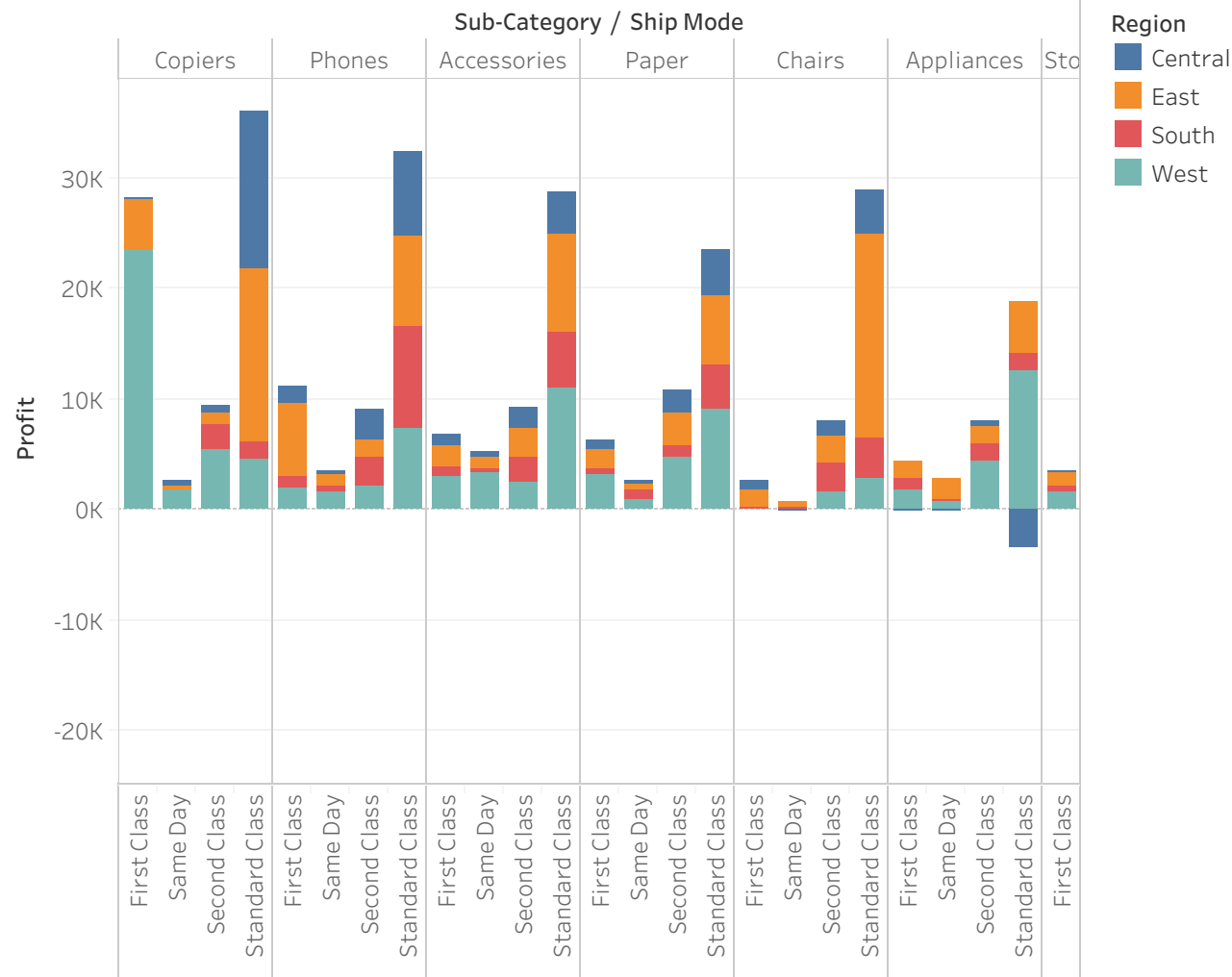
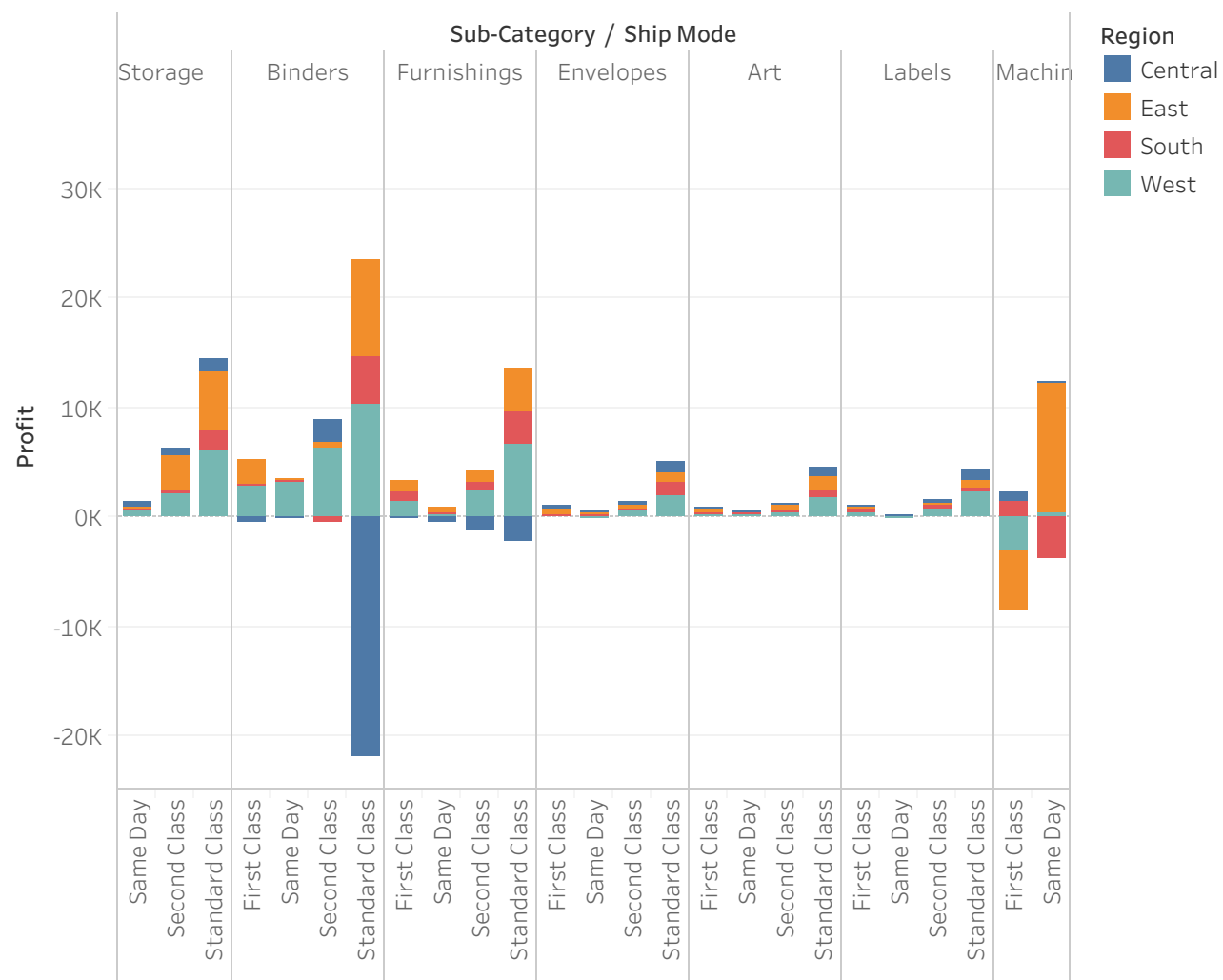


