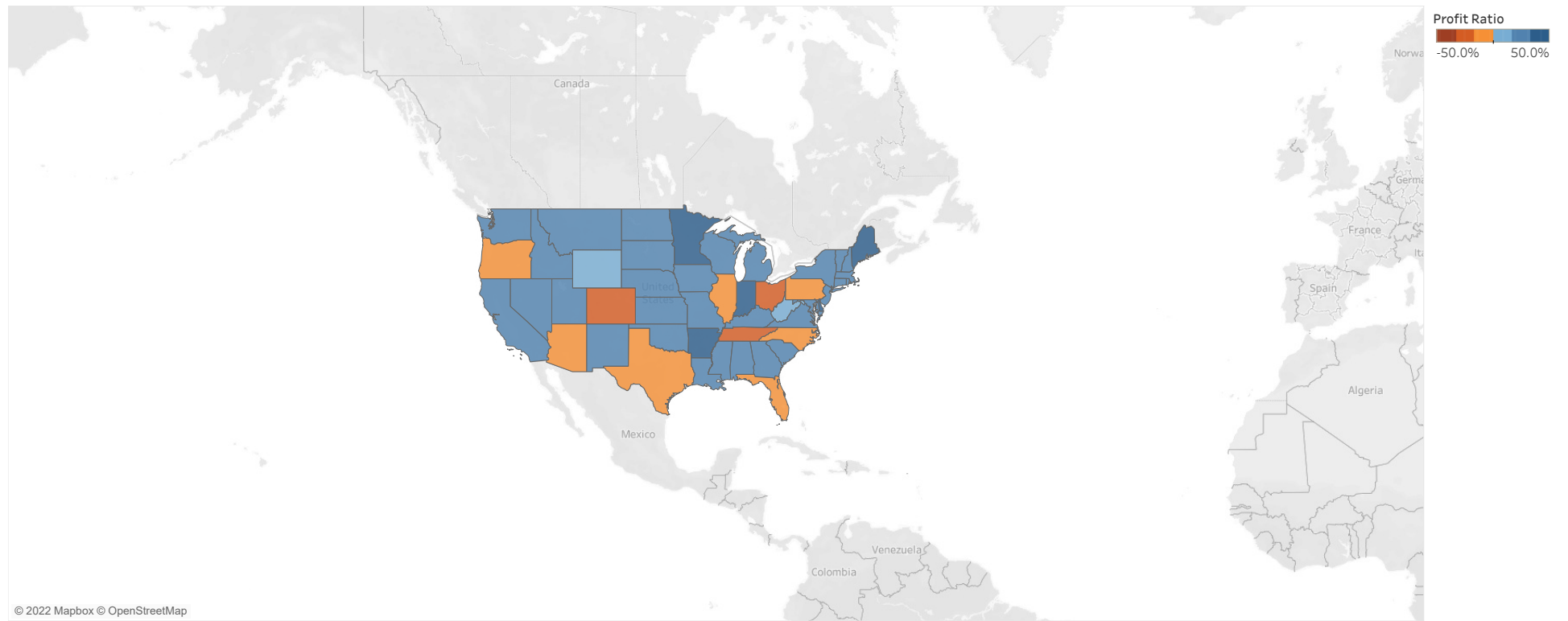