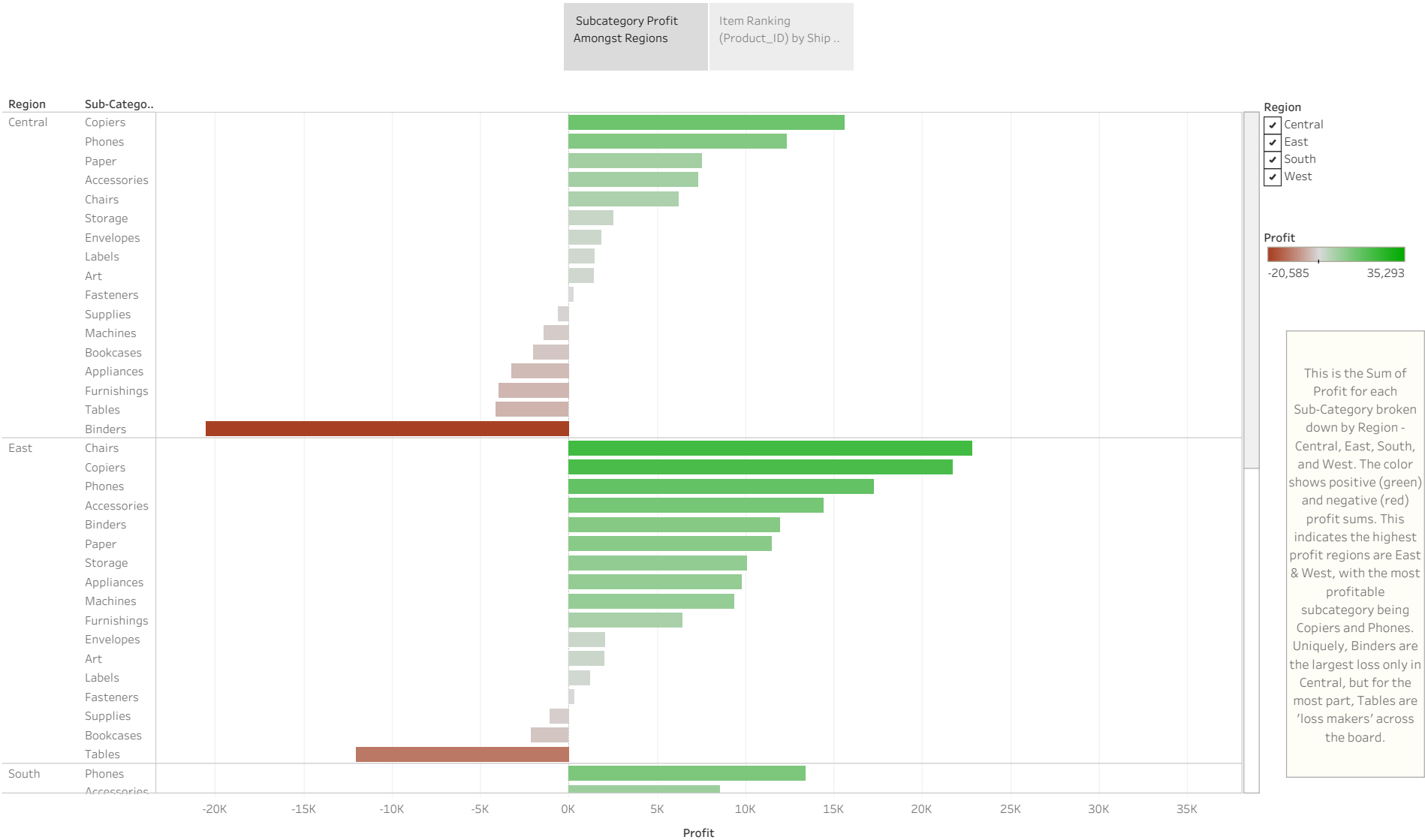


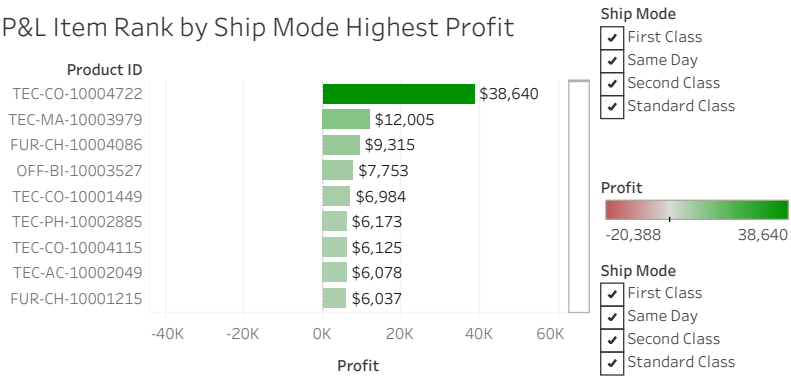
Identifying Profit Centers and Loss Makers



Identifying Profit Centers and Loss Makers

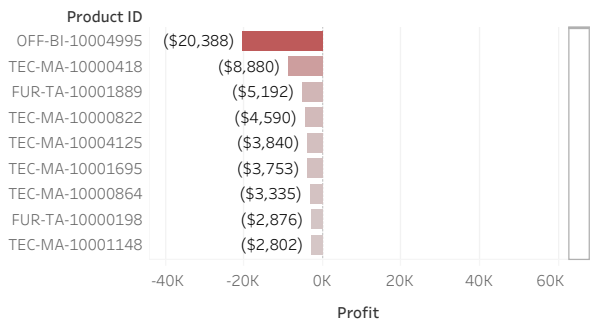
Subcategory Profit Amongst Regions	Item Ranking (Product_ID) by Ship ..
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P&L Item Rank by Ship Mode Highest Profit