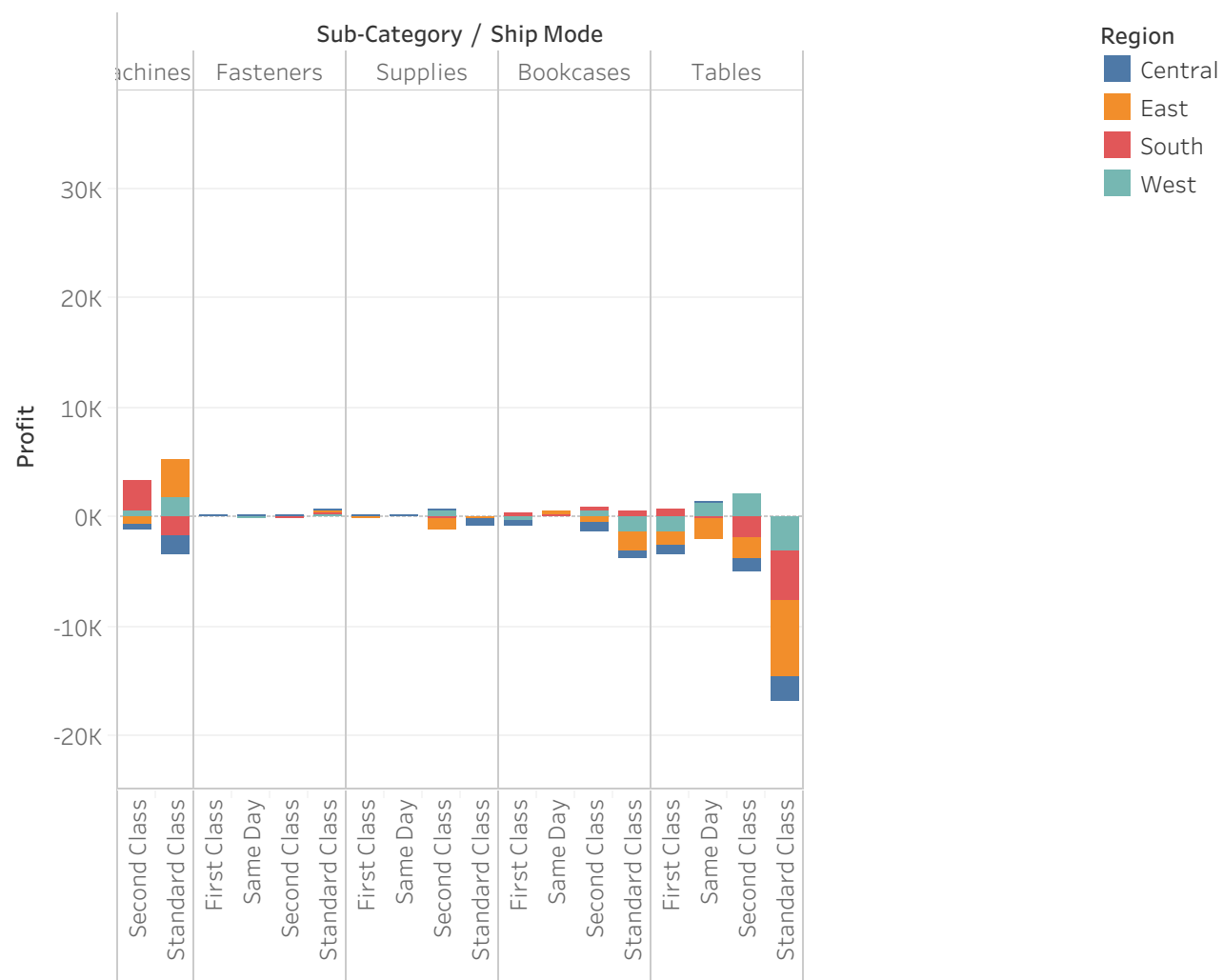
Profit and Losses



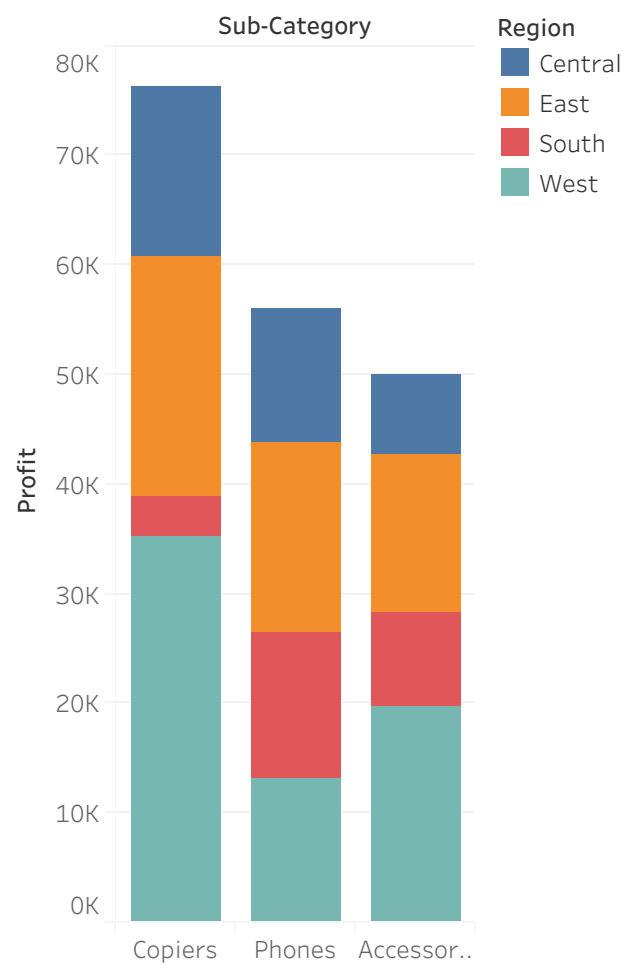
Profit and Losses



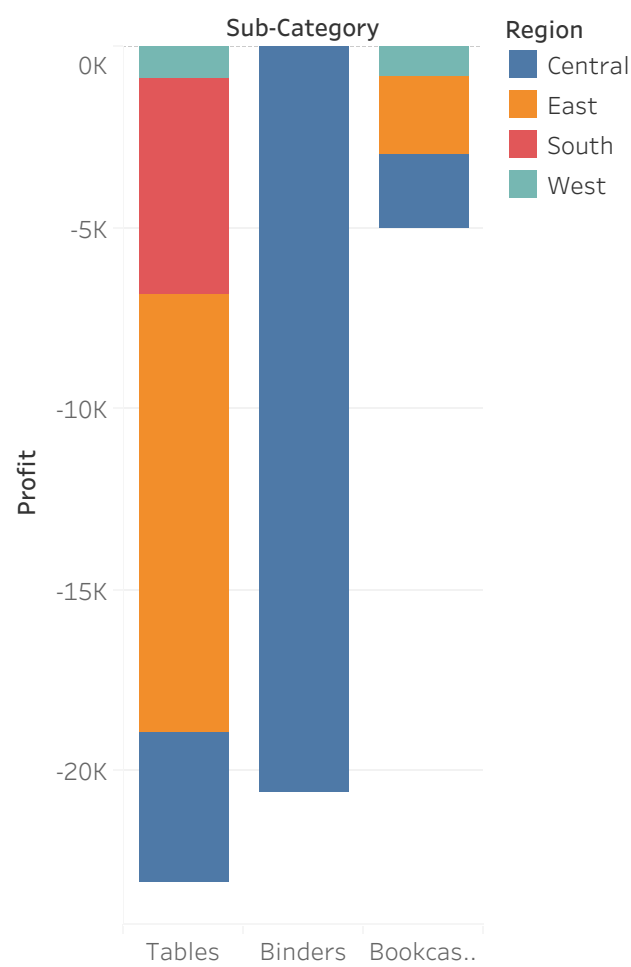
Profit and Losses



Top 3 Sub-Categories for Profit



Top 3 Sub-Categories for Losses



Average Profit by Month (All States)

State	Order Date							
	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						38.2	
North Dakota					43.3			
Montana	187.1			41.6			2.2	2.7
Maine						10.8		85.6
Iowa	16.6		54.8	50.0			11.8	3.1
District of Columbia	17.5			324.8	9.2			

Average Profit by Month (All States)

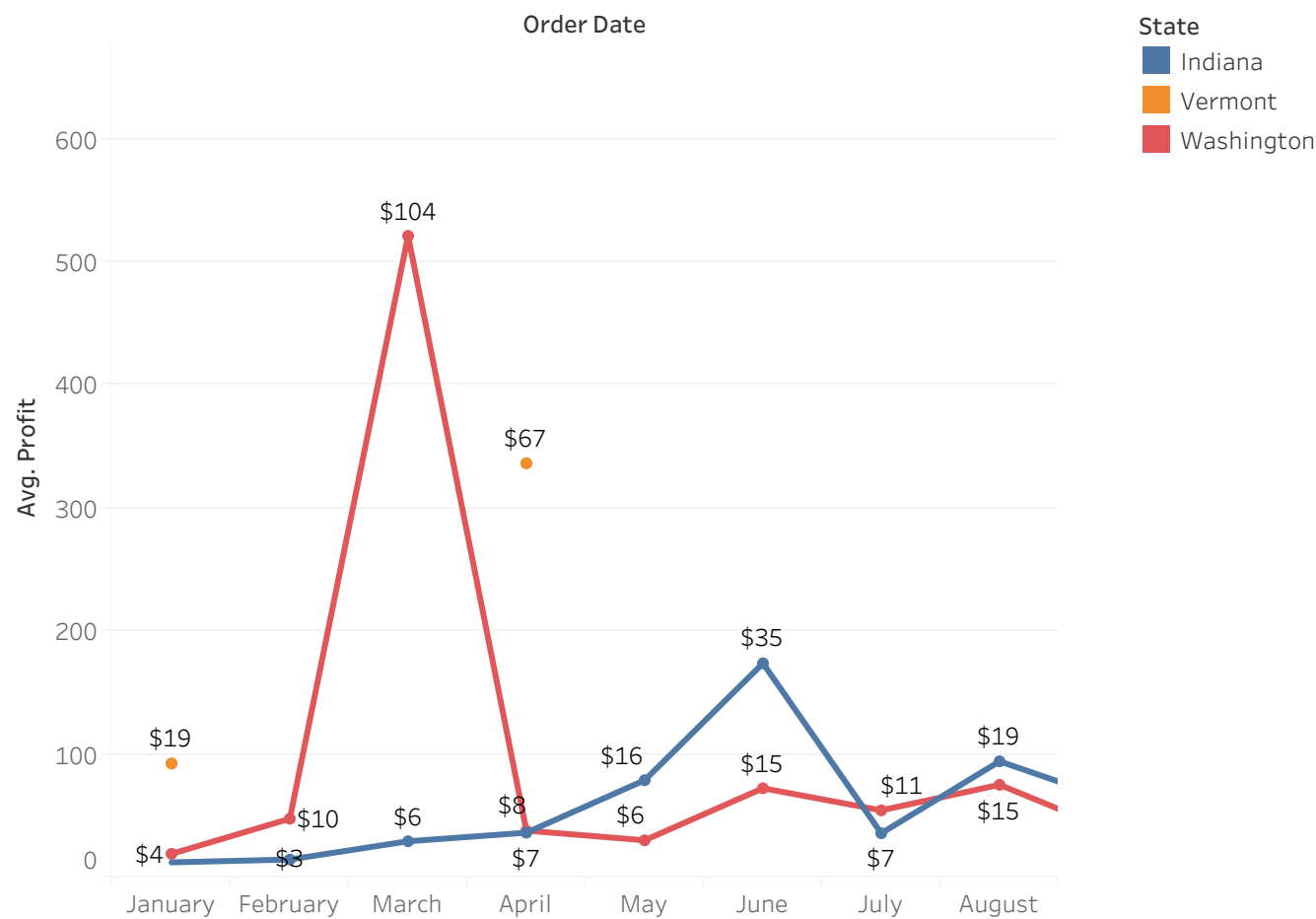
State	Order Date			
	Septemb..	October	November	December
Indiana	61.4	643.1	70.9	98.9
Missouri	80.2	486.1	54.8	372.2
Nevada	16.5	343.0	22.9	60.6
Minnesota	339.2	284.3	58.6	35.6
Wisconsin	31.5	191.4	31.6	118.1
Rhode Island	94.0	162.4	20.1	250.0
New York	105.0	127.6	84.7	60.9
Alabama	83.2	112.0	266.6	84.5
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



