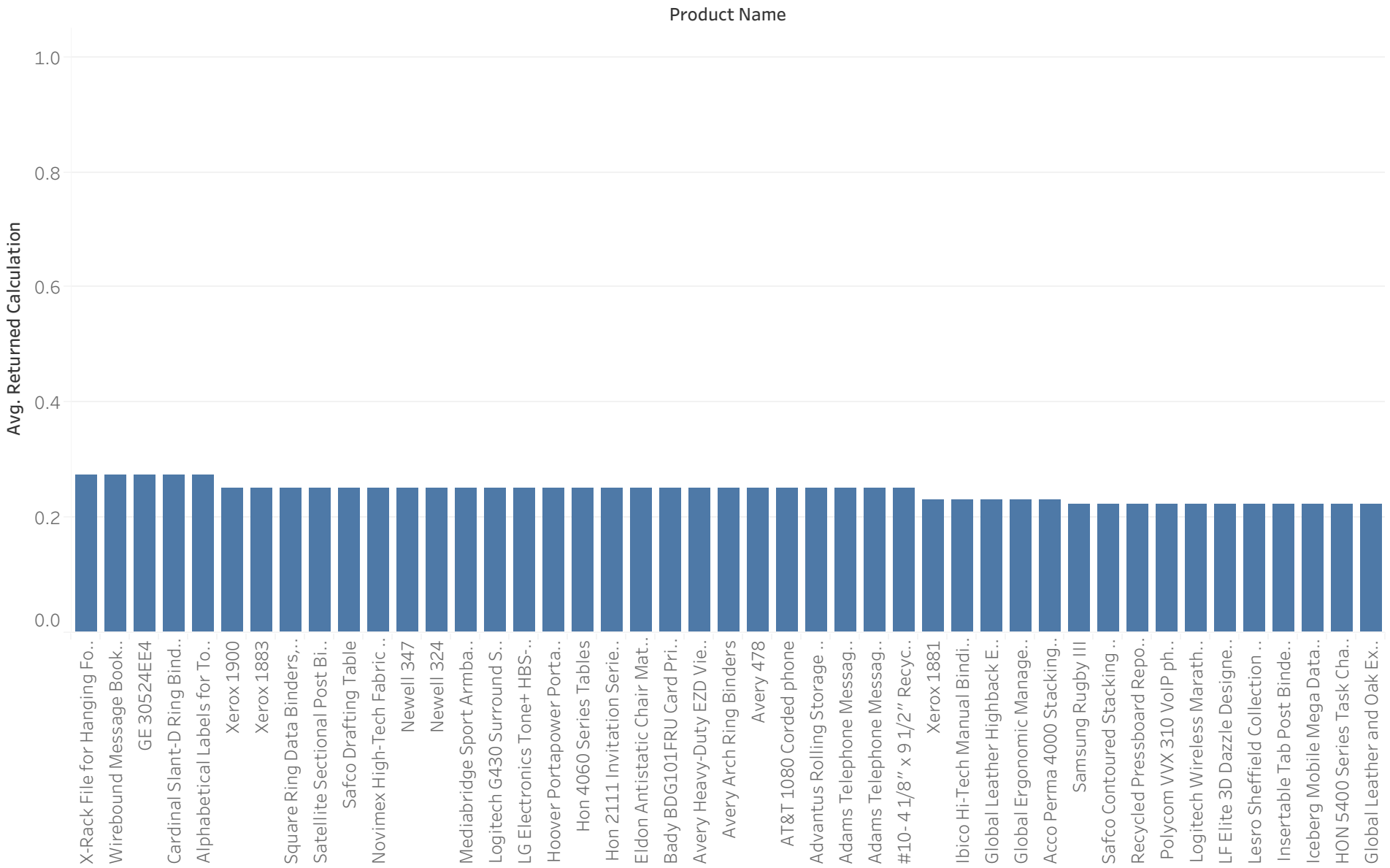
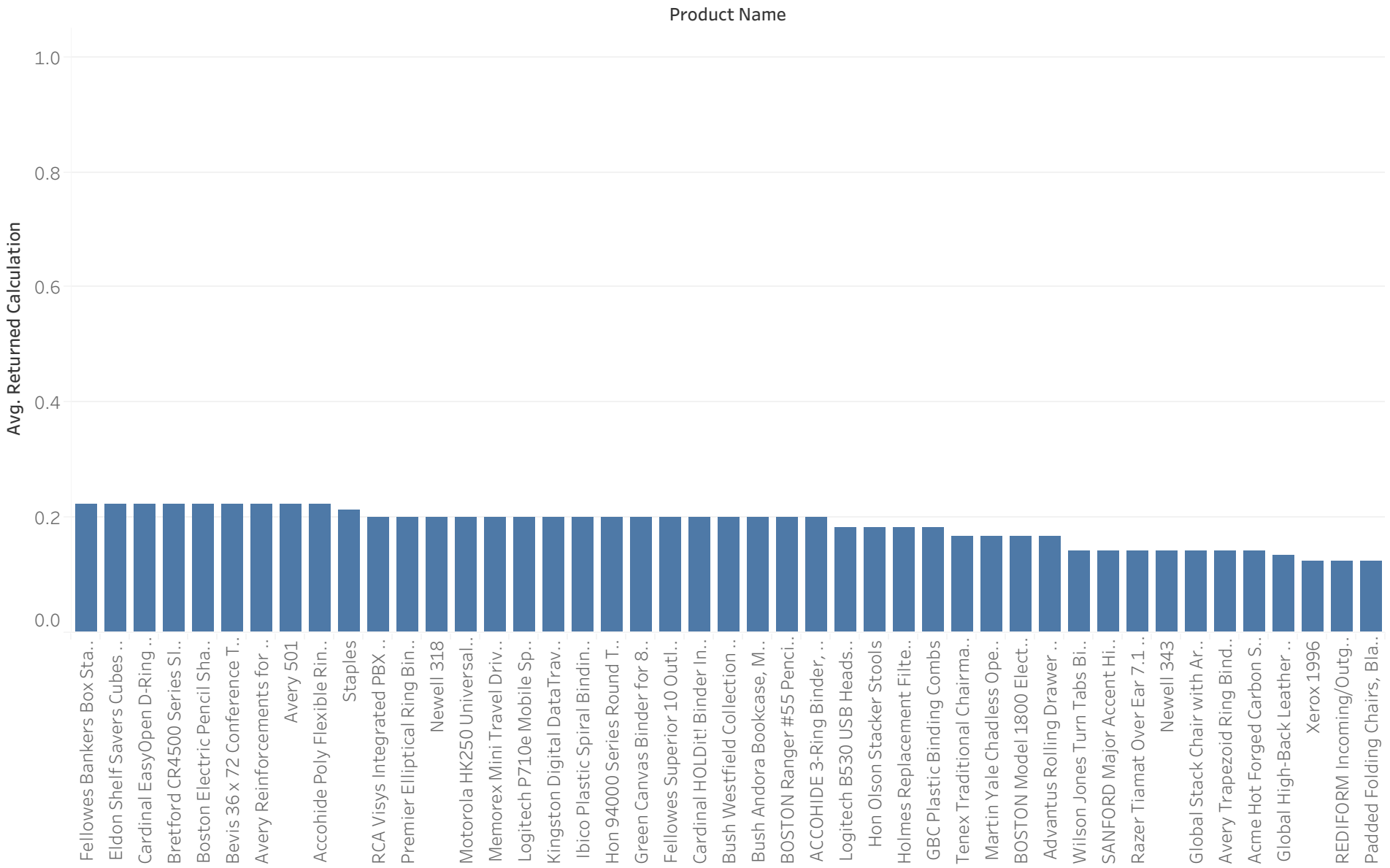
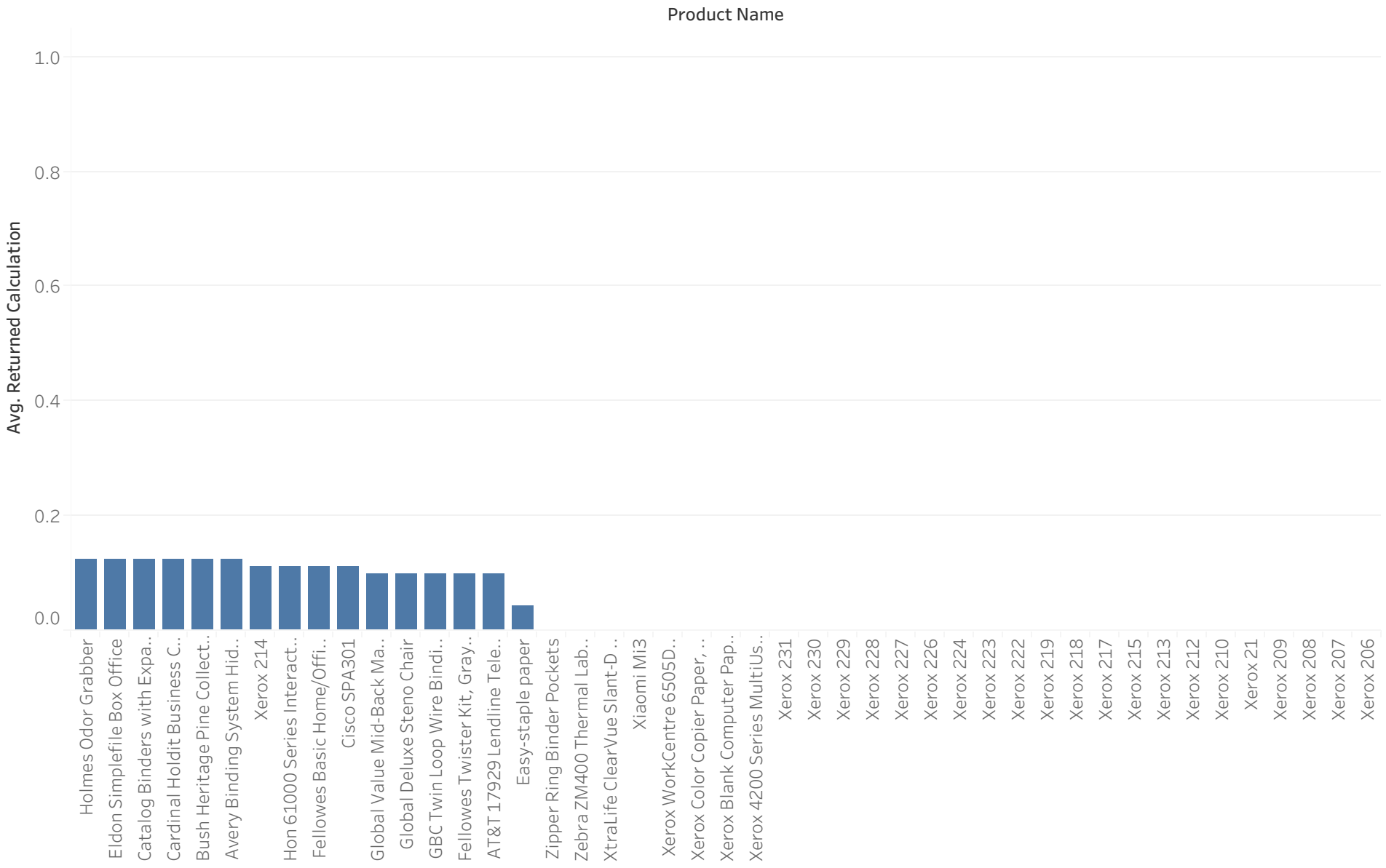