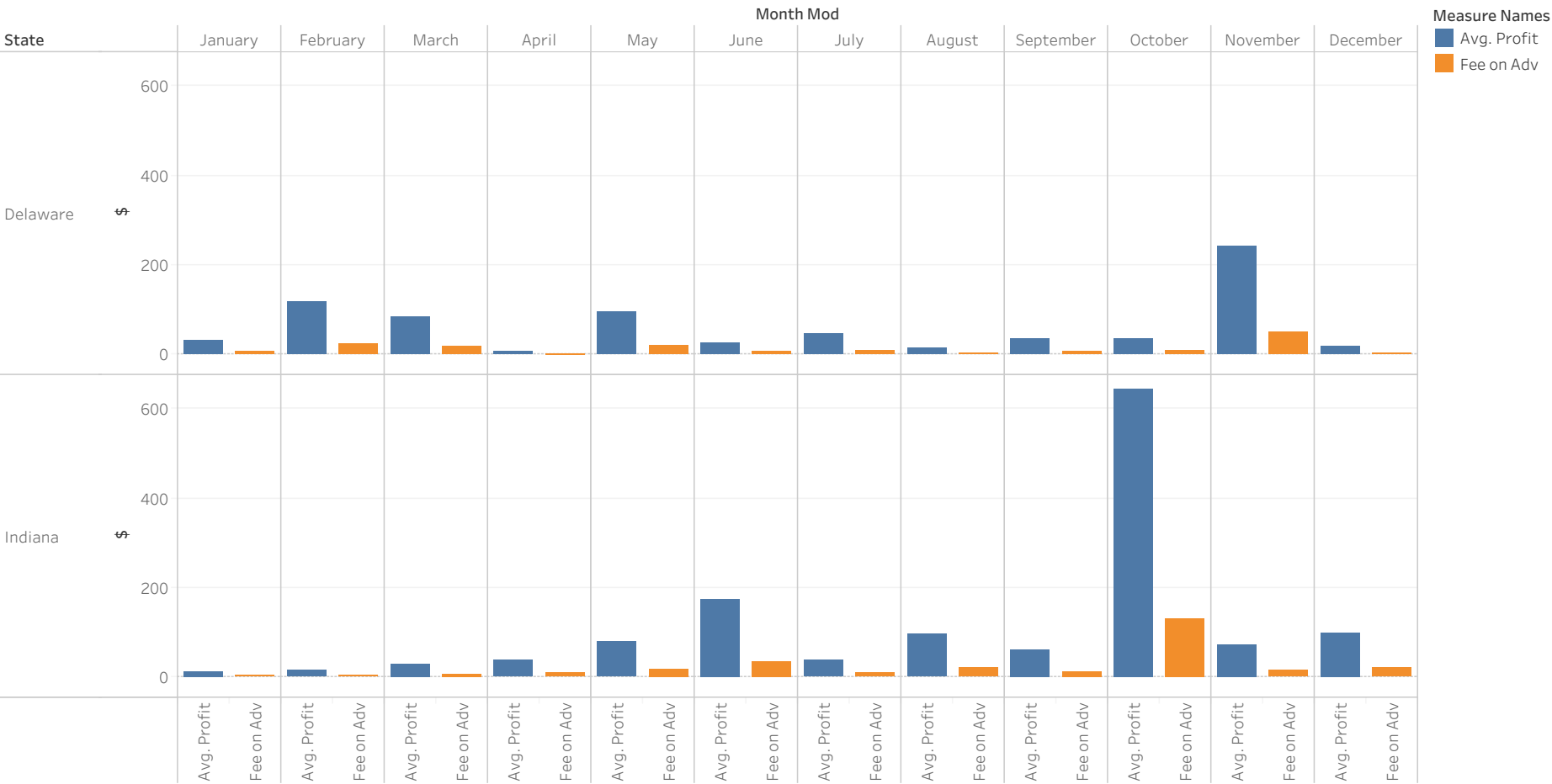
This is the sum of Profit for each Product ID. It is ranked in ascending order, showing that product TEC-CO-10004722 and TEC-MA-10003979 are the largest 'profit centers'. The data is filtered on Ship Mode, which keeps First Class, Same Day, Second Class and Standard Class.

