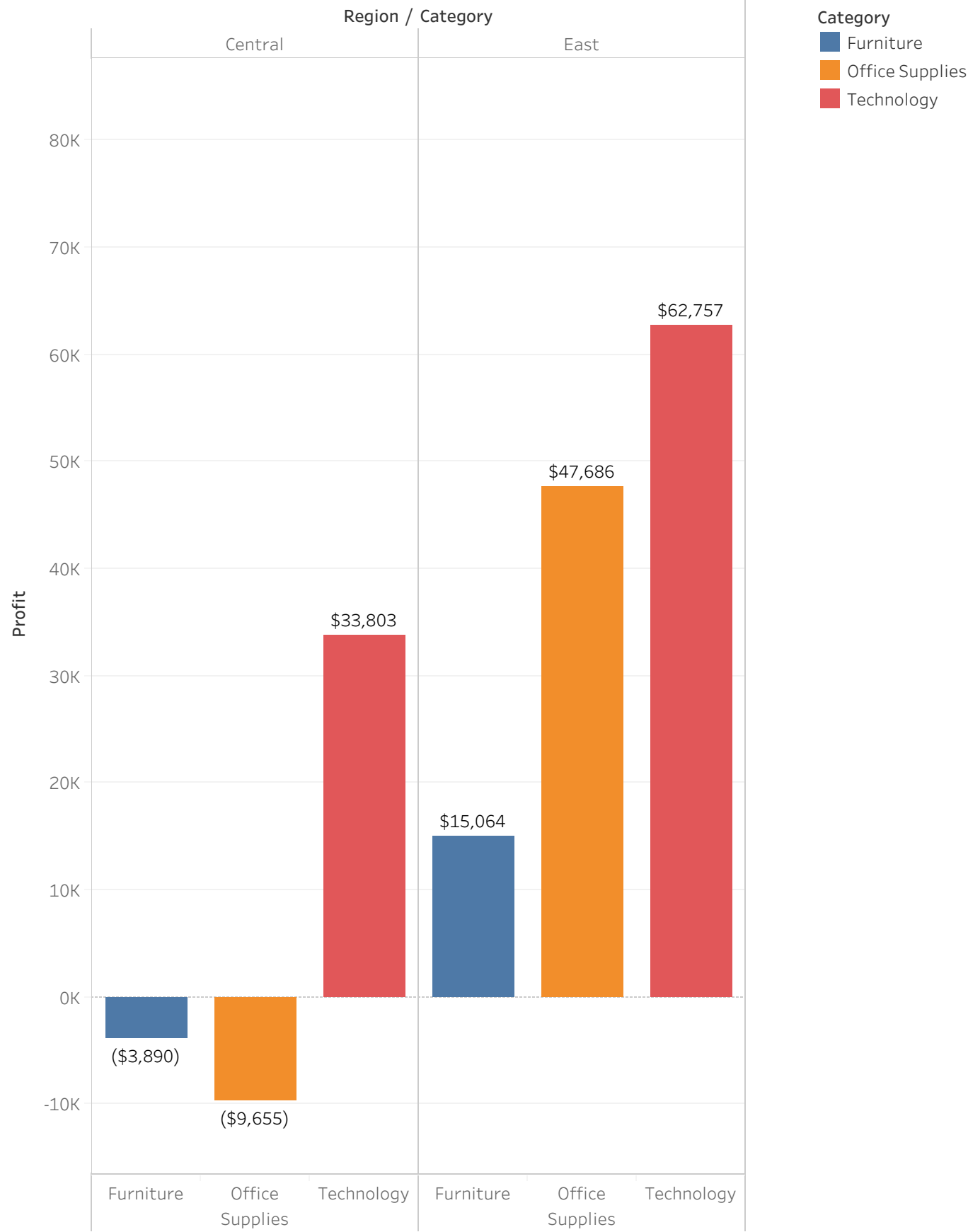
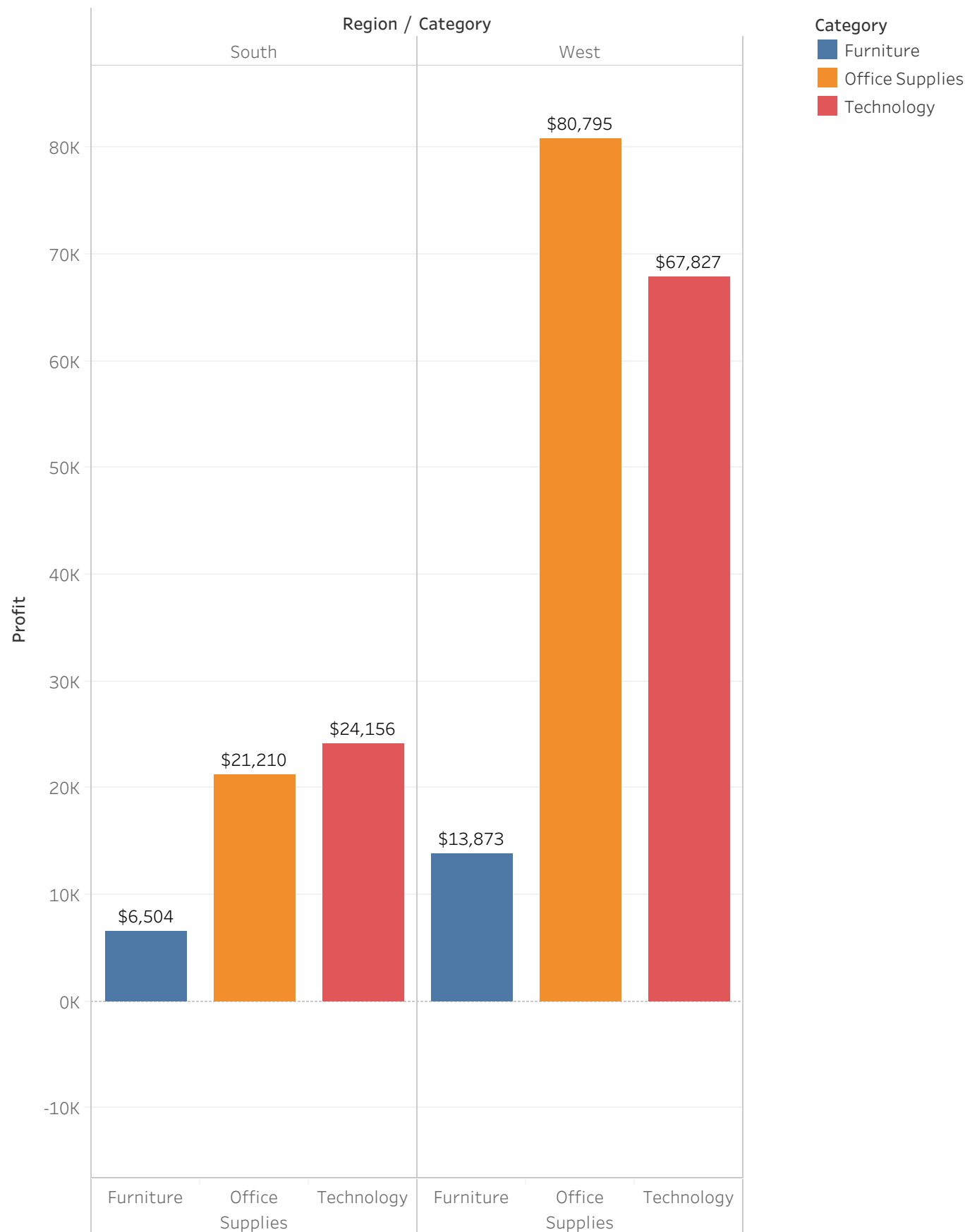


