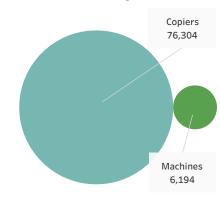
# Store Operations Analysis

 Profit Categories
 Top 3 States Budget
 Return Rates

# Profit Losses/ Makers



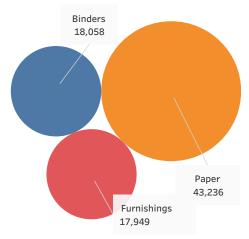
# Lowest 3 Product Subcategories



# Products To Stop Selling

| Product Name1             |         |
|---------------------------|---------|
| GBC DocuBind P400 Electr  | -20,388 |
| Cubify CubeX 3D Printer D | -8,880  |
| Bush Advantage Collectio  | -5,192  |
| Lexmark MX611dhe Mono     | -4,590  |
| Cubify CubeX 3D Printer T | -3,840  |
| Zebra GK420t Direct Ther  | -3,753  |
| Cisco 9971 IP Video Phone | -3,335  |
| Chromcraft Bull-Nose Wo   | -2,876  |
| Samsung Galaxy Note 2     | -2,834  |
| Swingline SM12-08 Micro   | -2,368  |

Highest 3 Product Subcategories



# Store Operations Analysis

Profit Categories Top 3 States Budget Return Rates

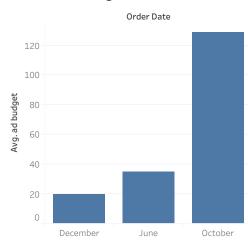
# Months Avg Profit

# Order Date State1 Septemb.. November December Grand To.. Vermont 596.0 67.7 419.9 Rhode Island 94.0 20.1 250.0 175.7 Indiana 61.4 70.9 98.9 77.3

# Top 3 States/Month



#### Indiana Ad Budget

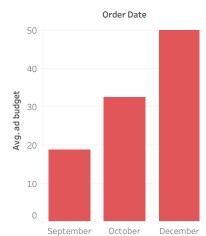


#### Vermont Ad Budget



#### Rhode Island Ad Budget

Avg. Profit1



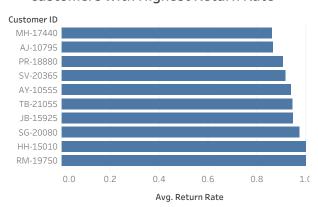
# Store Operations Analysis

Profit Categories Top 3 States Budget Return Rates

#### Products with Highest Return Rate

# Product Name1 DAX Clear Channel Poster .. Logitech Wireless Boombo.. Acco Glide Clips Avery 500 Bush Saratoga Collection .. Canon Color ImageCLASS .. Cisco SPA 501G IP Phone Hewlett-Packard Deskjet F.. Okidata B401 Printer Zebra GK420t Direct Ther.. 0.0 0.2 0.4 0.6 0.8 1.0 Avg. Return Rate

#### Customers with Highest Return Rate



Avg. Profit

Avg. Return Rate 0.0000 0.2000 0.4000 0.5684