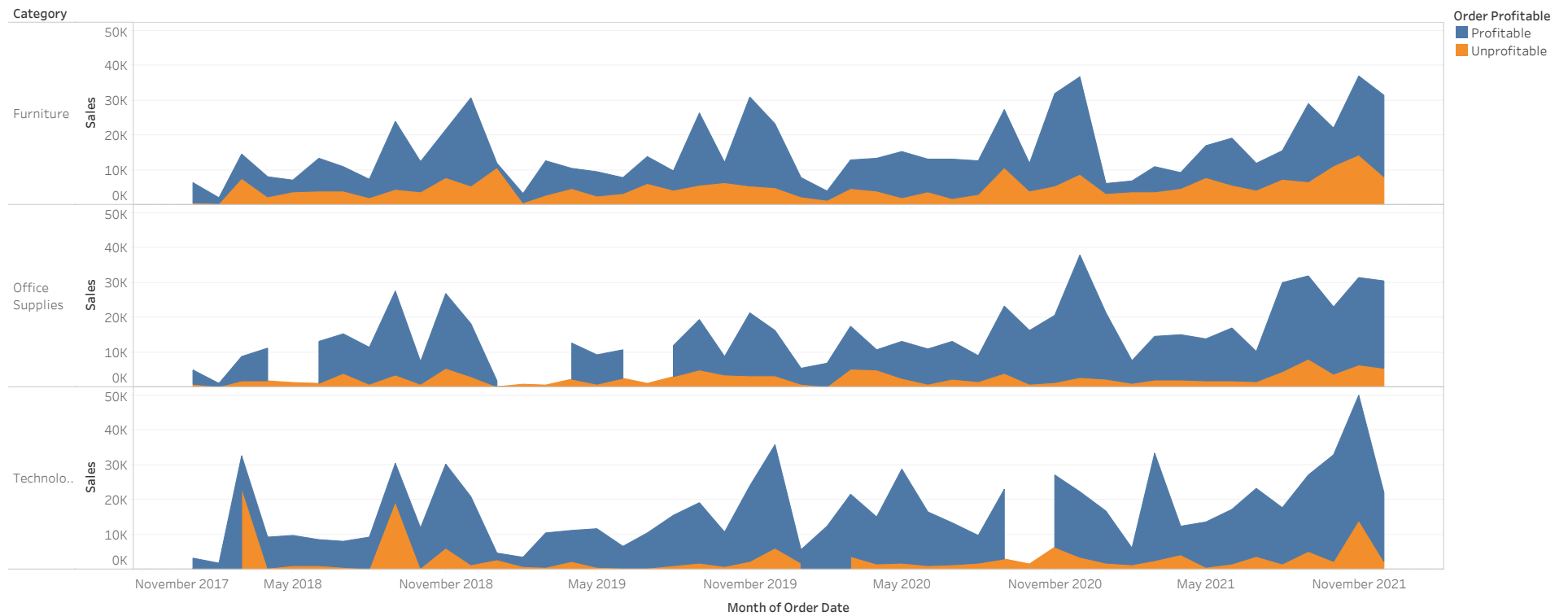## Profit Ratio by Geography