P&L Item Rank by Ship Mode Negative Profit



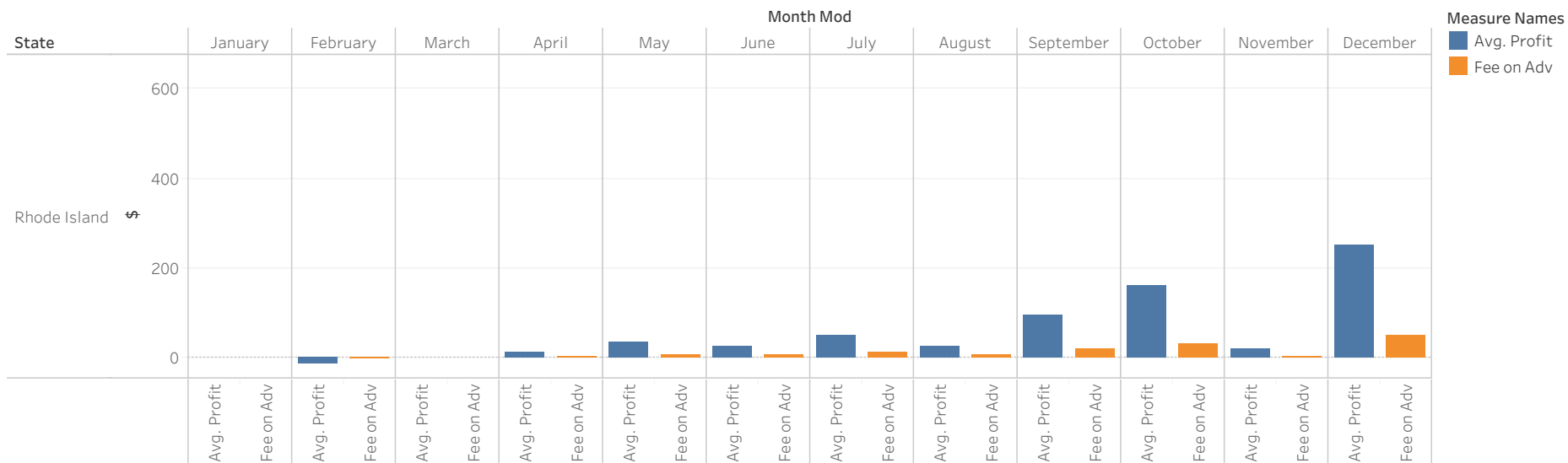
This is the sum of Profit for each Product ID. It is ranked in descending order, showing that product OFF-BI-10004995 and TEC-MA-10000418 are the largest 'loss makers'. The data is filtered on Ship Mode, which keeps First Class, Same Day, Second Class and Standard Class.