Profit Centers & Loss-makers



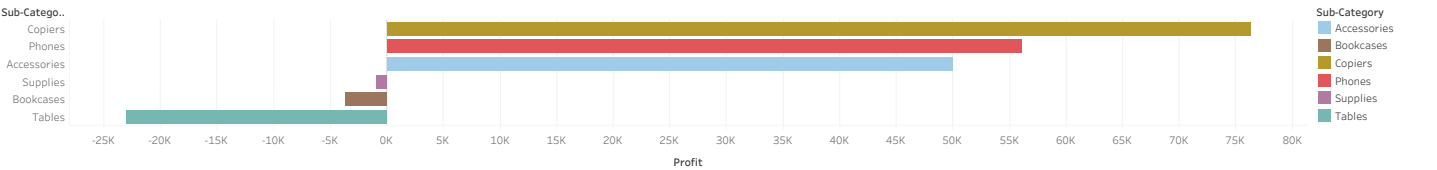
Profit Centers & Loss-makers



Products to Stop Selling

Category	Product Name	
Furniture	Bush Advantage Collection Racetrack Conference Table	-5,192
	Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	-2,876
Office Supplies	GBC DocuBind P400 Electric Binding System	-20,388
Technology	Cubify CubeX 3D Printer Double Head Print	-8,880
	Lexmark MX611dhe Monochrome Laser Printer	-4,590
	Cubify CubeX 3D Printer Triple Head Print	-3,840
	Zebra GK420t Direct Thermal/Thermal Transfer Printer	-3,753
	Cisco 9971 IP Video Phone Charcoal	-3,335
	Cisco TelePresence System EX90 Videoconferencing Unit	-1,811
	Epson TM-T88V Direct Thermal Printer - Monochrome - Desktop	-1,057

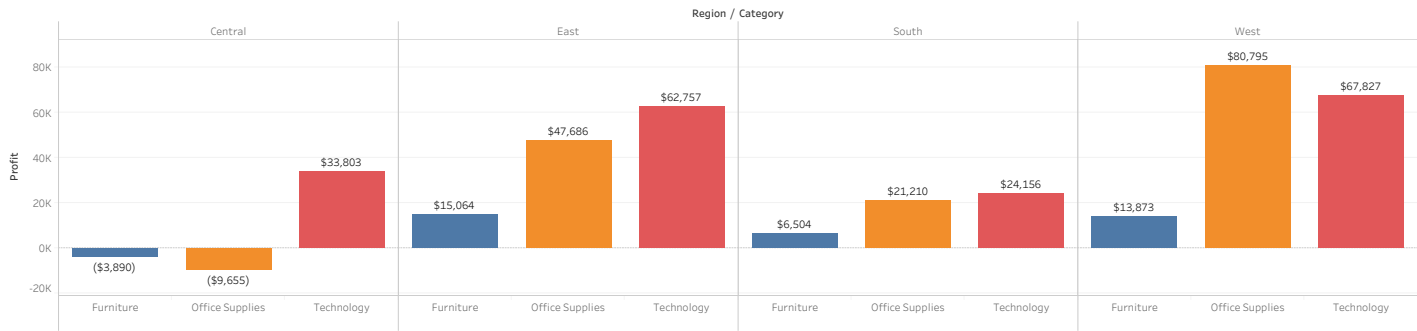
Subcategories to focus & Stop Selling



PART 1: PROFITS & LOSSES

- 1. The two biggest profit centers are Office Supplies and Technology in the West region. Whereas the two biggest loss-makers are Furniture and Office Supplies in the Central region.
- 2. We should consider the ceasing of the sale of the top 10 products with the highest loss in profit in the past 4 years. This step aims to mitigate losses and optimize resource allocation.
- 3. Focus on prioritizing Copiers, Phones, and Accessories, which seem to be profitable and promising segments. Consider discontinuing the sale of Tables, Bookcases, and Supplies.

