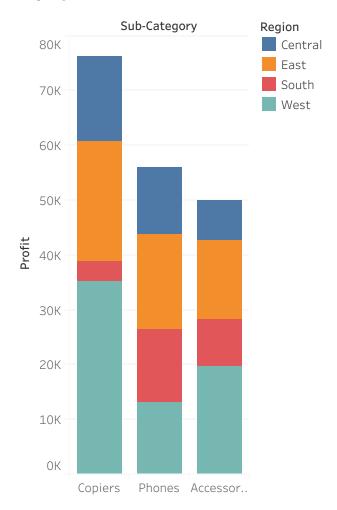
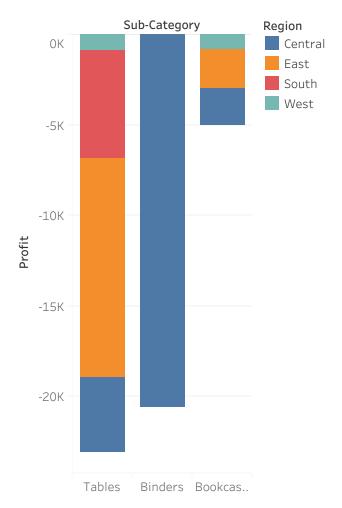




Top 3 Sub-Categories for Profit



Top 3 Sub-Categories for Losses



Average Profit by Month (All States)

				Order	Date			
State	January	February	March	April	May	June	July	August
Indiana	12.4	14.7	29.5	36.5	79.1	174.1	36.0	94.5
Missouri	51.7	17.8	146.4	12.4	59.1	4.8	17.9	50.1
Nevada	19.2	5.5	19.3	70.7	99.0	20.2	27.1	
Minnesota	14.9	39.0	22.9		227.3	106.5	185.1	14.0
Wisconsin	152.9	109.9	101.8	117.7	49.0		84.3	15.8
Rhode Island		-13.6		12.1	34.4	24.7	49.7	26.9
New York	-6.6	31.6	44.7	25.6	97.2	46.0	40.3	64.3
Alabama	7.7		83.2	67.4	49.3	52.2	32.0	59.1
Louisiana	65.3	8.5	6.2	18.7	12.9	13.8	21.2	81.3
New Mexico		23.1	57.6	0.4		35.3	114.6	18.5
Kansas	137.2	2.6			34.1	8.7	50.0	
Oklahoma	177.9	2.0	306.1		138.4	45.4	70.9	23.2
Massachusetts	3.9	5.9	25.4	13.6	47.2	127.8	30.7	26.4
Connecticut	-7.3	24.2	44.0	41.9	10.8	46.6	45.4	70.4
Georgia	176.8	84.5	318.4	140.7	61.9	59.3	25.8	41.4
Arkansas	72.9	3.0	18.6	19.7	21.4	52.5		72.0
Virginia	19.7	199.5	84.5	39.9	137.0	56.7	31.1	110.1
Delaware	31.7	116.8	84.8	5.2	96.1	24.8	45.6	13.8
California	37.8	36.4	39.7	27.3	39.8	33.4	50.7	56.7
New Jersey	20.0	41.3	-14.5	306.1	41.6	65.1	66.2	61.8
Michigan	193.0	20.6	72.1	144.3	151.8	64.8	51.9	53.0
Idaho			7.1	3.4	22.0	50.6		1.1
Nebraska		31.0		8.5	1.2	36.0	16.2	
Kentucky	134.1	87.6	65.3	61.6	26.9	52.5	45.4	188.3
Washington	19.3	47.8	521.3	38.2	30.3	72.6	54.6	75.4
Utah		4.1	8.1		48.6	14.6	75.7	94.5
New Hampshire	48.2	16.1	127.0		45.7		26.6	83.9
Mississippi	15.7	68.7	23.7	16.2	81.9	25.4	82.3	112.7
Maryland	52.8	141.9	125.4	54.9	22.2		26.9	90.2
South Carolina	87.4		10.8	81.9	60.5	19.2	12.5	22.6
Pennsylvania	-11.8	39.6	-29.9	-22.0	17.1	-4.1	-24.3	-61.2
Texas	-59.1	-41.8	-18.3	-53.2	-6.7	-7.4	-227.1	-14.4
Illinois	-25.5	-14.0	-15.2	-2.1	-12.4	-32.3	-10.9	33.0
Arizona	-46.6	-19.7	3.4	-103.8	-12.7	2.0	-30.9	45.9
Florida	-2.5	6.0	-30.9	-4.4	-20.8	1.1	8.0	-3.6
Oregon	6.5	9.4	-3.4	2.6	10.7	10.6	18.8	-26.3
North Carolina	-91.1	36.9	15.1	1.5	18.9	19.7	5.2	19.7
Ohio	-119.0	-16.2	-41.5	-14.6	-9.7	-10.2	-8.5	1.3
West Virginia						87.6		
Colorado	2.6	3.1	-65.0	-215.8	2.6	15.0	6.5	-8.3
Tennessee	2.2	0.7	-1.3	-7.7	-6.4	37.3	0.6	-77.2
Wyoming					-			
Vermont	92.7			336.6				
South Dakota	22.4			000.0			38.2	
North Dakota		ı			43.3		30.2	
Montana	187.1			41.6	.5.5		2.2	2.7
Maine	257.1	ı		.1.0		10.8		85.6
lowa	16.6		54.8	50.0		10.0	11.8	3.1
District of Columbia				324.8	9.2		11.0	5.1
2.5c. ice of columbia	17.5				J.L			

Avg. Profit -227.1 643.1

Average Profit by Month (All States)

