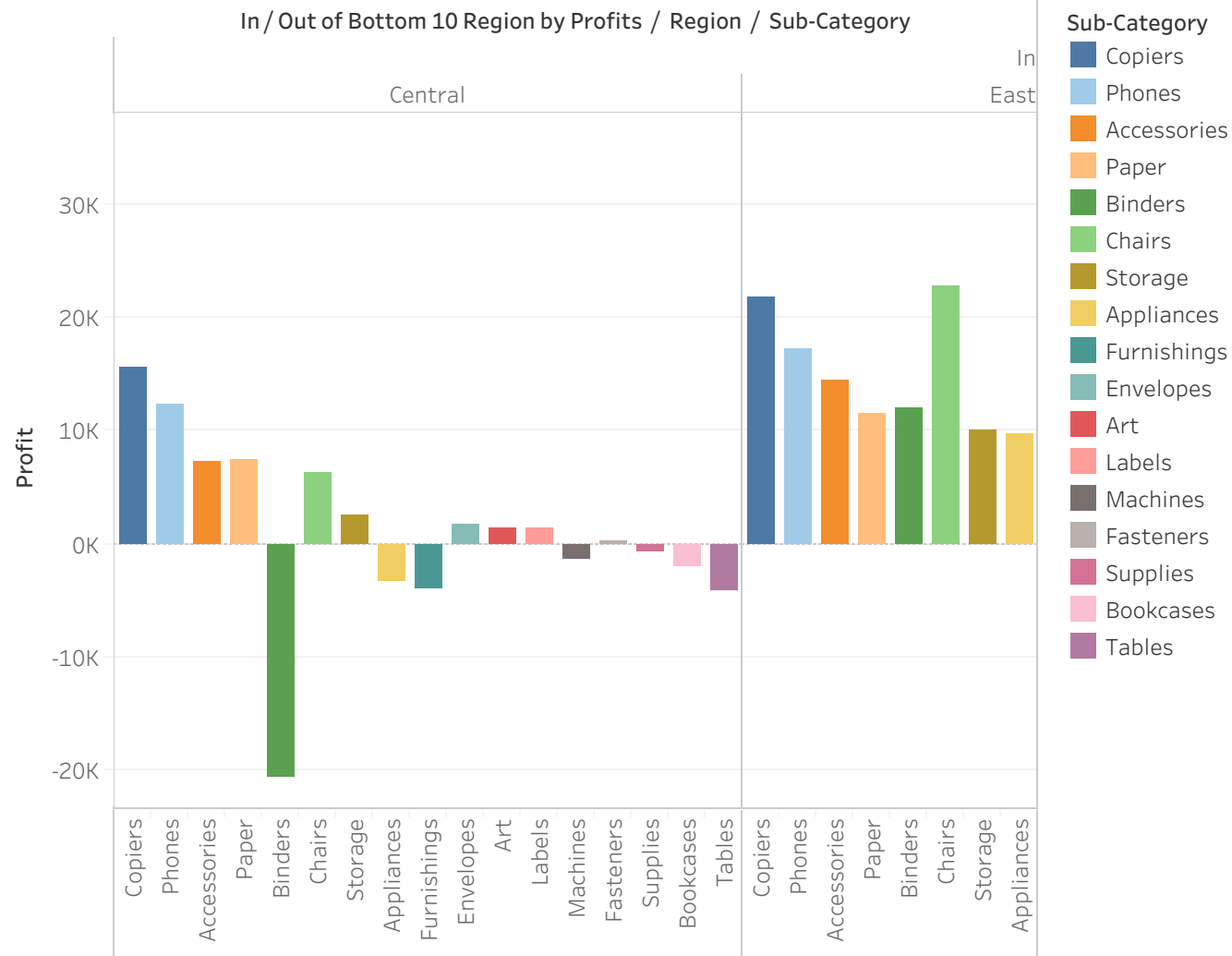
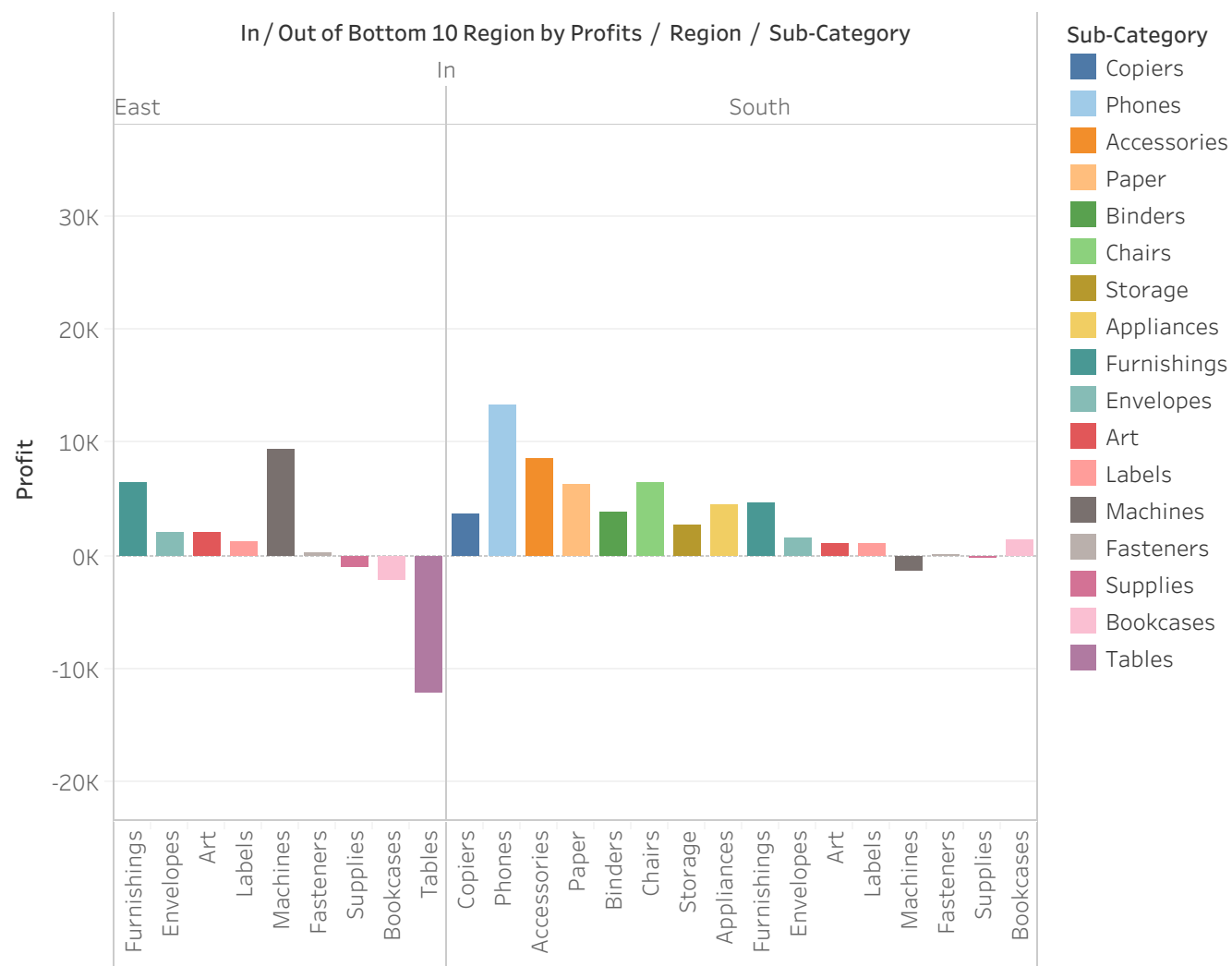