Product Returns



Product Returns



Product Returns

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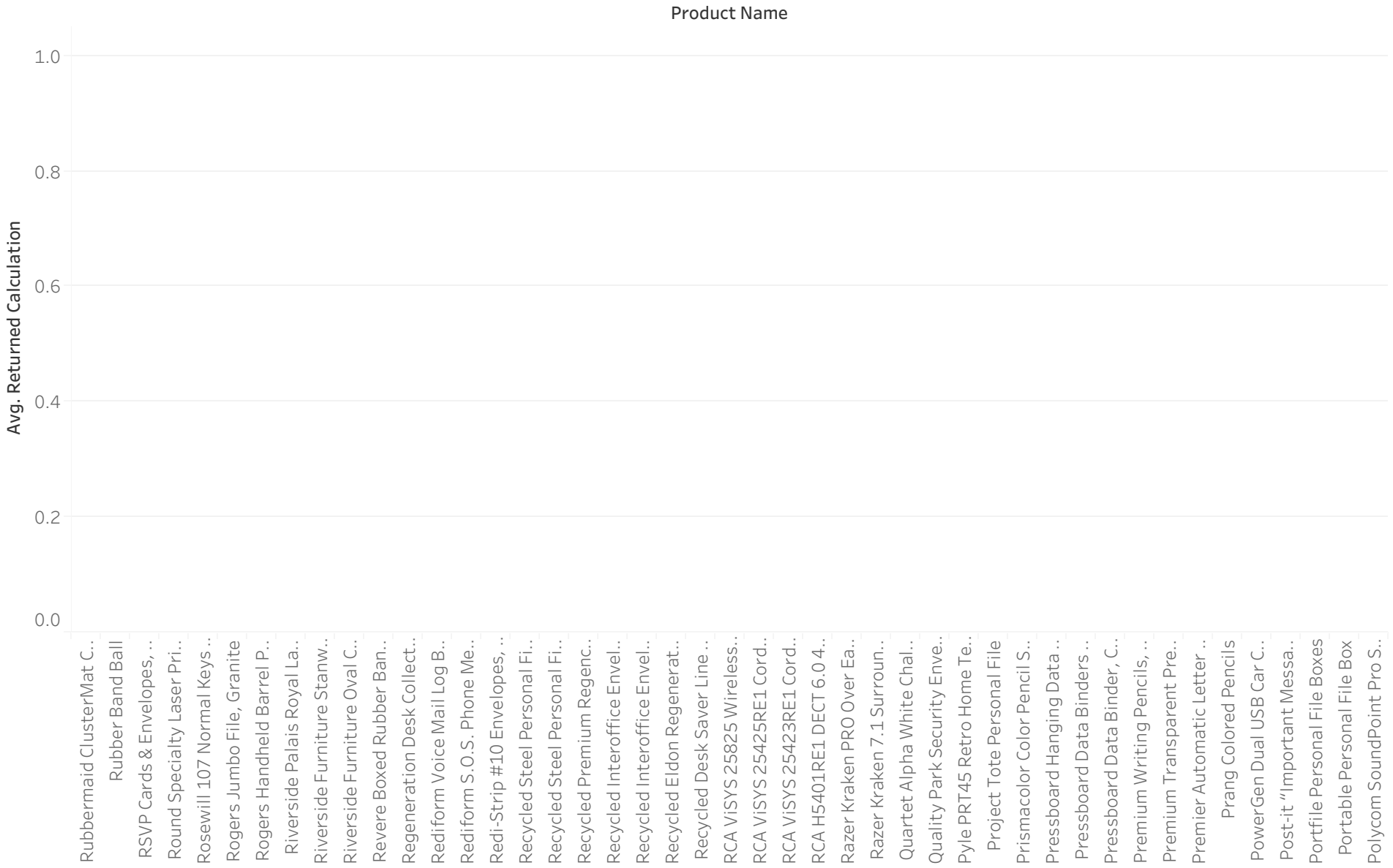

Product Returns

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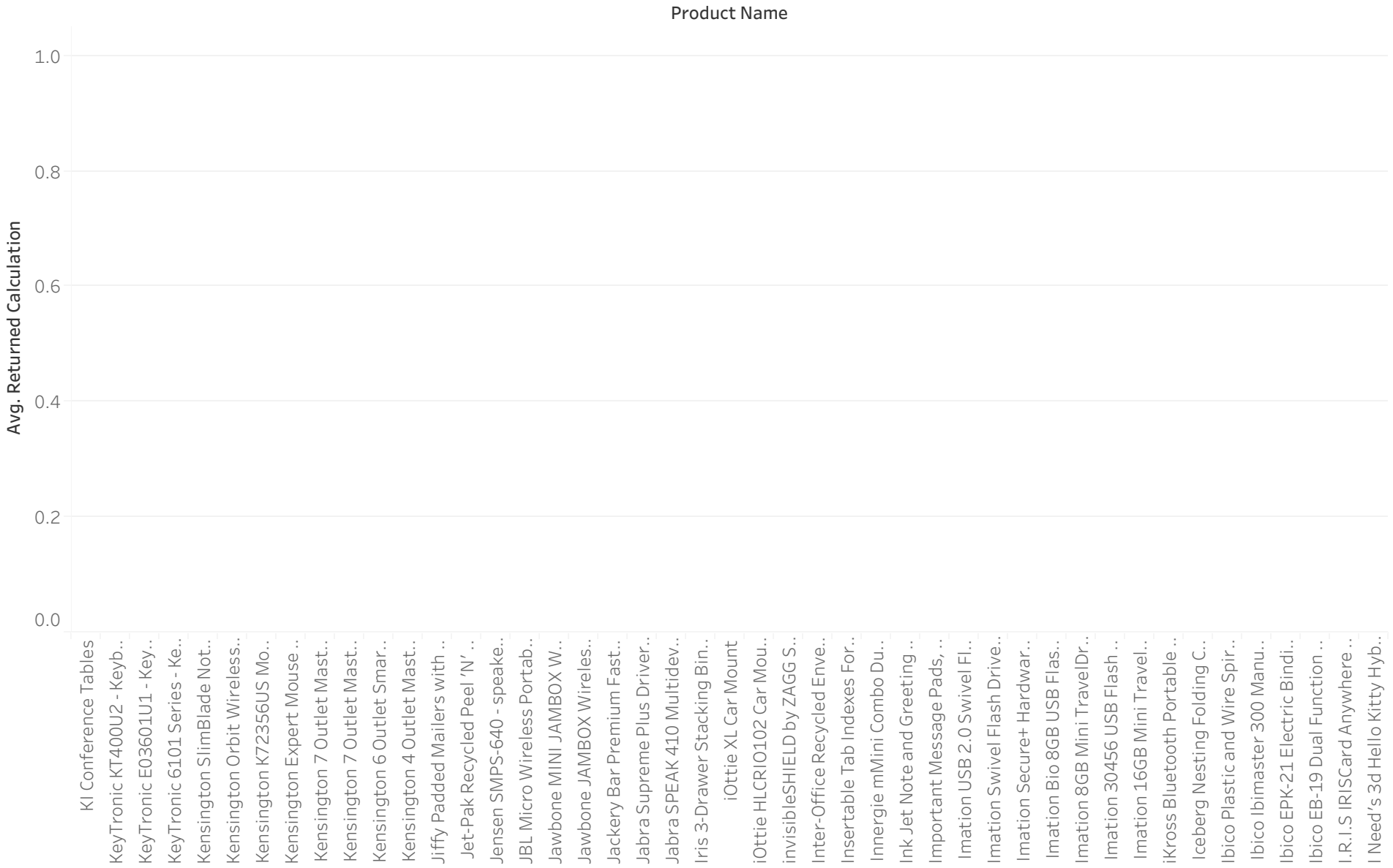

Product Returns

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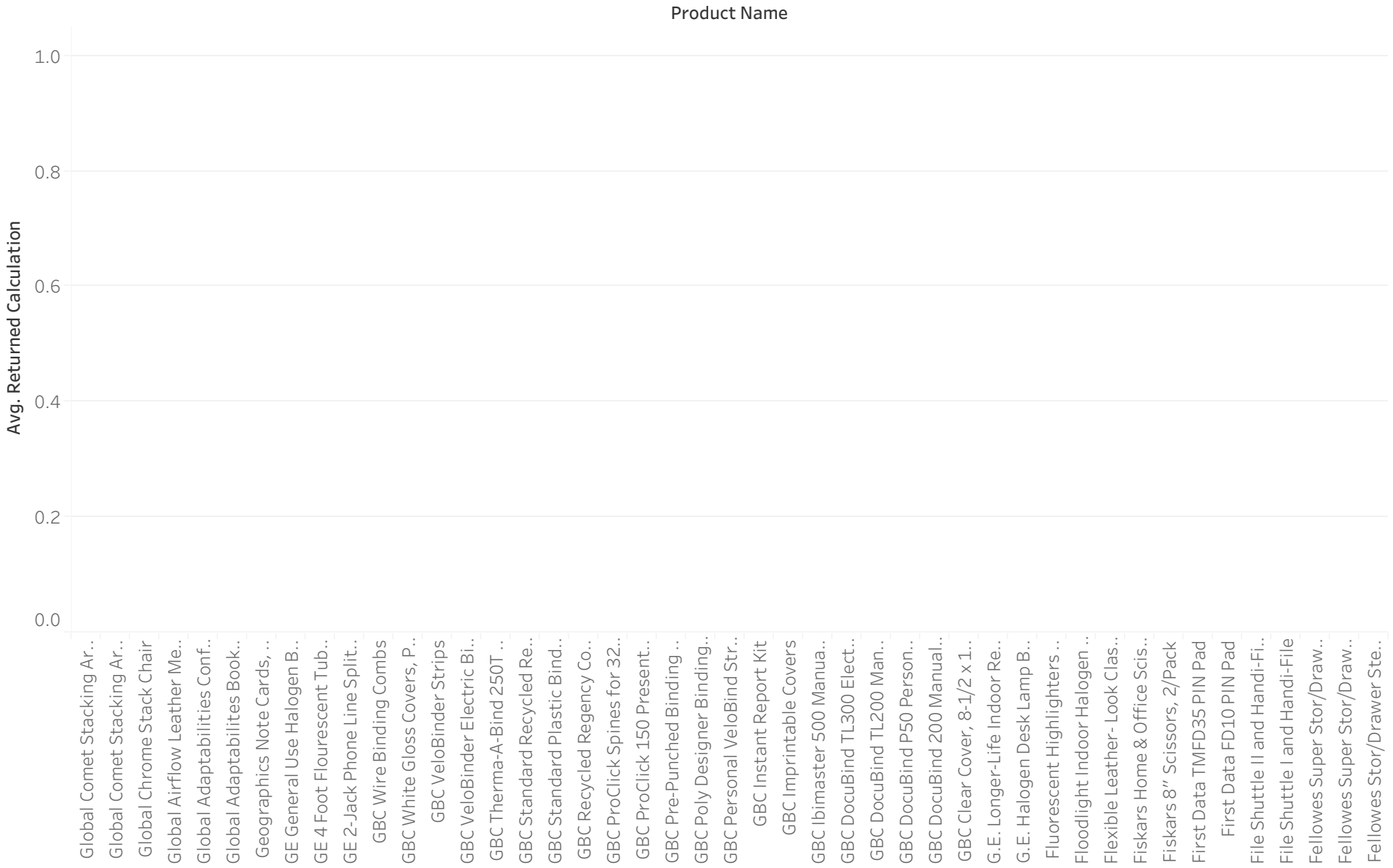