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u	ru	er	1)	-110

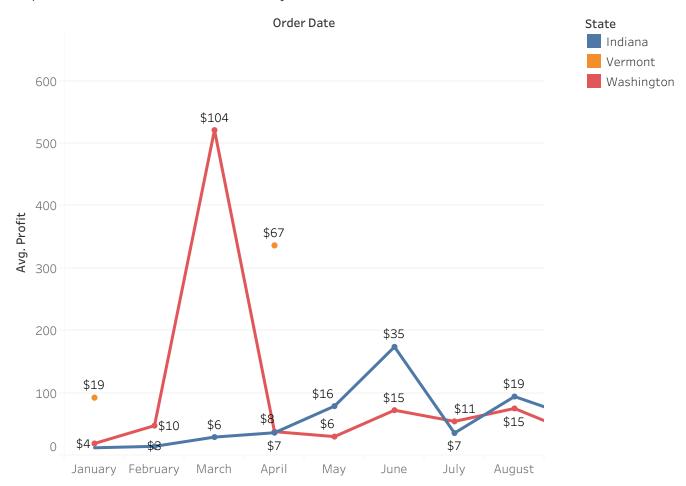
State	Septemb	October	November	December
Indiana	61.4	643.1	70.9	98.9
Missouri	80.2	486.1	54.8	372.2
Nevada	16.5	343.0	22.9	60.6
Minnesota	339.2	284.3	58.6	35.6
Wisconsin	31.5	191.4	31.6	118.1
Rhode Island	94.0	162.4	20.1	250.0
New York	105.0	127.6	84.7	60.9
Alabama	83.2	112.0	266.6	84.5
Louisiana	72.9	93.5	60.1	111.3
New Mexico	6.5	79.2	30.2	6.3
Kansas	45.1	74.8	20.4	23.5
Oklahoma	57.1	61.4	88.7	54.8
Massachusetts	97.8	56.3	26.6	80.0
Connecticut	24.7	55.1	47.1	78.6
Georgia	40.0	43.2	61.4	26.2
Arkansas	227.0	40.9	16.9	60.9
Virginia	109.2	36.0	50.5	104.8
Delaware	34.4	35.6	243.2	17.1
California	34.2	34.4	30.6	37.8
New Jersey	46.0	32.1	87.2	106.6
Michigan	61.0	29.5	56.8	143.7
Idaho	101.3	29.1	91.5	16.7
Nebraska	51.8	29.0	18.9	92.2
Kentucky	100.4	28.2	87.9	81.2
Washington	36.0	22.8	42.3	50.5
Utah	64.3	20.0	24.7	
New Hampshire	18.9	14.8		103.7
Mississippi		5.3	43.5	44.8
Maryland	49.1	4.3	130.0	43.3
South Carolina	61.6	3.8	51.3	7.8
Pennsylvania	-53.4	-4.3	-33.4	-20.8
Texas	-31.4	-5.8	-28.5	-15.5
Illinois	-74.7	-6.3	-19.0	-37.3
Arizona	-5.0	-10.8	-7.3	-33.6
Florida	5.0	-11.4	-9.4	-16.0
Oregon	18.1	-32.0	-16.1	-37.1
North Carolina	-4.1	-41.3	-91.9	6.3
Ohio	-3.5	-41.9	-105.4	-40.7
West Virginia		-77.0		
Colorado	-11.0	-140.7	1.0	-23.6
Tennessee	-28.8	-165.1	13.1	-43.0
Wyoming			100.2	
Vermont			596.0	67.7
South Dakota			6.6	
North Dakota				6.8
Montana	10.4		32.1	152.5
Maine	82.6			
Iowa	99.8		43.9	20.3
District of Columbia				13.2

Avg. Profit -227.1 643.1

Top 3 State-Month Combos for Advertising

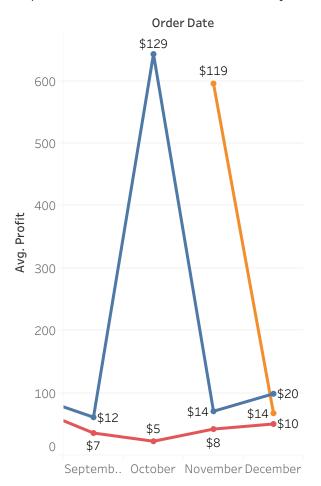
State	Month of O	
Indiana	October	643.1
Vermont	November	596.0
Washington	March	521.3

Top 3 State-Month Combos by ROAS



The trend of average of Profit for Order Date Month. Color shows details about State. The marks are labeled by Advertising Budget. The view is filtered on State, which keeps Indiana, Vermont and Washington.

Top 3 State-Month Combos by ROAS



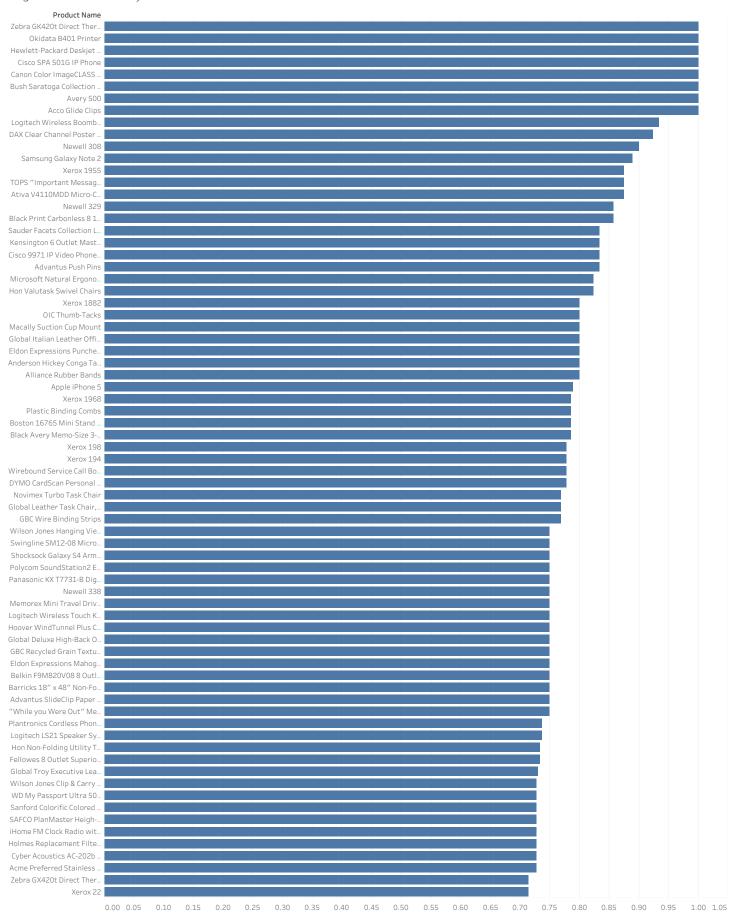
The trend of average of Profit for Order Date Month. Color shows details about State. The marks are labeled by Advertising Budget. The view is filtered on State, which keeps Indiana, Vermont and Washington.