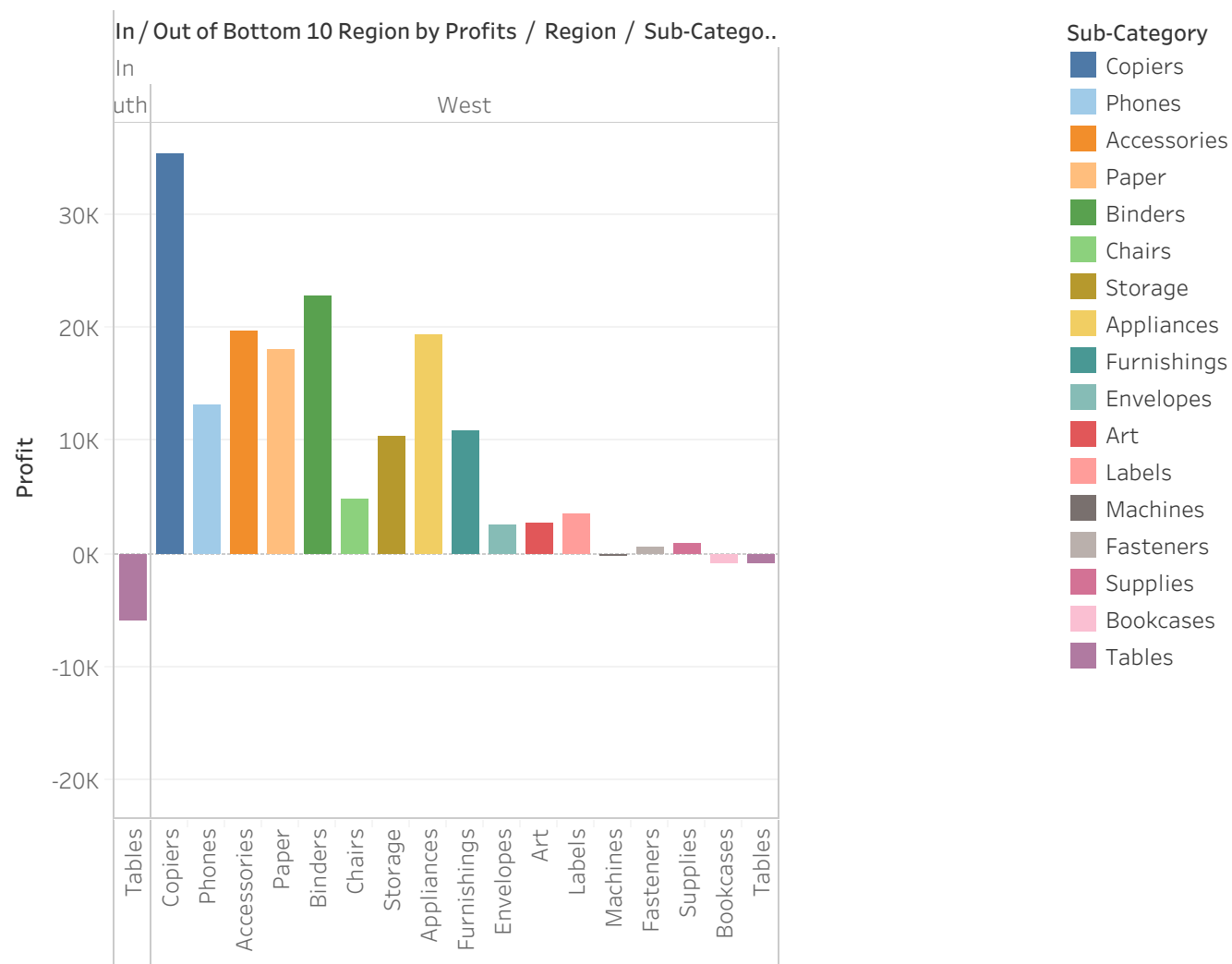
P/L SubCategory + Region



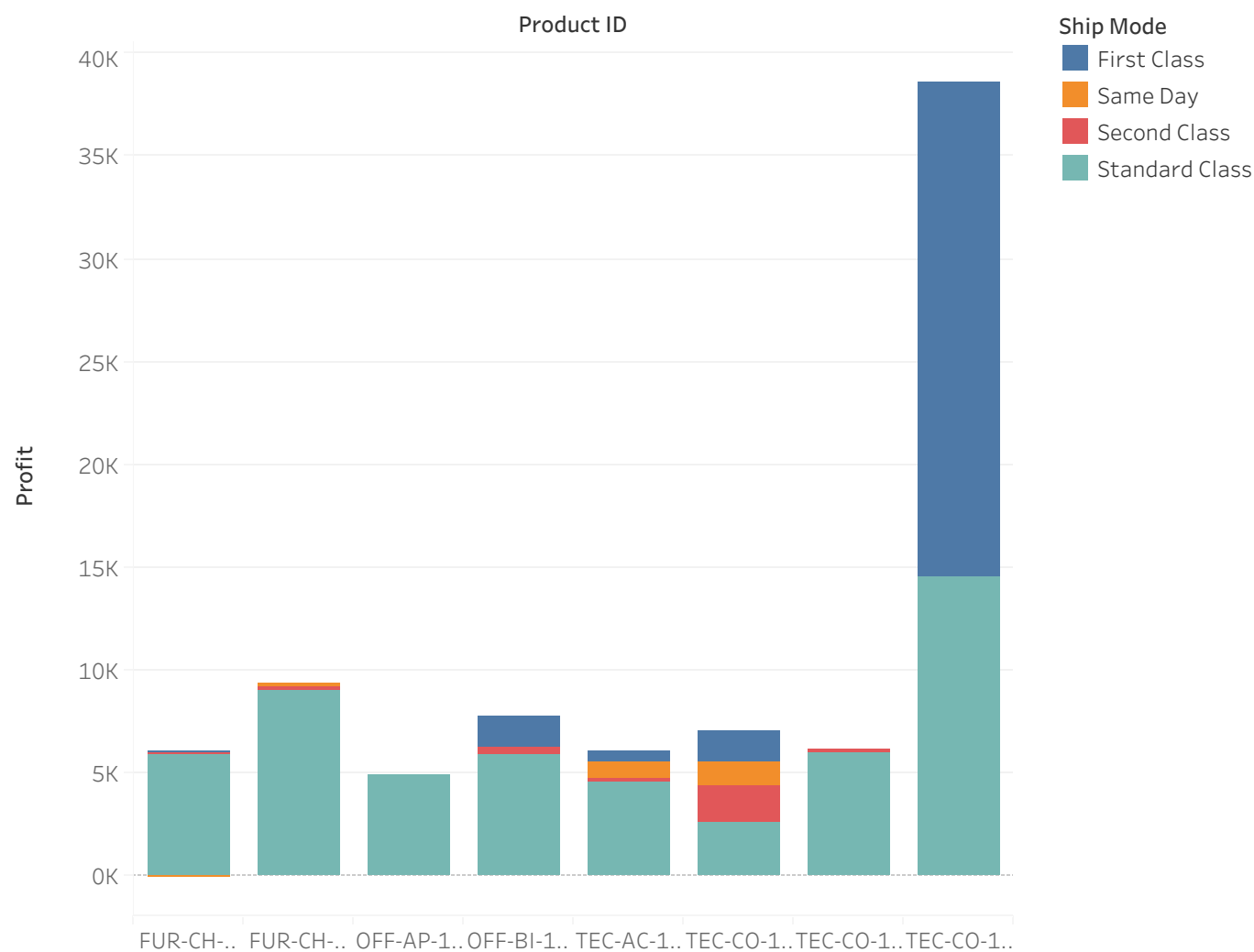
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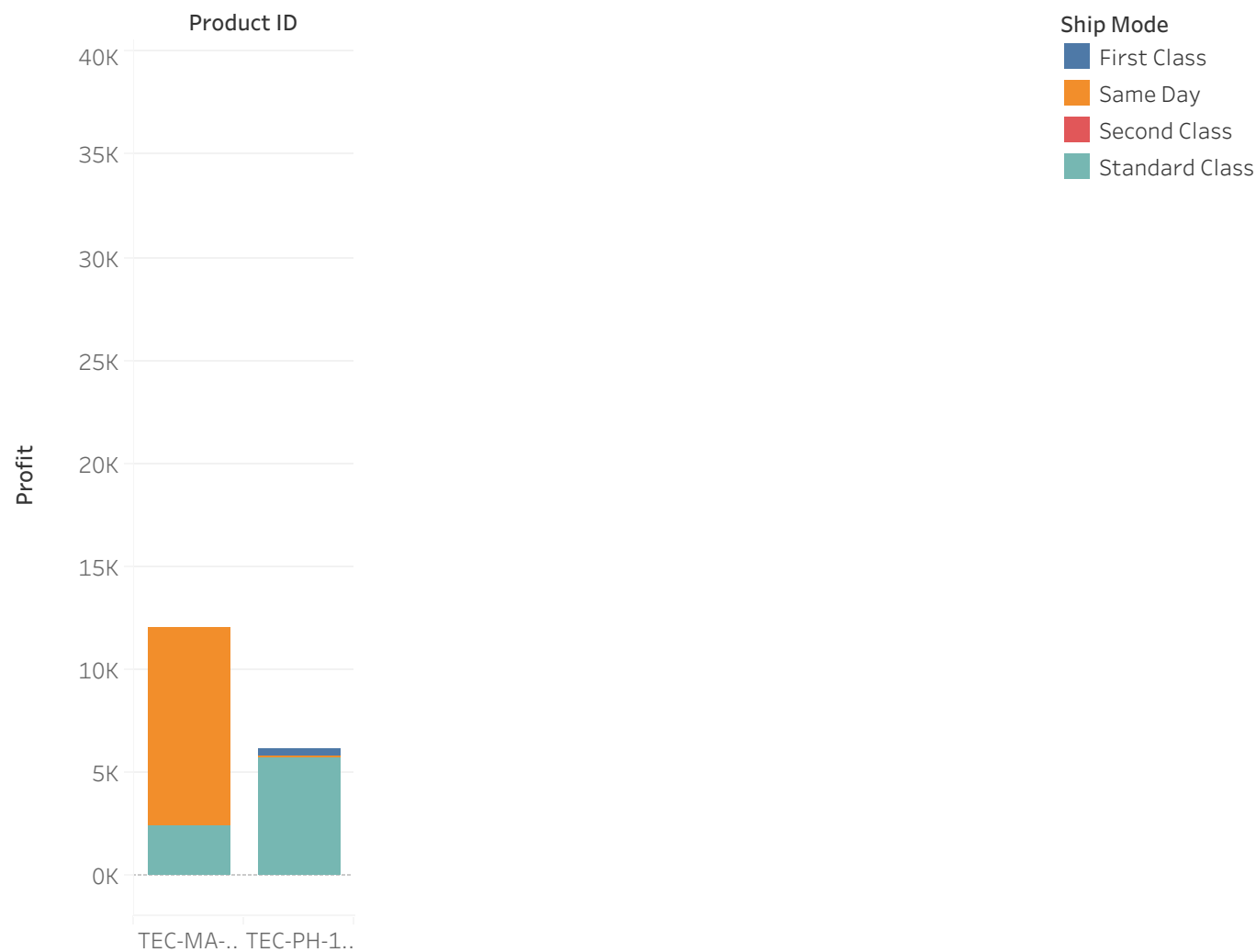
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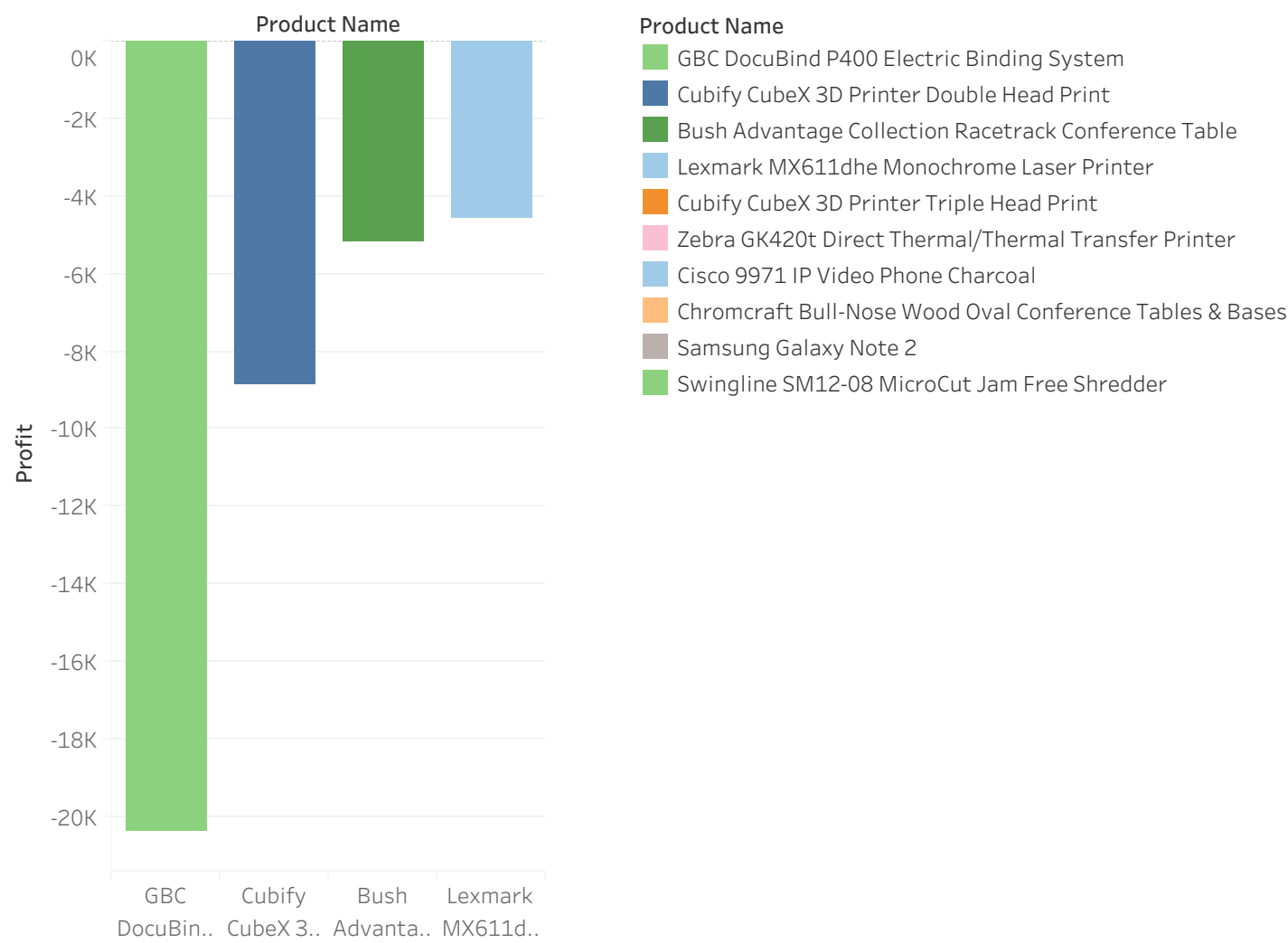
P/L Shipping mode + Product ID