Top 3 State-Month Combos for Advertising

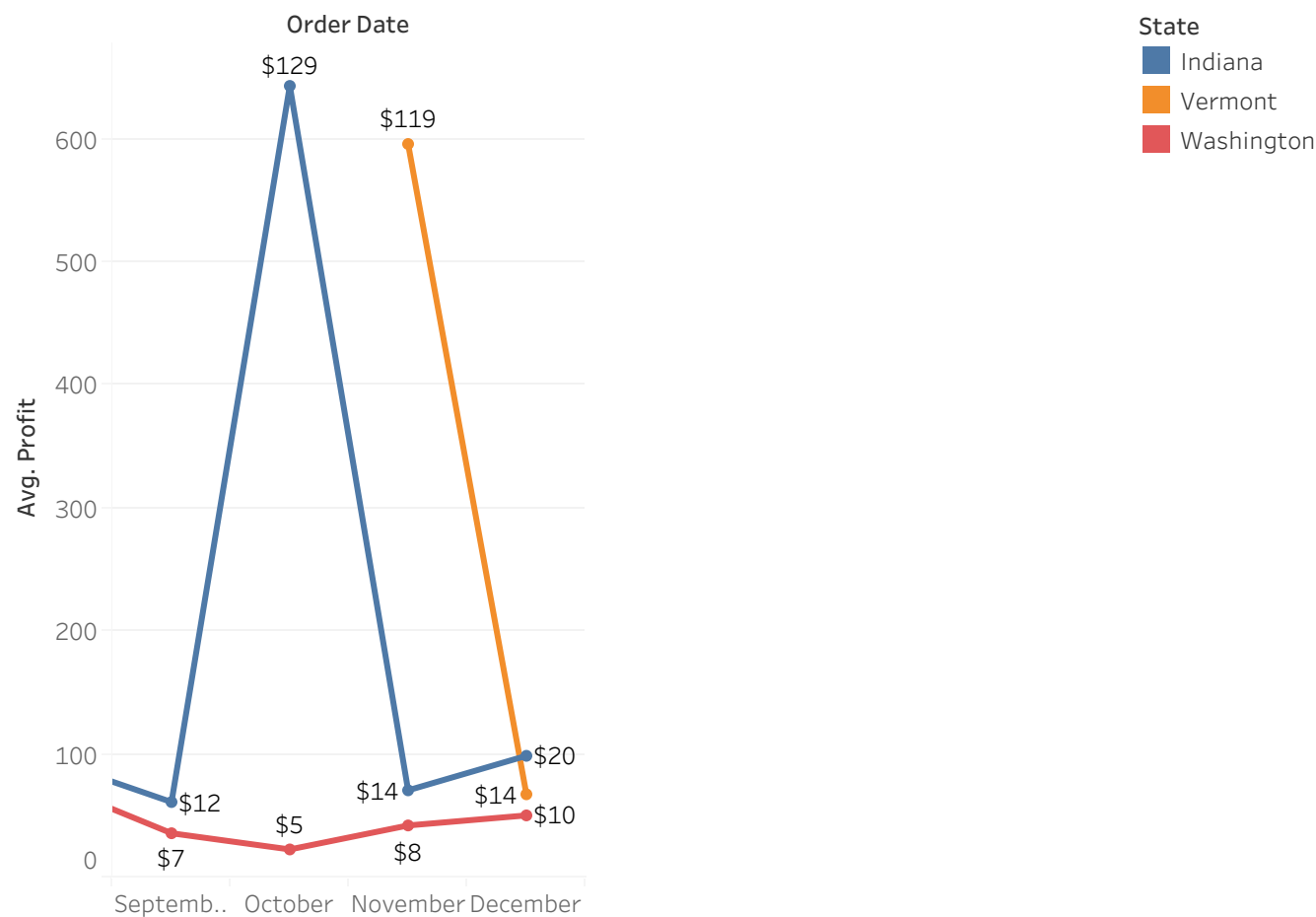
State	Month of O..	
Indiana	October	643.1
Vermont	November	596.0
Washington	March	521.3

Top 3 State-Month Combos by ROAS



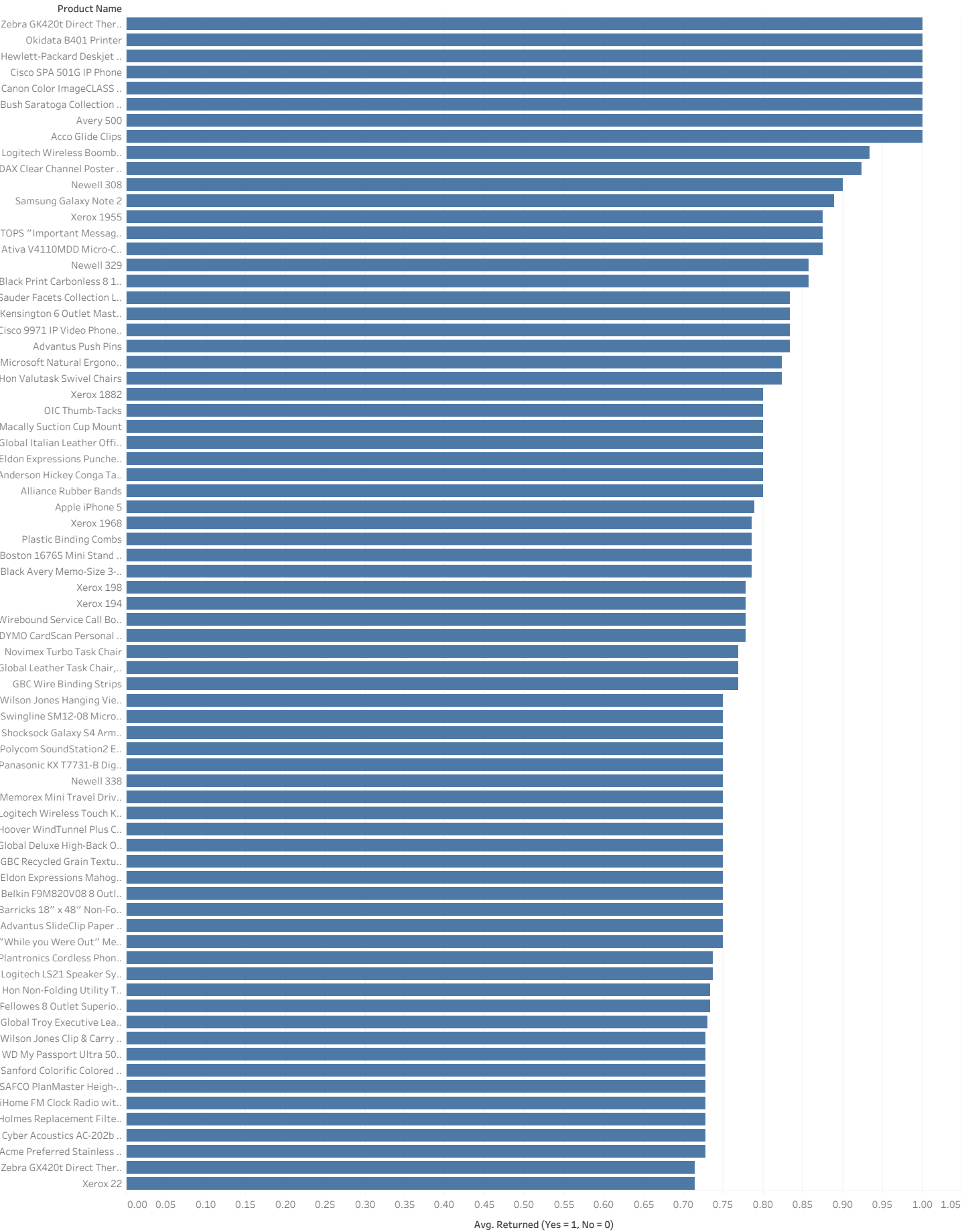
The trend of average of Profit for Order Date Month. Color shows details about State. The marks are labeled by Advertising Budget. The view is filtered on State, which keeps Indiana, Vermont and Washington.

Top 3 State-Month Combos by ROAS

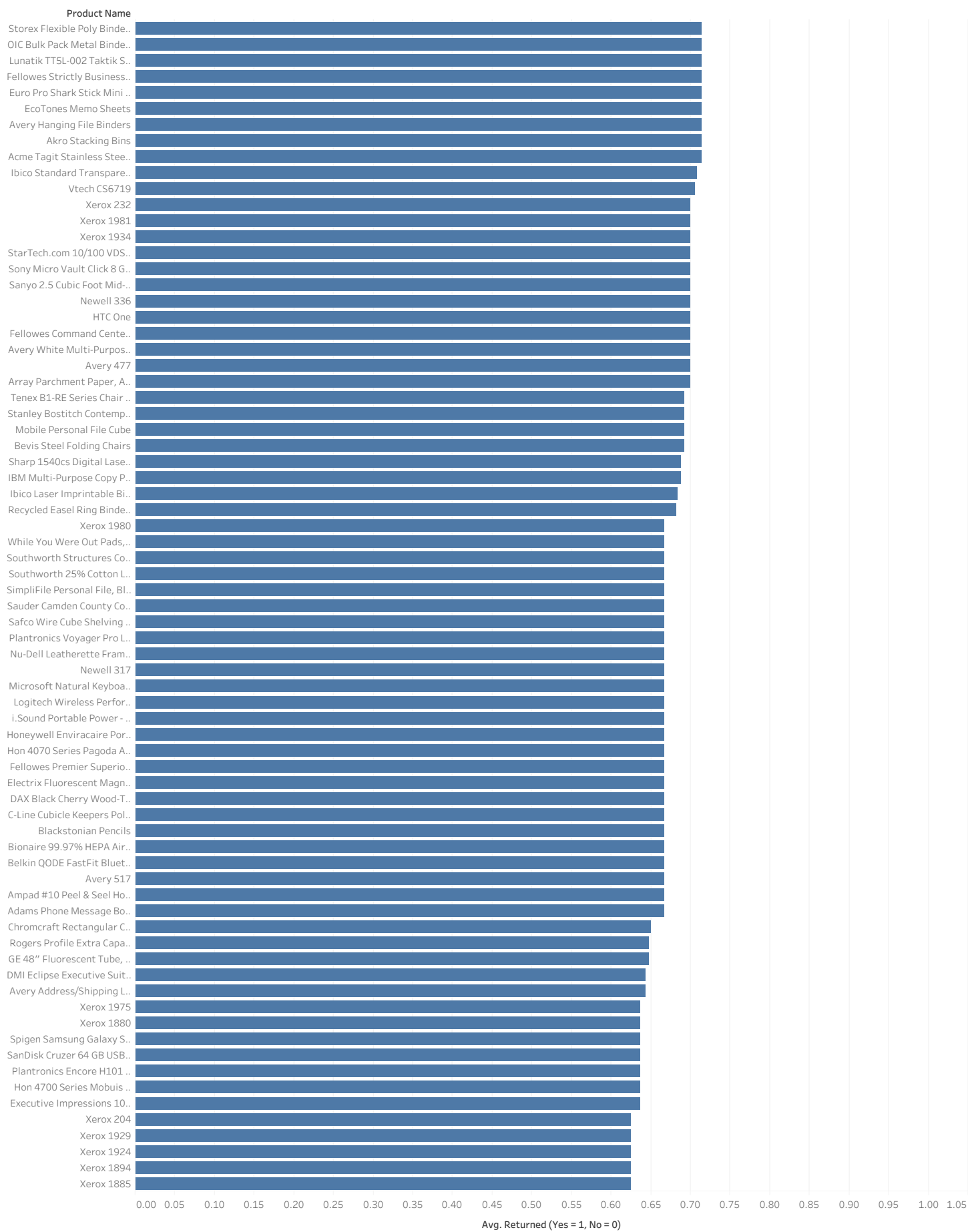


The trend of average of Profit for Order Date Month. Color shows details about State. The marks are labeled by Advertising Budget. The view is filtered on State, which keeps Indiana, Vermont and Washington.