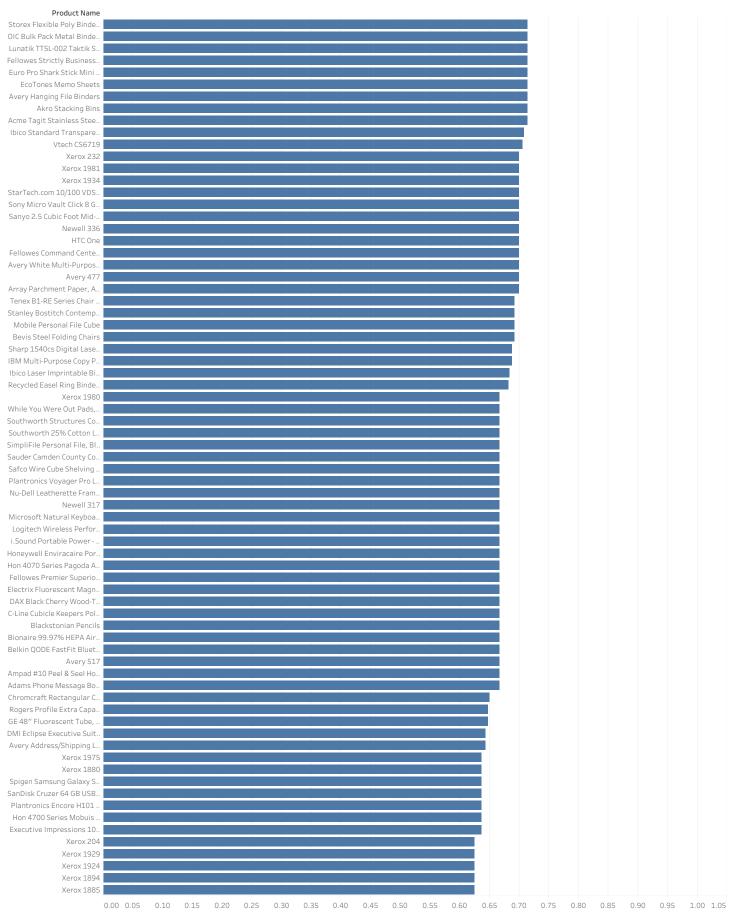
State

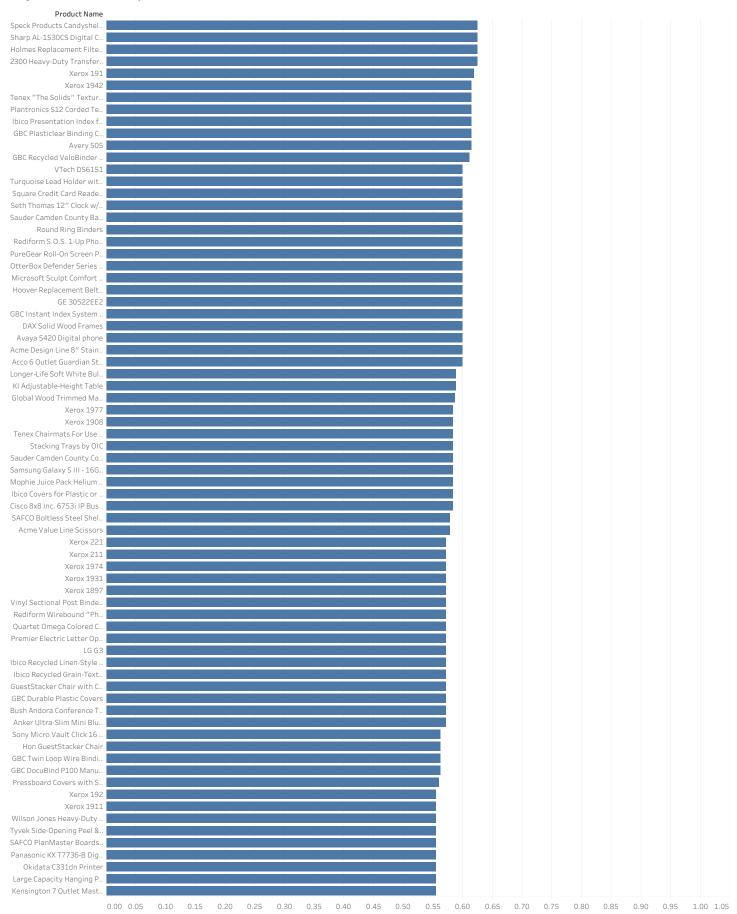
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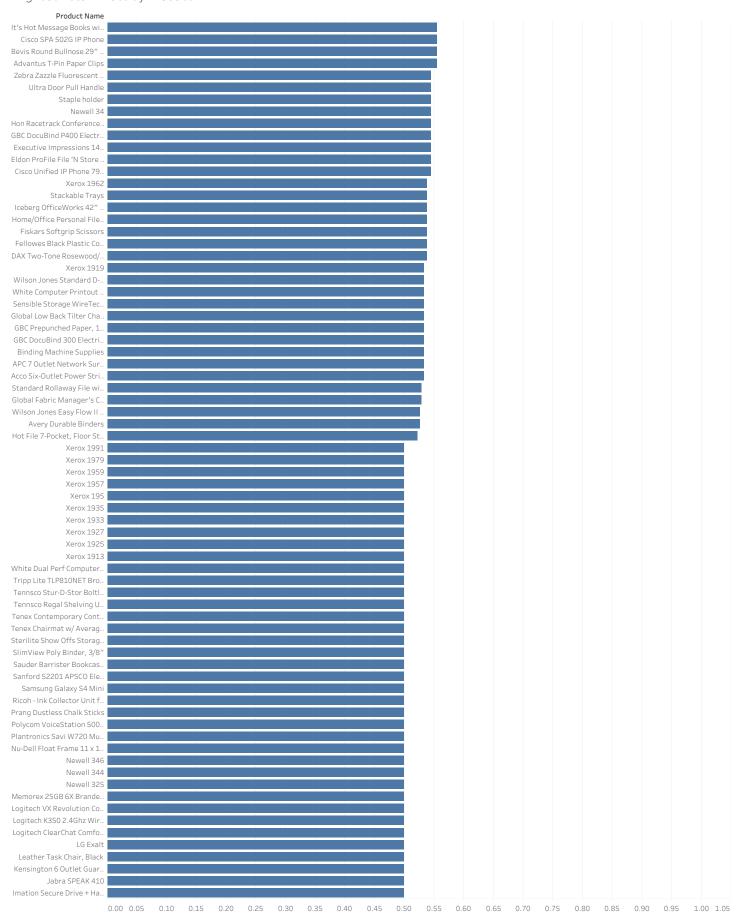
Vermont