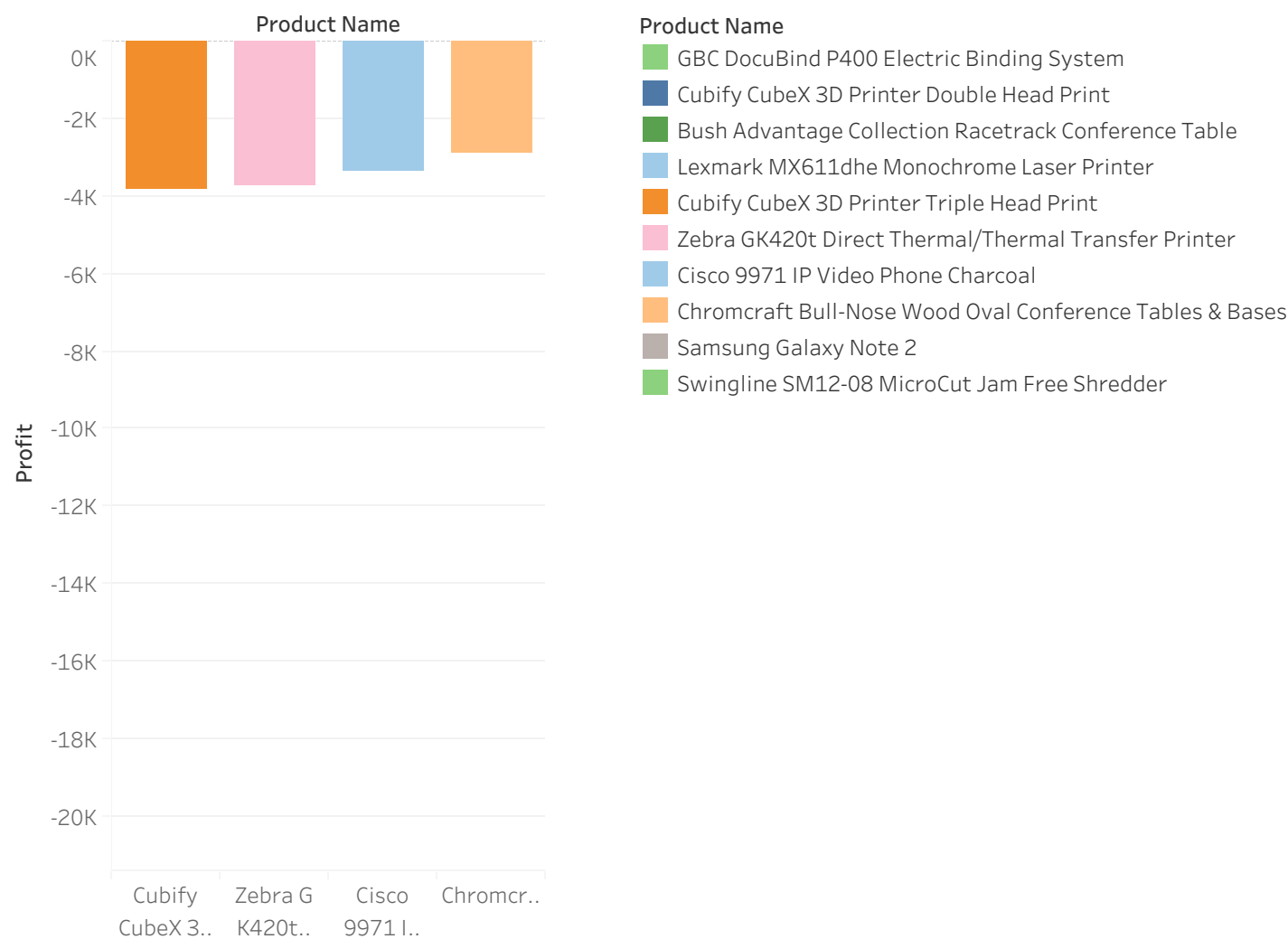
P/L Shipping mode + Product ID



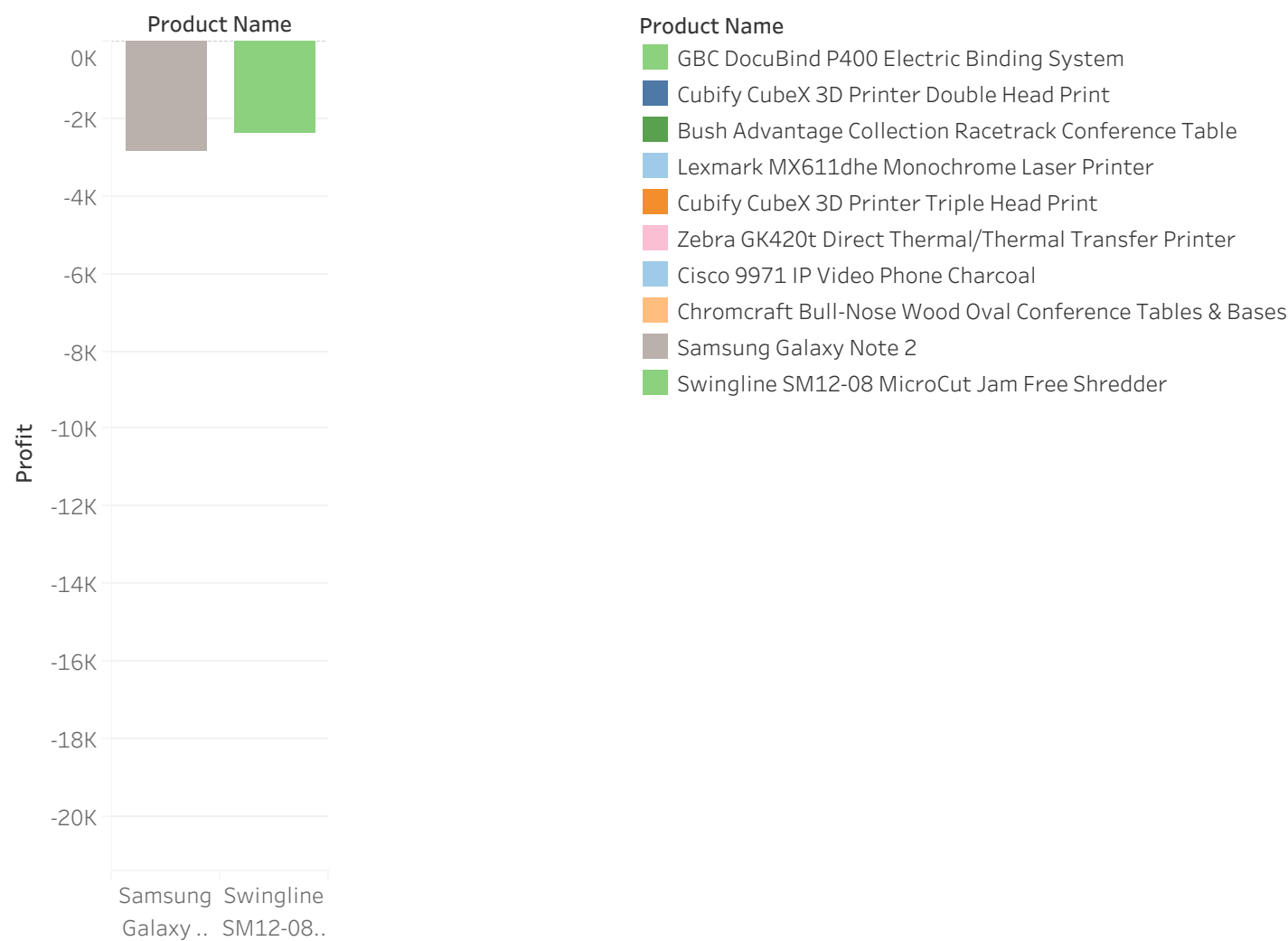
Products to stop selling



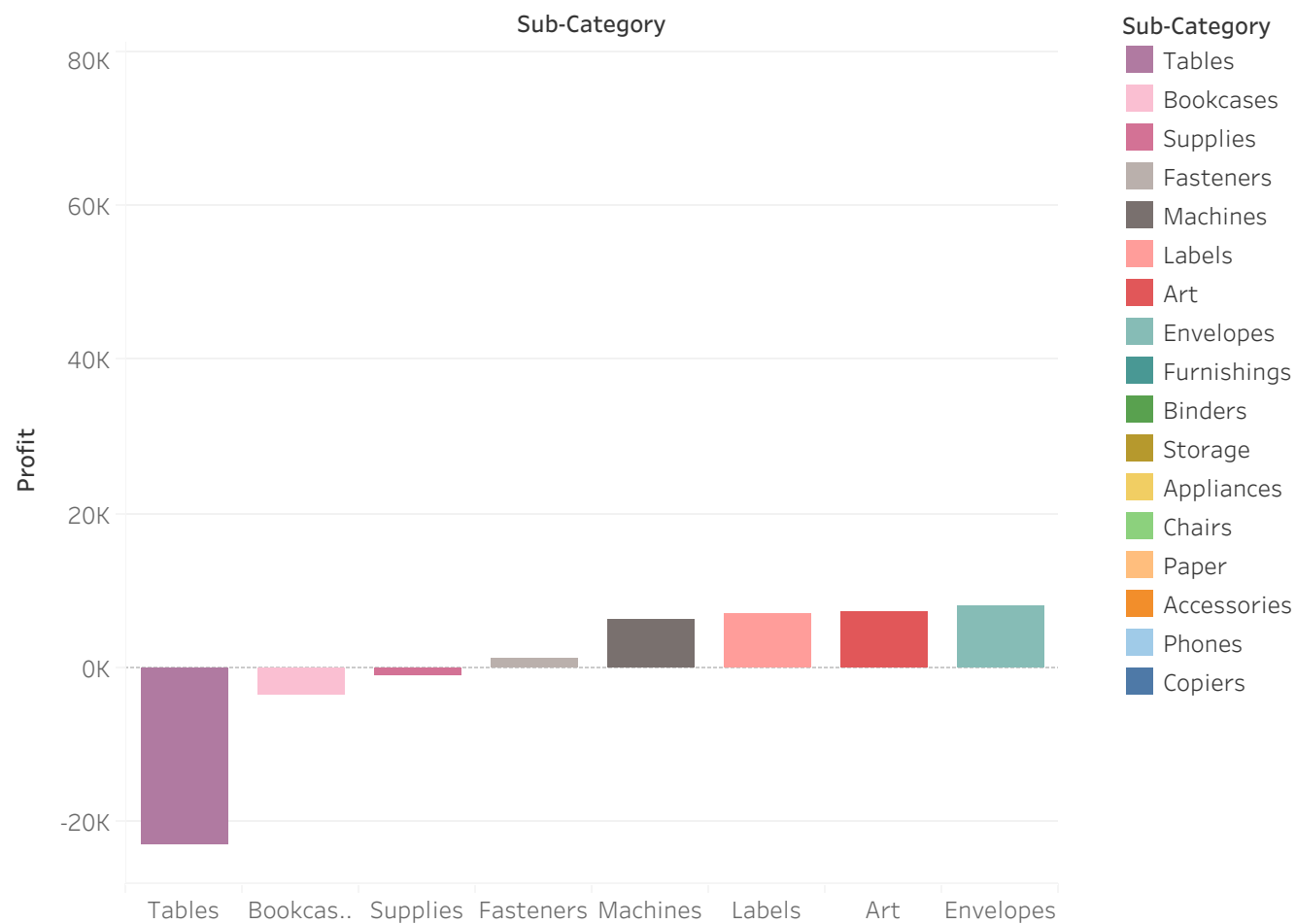
Products to stop selling



Products to stop selling