Product Returns

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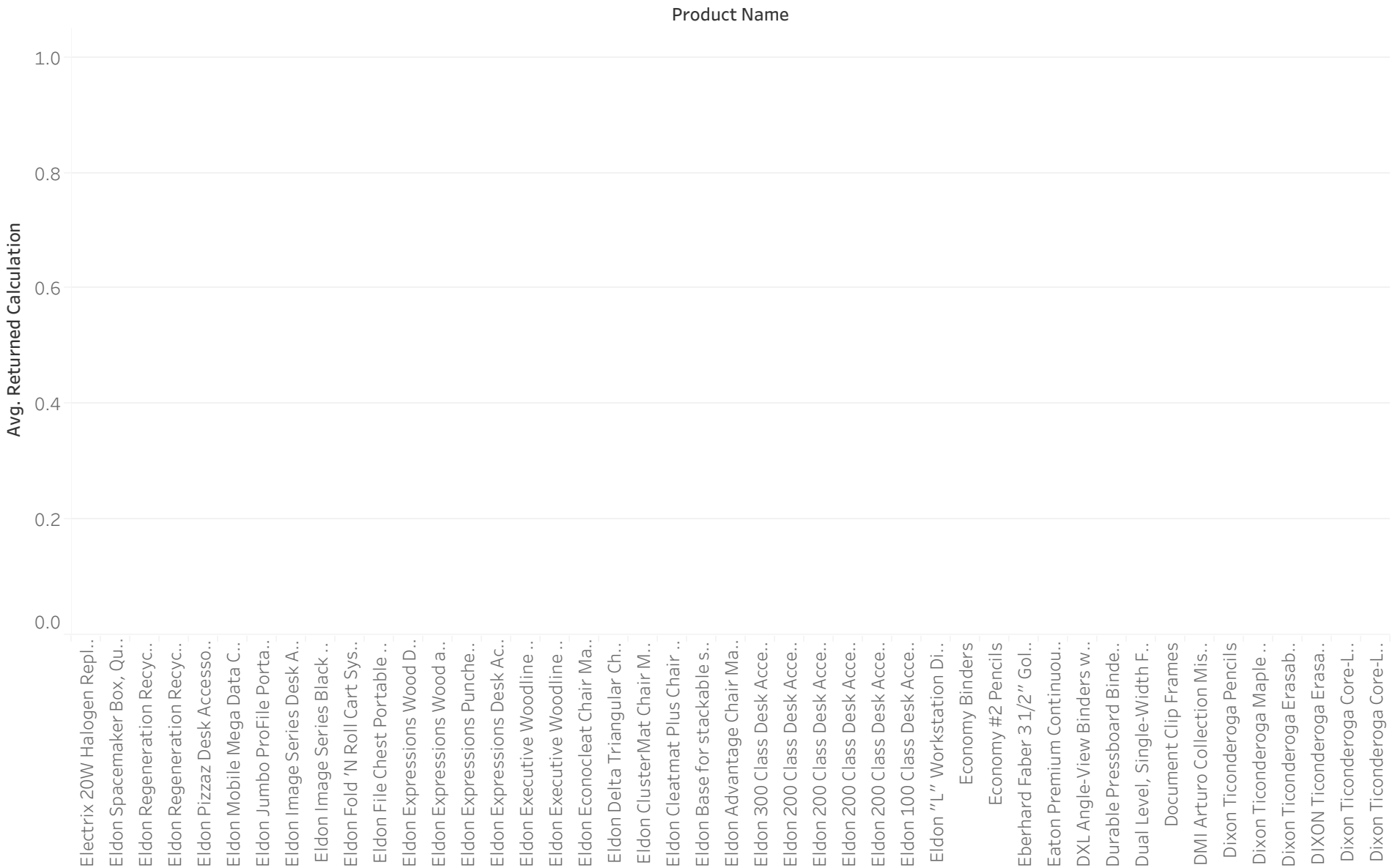

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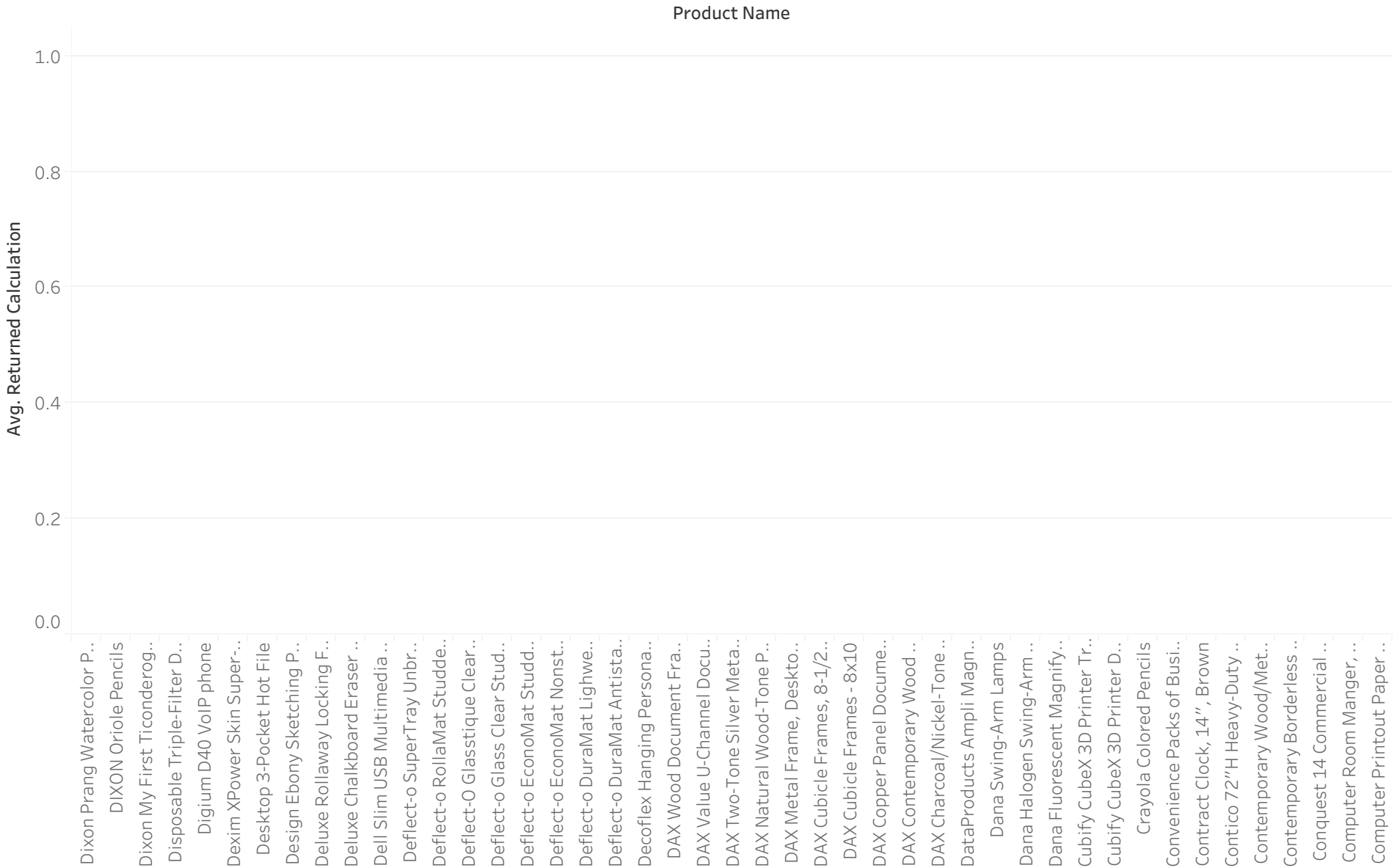

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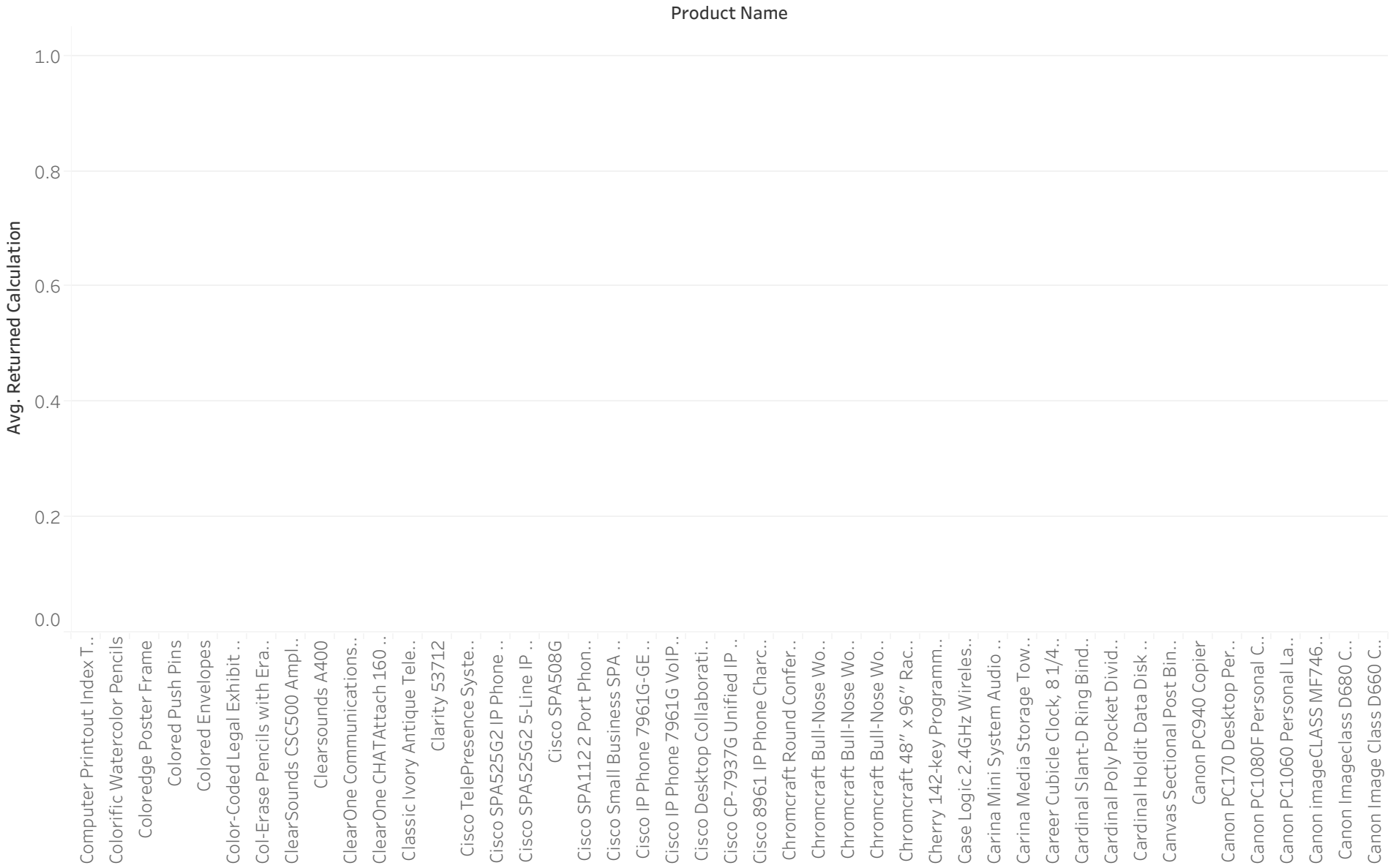