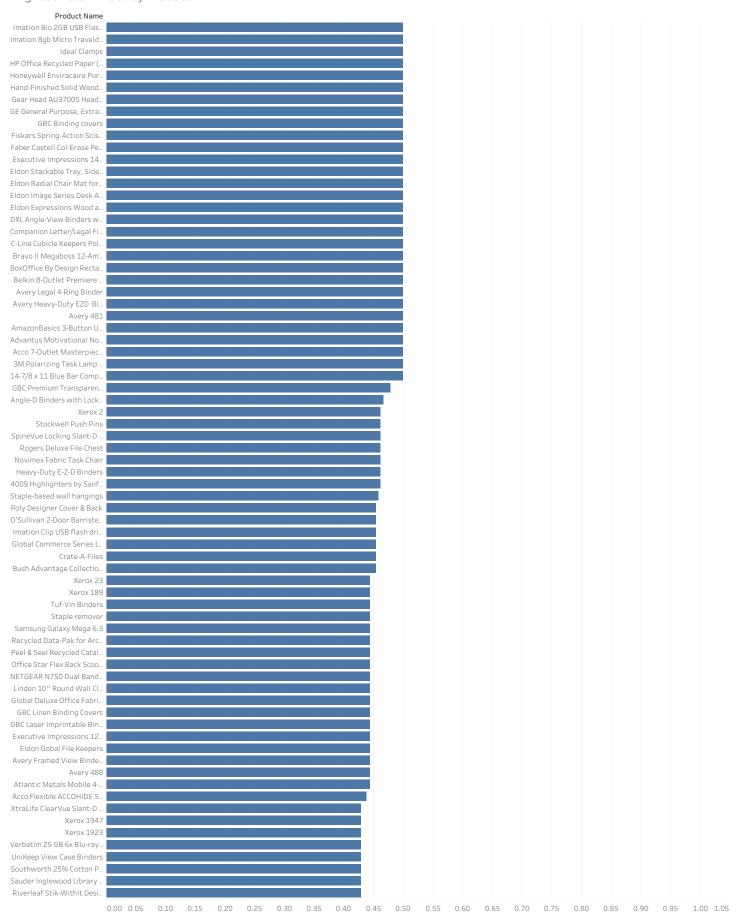
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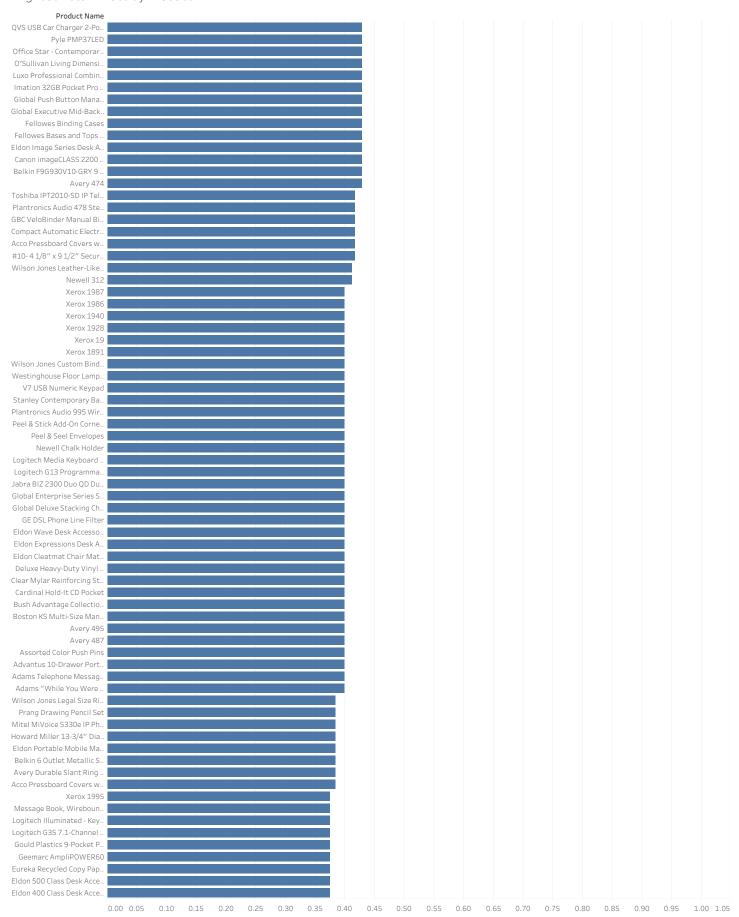


