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| **Strategy** | **Insight From Dashboard** | | |
|  | Pattern finding | S*uggestion* | Warning |
| Corporate 🡪 Office supplies 🡪 Storage 🡪 California | Q4 Will generate 28% profit & 0% return rate | June onwards start offer & keep low inventory | July & August has highest Return rate |
| Consumer 🡪 Technology 🡪 phones 🡪 Texas | 14% profit is overall profit  2.5% return Rate  From September to December has 16% Profit with 0% return | Jan- Feb start buy1 get 2 instead of no sales | June onwards keep less inventory  July has highest return in a year |