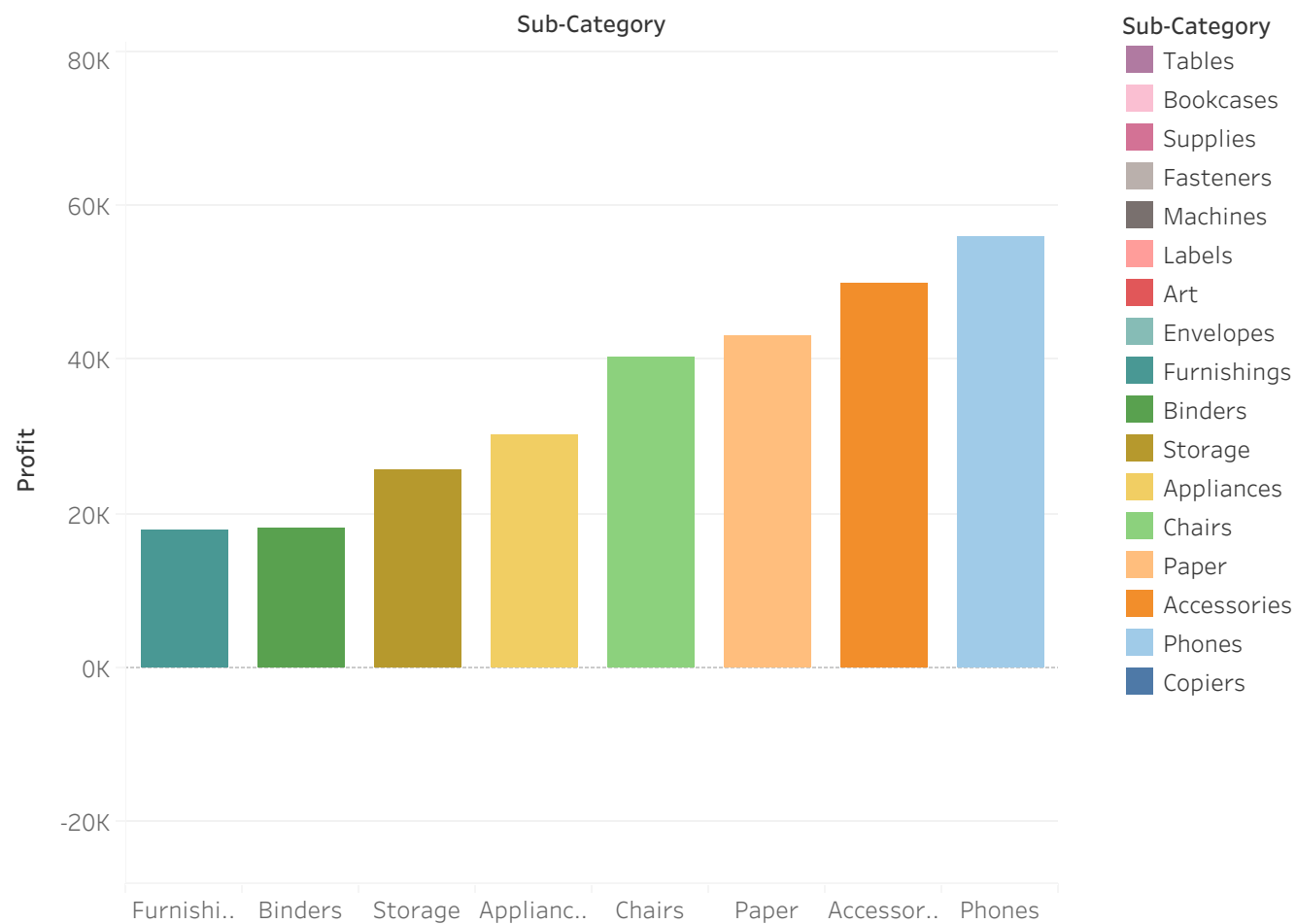


Products of Subcategories



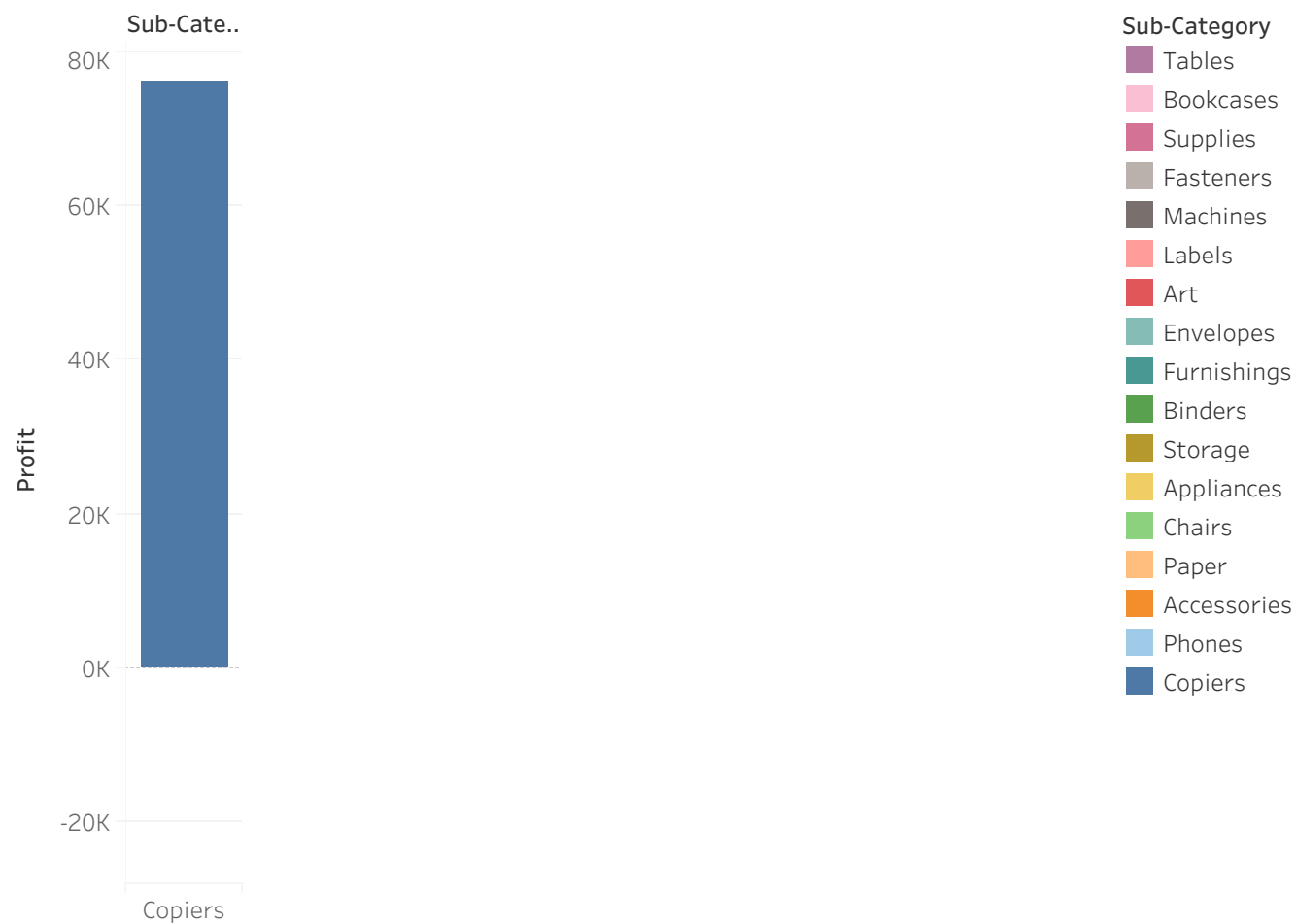
Copiers,phones and accessories the store should focus on
Tables, Bookcases and Supplies the store should stop selling