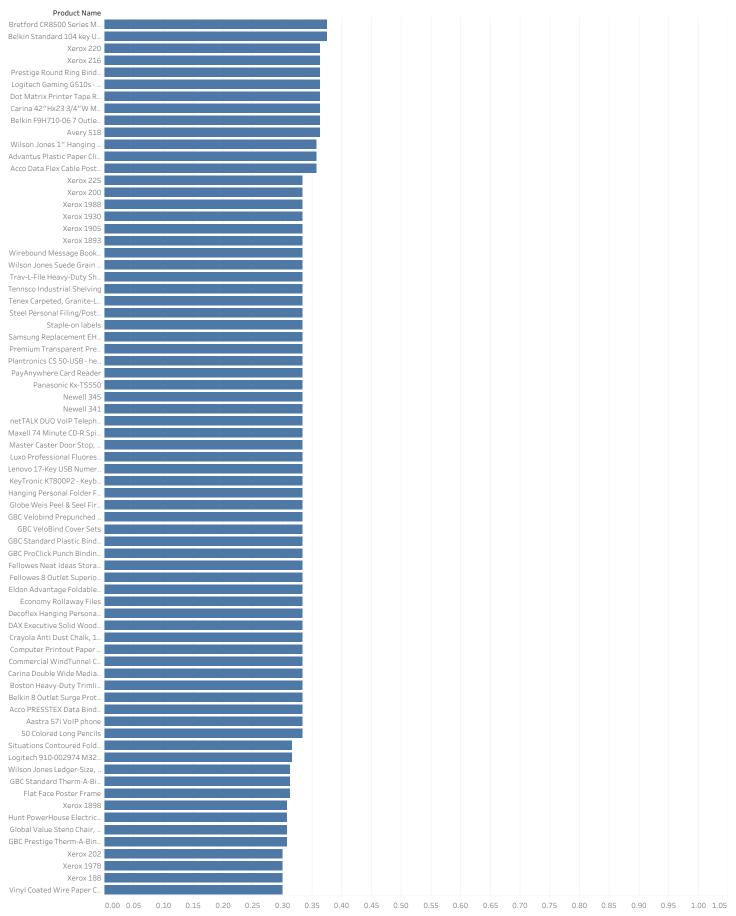


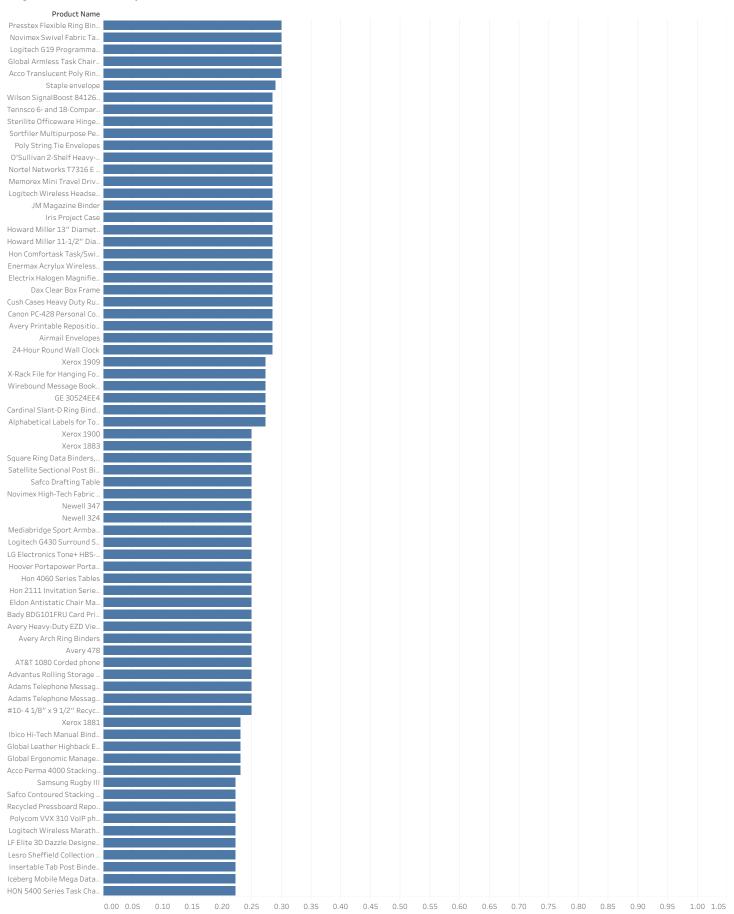


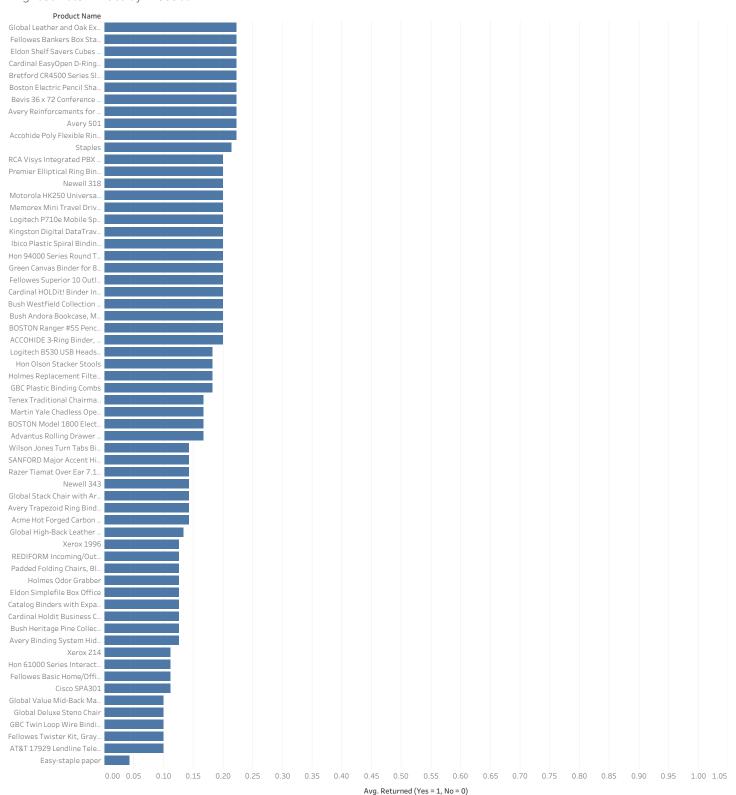


