

Truett Bloxsom

Tsb962

Q1 results if order by percent change in profit:

	AREACODE	PERCENTPROFIT	PROFIT2012	PROFIT2013
1	818	-1833.33	-27	468
2	212	-1327.78	-54	663
3	925	-342.99	107	-260
4	845	-203.52	1023	-1059
5	914	-173.58	-583	429

Q1 results if order by areacode:

	AREACODE	PERCENTPROFIT	PROFIT2012	PROFIT2013
1	203	83.54	802	1472
2	206	13.34	1792	2031
3	209	56.98	716	1124
4	210	-56.7	485	210
5	212	-1327.78	-54	663

Q2 results if order by market expense:

	STATE	STATEID	MARKETCOST2012	MARKETCOST2013
1	Nevada	1010	0.205	0.196
2	Wisconsin	1020	0.202	0.194
3	New Mexico	1012	0.195	0.188
4	Washington	1019	0.19	0.182
5	New York	1013	0.188	0.18

Q2 results of order by state:

	STATE	STATEID	MARKETCOST2012	MARKETCOST2013
1	California	1001	0.169	0.162
2	Colorado	1002	0.145	0.138
3	Connecticut	1003	0.168	0.161
4	Florida	1004	0.171	0.164
5	Illinois	1005	0.131	0.126

Used view that orders by marketing cost for Q3

Q3 results ordered by state and area code:

	STATE	STATEID	AREACODE	SUMMARKETING	MARKETRANK
1	Nevada	1010	702	5783	2
2	Nevada	1010	775	6273	1
3	New Mexico	1012	505	3042	1
4	New York	1013	212	844	10
5	New York	1013	347	846	9
6	New York	1013	516	1068	5
7	New York	1013	518	1169	2
8	New York	1013	585	932	7
9	New York	1013	646	848	8

Q4 results ordered by product and market:

	MARKET	PRODUCT	PROFIT2012	PROFIT2013	PROFITCHANGE
1	Central	Amaretto	2080	3024	45.38462
2	Central	Caffe Mocha	5969	8673	45.30072
3	Central	Chamomile	5879	8556	45.53495
4	Central	Colombian	3479	5046	45.04168
5	Central	Darjeeling	4395	6374	45.02844
6	Central	Decaf Espresso	3609	5250	45.46966
7	Central	Decaf Irish Cream	3931	5704	45.10303
8	Central	Earl Grey	4209	6125	45.5215
9	Central	Green Tea	499	728	45.89178

Q5 results ordered by state:

STATE	DIFFPROFIT	SUMPROFIT	SUMBUDGETPROFIT	DIFFSALES	SUMSALES	SUMBUDGETSALES
1 California	-1226	12964	14190	2102	47442	45340
2 Colorado	-1583	7227	8810	919	23559	22640
3 Connecticut	-867	3093	3960	1491	12411	10920
4 Florida	-871	5029	5900	2041	18341	16300
5 Illinois	-2063	12577	14640	-1102	34218	35320
6 Iowa	-109	9061	9170	3298	26798	23500
7 Louisiana	-858	2992	3850	746	11316	10570
8 Massachusetts	-588	6712	7300	1157	14657	13500
9 Missouri	-1274	1466	2740	672	12052	11380