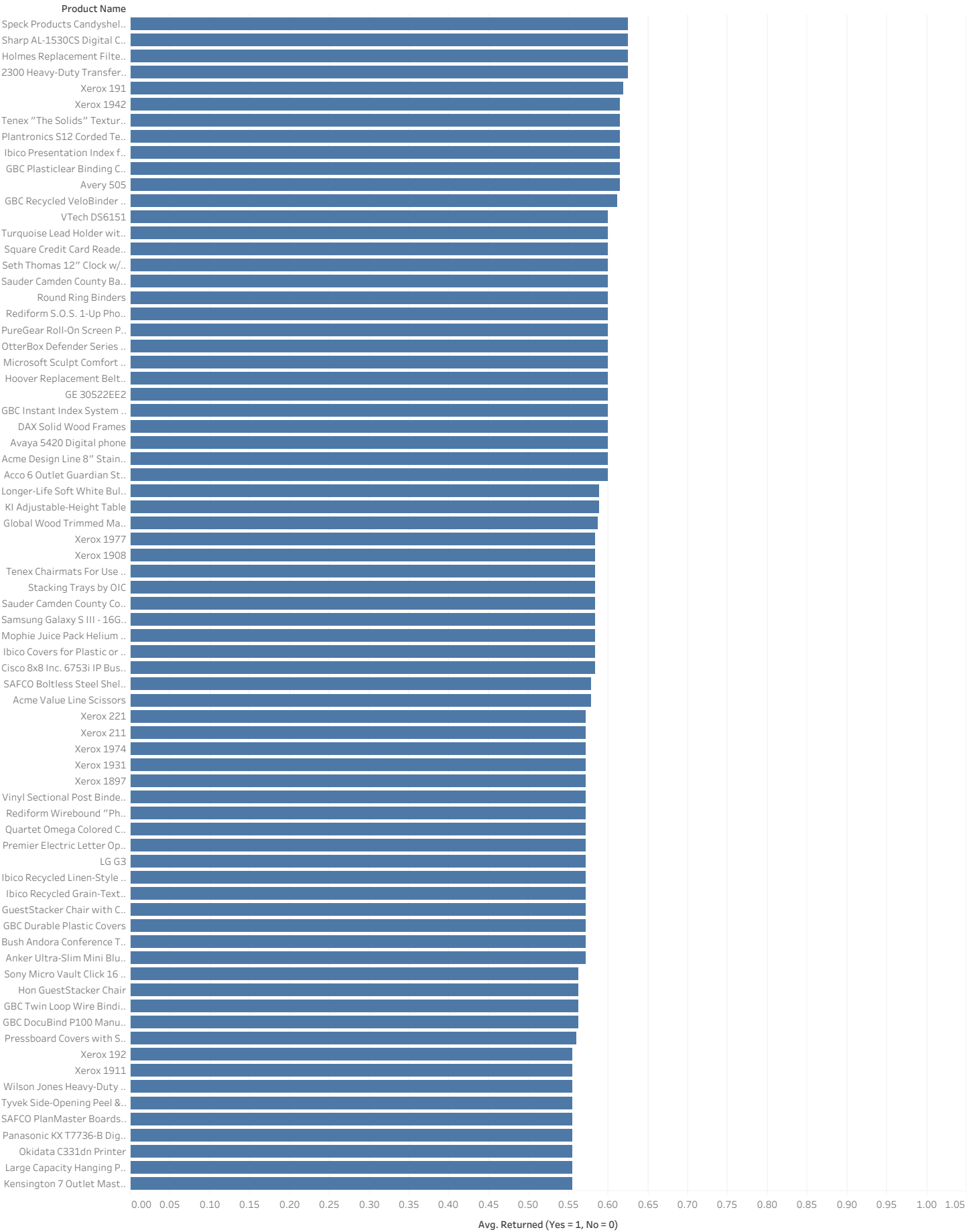
Highest Return Rate by Product



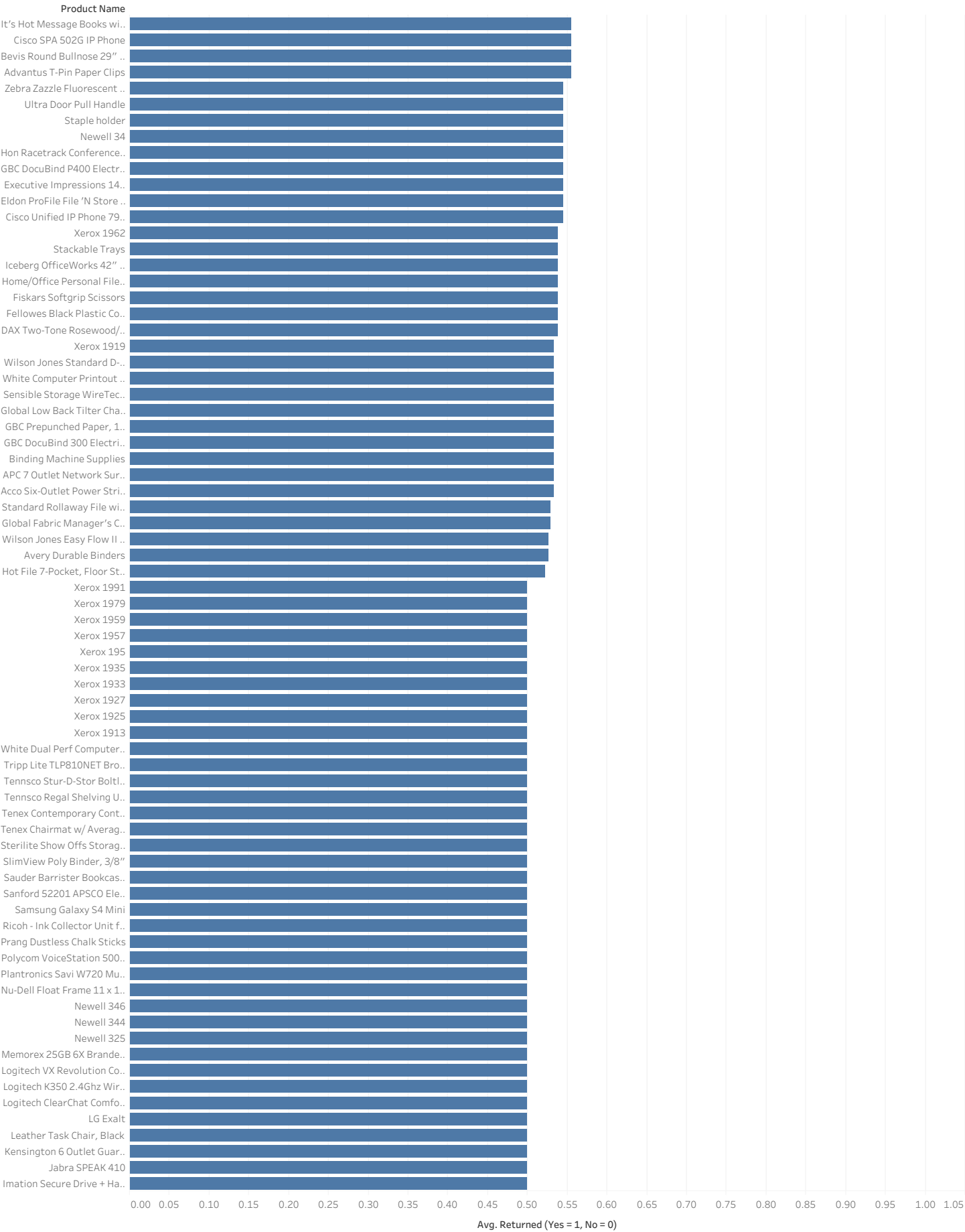
Highest Return Rate by Product



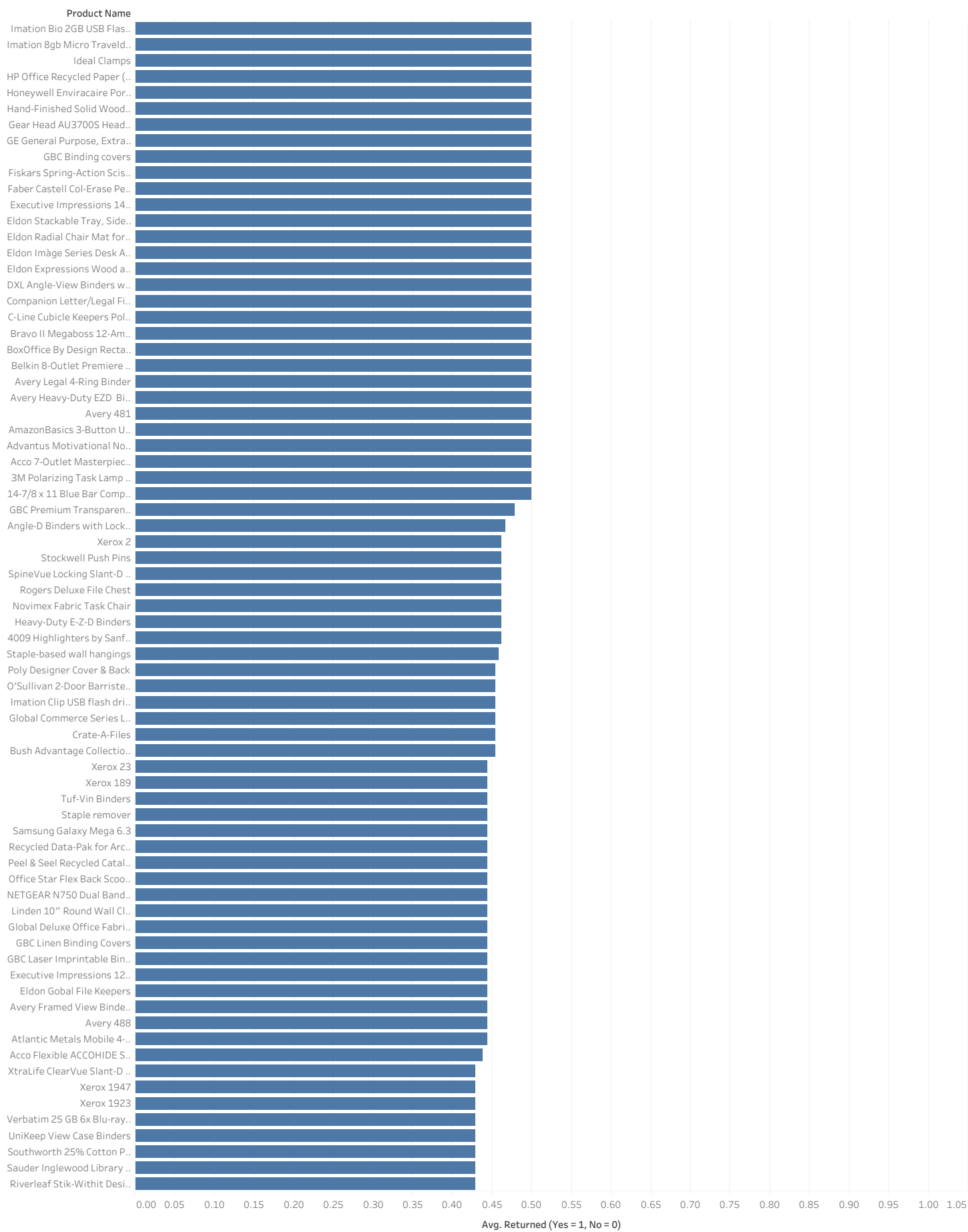
Highest Return Rate by Product