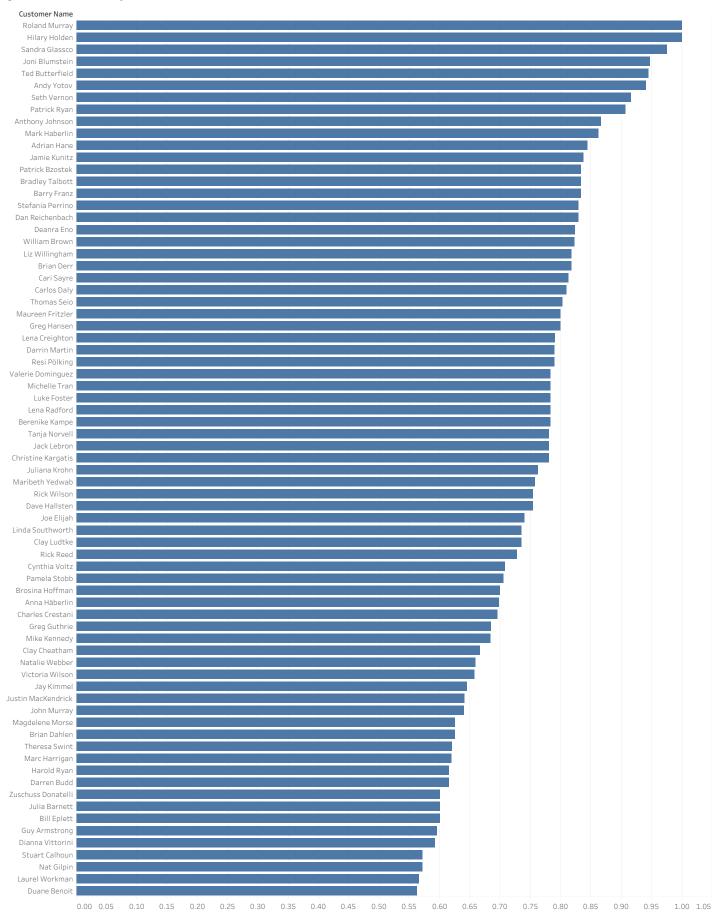


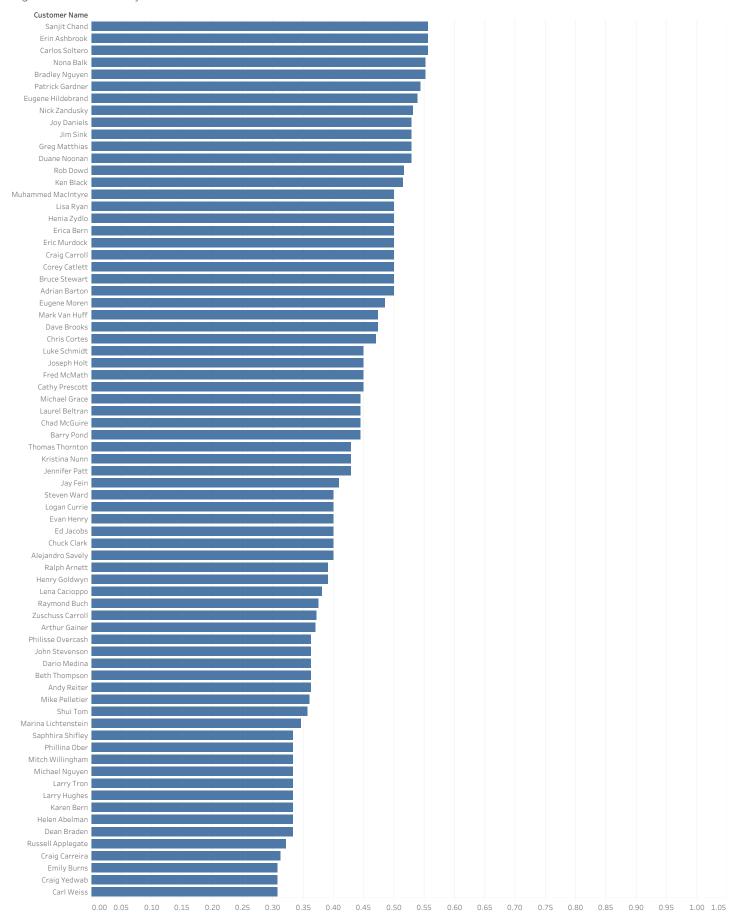




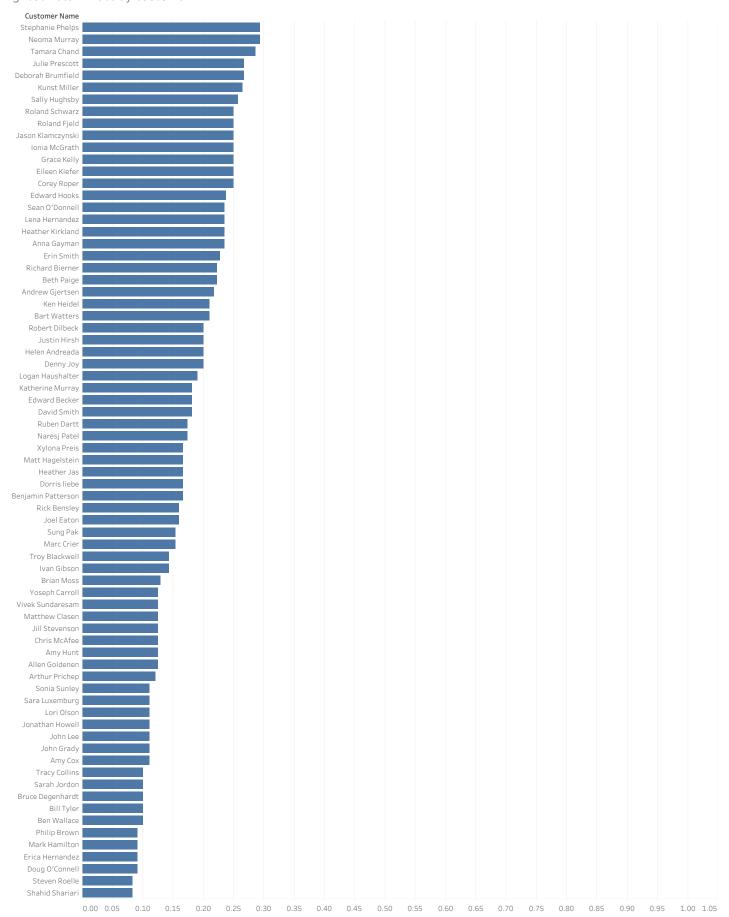








Avg. Returned (Yes = 1, No = 0)