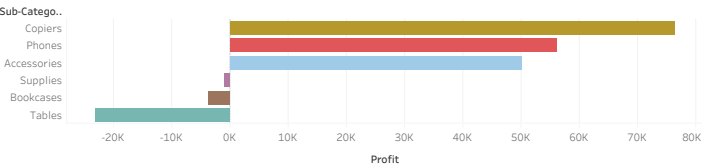
Profit Centers & Loss-makers



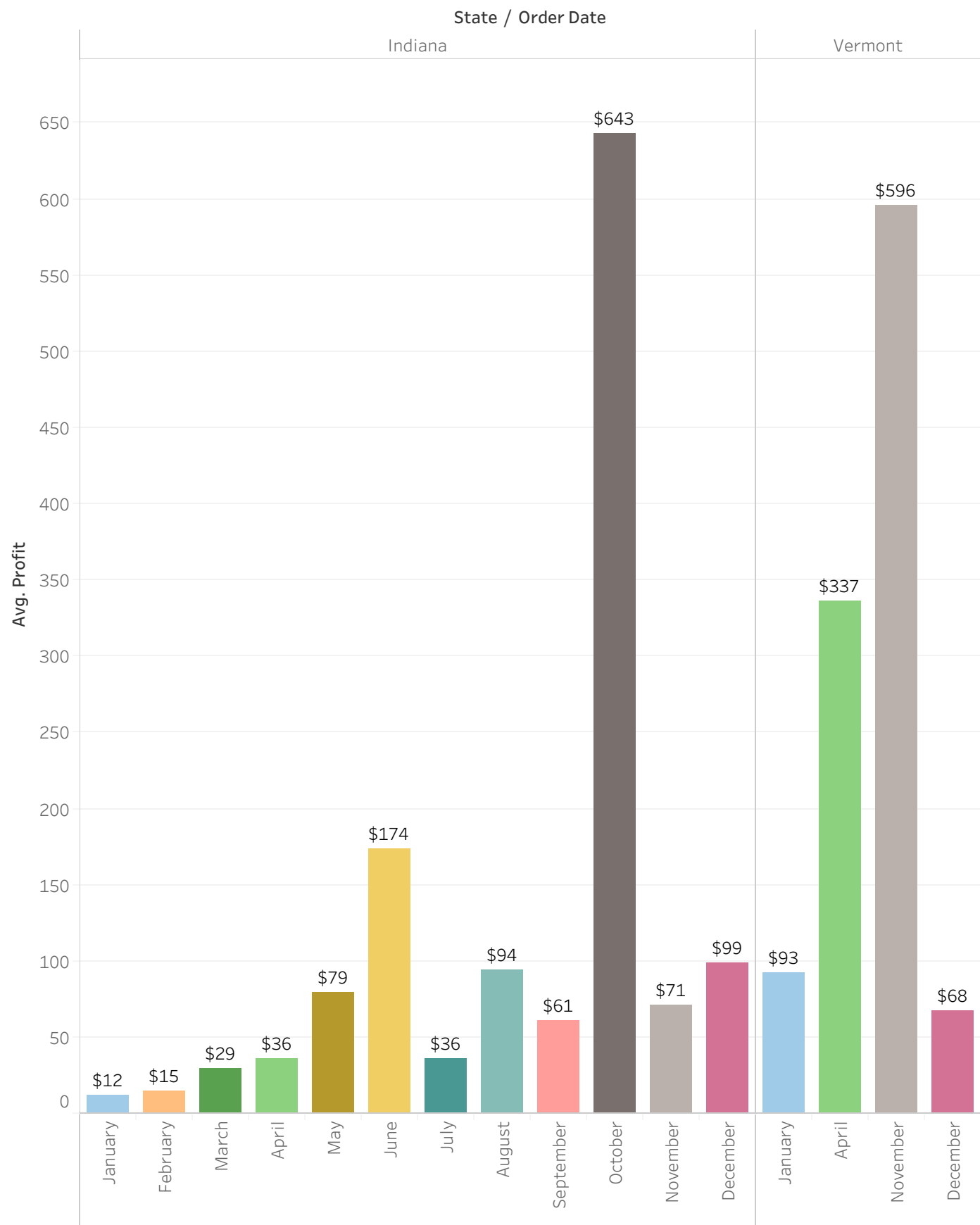