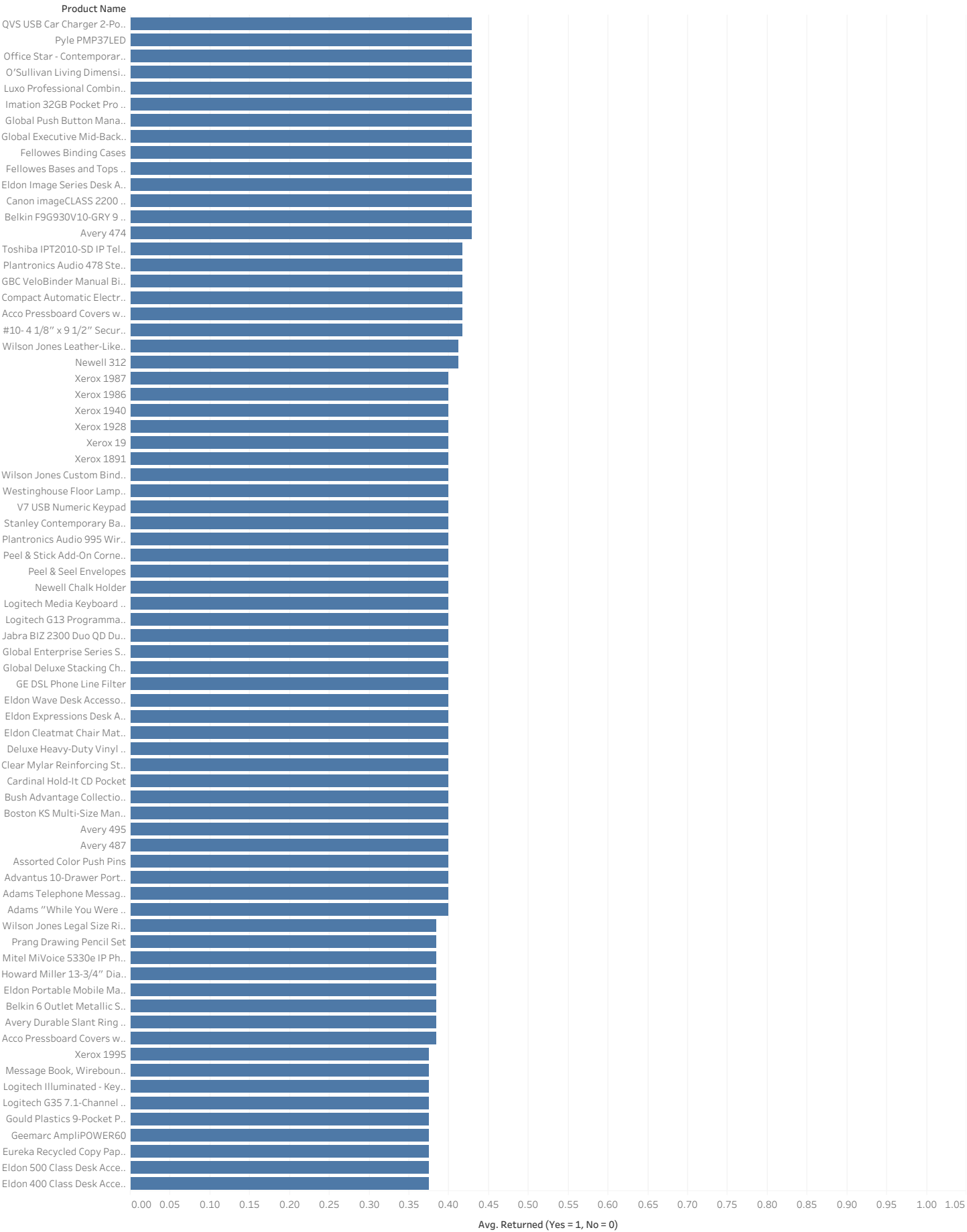
Highest Return Rate by Product



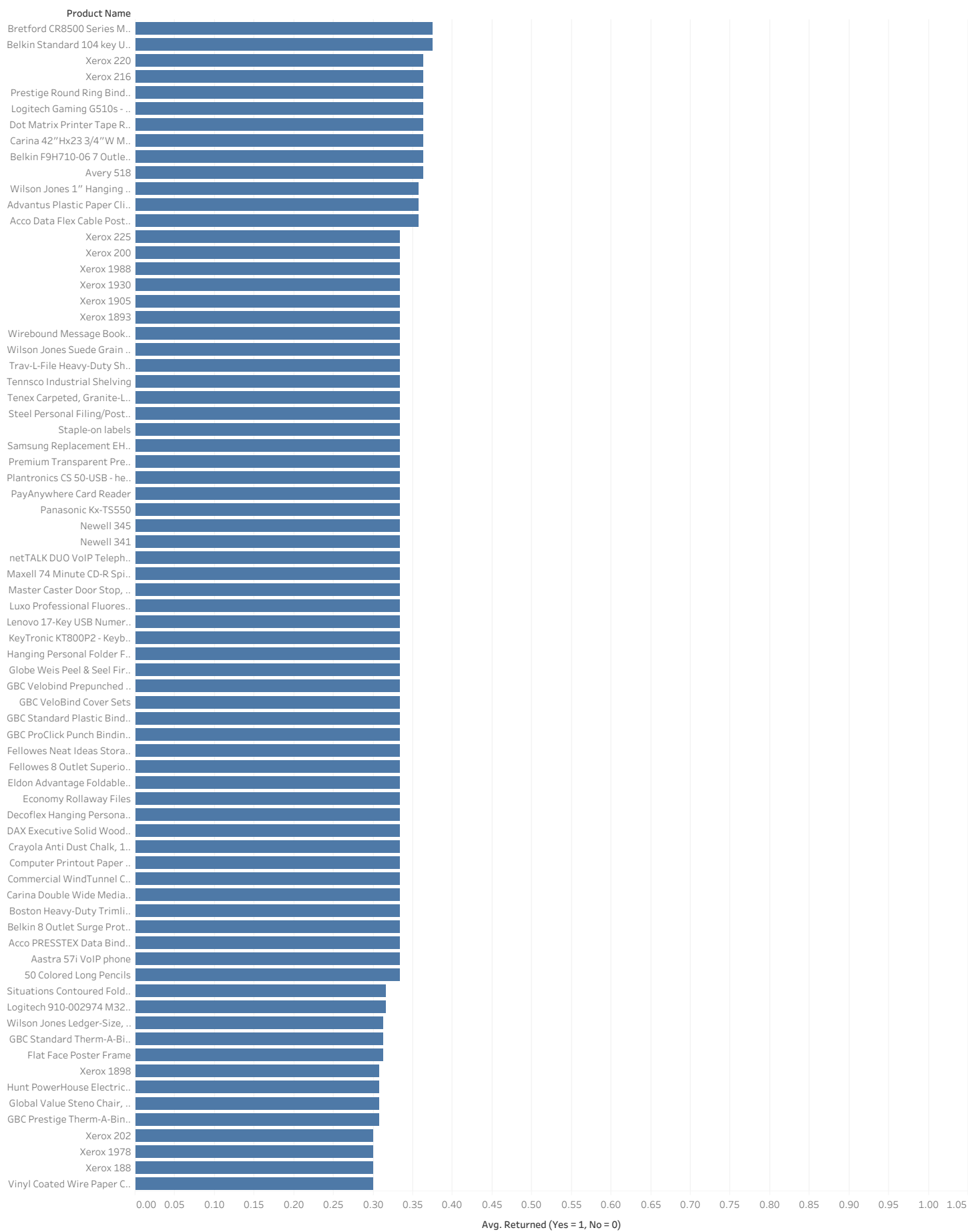
Highest Return Rate by Product



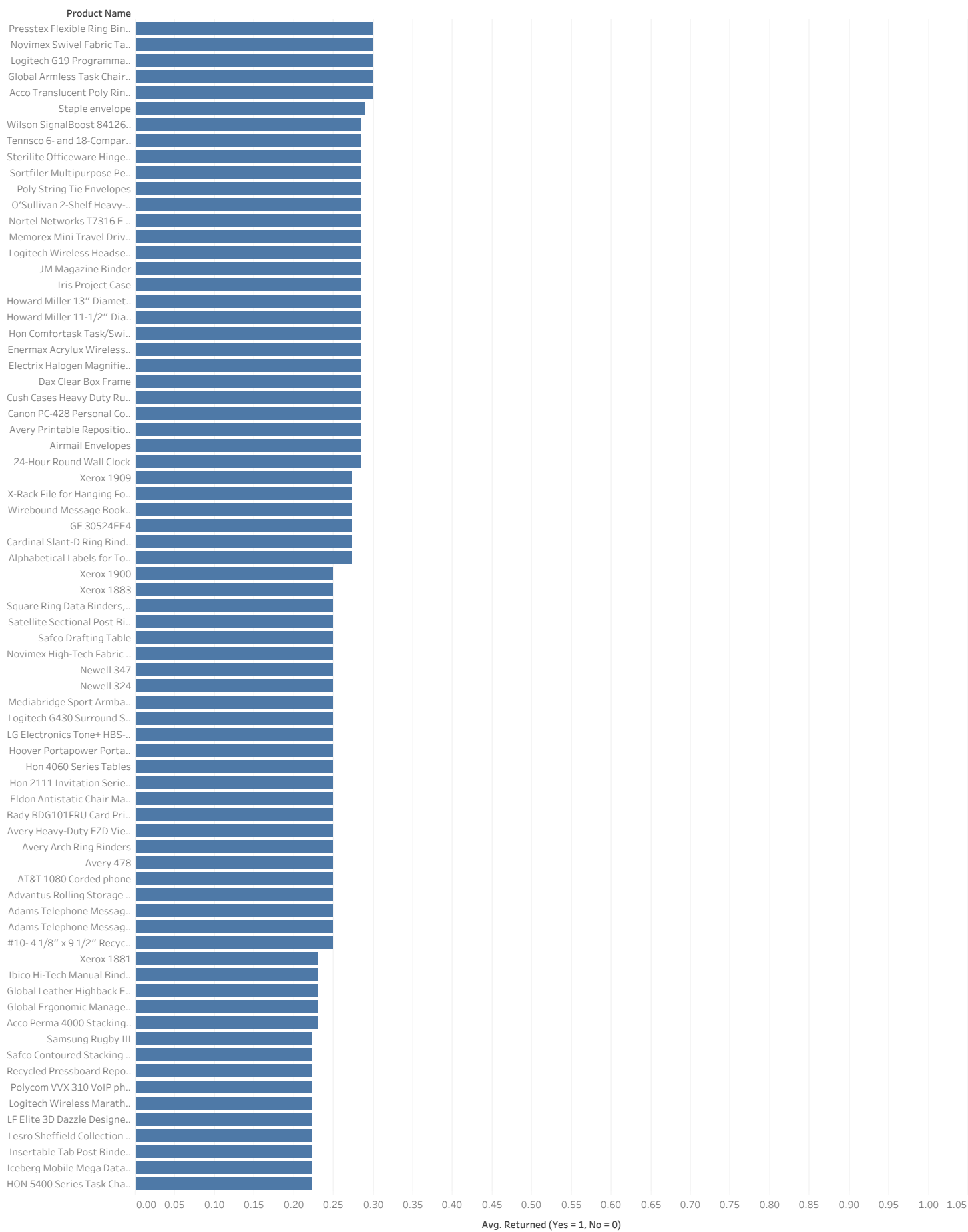
Highest Return Rate by Product