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Customer Name									
Tamara Dahlen									
Sylvia Foulston									
Suzanne McNair									
Susan Vittorini									
san MacKendrick									
Susan Gilcrest									
Sung Shariari									
Sung Chung									
Stuart Van									
Stewart Visinsky									
wart Carmichael									
Steve Nguyen									
Steve Chapman									
Steve Carroll									
phanie Ulpright									
efanie Holloman									
peros Goranitis									
Sonia Cooley									
Skye Norling									
Sibella Parks									
Shirley Schmidt									
Shirley Jackson									
Shirley Daniels									
Sheri Gordon									
Shaun Weien									
Shaun Chance									
Sharelle Roach									
Shahid Hopkins									
Shahid Collister									
Sean Wendt									
ean Christensen									
Sean Braxton									
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Scott Cohen									
Scot Wooten									
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Sarah Foster									
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Sanjit Jacobs									
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Sam Zeldin									
Sam Craven									
Sally Matthias									
Sally Knutson									
Ryan Crowe									
Ryan Akin									
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Ruben Ausman									
Roy Skaria									
Roy Phan									
Roy Französisch									
Roy Collins									
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Ross Baird									
Rose O'Brian									
Roger Demir									
Roger Barcio									
Robert Waldorf									
Robert Marley									
Robert Barroso									
Rob Williams									
Rob Haberlin									
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Rick Huthwaite									
Rick Hansen									
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Laymond Macco	1							
Raymond Messe								
Randy Ferguson								
Randy Bradley								
Ralph Ritter								
Ralph Kennedy								
Rachel Payne								
Quincy Jones								
Pierre Wener								
hillip Flathmann								
Phillip Breyer								
Philip Fox								
Peter McVee								
Peter Fuller								
Peter Bühler								
Pete Takahito								
Pete Armstrong								
Pauline Webber								
Pauline Johnson								
Pauline Chand								
Paul Van Hugh								
Paul Stevenson								
Paul Prost								
Paul MacIntyre								
Paul Lucas								
Paul Knutson								
Paul Gonzalez								
Patrick O'Donnell	<i>1</i>							
Patrick O'Brill								
Patrick Jones								
Patricia Hirasaki								
Parhena Norris								
Pamela Coakley								
Olvera Toch								
Odella Nelson								
Nora Preis								
Nora Pelletier								
Nora Paige								
Noah Childs								
Nicole Hansen								
Nicole Fjeld								
Nicole Brennan								
Nick Radford								
Nick Crebassa								
Neola Schneider								
Neil Knudson								
Neil Französisch								
Neil Ducich								
Nathan Mautz								
Nathan Gelder								
Nathan Cano								
Natalie Fritzler								
atalie DeCherney								
Nat Carroll								
Nancy Lomonaco								
hammed Yedwab								
Muhammed Lee								
Monica Federle								
Mitch Webber								
Mitch Gastineau								
Mike Vittorini								
Mike Gockenbach								
Mike Caudle								
Mick Hernandez								
Mick Crebagga								
Mick Brown								
Michelle Moray								
Aichelle Lonsdale								
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Michelle Ellison								
Michelle Arnett								
Michael Stewart								
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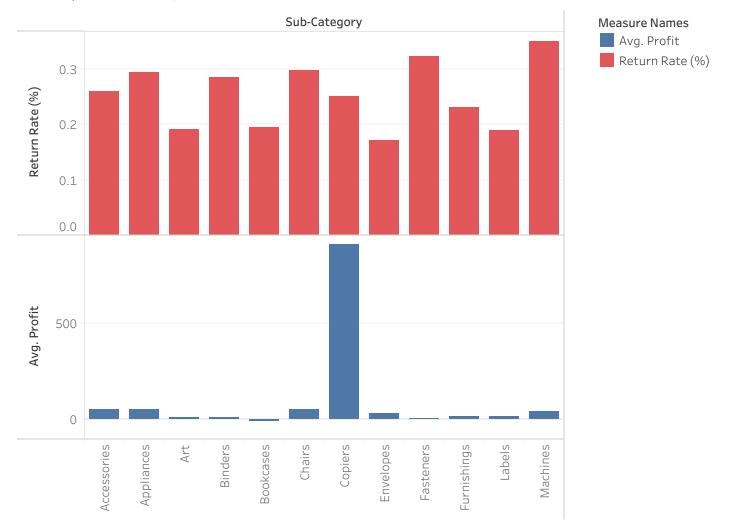
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Michael Chen									
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Meg Tillman									
Meg O'Connel									
Maya Herman									
Maxwell Schwartz									
Max Ludwig									
Max Jones									
Max Engle									
Maurice Satty									
Maureen Gnade									
Maureen Gastineau									
Matthew Grinstein									
Matt Collister									
Matt Collins									
Matt Abelman									
Mathew Reese									
MaryBeth Skach									
Mary Zewe Mary O'Rourke									
Mark Packer									
Mark Cousins									
Maris LaWare									
Maribeth Dona									
Maria Zettner									
Maria Etezadi									
Maria Bertelson									
Lynn Smith									
Lycoris Saunders									
Luke Weiss									
Liz Thompson									
Liz Preis									
Liz Pelletier									
Liz MacKendrick Liz Carlisle									
Lisa Hazard									
Lisa DeCherney									
Lindsay Williams									
Lindsay Castell									
Linda Cazamias									
Lela Donovan	j l								
Lauren Leatherbury									
Laurel Elliston									
Laura Armstrong									
Larry Blacks									
Kristen Hastings									
Kimberly Carter									
Khloe Miller Ken Lonsdale									
Ken Brennan									
Kelly Williams									
Kelly Lampkin									
Kelly Collister									
Kelly Andreada									
Keith Herrera									
Keith Dawkins									
Kean Thornton									
Kean Takahito									
Kean Nguyen									
Katrina Willman									
Katrina Edelman									
Katrina Bavinger									
Katherine Nockton									
Katherine Hughes									
Katherine Ducich Katharine Harms									
Katnarine Harms Karl Braun									
Karen Seio									
Karen Ferguson									

Customer Name							
orgia Rosenberg							
ieorge Zrebassa							
George Bell							
eorge Ashbrook							
Gene Hale							
Gary Zandusky							
Gary Mitchum							
Gary McGarr							
Gary Hwang							
Gary Hansen							
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Fred Harton							
Fred Chung							
Frank Olsen							
Frank Merwin							
Frank Hawley							
rank Gastineau							
Frank Carlisle							
Frank Atkinson							
Filia McAdams							
Evan Minnotte							
Evan Bailliet							
Eva Jacobs							
Eugene Barchas							
Eudokia Martin							
Erin Mull							
Erin Creighton							
Erica Smith							
Erica Hackney							
Eric Barreto							
Emily Phan							
Emily Grady							
ida Rittenbach							
Ellis Ballard							
izabeth Moffitt							
Eleni McCrary							
Edward Nazzal							
Ed Ludwig							
Ed Braxton							
Duane Huffman							
Doug Jacobs							
Doug Bickford							
Oorothy Wardle							
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orothy Badders							
Don Weiss							
Don Miller							
Don Jones							
Dionis Lloyd							
Dianna Wilson							
Dianna Arnett							
Denny Ordway							
Denny Blanton							
Dennis Pardue							
Dennis Kane							
Dennis Bolton							
Denise Monton							
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Ifina Latchford							
Deirdre Greer							
Debra Catini							
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Dean Katz							
David Wiener							
David Philippe							
David Kendrick							
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Dave Kipp							
Darrin Van Huff							