Products of Subcategories



Copiers,phones and accessories the store should focus on
Tables, Bookcases and Supplies the store should stop selling

Products of Subcategories



Copiers,phones and accessories the store should focus on
Tables, Bookcases and Supplies the store should stop selling

Advertising Costs

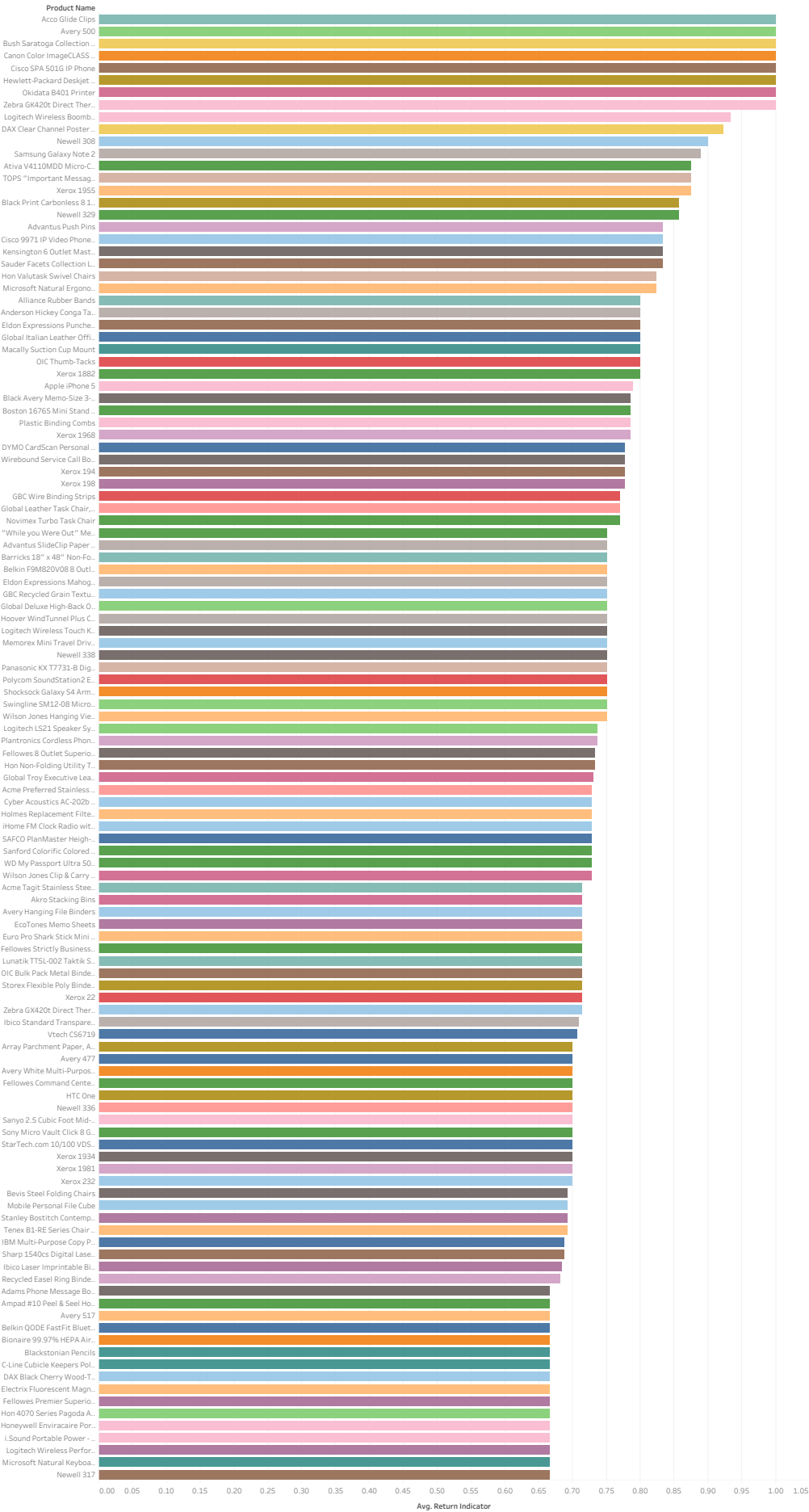
State	Order Date					
	AVG Profit			Advertising Costs		
	Septem..	Novem..	Decemb..	Septem..	Novem..	Decemb..
Indiana	61.4	70.9	98.9	12.3	14.2	19.8
Rhode Island	94.0	20.1	250.0	18.8	4.0	50.0
Vermont		596.0	67.7		119.2	13.5

Indiana has the highest avg profit for October with 643.1 profit and a suggested advertising cost of 128.6

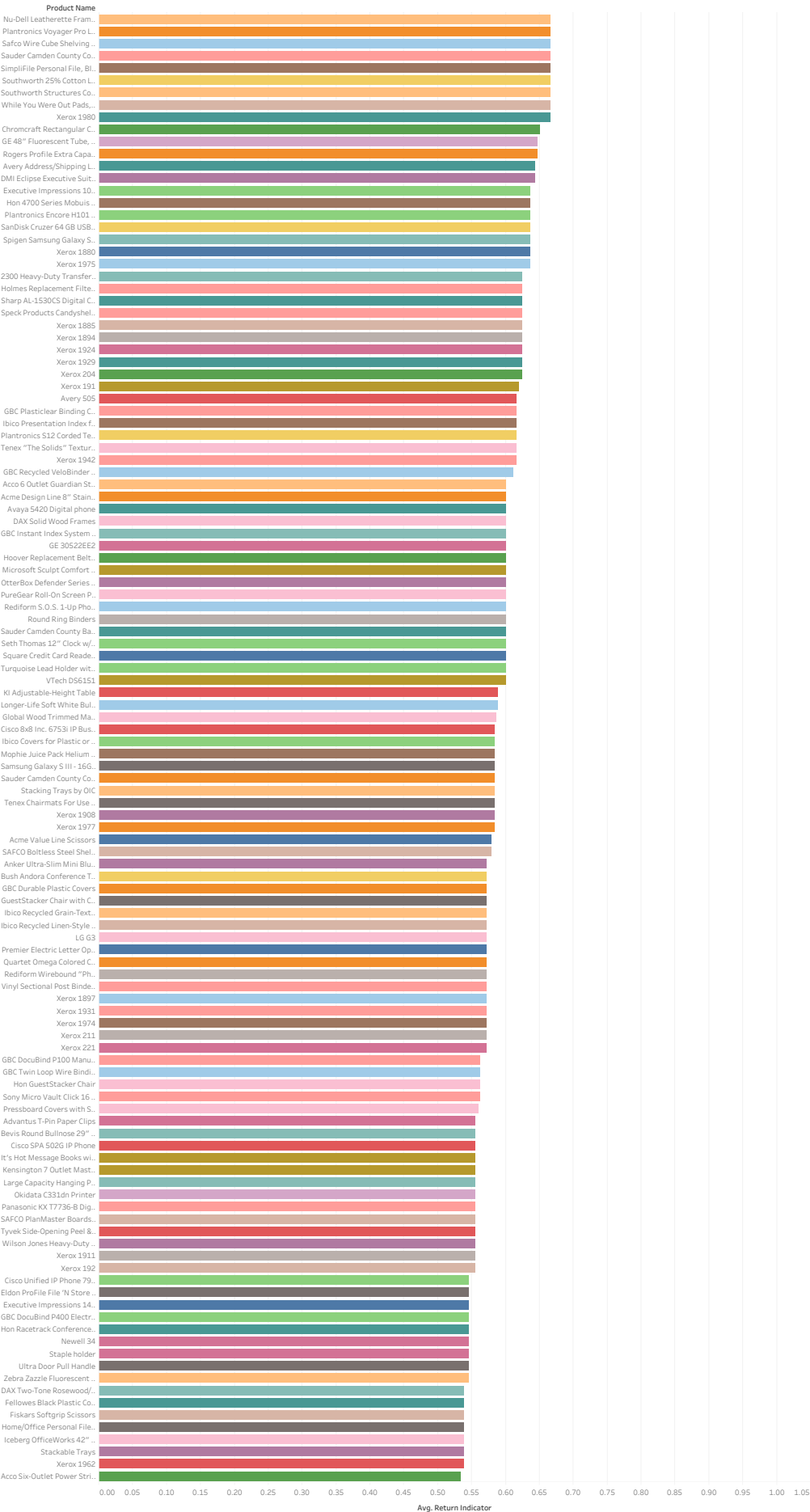
Vermont comes in with the second highest for November with 596.0 and a suggested advertising spend of 119.2

Rhode Island ids third highest with 250 for December and advertising spend of 50.0