Product Returns

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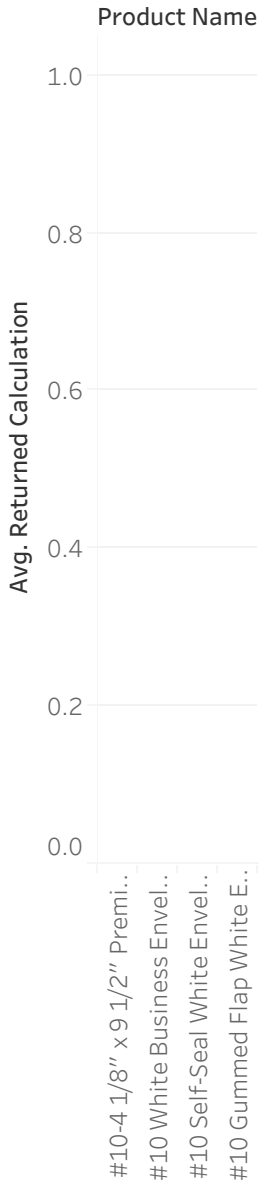
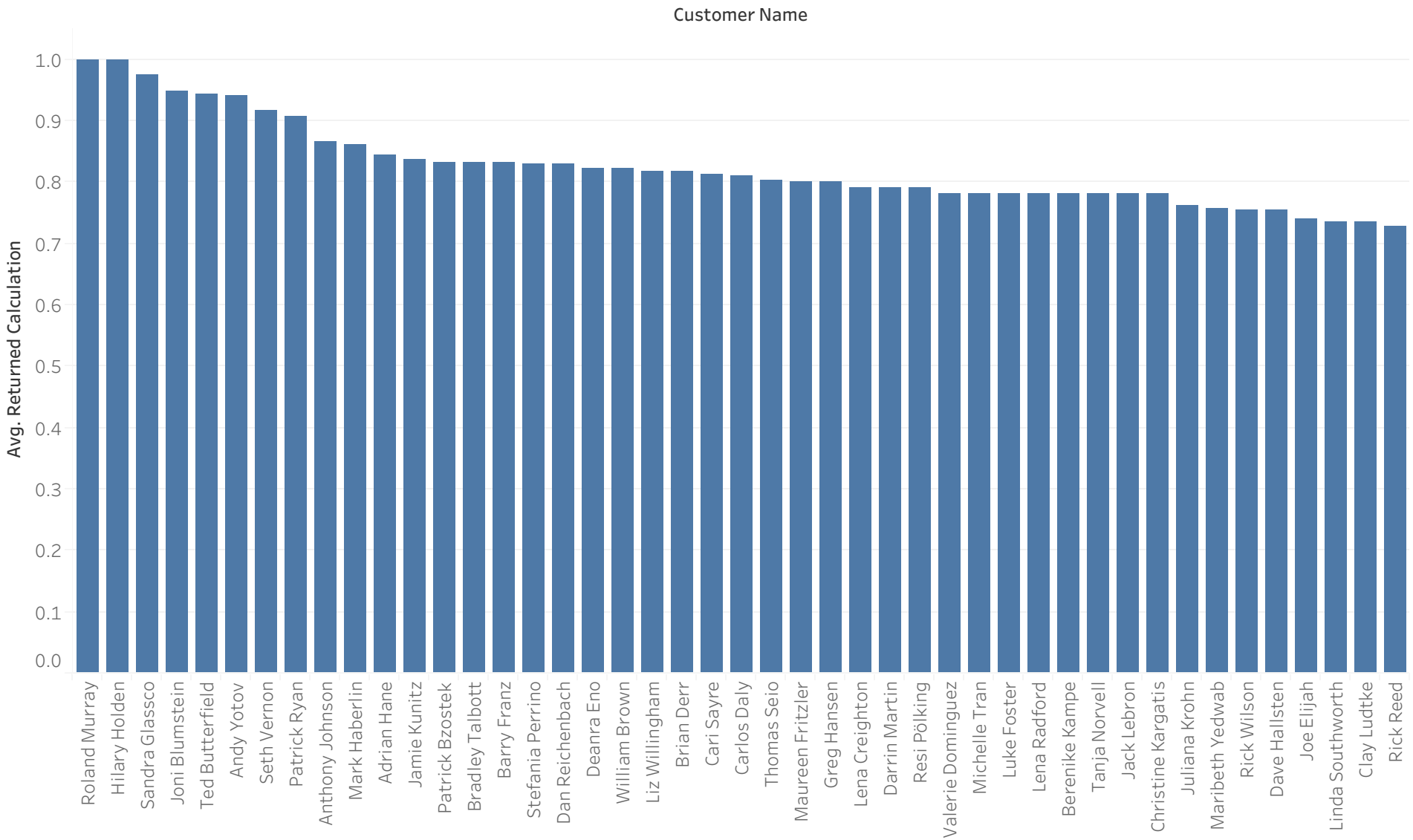


Customer Returns



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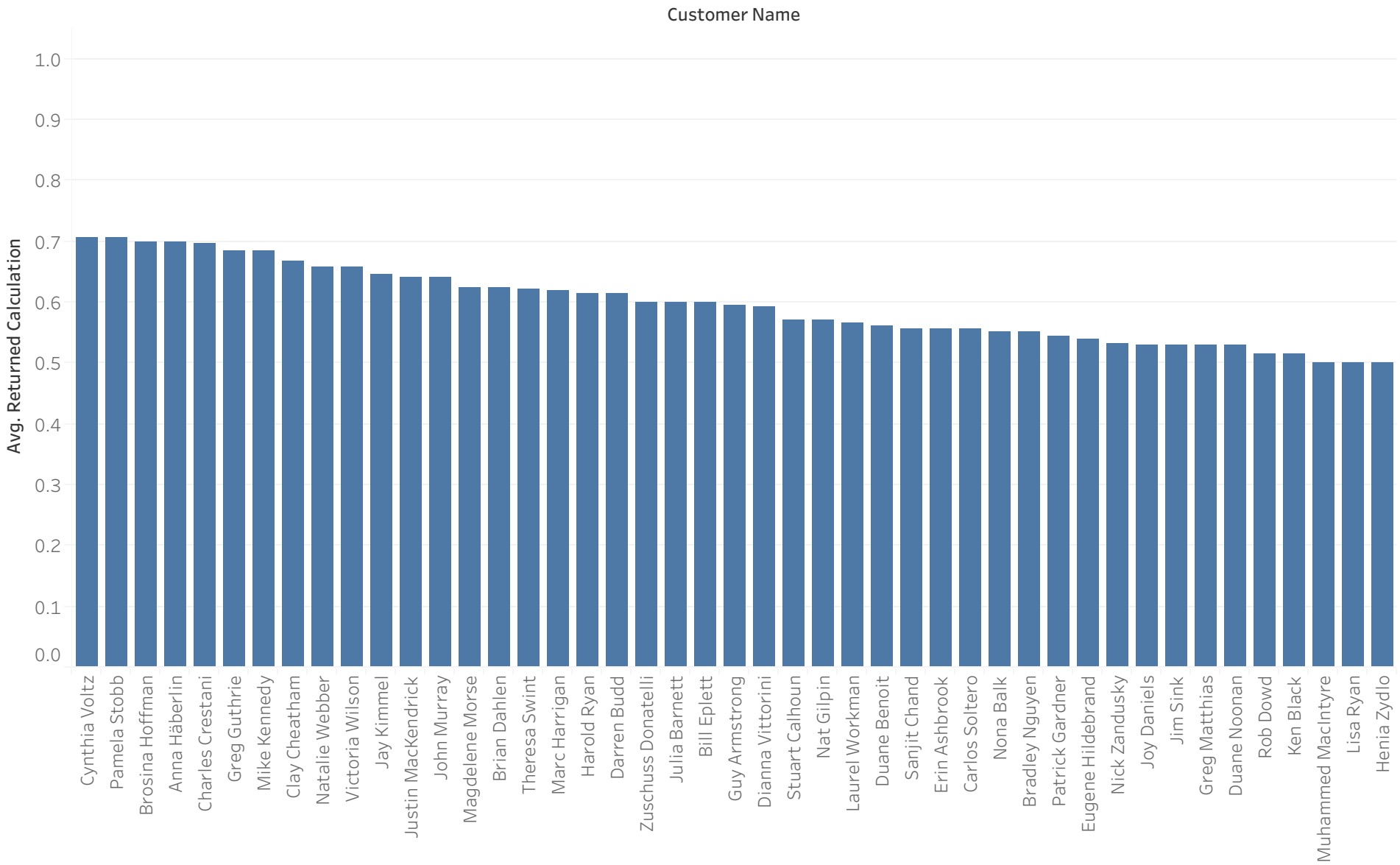