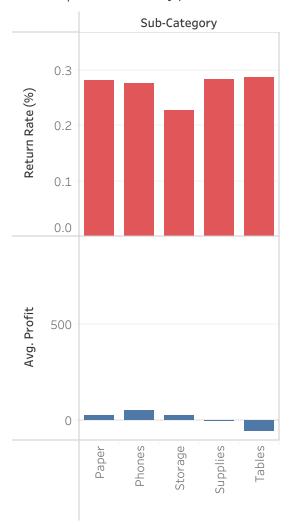
Customer Name	1 1								
Darren Powers									
Darren Koutras									
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Daniel Lacy									
Daniel Byrd									
Dana Kaydos									
Dan Lawera									
Dan Campbell									
Damala Kotsonis									
Cyra Reiten									
Cynthia Delaney									
Cynthia Arntzen									
Cyma Kinney									
Craig Reiter									
Craig Molinari									
Craig Leslie									
Corinna Mitchell									
Corey-Lock									
Clytie Kelty									
Clay Rozendal									
Claudia Bergmann									
Claire Gute									
Cindy Stewart									
Cindy Schnelling									
Cindy Chapman									
Chuck Sachs									
Chuck Magee									
Christopher Schild									
nristopher Martinez									
Christopher Conant									
ristine Sundaresam									
Christine Phan									
Christine Abelman									
istina VanderZand									
Christina DeMoss									
Chris Selesnick									
hloris Kastensmidt									
Charlotte Melton									
Charles Sheldon									
Charles McCrossin									
Chad Sievert									
Chad Cunningham									
Cathy Hwang									
Cathy Armstrong									
atherine Glotzbach									
Cassandra Brandow									
Caroline Jumper									
Carol Darley									
Carol Adams									
Carlos Meador									
Carl Ludwig									
Carl Jackson									
Cari Schnelling									
Candace McMahon									
Bryan Spruell									
Bryan Mills									
Bryan Davis									
Bruce Geld									
Brooke Gillingham									
Brian Thompson									
Brian Stugart									
Brian DeCherney									
Brendan Sweed	i l								
Brendan Murry									
Brendan Dodson									
Brenda Bowman]								
Bradley Drucker									
Brad Thomas									
Brad Norvell	[
Brad Eason									
Bobby Trafton									
Bobby Odegard									
DUDDY Udegard									
Bobby Elias									

Customer Name
Bill Stewart
Bill Shonely
Bill Overfelt
Beth Fritzler
Benjamin Farhat
Ben Peterman
Ben Ferrer
Becky Pak
Becky Martin
Becky Castell
Bart Pistole
Bart Folk
Barry Weirich
Barry Gonzalez
Barry Französisch
Barry Blumstein
Barbara Fisher
Astrea Jones
Ashley Jarboe
Arthur Wiediger
Art Foster
Art Ferguson
Arianne Irving
Anthony Witt
Anthony Rawles
Anthony O'Donnell
Anthony Garverick
Annie Zypern
Annie Thurman
Anne Pryor
Anne McFarland
Anna Chung
Ann Steele
Ann Chong
Ann Blume
Angele Hood
Anemone Ratner
Andy Gerbode
Andrew Roberts
Andrew Allen
Alyssa Tate
Alyssa Crouse
Allen Rosenblatt
Allen Armold
Alice McCarthy
Alex Russell
Alex Grayson
Alex Avila
Aleksandra Gannaway
Alejandro Grove
Alan Shonely
Alan Hwang
Alan Haines
Alan Dominguez
Alan Barnes
Aimee Bixby
Adrian Shami
Adam Shillingsburg
Adam Hart
Adam Rollavanco
Adam Bellavance
Aaron Smayling
Aaron Smayling Aaron Hawkins
Aaron Smayling

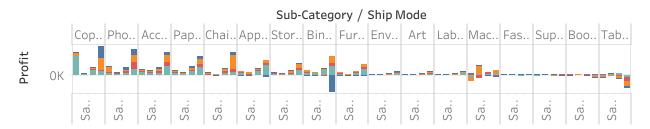
Avg Profit vs Avg Return Rate by State/Shipping Mode/Product Type



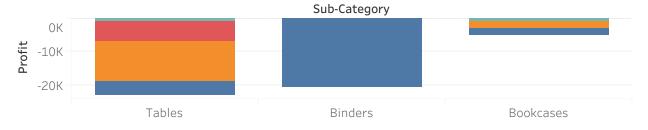
Avg Profit vs Avg Return Rate by State/Shipping Mode/Product Type



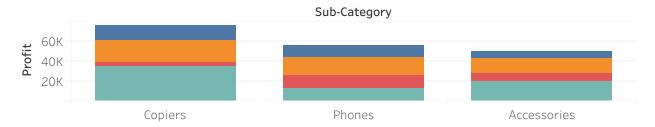




Top 3 Sub-Categories for Losses



Top 3 Sub-Categories for Profit



Average Profit by Month (All States)

	Order Date						
State	January	February	March	April	May	June .	Ju
Indiana	12.4	14.7	29.5	36.5	79.1	174.1	
Missouri	51.7	17.8	146.4	12.4	59.1	4.8	
Nevada	19.2	5.5	19.3	70.7	99.0	20.2	
Minnesota	14.9	39.0	22.9		227.3	106.5	
Wisconsin	152.9	109.9	101.8	117.7	49.0		
Rhode Island		-13.6		12.1	34.4	24.7	
New York	-6.6	31.6	44.7	25.6	97.2	46.0	
Alabama	7.7		83.2	67.4	49.3	52.2	
Louisiana	65.3	8.5	6.2	18.7	12.9	13.8	
New Mexico		23.1	57.6	0.4		35.3	
Kansas	137.2	2.6			34.1	8.7	
Oklahoma	177.9	2.0	306.1		138.4	45.4	

Top 3 State-Month Combos for Advertising

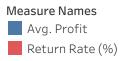
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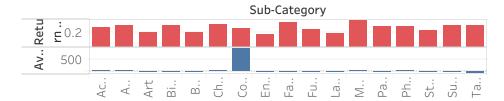
State	Month of C
Indiana	October
Vermont	November
Washington	March

Top 3 State-Month Combos by ROAS



Avg Profit vs Avg Return Rate by State/Shipping Mode/Product Type





Highest Return Rate by Product