Map based on Longitude (generated) and Latitude (generated). Color shows Profit Ratio. Details are shown for Country/Region and State. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Profit Ratio, which ranges from -270.0% to 37.0%.

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Sales by Category

Category

Order Profitable
■ Profitable
■ Unprofitable

The plot of sum of Sales for Order Date Month broken down by Category. Color shows details about Order Profitable. The data is filtered on Order Date, Profit Ratio and Region. The Order Date filter ranges from 1/3/2018 to 12/30/2021. The Profit Ratio filter ranges from -2.7 to 0.37. The Region filter keeps Central, East, South and West.

Key Performance Indicators

Count of Orders	Count of Returns	Discount	Profit	Profit Per Order	Profit Ratio	Quantity	Sales	Sales Per Customer
9,994	800.00	1,561	286,397	57	0	37,873	2,297,201	2,897

Discount, count of Orders, Profit, Profit Per Order, Profit Ratio, Quantity, count of Returns, Sales and Sales Per Customer. The data is filtered on Region, which keeps multiple members. The view is filtered on Profit Ratio, which ranges from -2.7000 to 0.3700.

Profit Ratio by States

-50.0% 50.0%

State	City	Profit Ratio
Alabama	Auburn	29.6%
	Decatur	12.4%
	Florence	3.6%
	Hoover	22.4%
	Montgomery	
	Tuscaloosa	30.2%
Arizona	Avondale	
	Bullhead City	7.6%
	Chandler	6.3%
	Gilbert	
	Glendale	-13.9%
	Mesa	-4.1%
	Peoria	-25.4%
	Phoenix	-6.1%
	Scottsdale	22.1%
	Sierra Vista	8.9%
	Tempe	-1.0%
	Tucson	
	Yuma	-55.4%
Arkansas	Conway	25.3%
	Hot Springs	32.4%
	Jonesboro	
	Little Rock	33.0%
	Pine Bluff	
	Springdale	
	Texarkana	
California	Anaheim	15.5%
	Apple Valley	13.6%
	Bakersfield	
	Brentwood	23.5%
	Burbank	10.8%
	Camarillo	23.9%
	Chico	
	Chula Vista	10.9%
	Coachella	
	Concord	24.4%
	Costa Mesa	6.3%
	Danville	12.0%
	Dublin	29.4%
	El Cajon	
	Encinitas	12.0%
	Escondido	
	Fairfield	54.8%
	Fresno	31.1%
	Hesperia	
	Huntington Beach	14.4%
	Inglewood	20.1%
	La Mesa	2.8%
	Laguna Niguel	16.6%
	Lake Elsinore	32.5%
	Lake Forest	15.1%
	Lakewood	19.5%
	Lancaster	
	Lodi	14.0%
	Long Beach	28.0%
	Los Angeles	1.4%
	Mission Viejo	19.0%
	Modesto	
	Montebello	23.5%
	Moreno Valley	-16.3%
	Morgan Hill	22.2%
	Murrieta	10.5%
	Oakland	
	Oceanside	51.8%
	Ontario	
	Oxnard	15.7%
	Pasadena	33.8%
	Pomona	19.3%
	Rancho Cucamonga	
	Redding	
	Redlands	13.4%
	Redondo Beach	14.1%
	Redwood City	33.0%
	Riverside	
	Sacramento	10.7%
	San Bernardino	34.2%
	San Diego	27.7%
	San Francisco	16.9%
	San Gabriel	17.4%
	San Jose	
	San Luis Obispo	27.5%
	Santa Ana	20.0%
	Santa Barbara	12.6%
	Santa Clara	26.0%
	Santa Maria	
	Stockton	
	Sunnyvale	
	Temecula	
	Torrance	
	Vacaville	
	Vallejo	
	Visalia	
	Westminster	
	Whittier	
	Woodland	
	Yucaipa	
Colorado	Arvada	-19.5%
	Aurora	11.9%
	Broomfield	7.9%
	Colorado Springs	-25.9%
	Commerce City	
	Denver	-2.0%
	Englewood	11.1%
	Fort Collins	-27.0%
	Greeley	34.1%
	Littleton	-136.7%
	Longmont	3.8%
	Louisville	-67.2%
	Loveland	21.4%
	Parker	-15.4%
	Pueblo	-53.4%
	Thornton	18.4%
Connecticut	Bristol	36.0%
	Danbury	
	Fairfield	24.8%
	Manchester	
	Meriden	30.3%
	Middletown	13.7%
	Milford	33.2%
	Shelton	
	Waterbury	25.6%
Delaware	Dover	
	Wilmington	27.1%
District of Columbia	Washington	
Florida	Apopka	6.0%
	Boca Raton	-35.9%
	Boynton Beach	10.8%
	Coral Gables	34.8%
	Coral Springs	2.2%
	Daytona Beach	-19.2%
	Delray Beach	12.0%
	Deltona	
	Fort Lauderdale	-3.3%
	Hialeah	10.1%
	Hollywood	
	Homestead	-6.2%
	Jacksonville	11.3%
	Jupiter	
	Kissimmee	-3.4%
	Lakeland	10.0%
	Margate	
	Melbourne	-13.3%
	Miami	2.1%
	Miramar	21.7%
	North Miami	
	Orlando	-70.0%
	Ormond Beach	6.4%
	Palm Coast	-4.2%
	Pembroke Pines	-66.7%
	Pensacola	0.8%
	Plantation	16.6%
	Pompano Beach	1.8%
	Port Saint Lucie	-5.2%
	Saint Petersburg	5.4%
	Sanford	-24.9%
	Tallahassee	-6.3%
	Tamarac	
	Tampa	
	West Palm Beach	22.4%
Georgia	Athens	27.9%
	Columbus	17.4%
	Marietta	36.5%
	Roswell	
	Sandy Springs	33.8%
	Smyrna	12.3%
	Warner Robins	36.6%
	Woodstock	
Idaho	Boise	20.3%
	Caldwell	35.0%
	Lewiston	
	Meridian	
	Pocatello	13.5%
	Twin Falls	

