✅ If you think a region is profitable on average and mark it as profitable it (based on the data from the 20 stores), and that region does have an average profit greater than zero based on all 200 stores, you will receive 50 points.

✅ If you mark a region as not profitable, and that region does not have a profit greater than zero on average, you will receive 10 points.

❌ If you mark a region as profitable, and that region does not have a profit greater than zero, on average, you will lose 150 points.

❌ If you mark a region as not profitable, and that region does have a profit greater than zero, on average, you will lose 40 points.

	region profit > 0	region profit < 0
Mark a region as **profitable**	Win 50 points	Lose 150 points
Mark a region as **not profitable**	Lose 40 points	Win 10 points