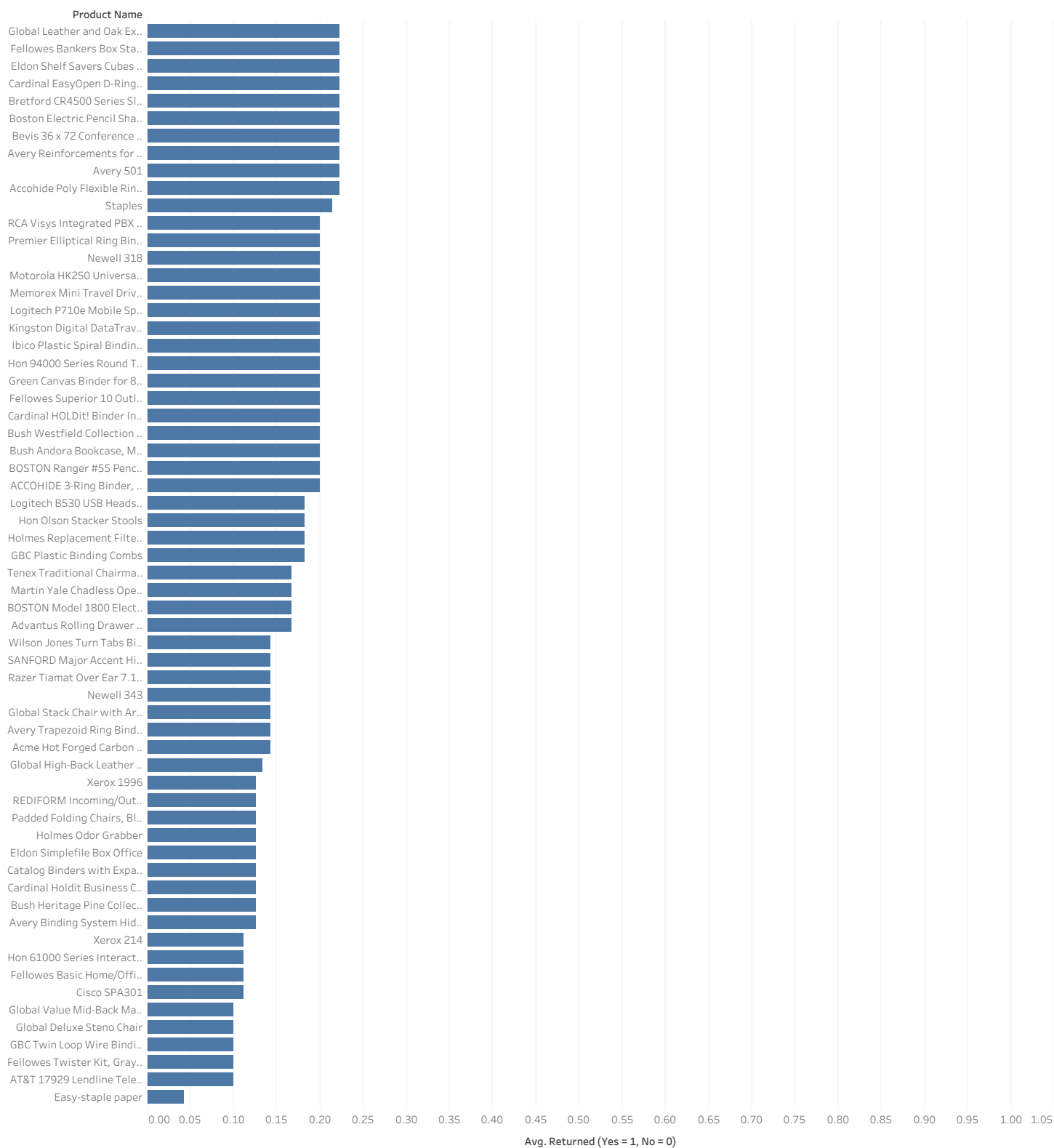
Highest Return Rate by Product



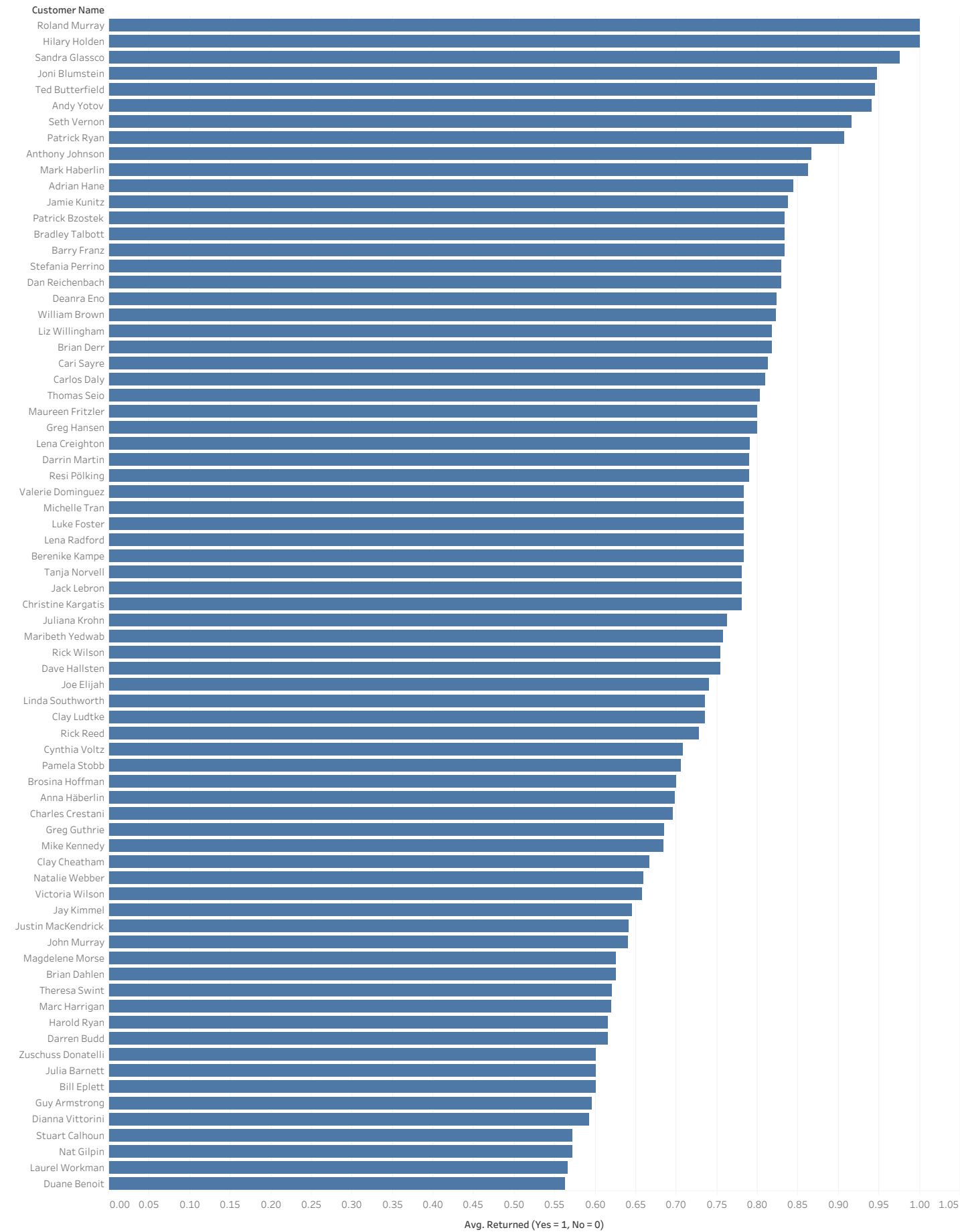
Highest Return Rate by Product



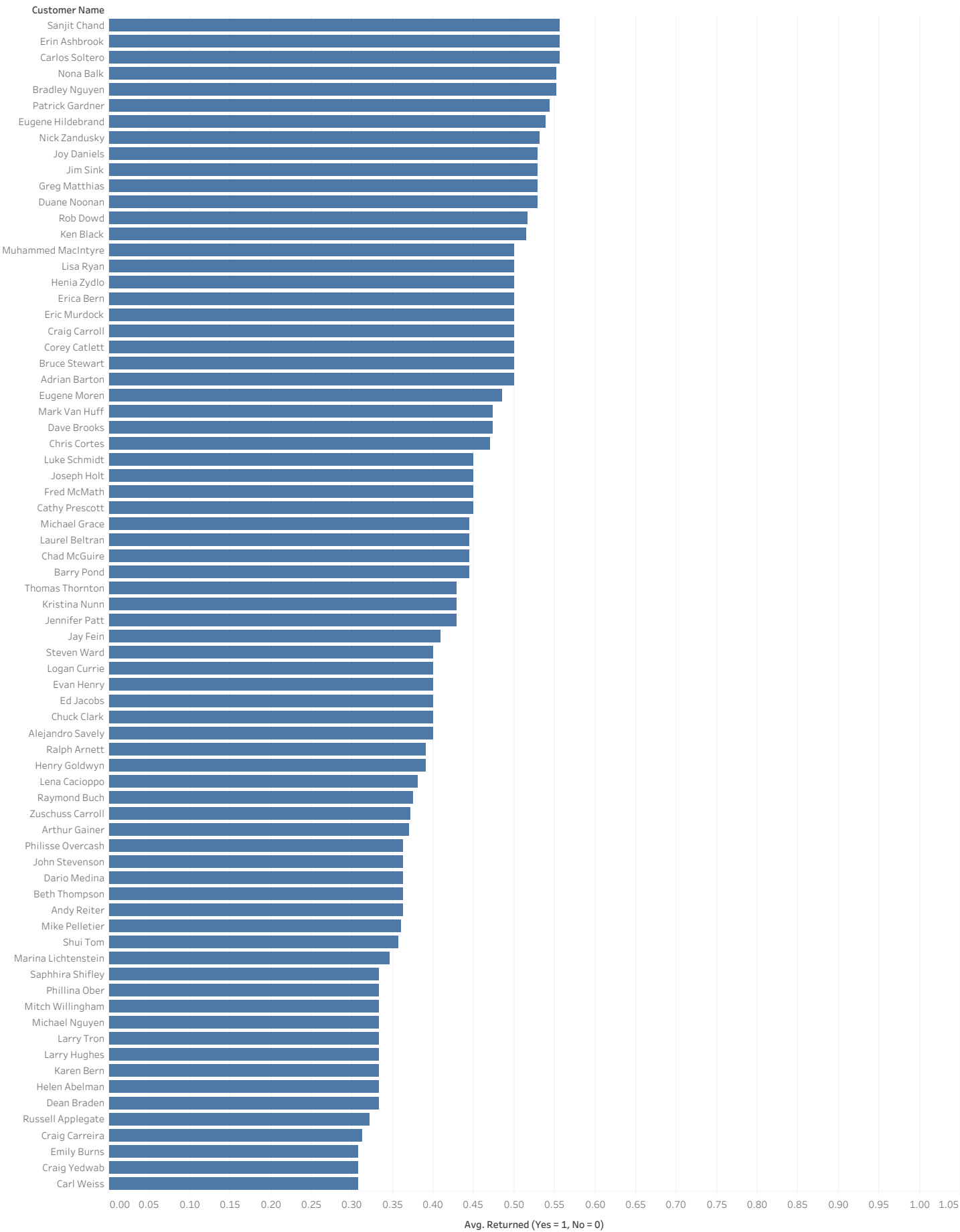
Highest Return Rate by Product