Profit Ratio for each City broken down by State. Color shows Profit Ratio. The data is filtered on Tooltip (Country/Region,State) and Region. The Tooltip (Country/Region,State) filter keeps 49 members. The Region filter keeps Central, East, South and West. The view is filtered on Profit Ratio, which ranges from -270.0% to 37.0%.
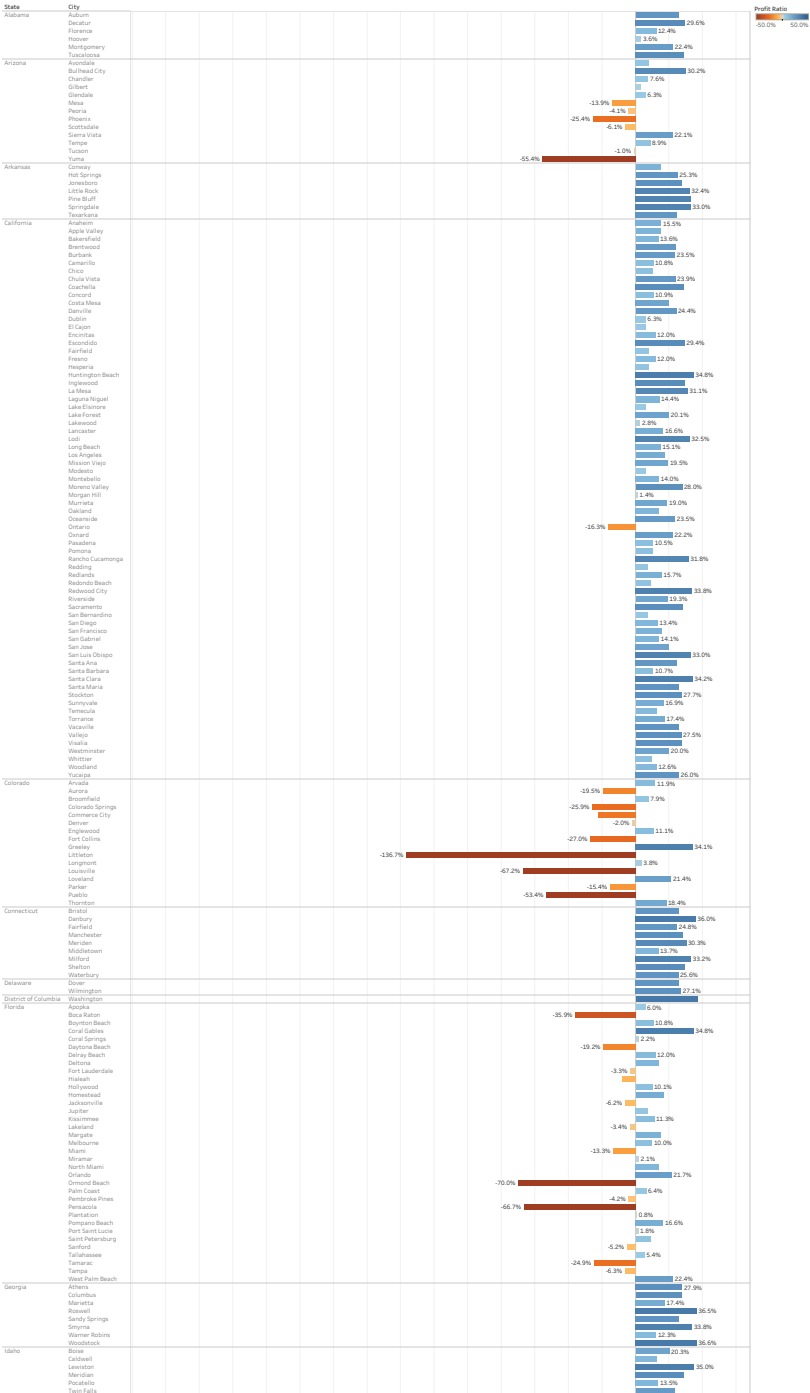
Profit Ratio by States

