To Whomever It May Concern,

After analyzing the historical store data, I have determined that the key indicator of outperformance is the location of the stores (states). The number of products carried/sold seems to negligibly affect the profit margin for each store. The rent is also reflective of the profit margin since a higher rent could seem to imply that the store is located in a wealthier or nicer area compared to a cheaper rent. Since the stores are located in nicer areas, they seem to show a drastic increase in gross revenue, thereby increasing profit margins.

Thank you,

Loveish Sarolia

Future Data Scientist