Advertising



Avg. Profit (Blue) and Fee on Advertisement (Orange) aggregated for each Month broken down by State. The view is filtered on State, which highlights recommended months for marketing in the states of Delaware (in November), Indiana (in September) and Rhode Island (in December).

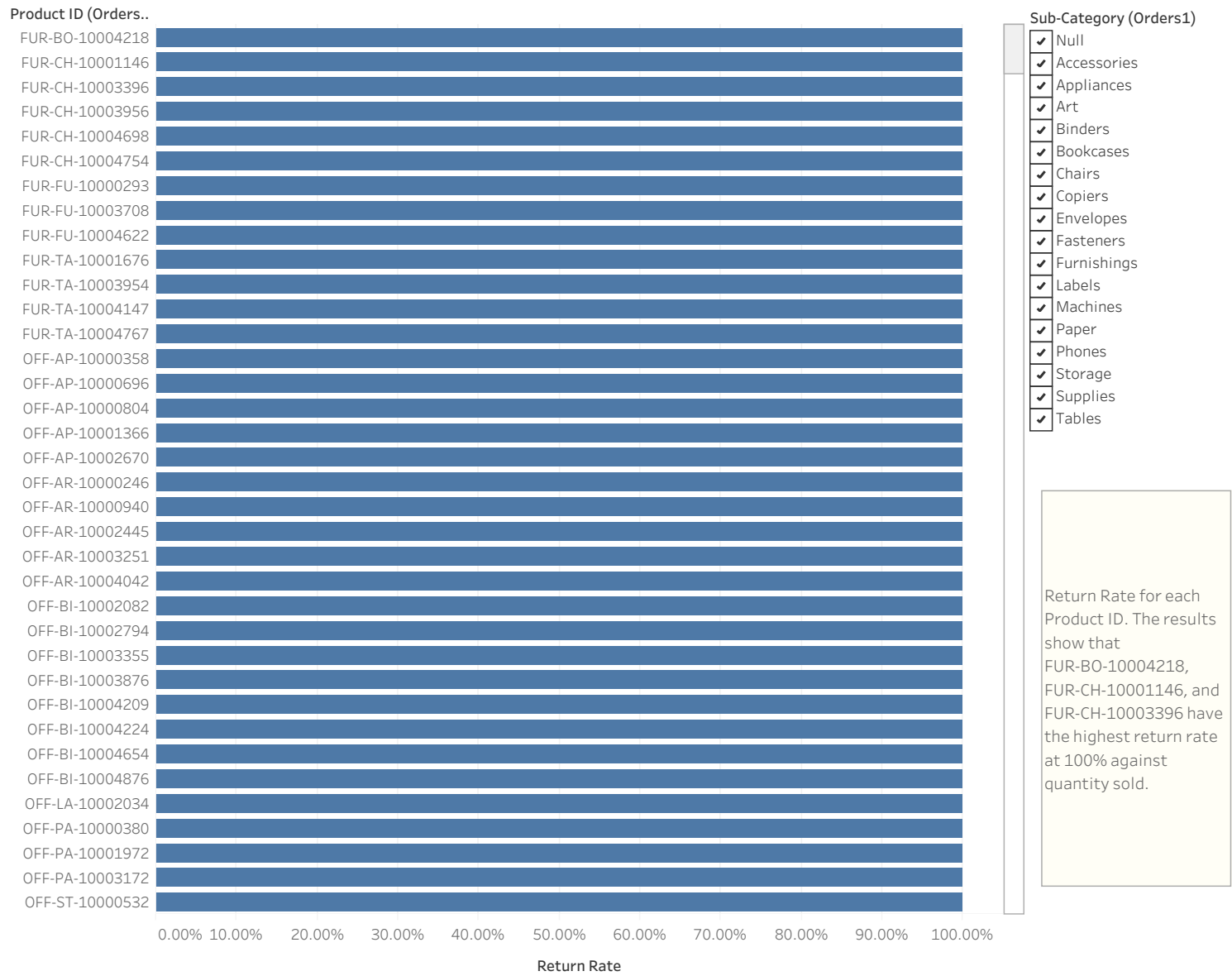
Advertising



Avg. Profit (Blue) and Fee on Advertisement (Orange) aggregated for each Month broken down by State. The view is filtered on State, which highlights recommended months for marketing in the states of Delaware (in November), Indiana (in September) and Rhode Island (in December).