State	City	Profit Ratio
Illinois	Arlington Heights	8.8%
	Aurora	-25.0%
	Bloomington	-44.8%
	Bolingbrook	-10.8%
	Buffalo Grove	
	Carol Stream	-120.0%
	Champaign	-13.7%
	Chicago	
	Danville	-160.0%
	Decatur	-15.9%
	Des Plaines	
	Elmhurst	23.5%
	Evanston	-26.7%
	Frankfort	-59.1%
	Freeport	
	Glenview	8.8%
	Highland Park	-11.4%
	Naperville	-30.0%
	Normal	
	Oak Park	10.0%
	Orland Park	
	Oswego	-166.5%
	Palatine	20.0%
	Park Ridge	-34.8%
	Peoria	-14.5%
	Quincy	14.9%
	Rockford	-36.3%
	Romeoville	-165.0%
	Saint Charles	15.6%
	Skokie	-61.0%
	Tinley Park	-40.0%
	Wheeling	-2.9%
	Woodstock	
Indiana	Bloomington	31.7%
	Columbus	9.7%
	Elkhart	28.3%
	Greenwood	
	Indianapolis	22.0%
	La Porte	34.5%
	Lawrence	
	Mishawaka	12.4%
	New Albany	35.0%
	New Castle	
	Noblesville	11.4%
	Richmond	30.2%
	South Bend	
Iowa	Cedar Rapids	29.0%
	Des Moines	17.9%
	Dubuque	
Kansas	Garden City	29.0%
	Manhattan	4.0%
	Olathe	23.2%
	Overland Park	
Kentucky	Bowling Green	31.7%
	Georgetown	
	Henderson	28.9%
	Louisville	35.7%
	Murray	
	Richmond	
Louisiana	Bossier City	23.8%
	Kenner	19.3%
	Lafayette	31.6%
	Monroe	
Maine	Bangor	36.3%
	Lewiston	
Maryland	Baltimore	27.2%
	Clinton	34.4%
	Columbia	
	Gaithersburg	30.3%
	Laurel	
	Rockville	
Massachusetts	Andover	28.5%
	Beverly	
	Cambridge	14.6%
	Everett	8.4%
	Franklin	
	Holyoke	20.0%
	Lawrence	36.6%
	Leominster	
	Lowell	13.6%
	Malden	32.7%
	Marlborough	
	New Bedford	21.4%
	Quincy	31.1%
	Revere	
Michigan	Ann Arbor	25.7%
	Canton	29.2%
	Dearborn	13.4%
	Dearborn Heights	
	Detroit	31.1%
	Jackson	
	Lansing	25.6%
	Lincoln Park	
	Mount Pleasant	36.0%
	Oak Park	
	Saginaw	19.5%
	Sterling Heights	
	Taylor	12.7%
	Trenton	36.9%
	Westland	18.9%
Minnesota	Apple Valley	
	Coon Rapids	27.1%
	Lakeville	
	Moorhead	18.5%
	Rochester	
	Roseville	30.1%
	Saint Cloud	
	Saint Paul	12.9%
	Woodbury	32.3%
Mississippi	Hattiesburg	33.8%
	Jackson	
	Southaven	28.4%
Missouri	Gladstone	32.0%
	Jefferson City	
	Kirkwood	10.0%
	Saint Charles	35.0%
	Saint Louis	
	Saint Peters	21.0%
	Springfield	
Montana	Billings	34.4%
	Great Falls	
	Helena	16.8%
	Missoula	31.3%
Nebraska	Fremont	
	Omaha	29.2%
Nevada	Henderson	20.8%
	Las Vegas	
	North Las Vegas	22.9%
	Reno	
	Sparks	8.9%
New Hampshire	Concord	27.9%
	Dover	
New Jersey	Belleville	15.0%
	Bridgeton	
	Clifton	29.3%
	Hackensack	
	Lakewood	23.7%
	Morristown	36.5%
	Orange	
	Passaic	22.8%
	Paterson	
	Perth Amboy	36.9%
	Plainfield	
	Vineland	9.6%
	Westfield	29.5%
New Mexico	Albuquerque	28.5%
	Clovis	
	Farmington	10.4%
	Rio Rancho	23.6%
	Santa Fe	10.7%
New York	Auburn	20.3%
	Buffalo	
	Freeport	20.5%
	Hempstead	
	Jamestown	27.3%
	Long Beach	16.0%
	Mount Vernon	31.3%
	New Rochelle	
	New York City	24.2%
	Niagara Falls	
	Oceanside	17.0%
	Rochester	
	Rome	28.8%
	Troy	
	Utica	28.8%
	Watertown	36.1%
	Yonkers	5.3%
North Carolina	Asheville	-46.5%
	Burlington	10.7%
	Cary	33.8%
	Chapel Hill	
	Charlotte	-3.1%
	Concord	-35.0%