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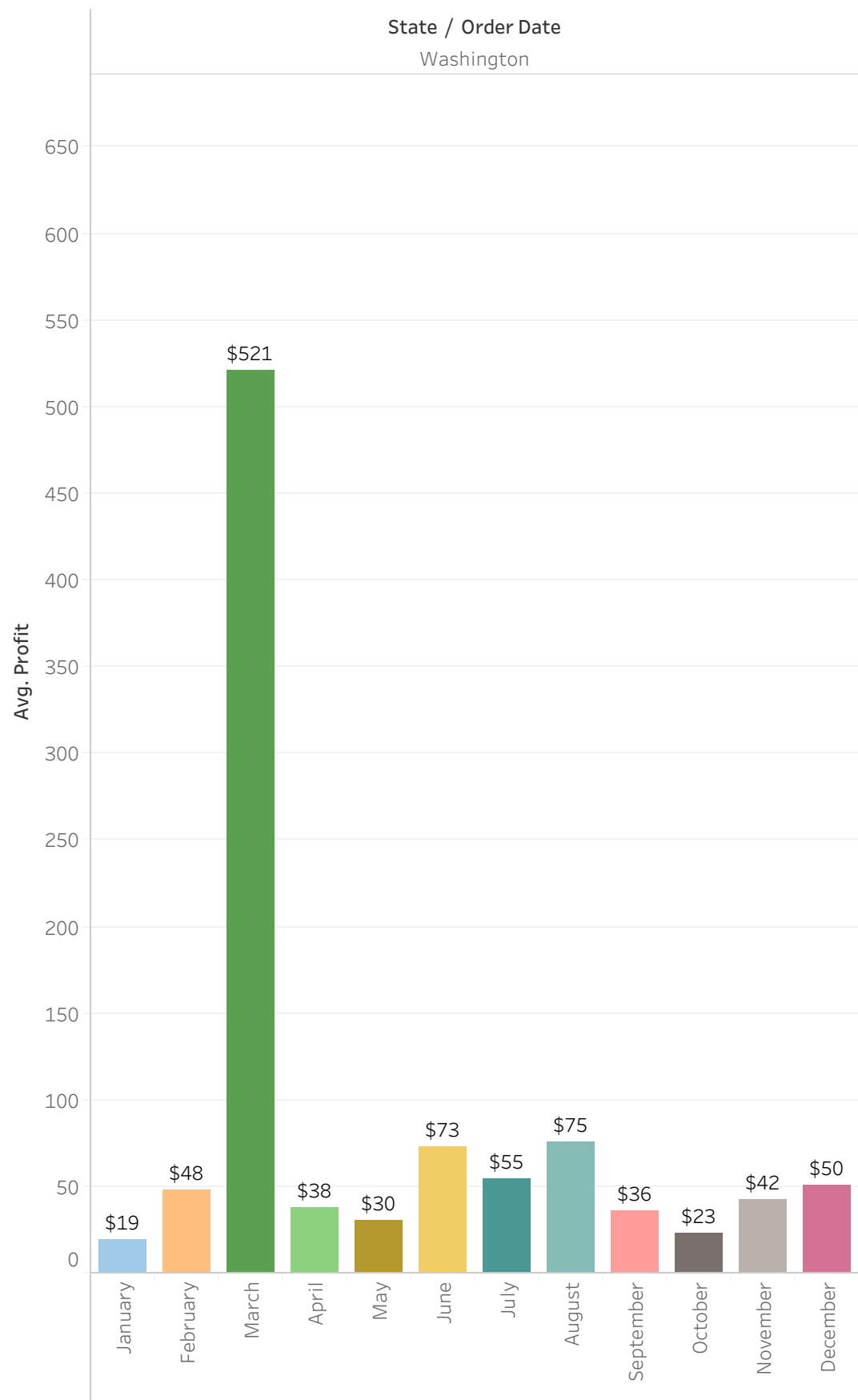
Subcategories to focus & Stop Selling