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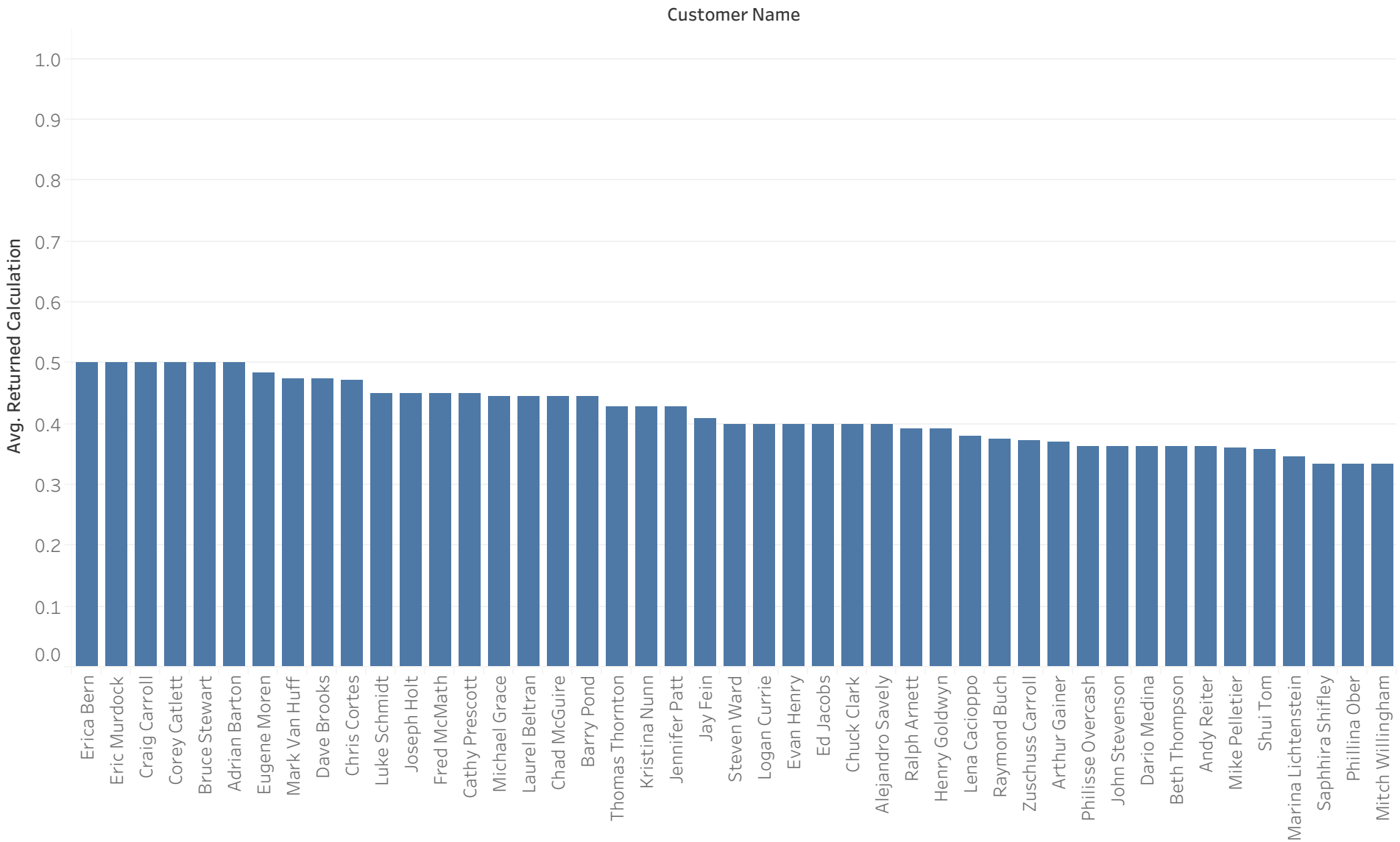

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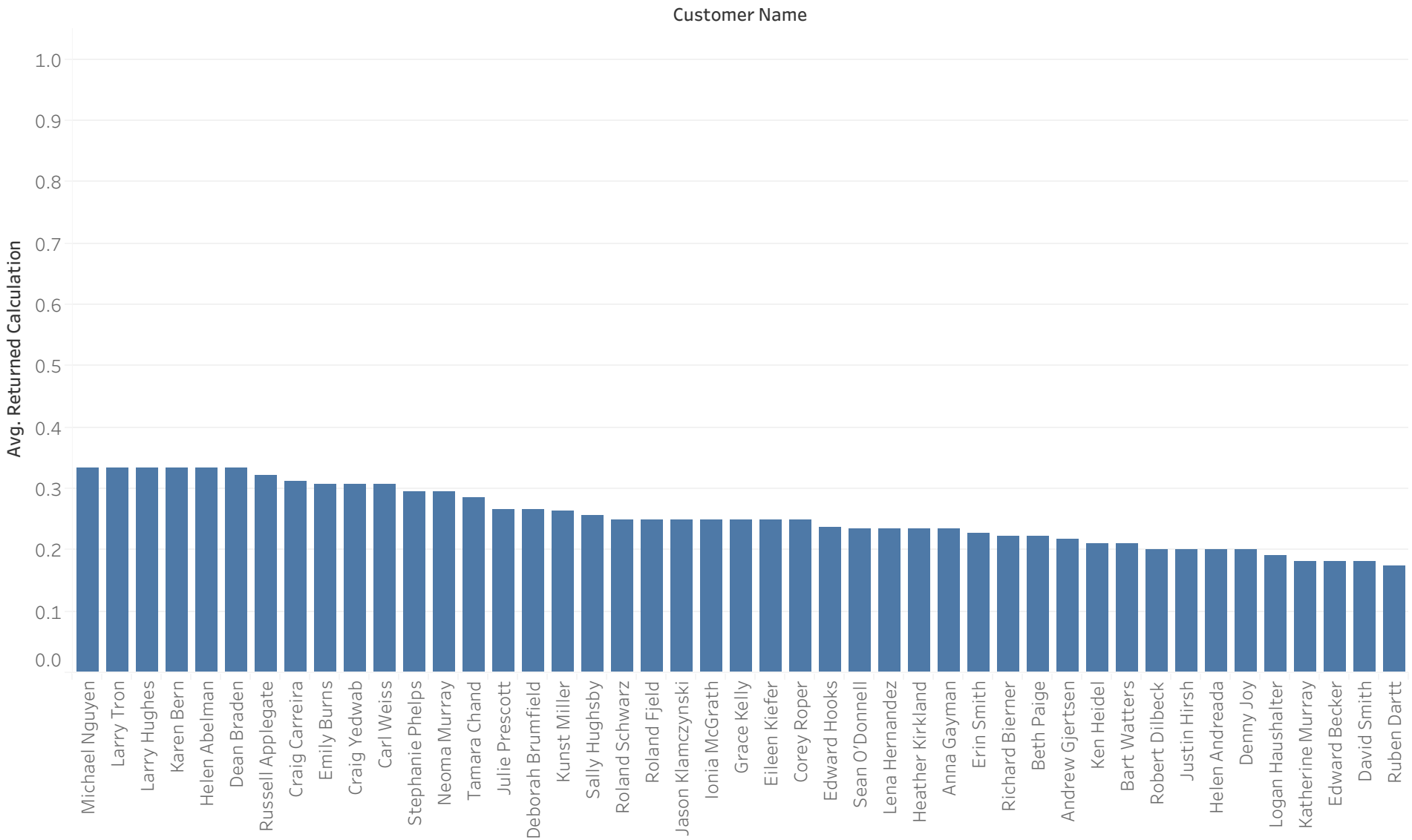

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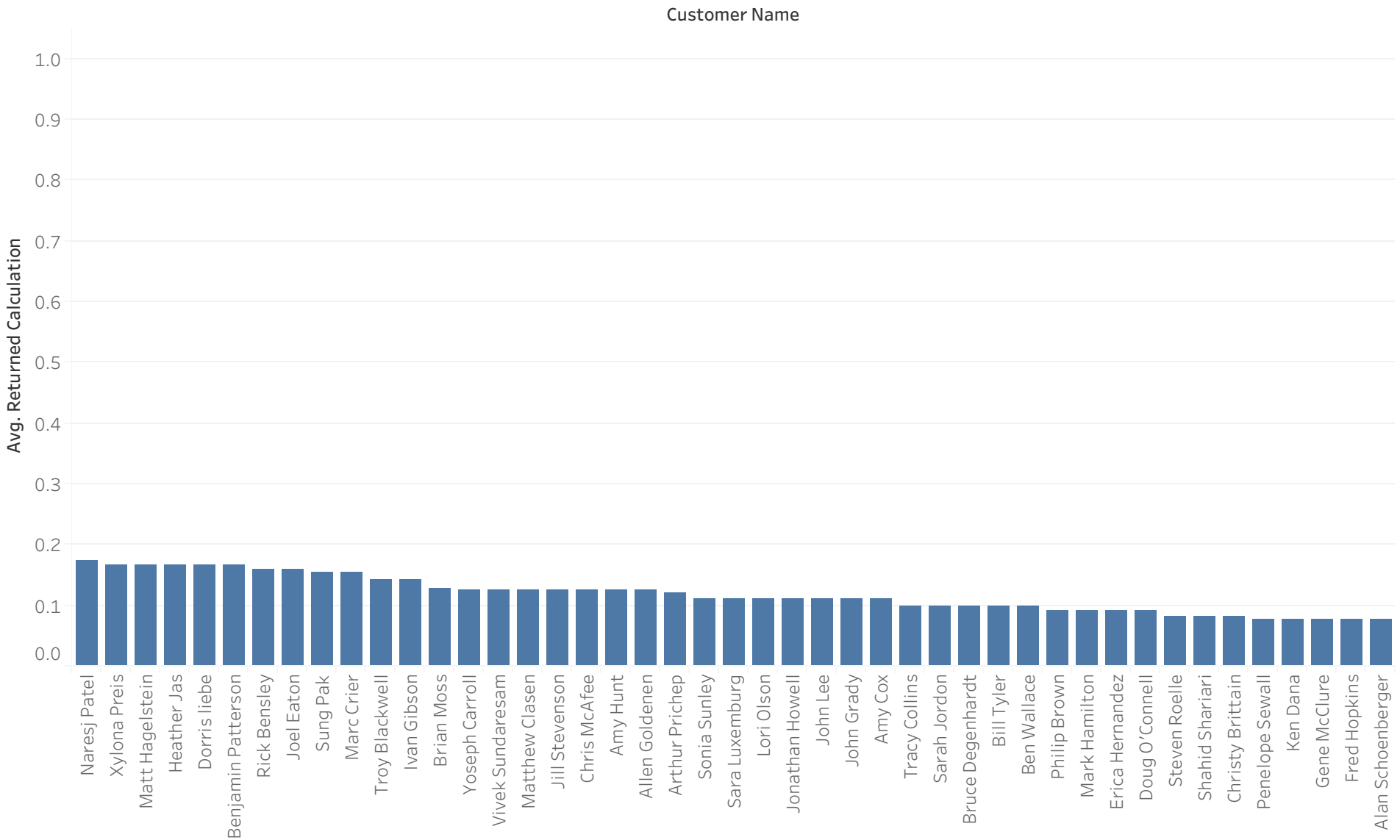