Profit Ratio for each City broken down by State. Color shows Profit Ratio. The data is filtered on Tooltip (Country/Region,State) and Region. The Tooltip (Country/Region,State) filter keeps 49 members. The Region filter keeps Central, East, South and West. The view is filtered on Profit Ratio, which ranges from -270.0% to 37.0%.
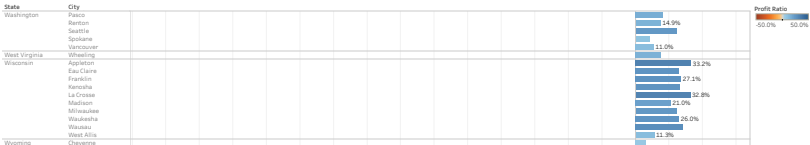
Profit Ratio by States

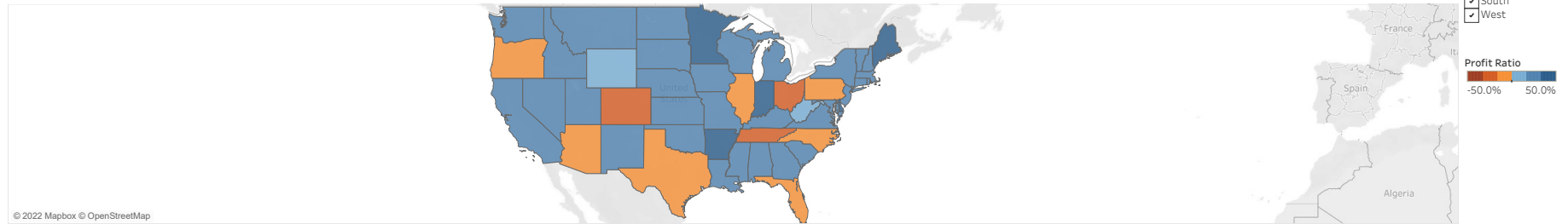| State	City	Profit Ratio
North Carolina	Durham	13.3%
	Fayetteville	4.0%
	Gastonia	-1.6%
	Goldsboro	8.8%
	Greensboro	-5.1%
	Greenville	-25.9%
	Hickory	-2.7%
	Jacksonville	2.2%
	Monroe	11.6%
	Raleigh	22.1%
	Thomasville	
	Wilmington	-3.9%
North Dakota	Fargo	
Ohio	Akron	-6.8%
	Bowling Green	
	Cincinnati	10.9%
	Cleveland	-13.4%
	Columbus	-43.2%
	Cuyahoga Falls	-14.8%
	Dublin	-76.7%
	Elyria	-4.2%
	Fairfield	10.7%
	Grove City	-2.9%
	Hamilton	
	Kent	
	Lakewood	-19.2%
	Lancaster	-87.2%
	Lorain	-31.4%
	Marion	-18.1%
	Mason	-4.5%
	Medina	-54.2%
	Mentor	-17.8%
	Newark	0.8%
	Parma	-25.3%
	Springfield	-7.6%
	Toledo	
	Troy	-27.5%
Oklahoma	Broken Arrow	25.3%
	Edmond	
	Lawton	25.7%
	Muskogee	
	Norman	
	Oklahoma City	24.0%
	Tulsa	
Oregon	Eugene	9.1%
	Gresham	
	Hillsboro	1.8%
	Medford	21.8%
	Portland	0.2%
	Redmond	
	Salem	-16.7%
	Springfield	-14.8%
	Tigard	
Pennsylvania	Allentown	-26.5%
	Altoona	-5.8%
	Bethlehem	-59.4%
	Chester	2.5%
	Lancaster	-13.9%
	Philadelphia	
	Reading	-30.8%
	York	-12.5%
Rhode Island	Cranston	34.5%
	Providence	
South Carolina	Columbia	22.5%
	Florence	16.0%
	Mount Pleasant	
	North Charleston	3.4%
	Rock Hill	32.0%
South Dakota	Aberdeen	29.3%
	Rapid City	
	Sioux Falls	