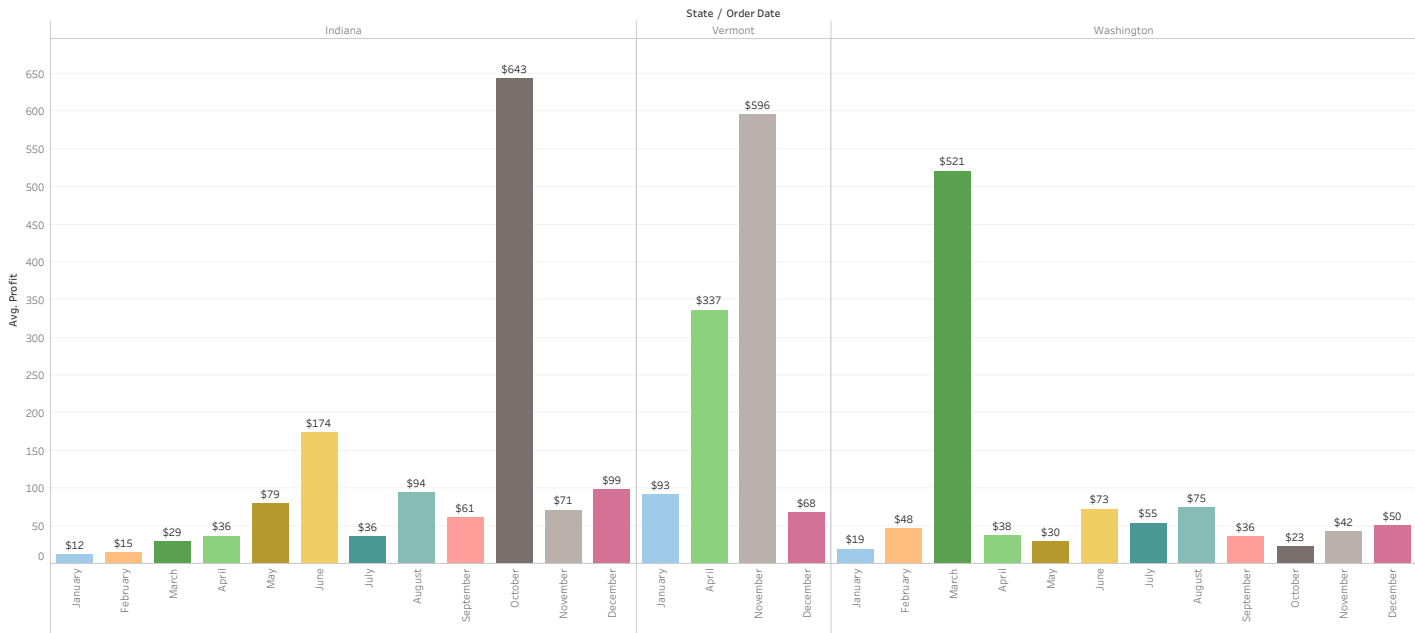
State and Month Combination



State and Month Combination

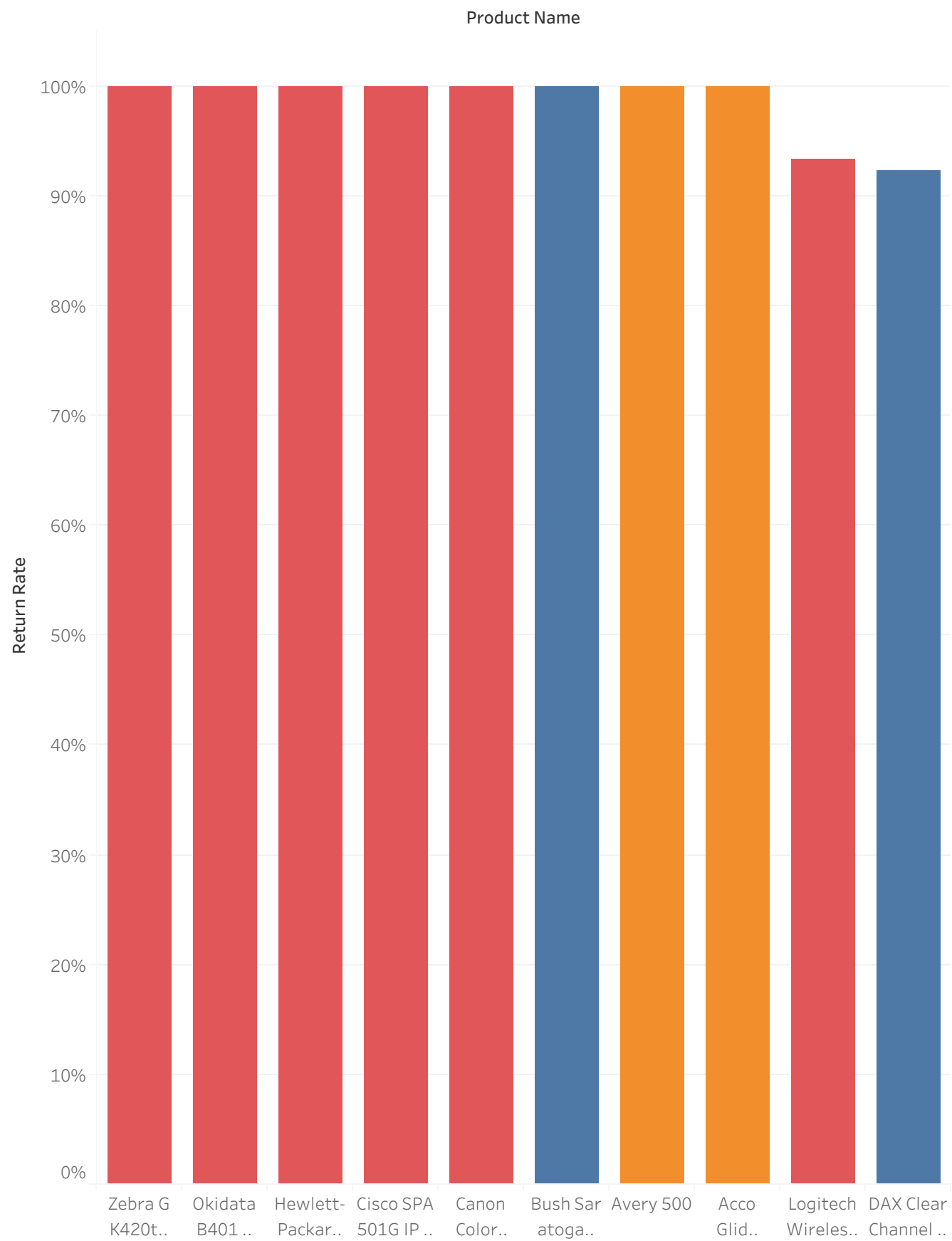


State and Month Combination

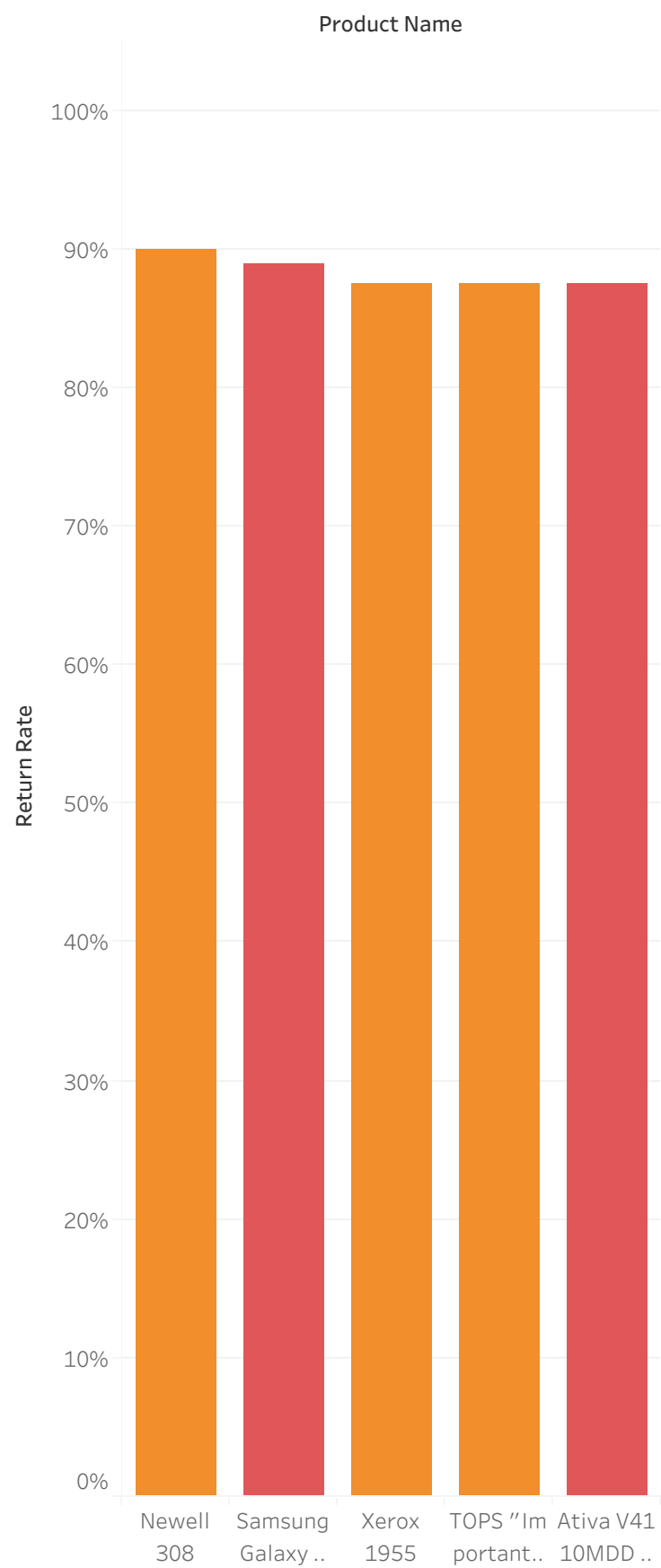


An appropriate ROAS based on the best combination of states and month of the year for the superstore will be: \$128.60 for the month of October in the state of Indiana, \$119.20 for the month of November in the state of Vermont, and \$104.20 for the month of March in the state of Washington