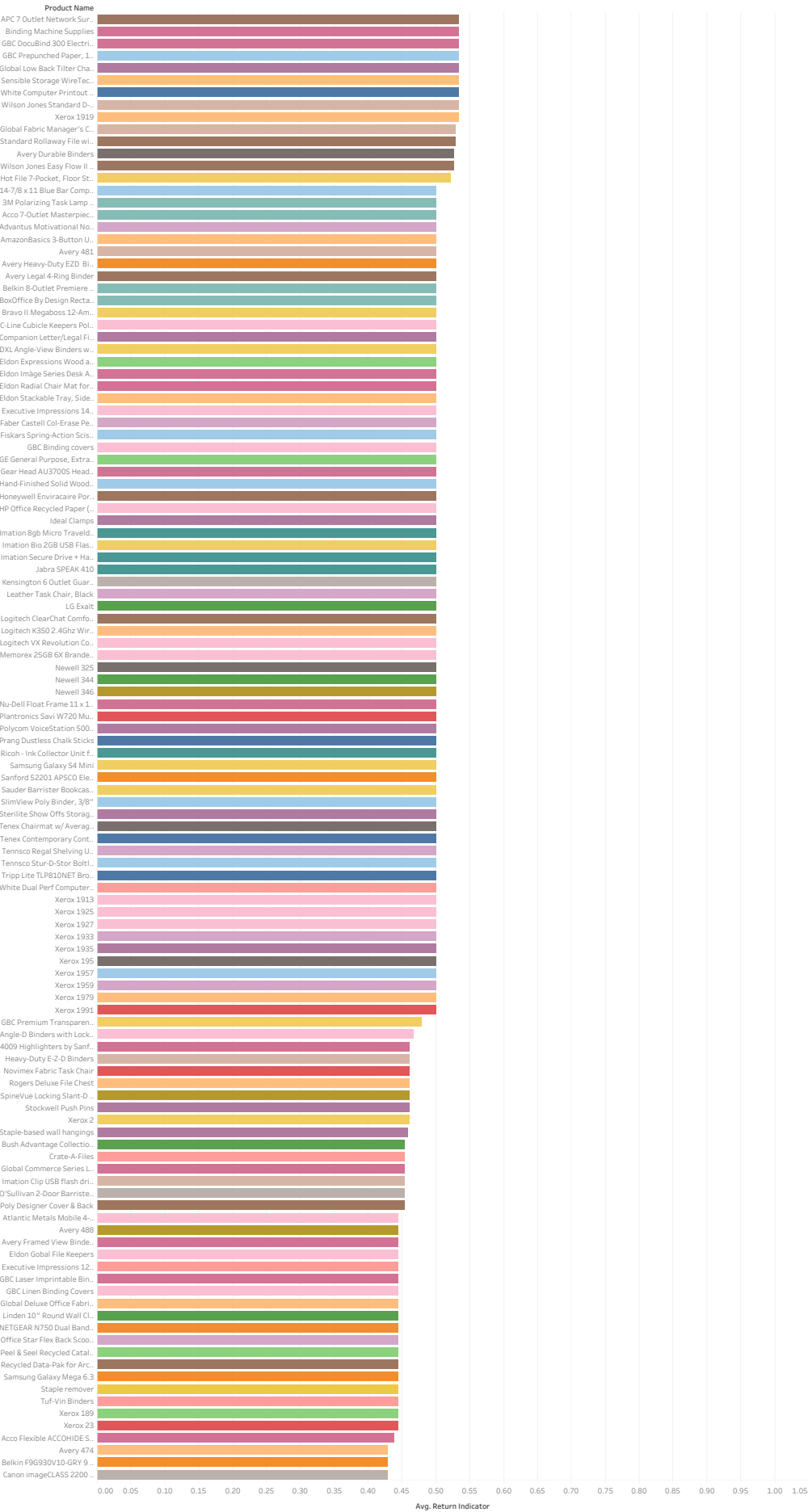
Avg Returned



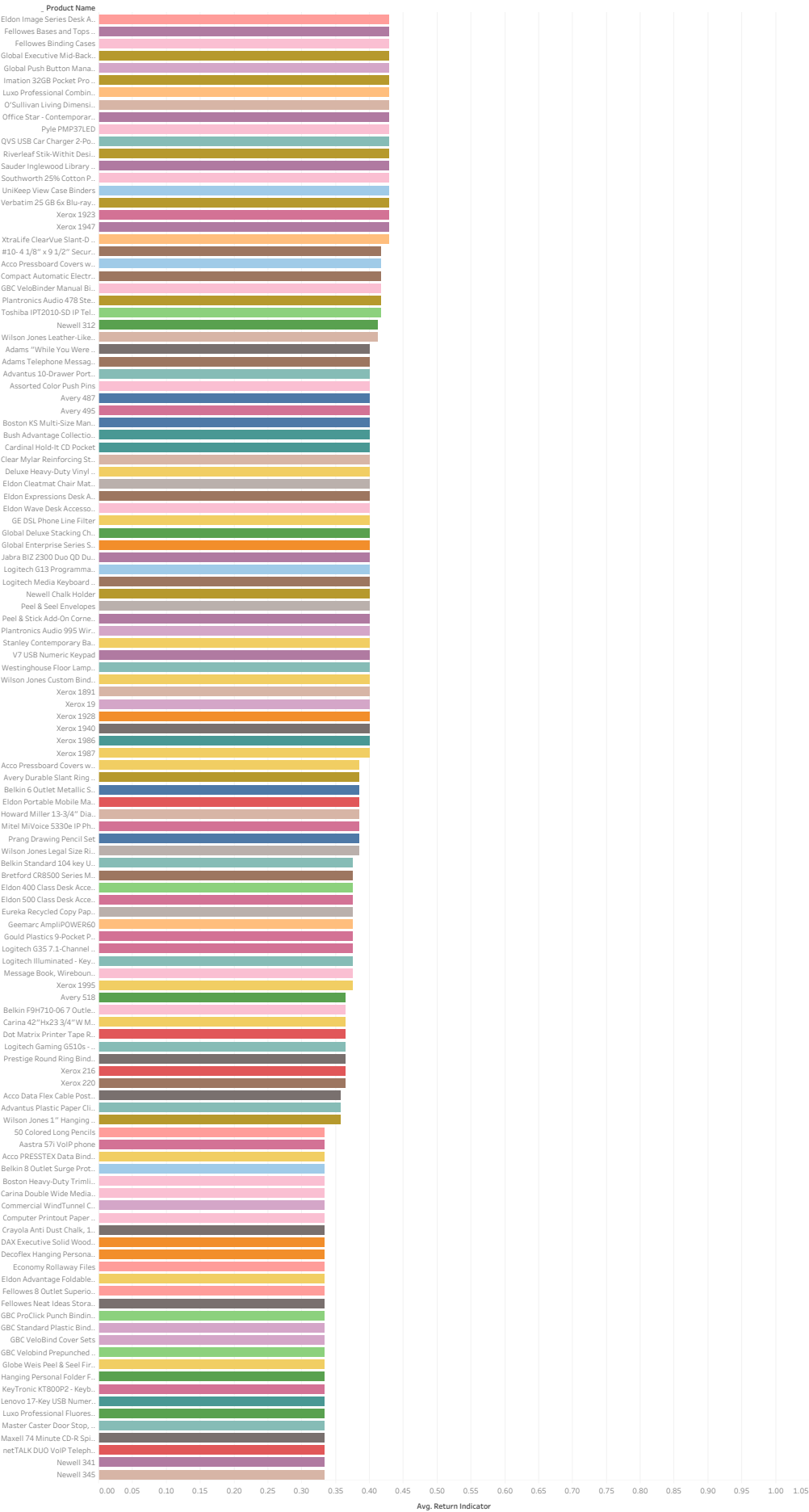
Avg Returned