Part 3: Returns Analysis

Rate of Returns by Product_ID	Rate of Returns by Customer_ID	Comparing State Comparing Average R..
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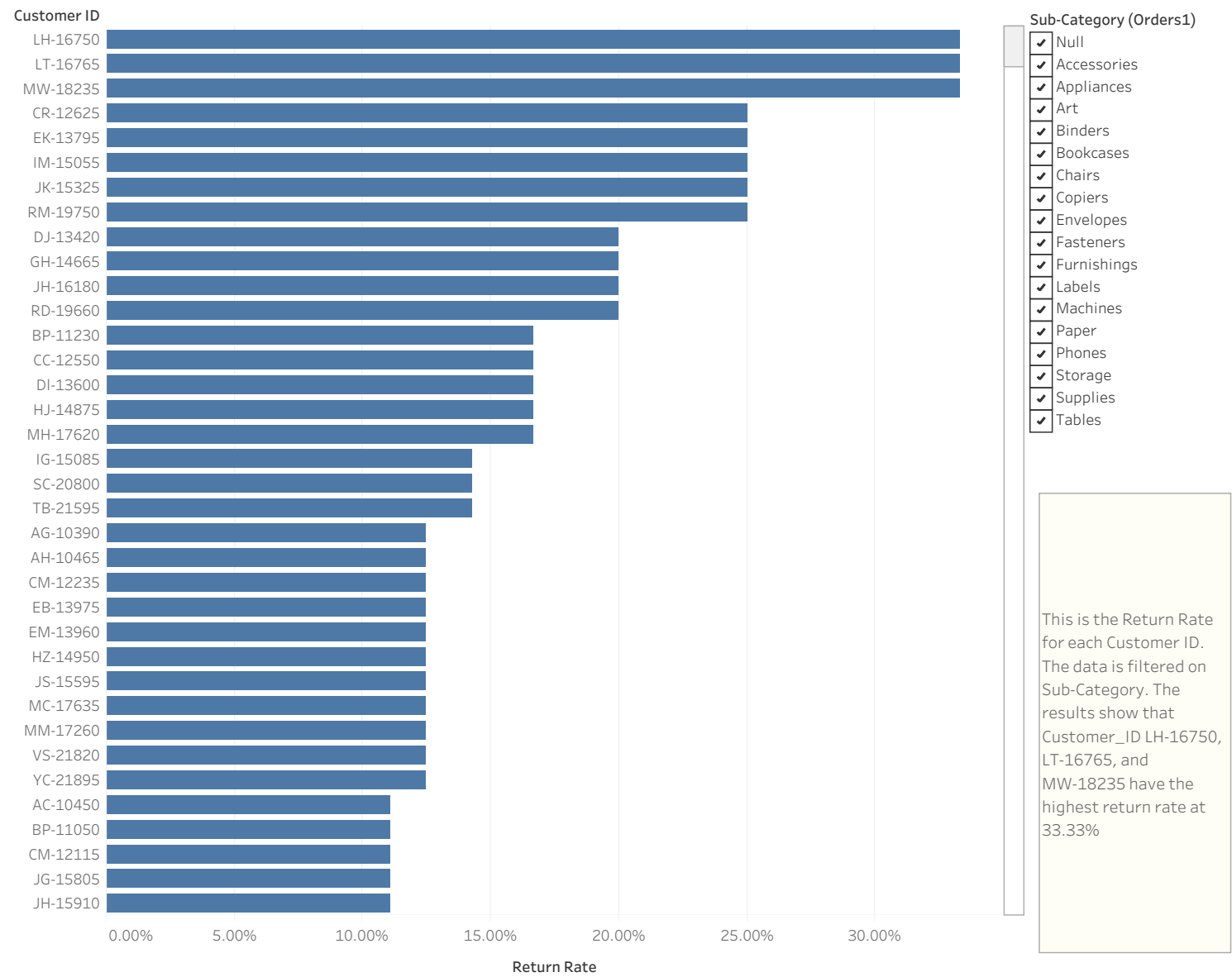


Part 3: Returns Analysis

Rate of Returns by Product_ID

Rate of Returns by Customer_ID

Comparing State
Comparing Average R..



Part 3: Returns Analysis

Rate of Returns by Product_ID	Rate of Returns by Customer_ID	Comparing State Comparing Average R..
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