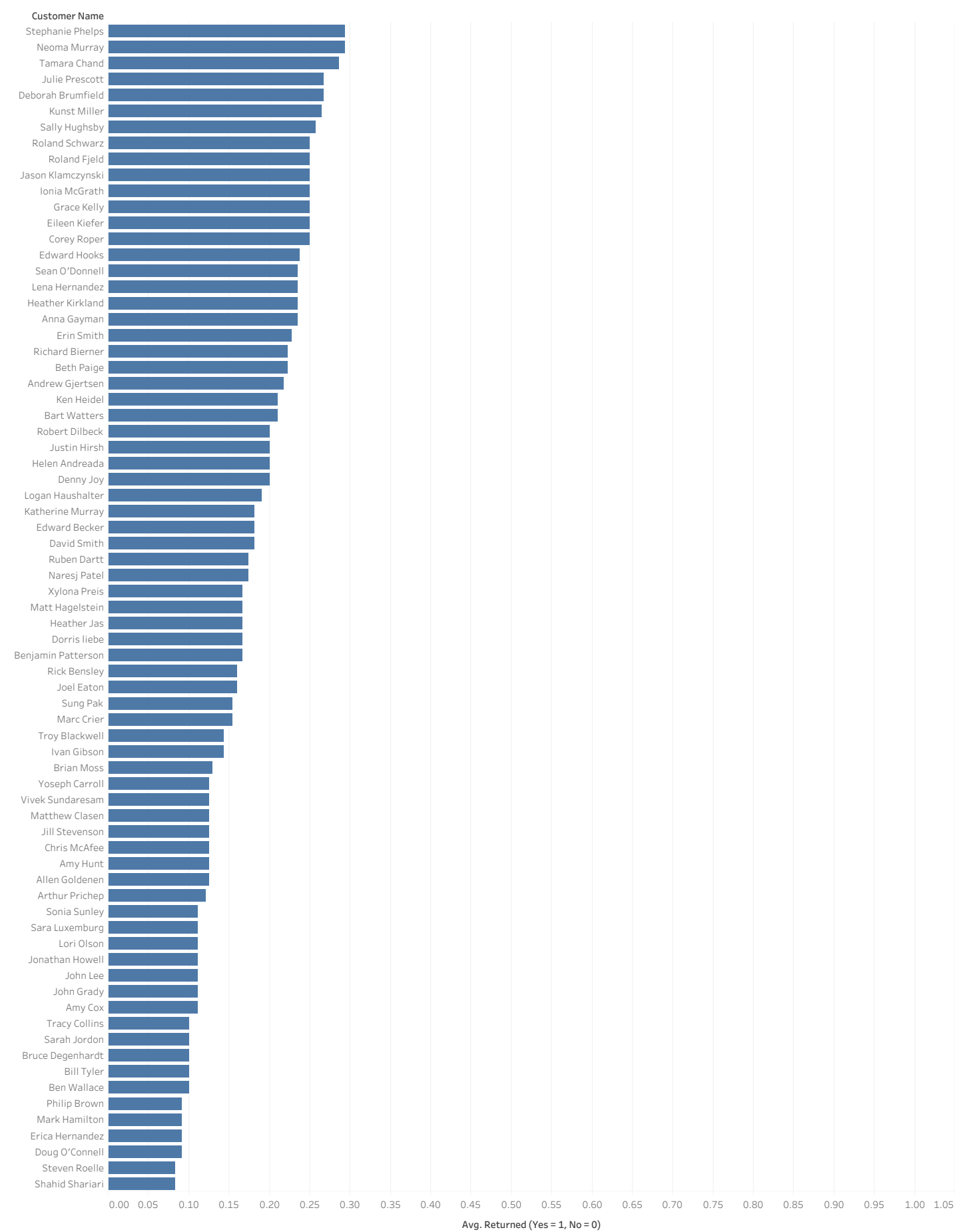
Highest Return Rate by Customer



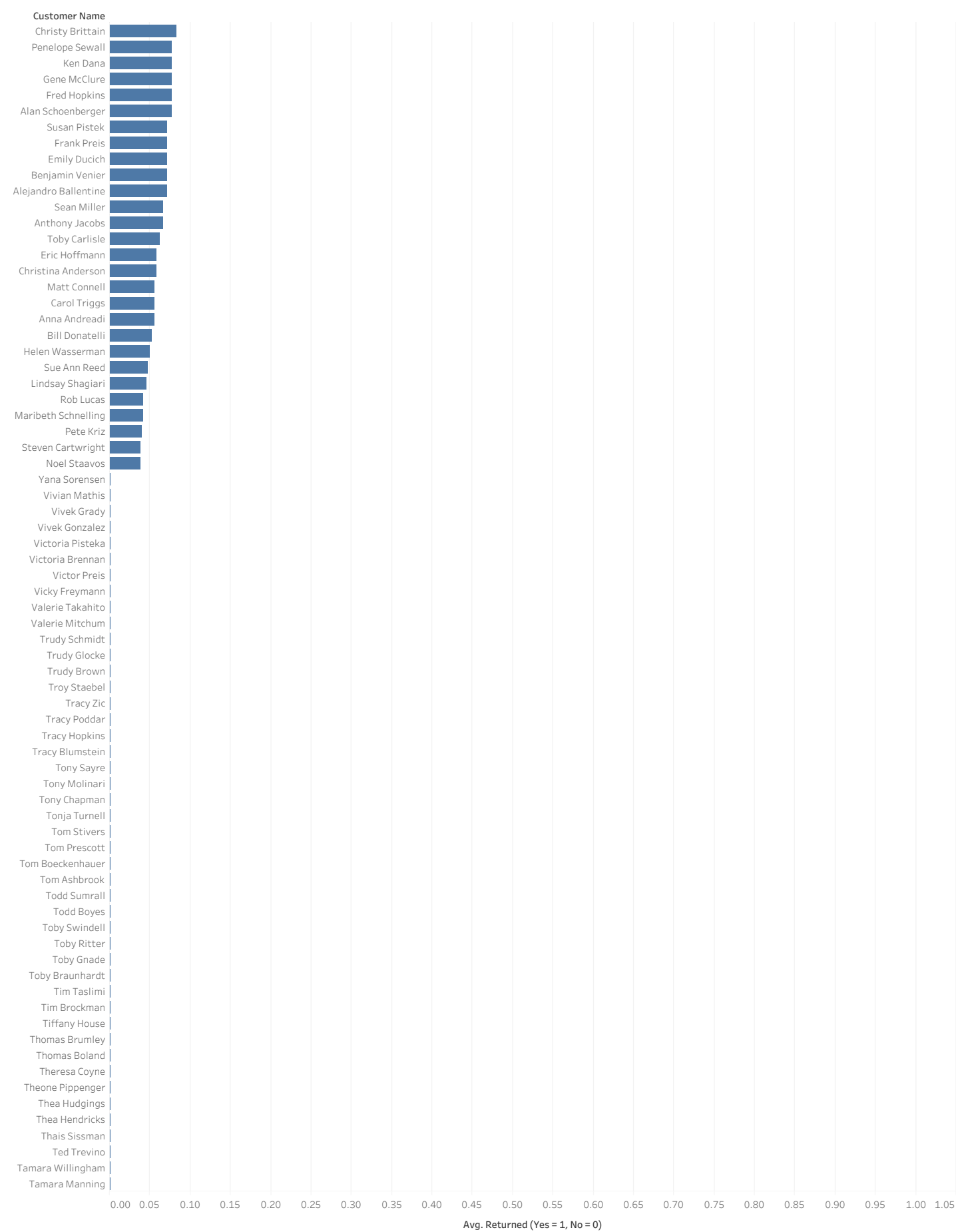
Highest Return Rate by Customer



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Highest Return Rate by Customer