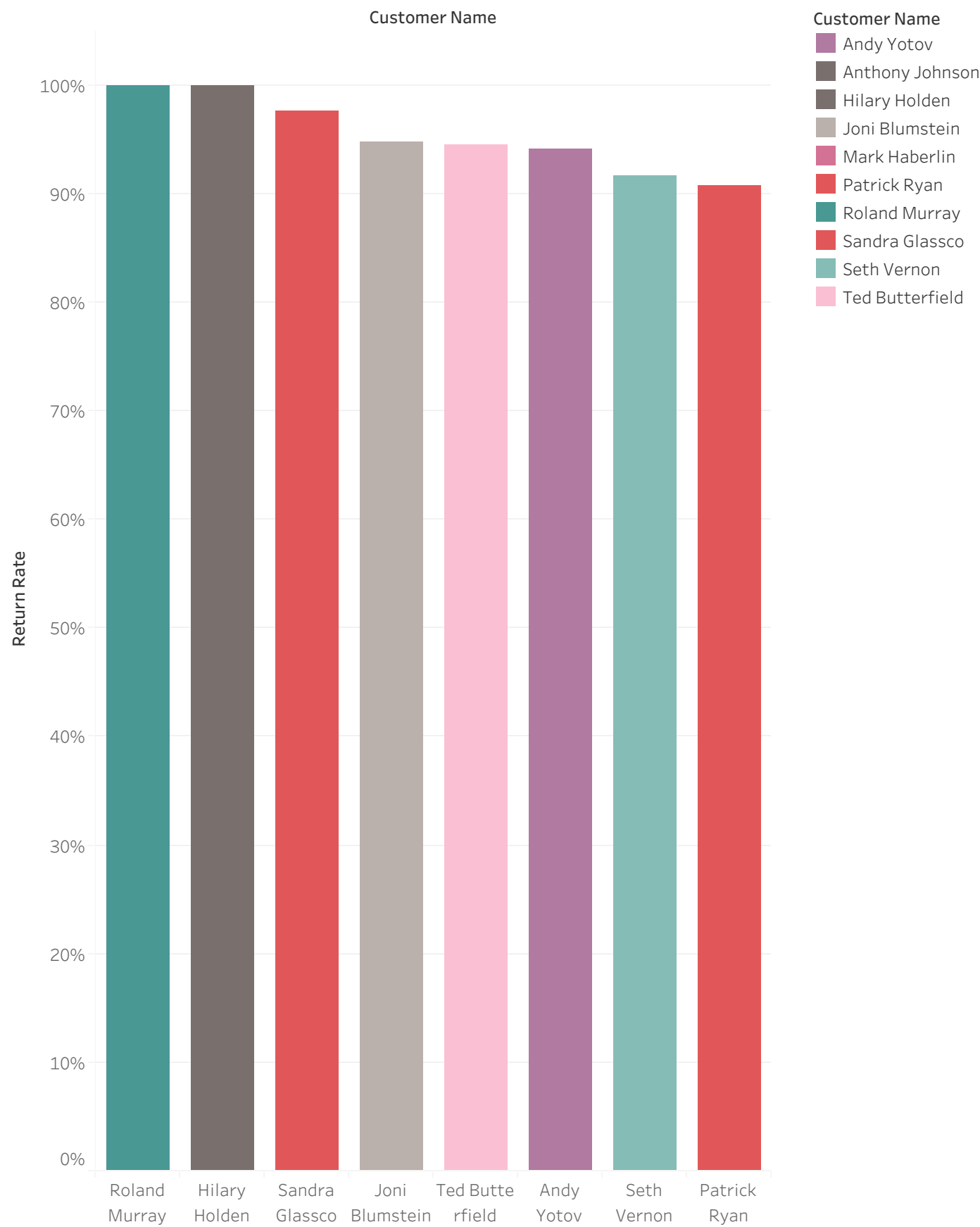
Product Return Rate



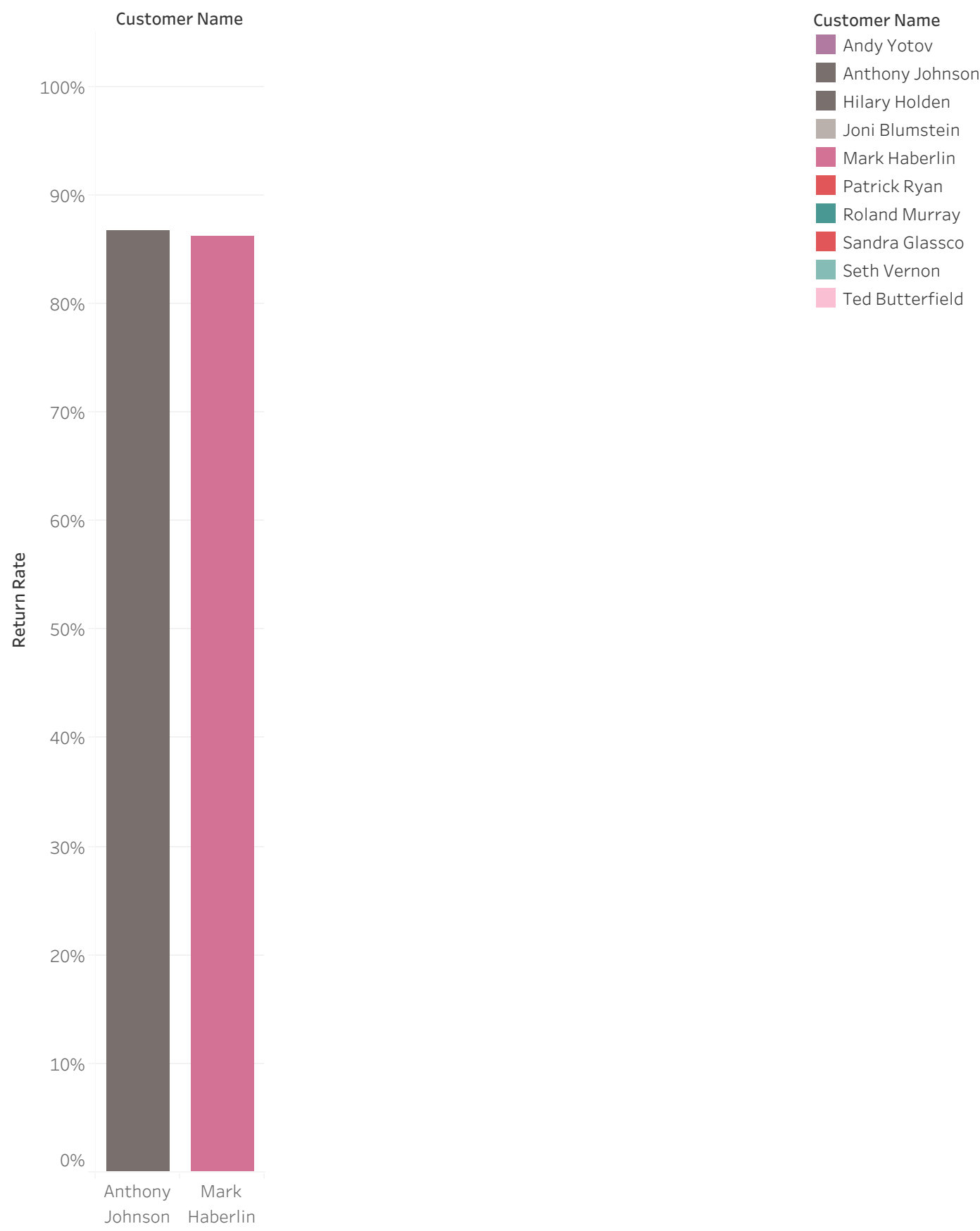
Product Return Rate



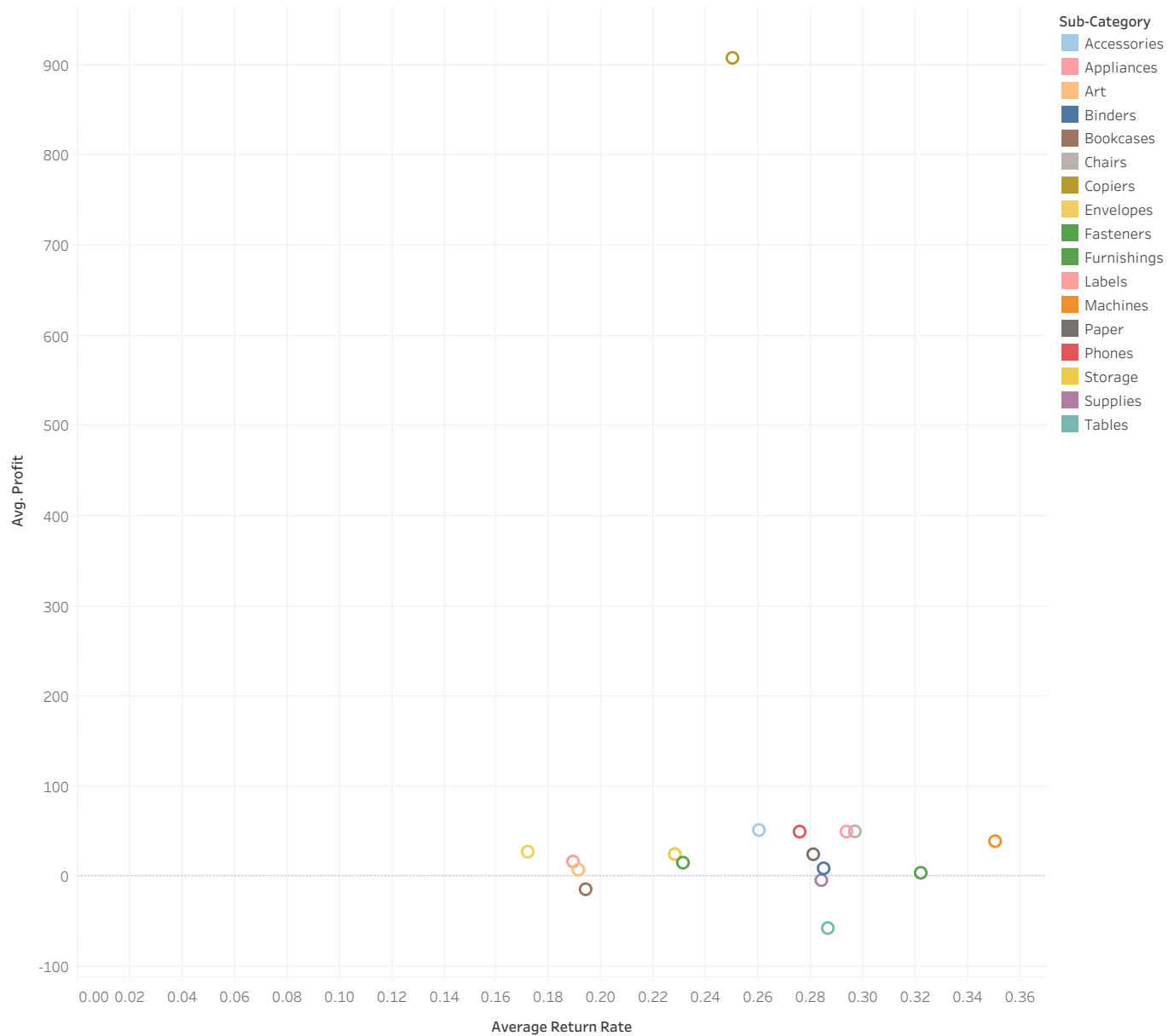
Customer Return Rate



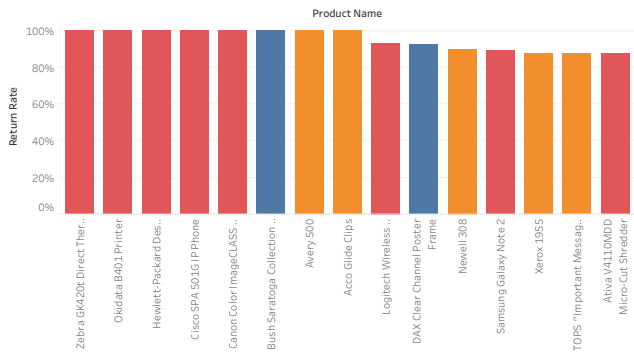
Customer Return Rate



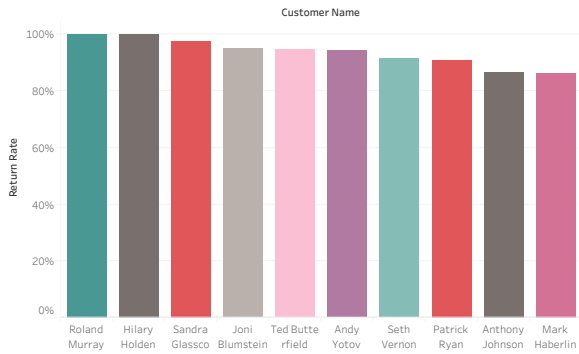
Average Profit Against Average Return Rate



Product Return Rate



Customer Return Rate



Average Profit Against Average Return Rate