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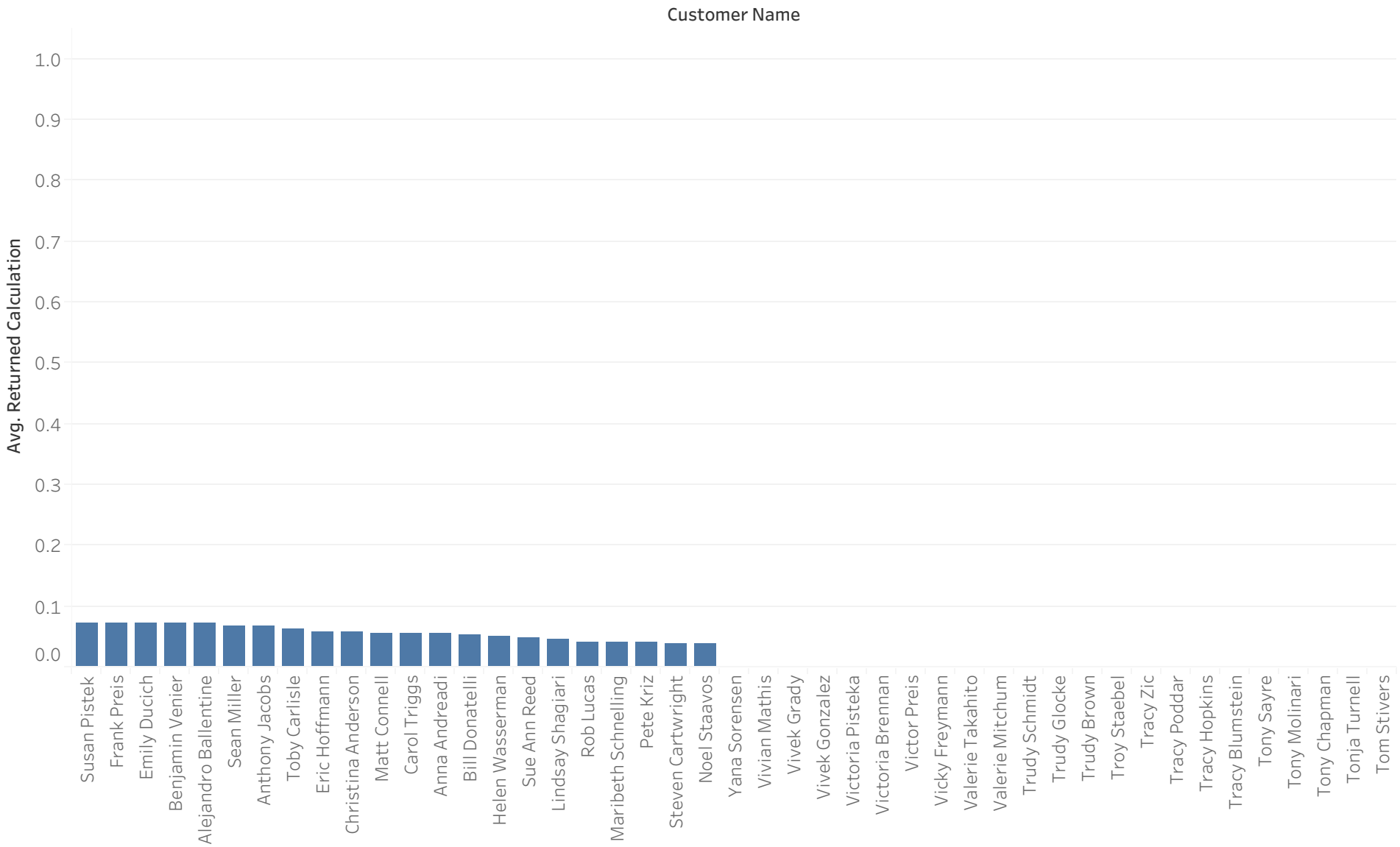

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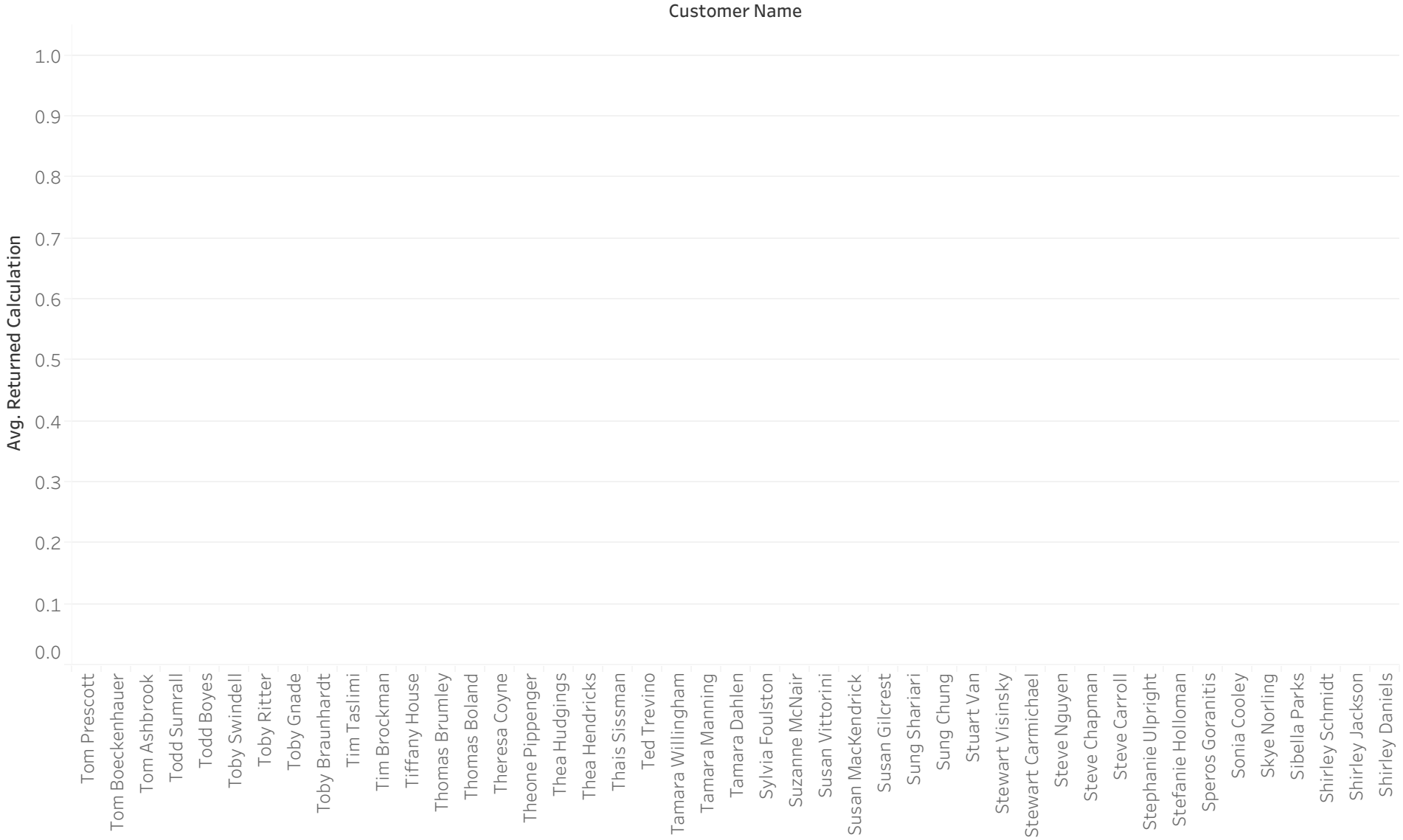

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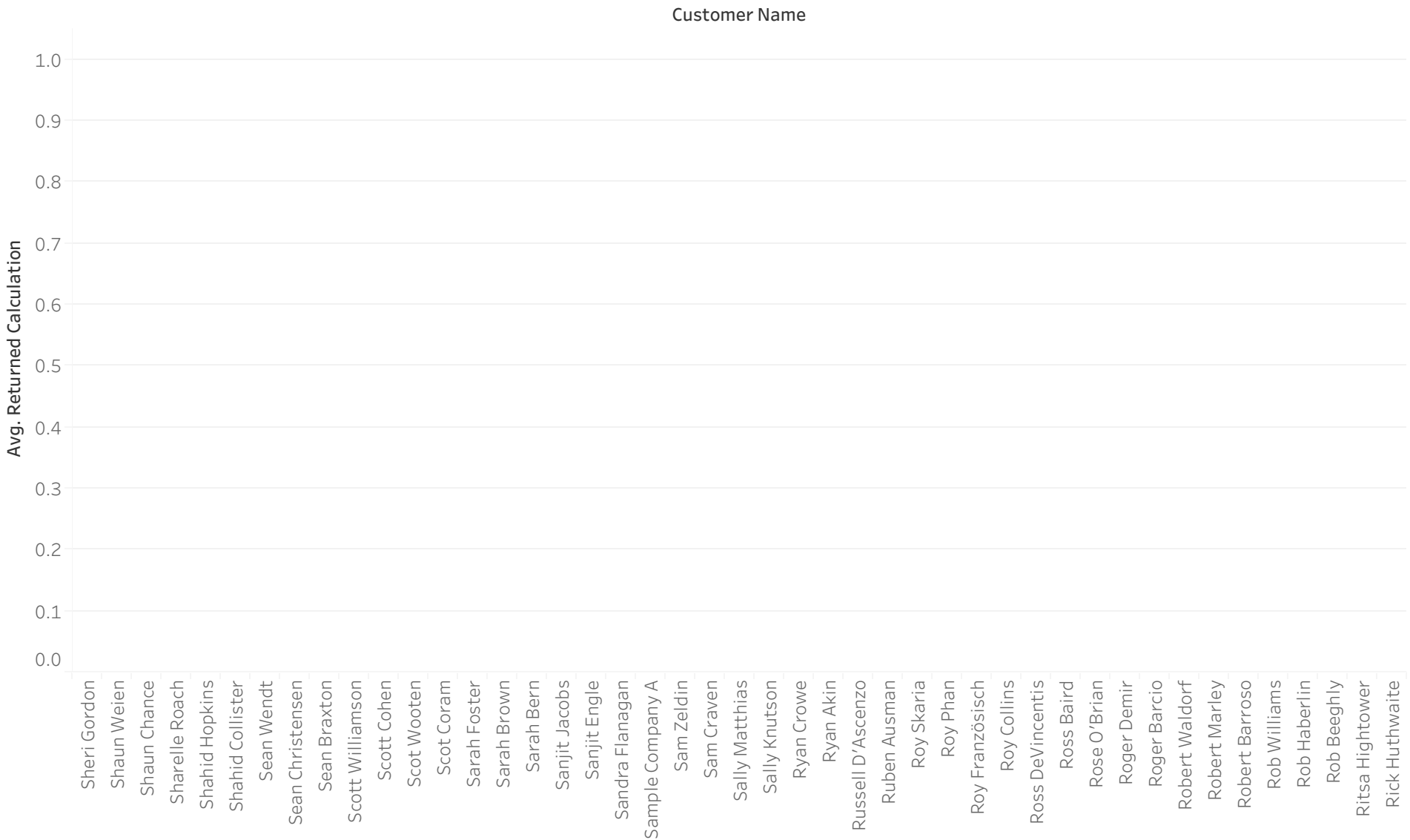