Tennessee	Bartlett	-29.0%
	Bristol	11.3%
	Chattanooga	2.7%
	Clarksville	-47.6%
	Columbia	-12.9%
	Franklin	-14.2%
	Hendersonville	-2.1%
	Jackson	1.5%
	Johnson City	-29.7%
	Knoxville	17.1%
	Lebanon	-24.9%
	Memphis	4.7%
	Murfreesboro	-13.8%
	Nashville	2.3%
	Smyrna	
Texas	Abilene	-270.0%
	Allen	-13.7%
	Amarillo	-4.4%
	Arlington	
	Austin	35.0%
	Baytown	12.5%
	Beaumont	
	Bedford	15.6%
	Brownsville	-34.7%
	Bryan	-21.4%
	Carrollton	35.0%
	Cedar Hill	-40.4%
	College Station	6.2%
	Conroe	30.5%
	Coppell	-19.8%
	Corpus Christi	
	Dallas	-150.0%
	Deer Park	31.5%
	Edinburg	-5.1%
	El Paso	4.5%
	Fort Worth	-32.7%
	Frisco	-47.8%
	Garland	-8.4%
	Grand Prairie	21.1%
	Grapevine	3.8%
	Haltom City	
	Harlingen	-12.6%
	Houston	35.0%
	Huntsville	
	Irving	-107.0%
	Keller	-5.3%
	La Porte	24.8%
	Laredo	
	League City	-12.0%
	Lubbock	-168.0%
	Mansfield	-150.0%
	McAllen	-13.7%
	Mesquite	8.0%
	Missouri City	-15.4%
	Odessa	14.4%
	Pasadena	-1.9%
	Pearland	-24.4%
	Pharr	-9.0%
	Plano	-33.4%
	Port Arthur	-17.8%
	Richardson	2.6%
	Round Rock	22.3%
	San Angelo	-127.8%
	San Antonio	-85.8%
	San Marcos	
	Texas City	
	The Colony	
	Tyler	
	Waco	
Utah	Draper	35.2%
	Lehi	16.8%
	Logan	
	Murray	17.2%
	Orem	
	Pleasant Grove	14.1%
	Provo	32.9%
	West Jordan	
Vermont	Burlington	
Virginia	Alexandria	30.8%
	Arlington	
	Charlottesville	35.0%
	Chesapeake	21.1%
	Hampton	20.3%
	Harrisonburg	36.0%
	Newport News	
	Richmond	26.1%
	Salem	
	Springfield	24.4%
	Suffolk	35.2%
	Virginia Beach	19.7%
	Waynesboro	
Washington	Auburn	36.0%
	Bellevue	
	Bellingham	16.1%
	Covington	27.8%
	Des Moines	25.1%
	Edmonds	36.3%
	Everett	3.2%
	Longview	
	Marysville	13.7%
	Olympia	