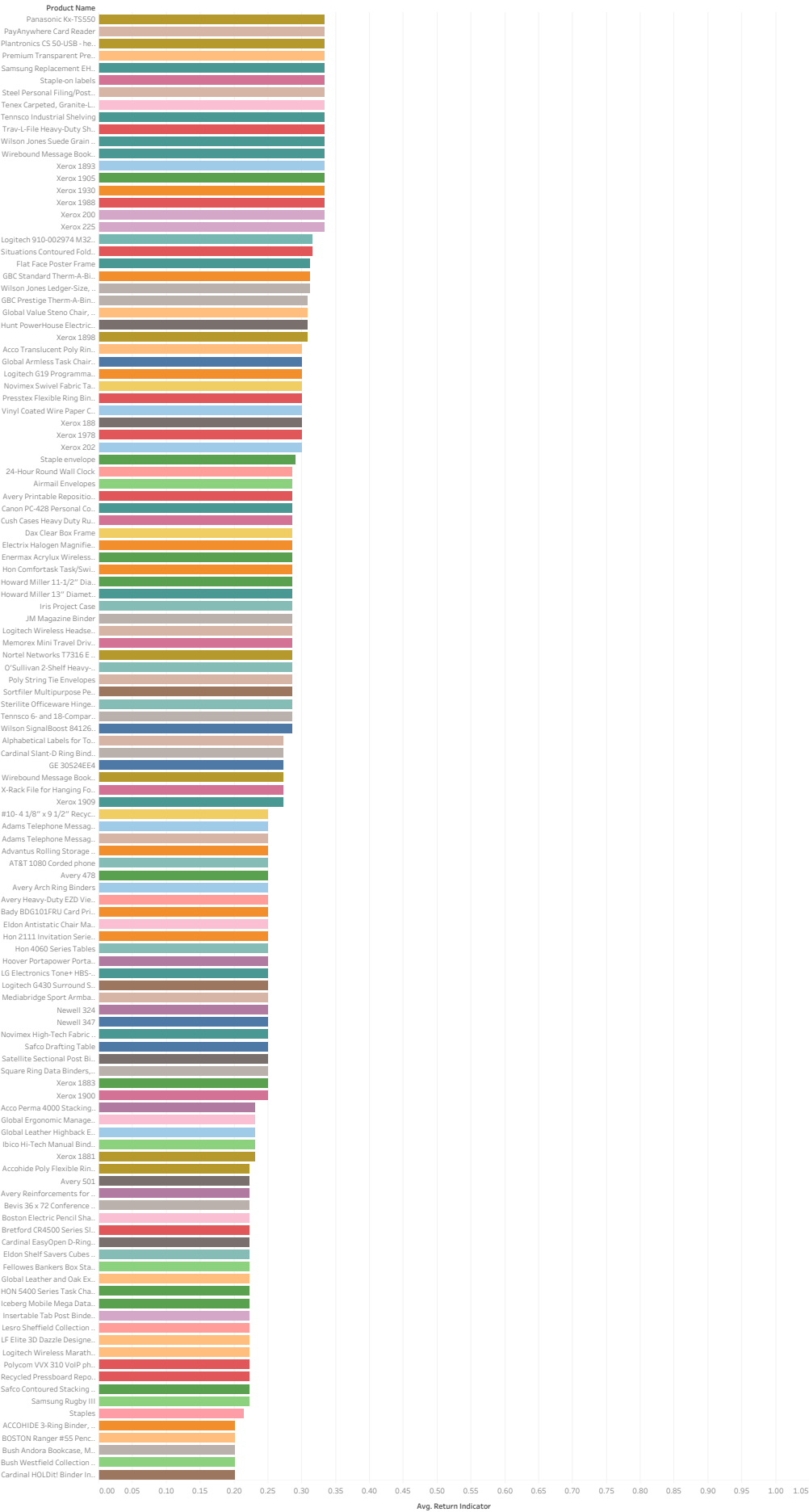
Avg Returned



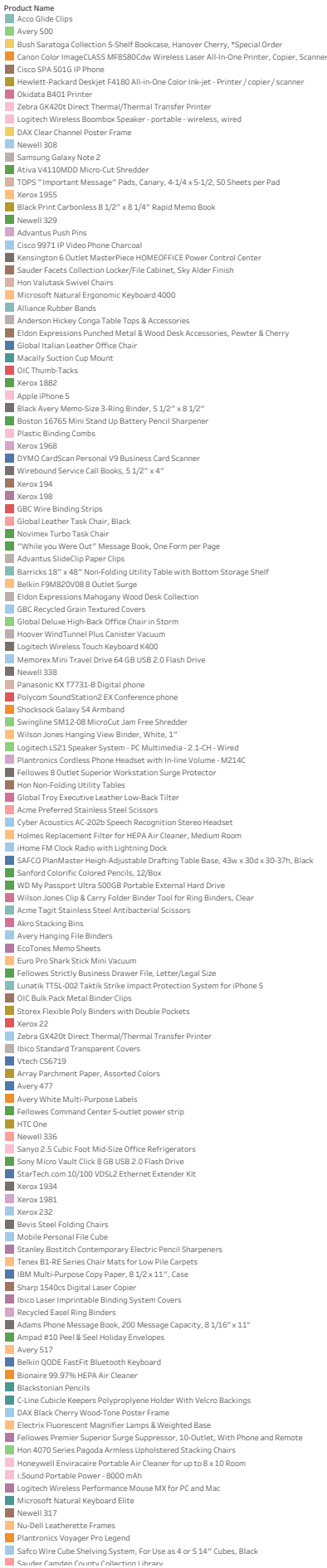
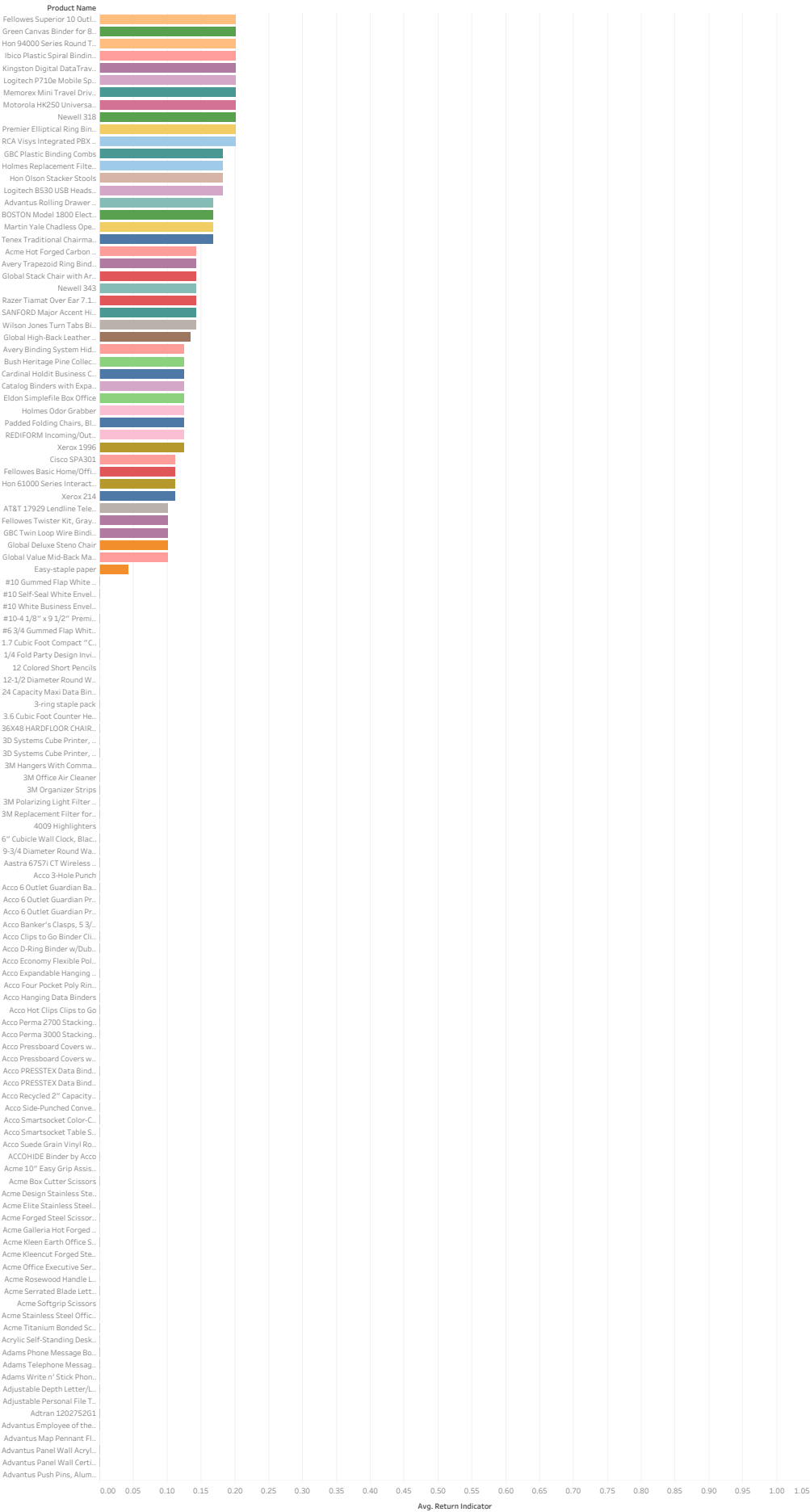
Avg Returned