Customer Returns

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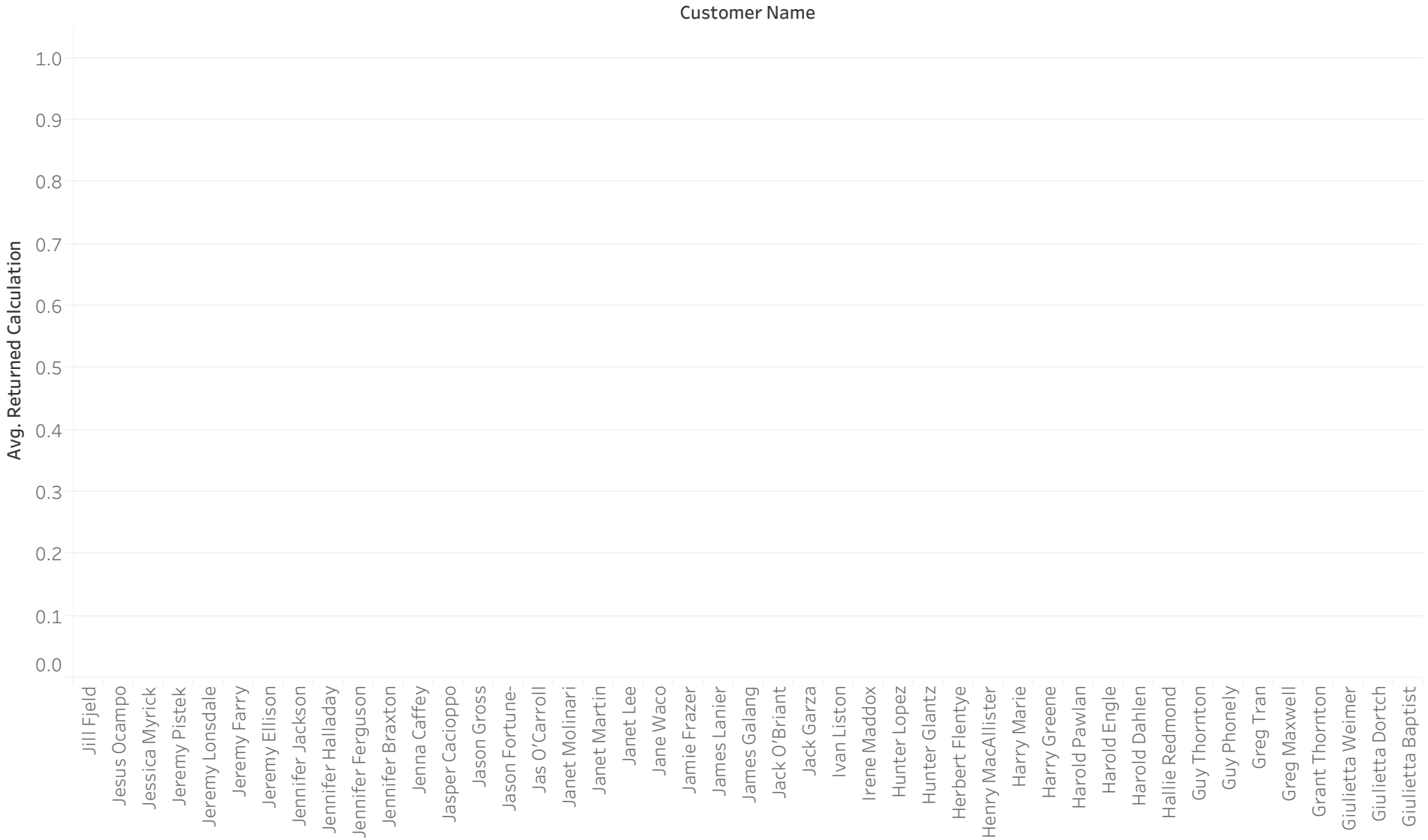

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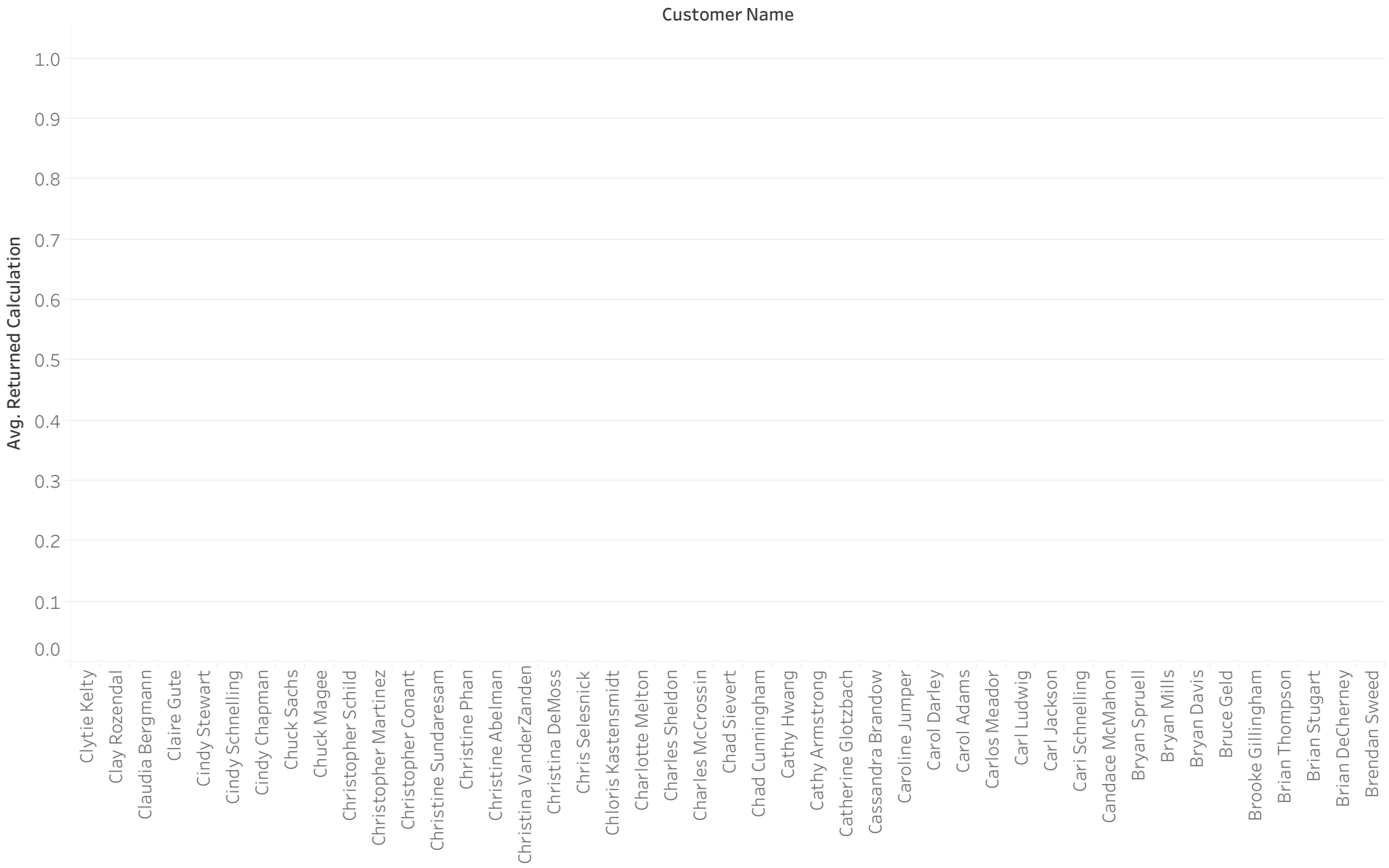

Customer Returns

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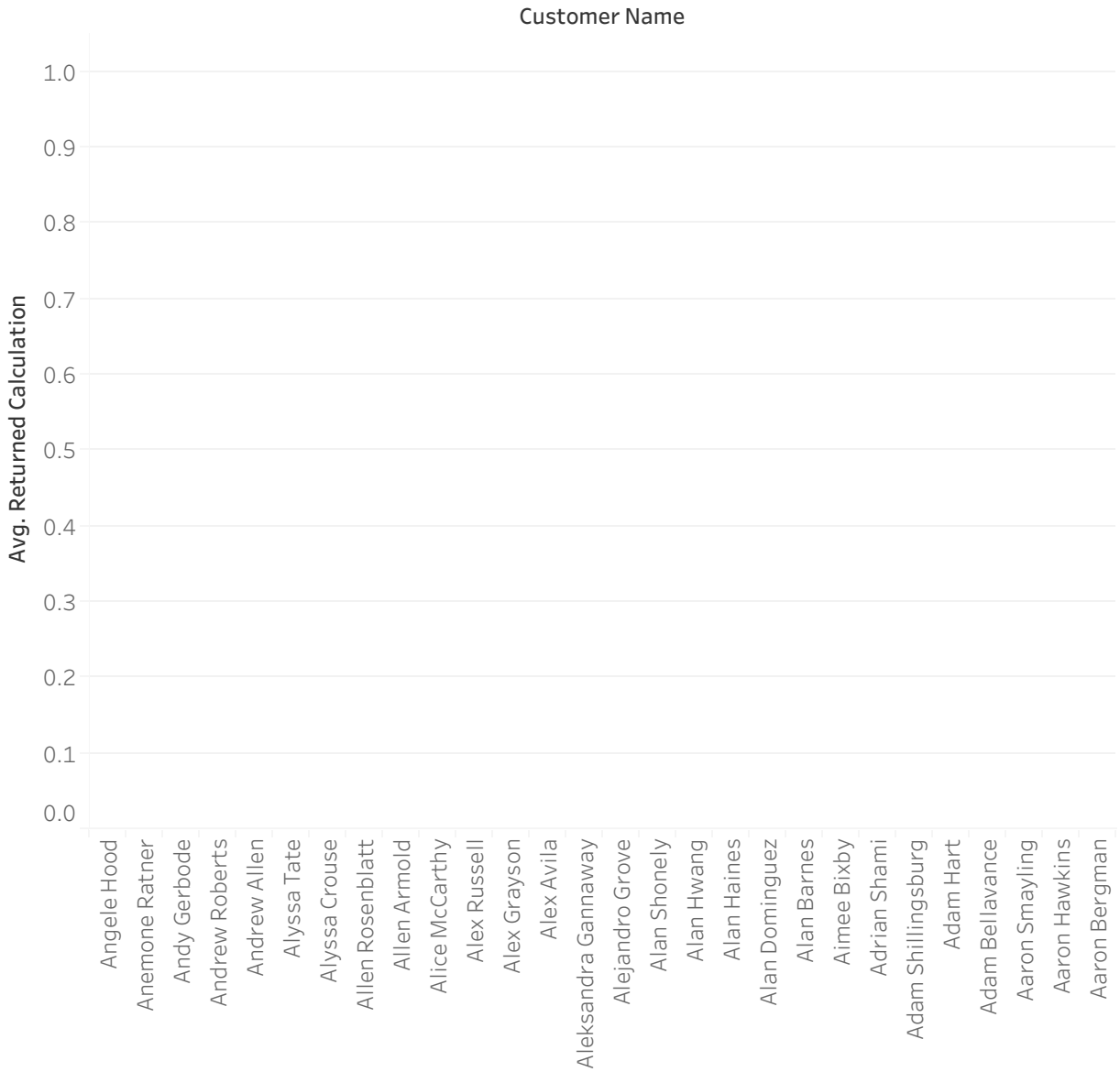