Profit Ratio for each City broken down by State. Color shows Profit Ratio. The data is filtered on Tooltip (Country/Region,State) and Region. The Tooltip (Country/Region,State) filter keeps 49 members. The Region filter keeps Central, East, South and West. The view is filtered on Profit Ratio, which ranges from -270.0% to 37.0%.
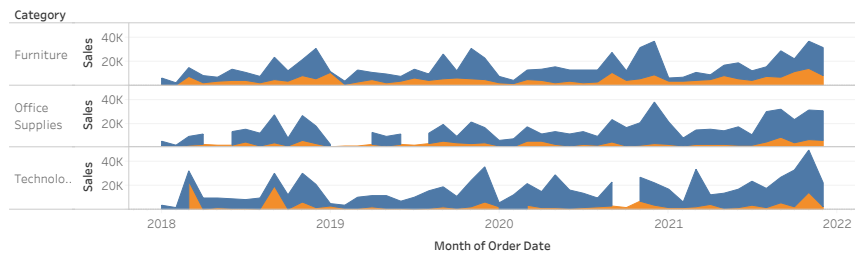
Profit Ratio by States

State	City		Profit Ratio
Washington	Pasco		
	Renton	14.9%	
	Seattle		
	Spokane		
	Vancouver	11.0%	
West Virginia	Wheeling		
Wisconsin	Appleton	33.2%	
	Eau Claire	27.1%	
	Franklin		
	Kenosha	32.8%	
	La Crosse	21.0%	
	Madison		
	Milwaukee	26.0%	
	Waukesha		
	Wausau		
	West Allis	11.3%	
Wyoming	Cheyenne		

Profit Ratio
-50.0% 50.0%

Profit Ratio for each City broken down by State. Color shows Profit Ratio. The data is filtered on Tooltip (Country/Region,State) and Region. The Tooltip (Country/Region,State) filter keeps 49 members. The Region filter keeps Central, East, South and West. The view is filtered on Profit Ratio, which ranges from -270.0% to 37.0%.

Key Performance Indicators

Count of Orders	Count of Returns	Discount	Profit	Profit Per Order	Profit Ratio	Quantity	Sales	Sales Per Customer
9,994	800.00	1,561	286,397	57	0	37,873	2,297,201	2,897

Profit Ratio by Geography

Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Profit Ratio
-50.0%   50.0%

© 2022 Mapbox © OpenStreetMap

Sales by Category

Category

Month of Order Date

Profit Ratio by States

State	City		Profit Ratio
Alabama	Auburn		
	Decatur		29.6%
	Florence		
	Hoover		
	Montgomery		22.4%
	Tuscaloosa		
Arizona	Avondale		30.2%
	Bullhead City		
	Chandler		7.6%
	Gilbert		
	Glendale		6.3%
	Mesa		-13.9%
	Peoria		
	Phoenix		-25.4%
	Scottsdale		