Highest Return Rate by Customer



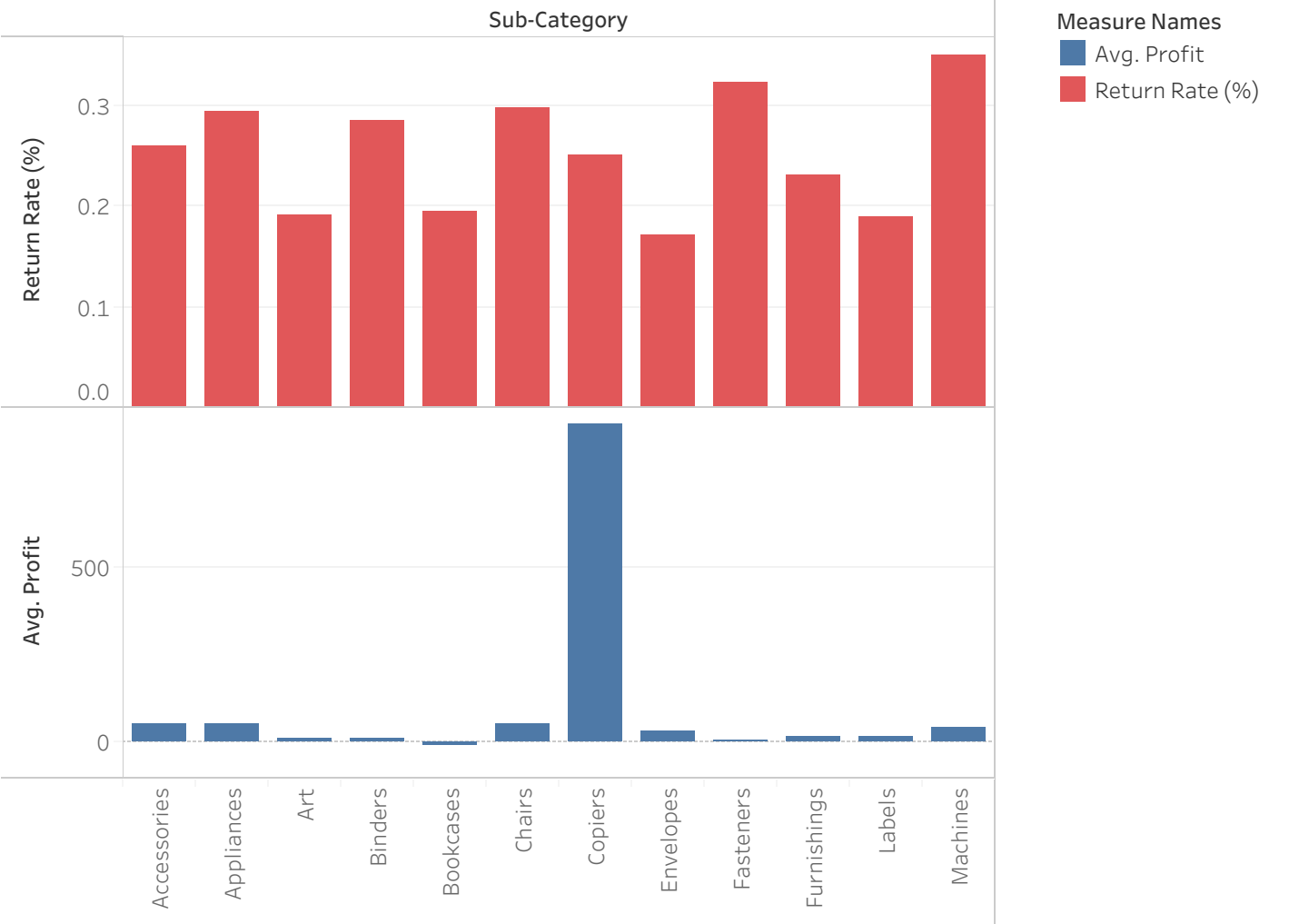
Highest Return Rate by Customer



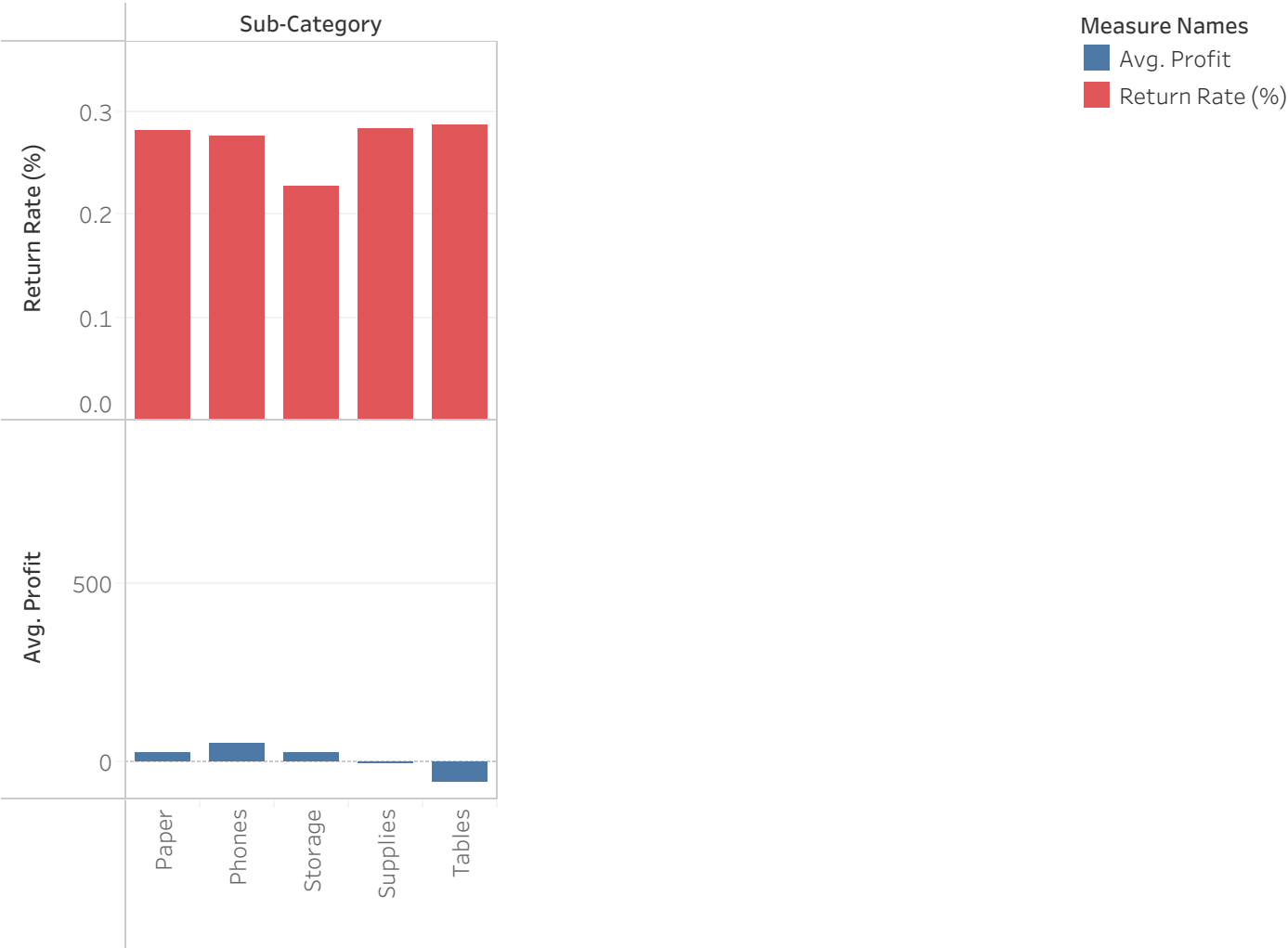
Highest Return Rate by Customer



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

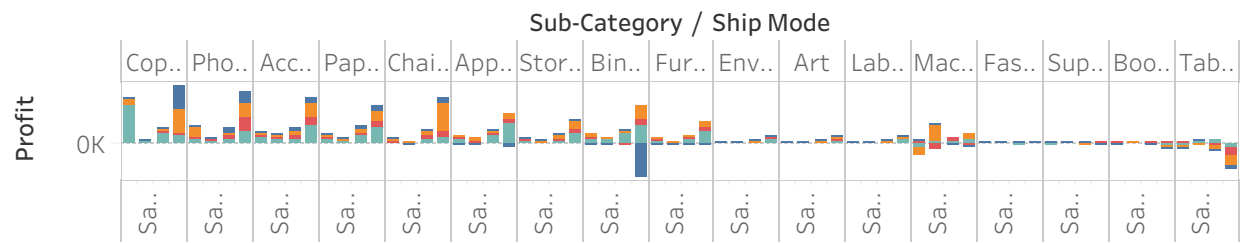


Avg Profit vs Avg Return Rate by State/Shipping Mode/Product Type

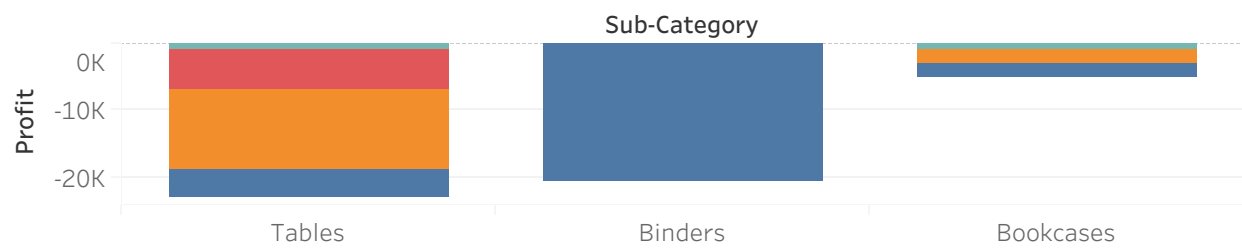


Region Central East South West

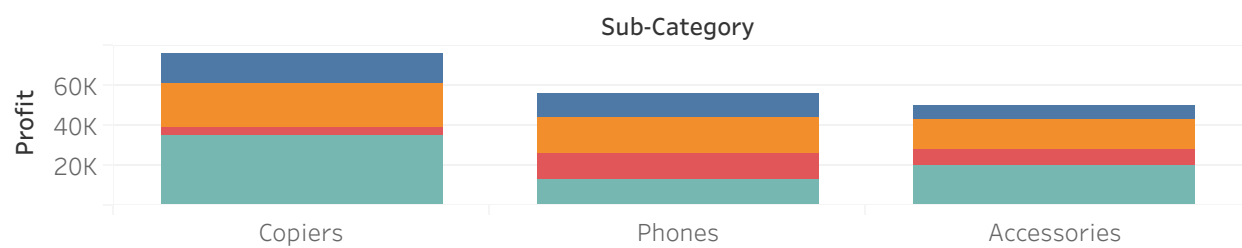
Profit and Losses



Top 3 Sub-Categories for Losses



Top 3 Sub-Categories for Profit



Average Profit by Month (All States)

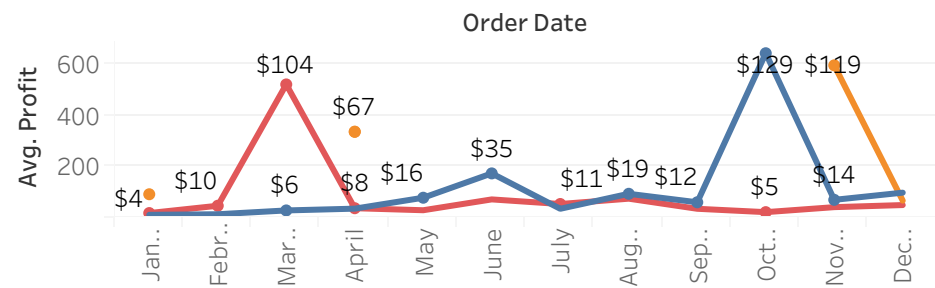
State	Order Date						
	January	February	March	April	May	June	July
Indiana	12.4	14.7	29.5	36.5	79.1	174.1	
Missouri	51.7	17.8	146.4	12.4	59.1	4.8	
Nevada	19.2	5.5	19.3	70.7	99.0	20.2	
Minnesota	14.9	39.0	22.9		227.3	106.5	
Wisconsin	152.9	109.9	101.8	117.7	49.0		
Rhode Island		-13.6		12.1	34.4	24.7	
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	

Avg Profit

Top 3 State-Month
Combos for Advertising

State	Month of C
Indiana	October
Vermont	November
Washington	March

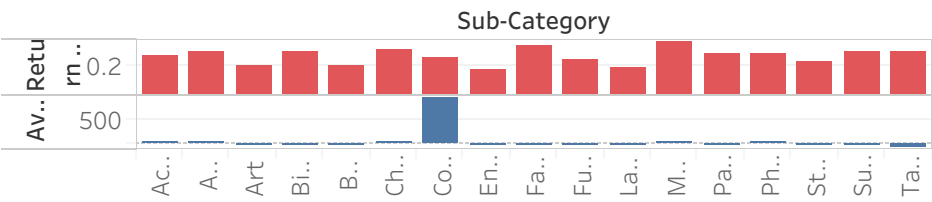
Top 3 State-Month Combos by ROAS



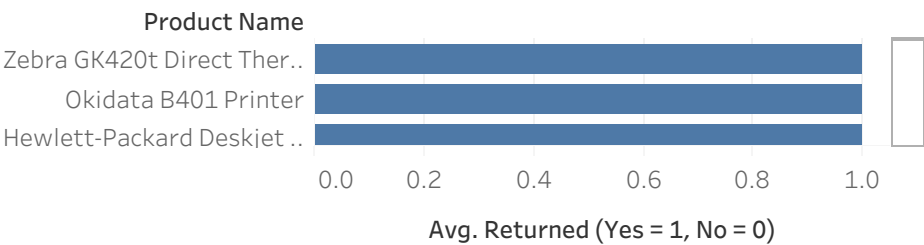
Avg Profit vs Avg Return Rate by State/Shipping Mode/Product Type

Measure Names

- Avg. Profit
- Return Rate (%)



Highest Return Rate by Product



Highest Return Rate by Customer