State Heat Map vs. Profit

State	Order Date											
	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Alabama	7.7		83.2	67.4	49.3	52.2	32.0	59.1	83.2	112.0	266.6	84.5
Arizona	-46.6	-19.7	3.4	-103.8	-12.7	2.0	-30.9	45.9	-5.0	-10.8	-7.3	-33.6
Arkansas	72.9	3.0	18.6	19.7	21.4	52.5		72.0	227.0	40.9	16.9	60.9
California	37.8	36.4	39.7	27.3	39.8	33.4	50.7	56.7	34.2	34.4	30.6	37.8
Colorado	2.6	3.1	-65.0	-215.8	2.6	15.0	6.5	-8.3	-11.0	-140.7	1.0	-23.6
Connecticut	-7.3	24.2	44.0	41.9	10.8	46.6	45.4	70.4	24.7	55.1	47.1	78.6
Delaware	31.7	116.8	84.8	5.2	96.1	24.8	45.6	13.8	34.4	35.6	243.2	17.1
District of Columbia	17.5			324.8	9.2							13.2
Florida	-2.5	6.0	-30.9	-4.4	-20.8	1.1	8.0	-3.6	5.0	-11.4	-9.4	-16.0
Georgia	176.8	84.5	318.4	140.7	61.9	59.3	25.8	41.4	40.0	43.2	61.4	26.2
Idaho			7.1	3.4	22.0	50.6		1.1	101.3	29.1	91.5	16.7
Illinois	-25.5	-14.0	-15.2	-2.1	-12.4	-32.3	-10.9	33.0	-74.7	-6.3	-19.0	-37.3
Indiana	12.4	14.7	29.5	36.5	79.1	174.1	36.0	94.5	61.4	643.1	70.9	98.9
Iowa	16.6		54.8	50.0			11.8	3.1	99.8		43.9	20.3
Kansas	137.2	2.6			34.1	8.7	50.0		45.1	74.8	20.4	23.5
Kentucky	134.1	87.6	65.3	61.6	26.9	52.5	45.4	188.3	100.4	28.2	87.9	81.2
Louisiana	65.3	8.5	6.2	18.7	12.9	13.8	21.2	81.3	72.9	93.5	60.1	111.3
Maine						10.8		85.6	82.6			
Maryland	52.8	141.9	125.4	54.9	22.2		26.9	90.2	49.1	4.3	130.0	43.3
Massachusetts	3.9	5.9	25.4	13.6	47.2	127.8	30.7	26.4	97.8	56.3	26.6	80.0
Michigan	193.0	20.6	72.1	144.3	151.8	64.8	51.9	53.0	61.0	29.5	56.8	143.7
Minnesota	14.9	39.0	22.9		227.3	106.5	185.1	14.0	339.2	284.3	58.6	35.6
Mississippi	15.7	68.7	23.7	16.2	81.9	25.4	82.3	112.7		5.3	43.5	44.8

Avg. Profit

-227.1 643.1

Map based on Longitude (generated) and Latitude (generated) broken down by Order Date Month. Color shows sum of Profit. Details are shown for State.

What combination of Months and States for profit?
CALLOUT
ad money calculation is added to tootl tips when you hover over number.
- March and Washington
- November and Vermont
- October and Indiana
-

State Heat Map vs. Profit

Order Date

State	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Missouri	51.7	17.8	146.4	12.4	59.1	4.8	17.9	50.1	80.2	486.1	54.8	372.2
Montana	187.1			41.6			2.2	2.7	10.4		32.1	152.5
Nebraska		31.0		8.5	1.2	36.0	16.2		51.8	29.0	18.9	92.2
Nevada	19.2	5.5	19.3	70.7	99.0	20.2	27.1		16.5	343.0	22.9	60.6
New Hampshire	48.2	16.1	127.0		45.7		26.6	83.9	18.9	14.8		103.7
New Jersey	20.0	41.3	-14.5	306.1	41.6	65.1	66.2	61.8	46.0	32.1	87.2	106.6
New Mexico		23.1	57.6	0.4		35.3	114.6	18.5	6.5	79.2	30.2	6.3
New York	-6.6	31.6	44.7	25.6	97.2	46.0	40.3	64.3	105.0	127.6	84.7	60.9
North Carolina	-91.1	36.9	15.1	1.5	18.9	19.7	5.2	19.7	-4.1	-41.3	-91.9	6.3
North Dakota					43.3							6.8
Ohio	-119.0	-16.2	-41.5	-14.6	-9.7	-10.2	-8.5	1.3	-3.5	-41.9	-105.4	-40.7
Oklahoma	177.9	2.0	306.1		138.4	45.4	70.9	23.2	57.1	61.4	88.7	54.8
Oregon	6.5	9.4	-3.4	2.6	10.7	10.6	18.8	-26.3	18.1	-32.0	-16.1	-37.1
Pennsylvania	-11.8	39.6	-29.9	-22.0	17.1	-4.1	-24.3	-61.2	-53.4	-4.3	-33.4	-20.8
Rhode Island		-13.6		12.1	34.4	24.7	49.7	26.9	94.0	162.4	20.1	250.0
South Carolina	87.4		10.8	81.9	60.5	19.2	12.5	22.6	61.6	3.8	51.3	7.8
South Dakota	22.4						38.2				6.6	
Tennessee	2.2	0.7	-1.3	-7.7	-6.4	37.3	0.6	-77.2	-28.8	-165.1	13.1	-43.0
Texas	-59.1	-41.8	-18.3	-53.2	-6.7	-7.4	-227.1	-14.4	-31.4	-5.8	-28.5	-15.5
Utah		4.1	8.1		48.6	14.6	75.7	94.5	64.3	20.0	24.7	
Vermont	92.7			336.6							596.0	67.7
Virginia	19.7	199.5	84.5	39.9	137.0	56.7	31.1	110.1	109.2	36.0	50.5	104.8
Washington	19.3	47.8	521.3	38.2	30.3	72.6	54.6	75.4	36.0	22.8	42.3	50.5

Avg. Profit

-227.1 643.1

Map based on Longitude (generated) and Latitude (generated) broken down by Order Date Month. Color shows sum of Profit. Details are shown for State.

What combination of Months and States for profit?
CALLOUT
ad money calculation is added to tootl tips when you hover over number.
- March and Washington
- November and Vermont
- October and Indiana
-

State Heat Map vs. Profit

Order Date

State	January	February	March	April	May	June	July	August	Septemb..	October	November	December
West Virginia						87.6				-77.0		
Wisconsin	152.9	109.9	101.8	117.7	49.0		84.3	15.8	31.5	191.4	31.6	118.1
Wyoming											100.2	

Avg. Profit

Map based on Longitude (generated) and Latitude (generated) broken down by Order Date Month. Color shows sum of Profit. Details are shown for State.

What combination of Months and States for profit?
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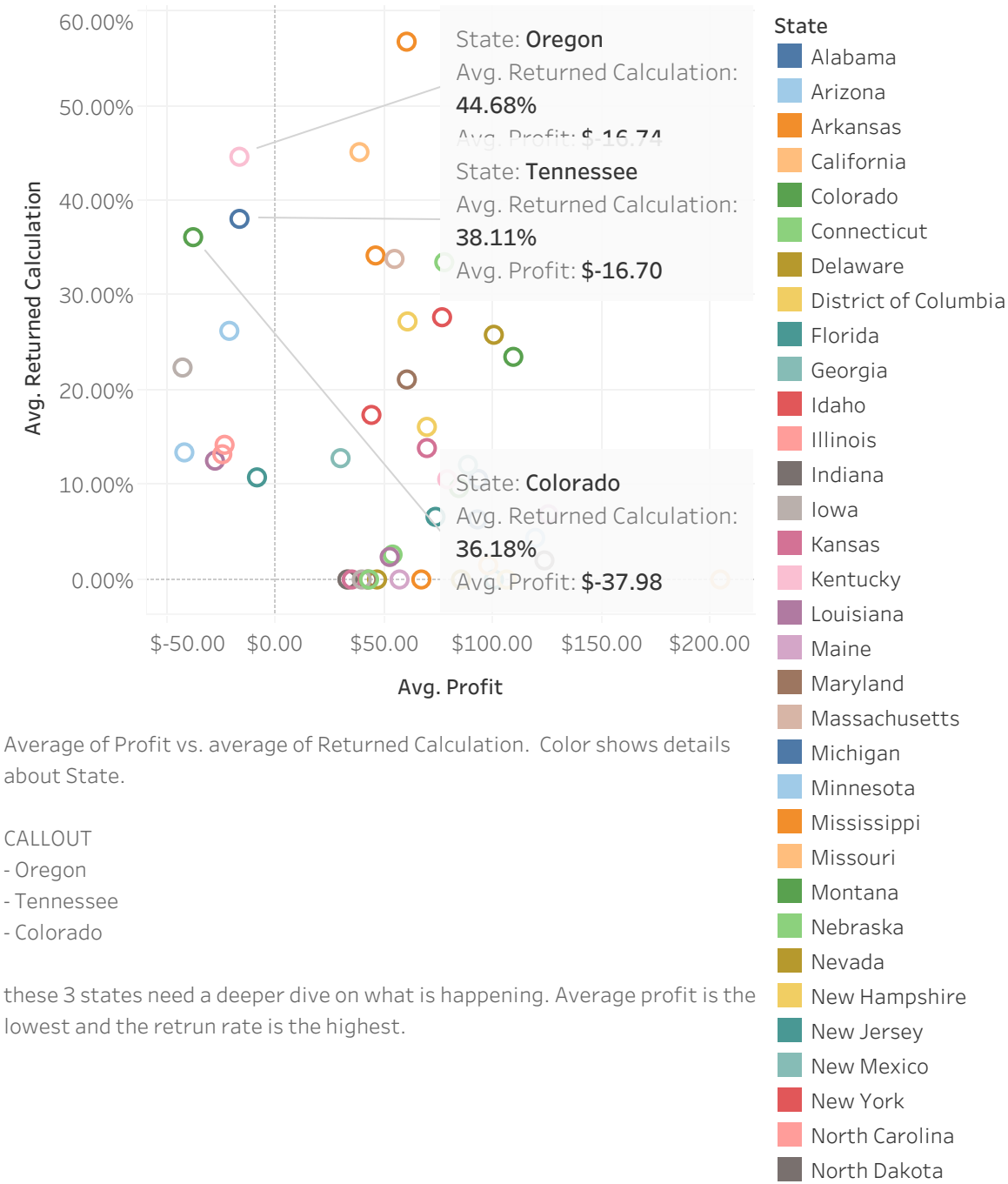
-

AVG Profit/ AVG Return Rate vs. State



Average of Profit vs. average of Returned Calculation. Color shows details about State.

CALLOUT
- Oregon
- Tennessee
- Colorado

these 3 states need a deeper dive on what is happening. Average profit is the lowest and the retrun rate is the highest.