Avg Returned

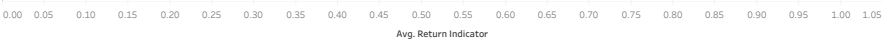


Avg Returned



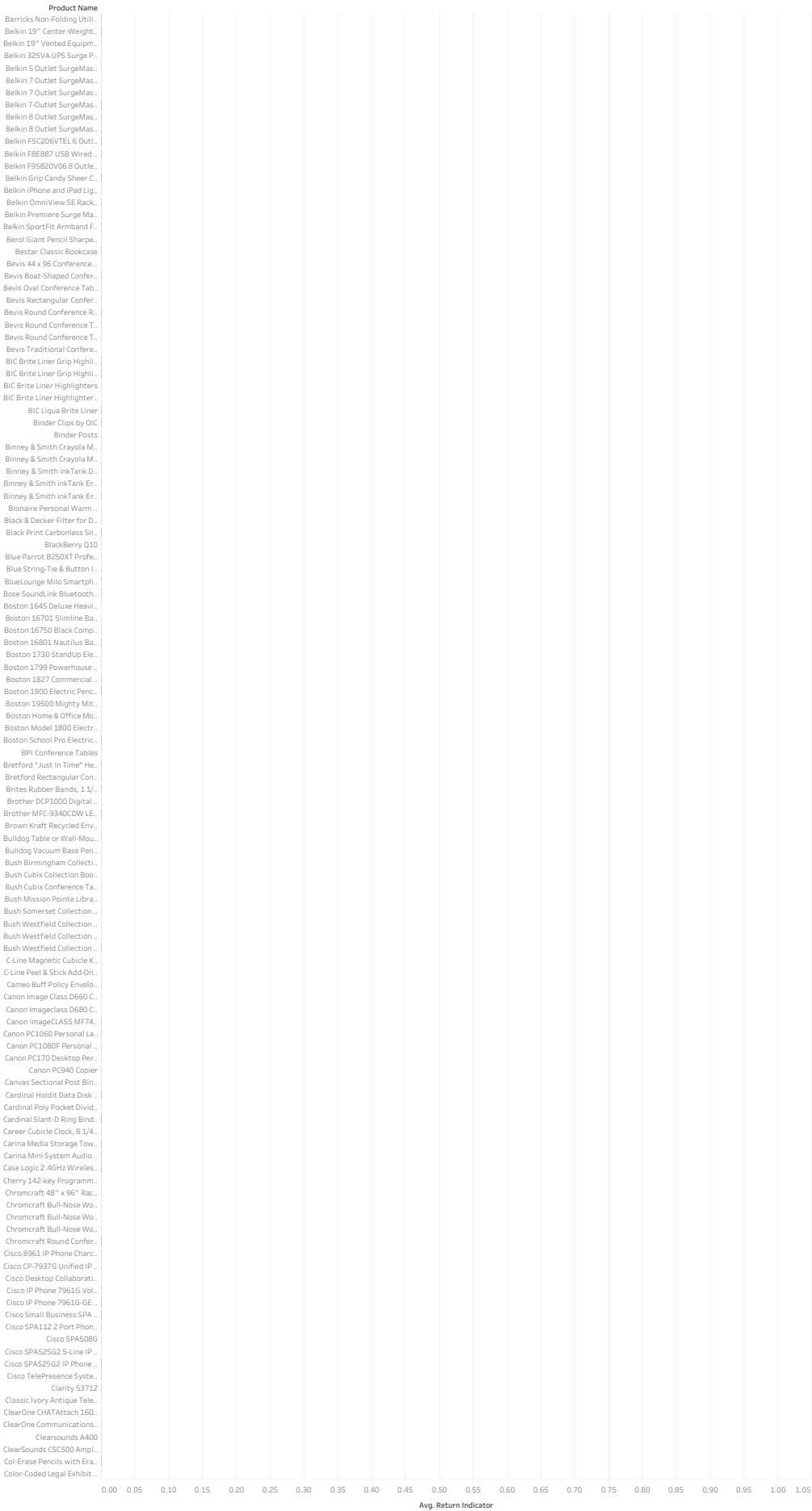
Avg Returned

Product Name
Akro-Mils 12-Gallon Tote
Alliance Big Bands Rubber...
Alliance Super-Size Bands...
Aluminum Document Fra...
Aluminum Screw Posts
American Pencil
Ames Color-File Green Dia...
Ampad Evidence Wirebo...
Ampad Gold Fibre Wirebo...
Ampad Phone Message Bo...
Ampad Poly Cover Wirebo...
Angle-D Ring Binders
Anker 24W Portable Micro...
Anker 36W 4-Port USB Wa...
Anker Astro 15000mAh U...
Anker Astro Mini 3000mAh...
Anker Ultrathin Bluetooth...
Apple EarPods with Remo...
Apple iPhone 5C
Apple iPhone 5S
ARKON Windshield Dashb...
Array Memo Cubes
Artistic Insta-Plaque
Astroparche Fine Busines...
AT&T 1070 Corded Phone
AT&T 1080 Phone
AT&T 841000 Phone
AT&T CL2909
AT&T CL82213
AT&T CL89451 4-Handset ...
AT&T EL51110 DECT
AT&T SB67148 SynJ
AT&T TR1909W
Ativa D5772 2-Line 5.8GH...
Ativa MDM8000 8-Sheet ...
Atlantic Metals Mobile 2...
Atlantic Metals Mobile 3...
Atlantic Metals Mobile 5...
Avanti 1.7 Cu. Ft. Refriger...
Avanti 4.4 Cu. Ft. Refriger...
Avaya 4621SW VoIP phone
Avaya 5410 Digital phone
Avaya IP Phone 1140E Vol...
Avery 05222 Permanent S...
Avery 3 1/2" Diskette Sto...
Avery 4027 File Folder Lab...
Avery 473
Avery 475
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Avery 520
Avery Binder Labels
Avery Durable Plastic 1" B...
Avery Durable Poly Binders
Avery Durable Slant Ring ...
Avery Durable Slant Ring ...
Avery File Folder Labels
Avery Flip-Chart Easel Bin...
Avery Fluorescent Highlig...
Avery Hi-Liter Comfort Gri...
Avery Hi-Liter EverBold Pe...
Avery Hi-Liter Fluorescent...
Avery Hi-Liter GlideStik Fl...
Avery Hi-Liter Pen Style Sl...
Avery Hi-Liter Smar Safe...
Avery Hidden Tab Dividers...
Avery Hole Reinforcements
Avery Metallic Poly Binders
Avery Non-Stick Binders
Avery Non-Stick Heavy Du...
Avery Personal Creations...
Avery Poly Binder Pockets
Avery Premier Heavy-Dut...
Avery Recycled Flexi-View...
Avery Round Ring Poly Bin...
Avery Self-Adhesive Phot...
Avery Trapezoid Extra He...
Avery Triangle Shaped Sh...
Avoid Verbal Orders Carb...
Bagged Rubber Bands
Balt Solid Wood Rectangu...
Balt Solid Wood Round Ta...
Balt Split Level Computer...
Barrel Sharpener

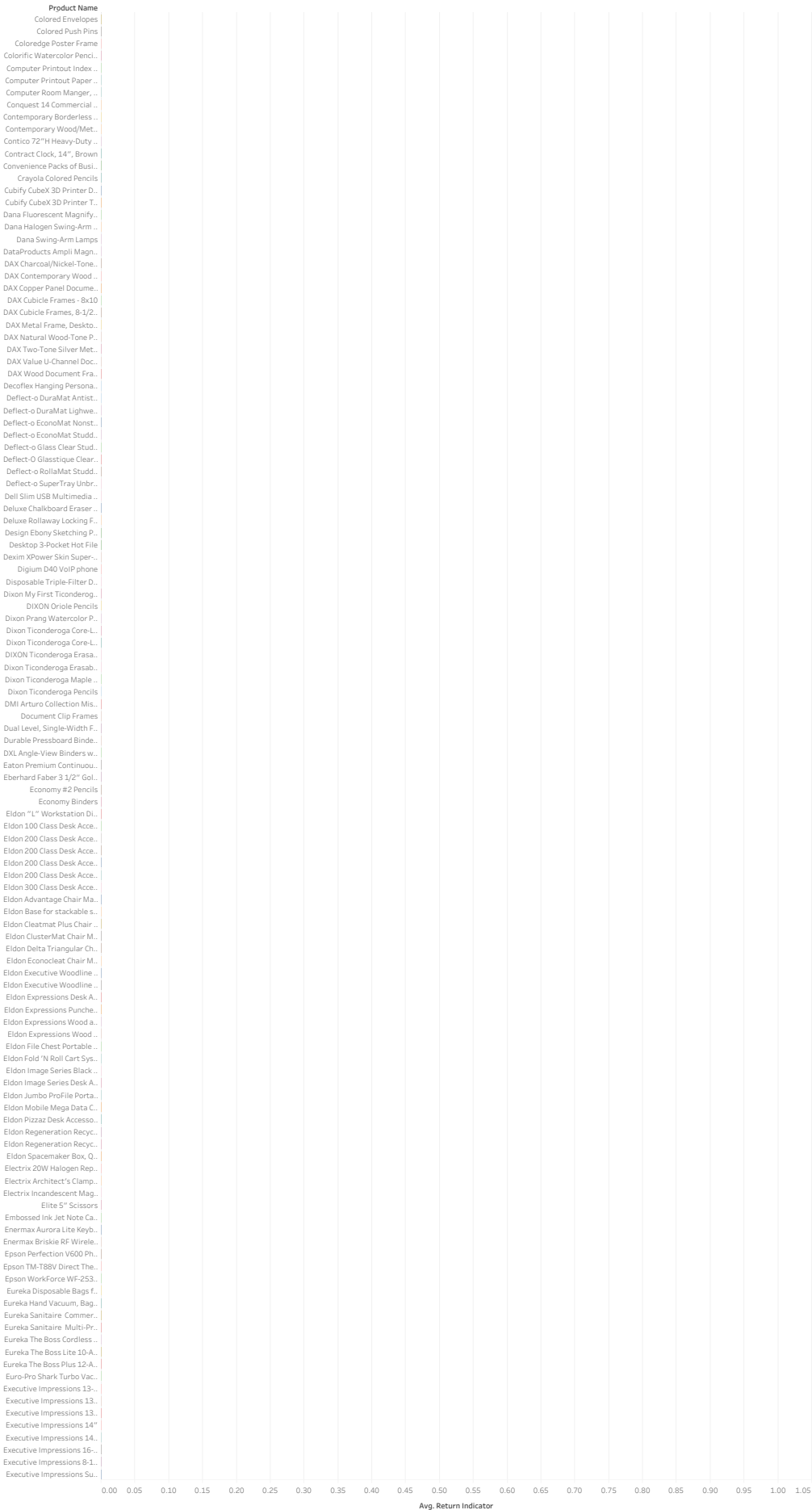


Product Name
Acco Glide Clips
Avery 500
Bush Saratoga Collection 5-Shelf Bookcase, Hanover Cherry, *Special Order
Canon Color ImageCLASS MF8580Cdw Wireless Laser All-in-One Printer, Copier, Scanner
Cisco SPA 501G IP Phone
Hewlett-Packard Deskjet F4180 All-in-One Color Ink-jet - Printer / copier / scanner
Okidata B401 Printer
Zebra GK420t Direct Thermal/Thermal Transfer Printer
Logitech Wireless Boombox Speaker - portable - wireless, wired
DAX Clear Channel Poster Frame
Newell 308
Samsung Galaxy Note 2
Ativa V4110MD Micro-Cut Shredder
TOPS "Important Message" Pads, Canary, 4-1/4 x 5-1/2, 50 Sheets per Pad
Xerox 1955
Black Print Carbonless 8 1/2" x 8 1/4" Rapid Memo Book
Newell 329
Advantus Push Pins
Cisco 9971 IP Video Phone Charcoal
Kensington 6 Outlet MasterPiece HOMEOFFICE Power Control Center
Sauder Facets Collection Locker/File Cabinet, Sky Alder Finish
Hon Valutask Swivel Chairs
Microsoft Natural Ergonomic Keyboard 4000
Alliance Rubber Bands
Anderson Hickey Conga Table Tops & Accessories
Eldon Expressions Punched Metal & Wood Desk Accessories, Pewter & Cherry
Global Italian Leather Office Chair
Macally Suction Cup Mount
OIC Thumb-Tacks
Xerox 1882
Apple iPhone 5
Black Avery Memo-Size 3-Ring Binder, 5 1/2" x 8 1/2"
Boston 16765 Mini Stand Up Battery Pencil Sharpener
Plastic Binding Combs
Xerox 1968
DYMO CardScan Personal V9 Business Card Scanner
Wirebound Service Call Books, 5 1/2" x 4"
Xerox 194
Xerox 198
GBC Wire Binding Strips
Global Leather Task Chair, Black
Novimex Turbo Task Chair
"While you Were Out" Message Book, One Form per Page
Advantus SlideClip Paper Clips
Barricks 18" x 48" Non-Folding Utility Table with Bottom Storage Shelf
Belkin FM9M20V08 8 Outlet Surge
Eldon Expressions Mahogany Wood Desk Collection
GBC Recycled Grain Textured Covers
Global Deluxe High-Back Office Chair in Storm
Hoover WindTunnel Plus Canister Vacuum
Logitech Wireless Touch Keyboard K400
Memorex Mini Travel Drive 64 GB USB 2.0 Flash Drive
Newell 338
Panasonic KX T7731-8 Digital phone
Polycom SoundStation2 EX Conference phone
Shocksock Galaxy S4 Armband
Swingline SM12-08 MicroCut Jam Free Shredder
Wilson Jones Hanging View Binder, White, 1"
Logitech LS21 Speaker System - PC Multimedia - 2.1-CH - Wired
Plantronics Cordless Phone Headset with In-line Volume - M214C
Fellowes 8 Outlet Superior Workstation Surge Protector
Hon Non-Folding Utility Tables
Global Troy Executive Leather Low-Back Tilter
Acme Preferred Stainless Steel Scissors
Cyber Acoustics AC-202b Speech Recognition Stereo Headset
Holmes Replacement Filter for HEPA Air Cleaner, Medium Room
iHome FM Clock Radio with Lightning Dock
SAFCO PlanMaster Heigh-Adjustable Drafting Table Base, 43w x 30d x 30-37h, Black
Sanford Colorific Colored Pencils, 12/Box
WD My Passport Ultra 500GB Portable External Hard Drive
Wilson Jones Clip & Carry Folder Binder Tool for Ring Binders, Clear
Acme TagIt Stainless Steel Antibacterial Scissors
Akro Stacking Bins
Avery Hanging File Binders
EcoTones Memo Sheets
Euro Pro Shark Stick Mini Vacuum
Fellowes Strictly Business Drawer File, Letter/Legal Size
Lunatik TTS1-002 Taktik Strike Impact Protection System for iPhone 5
OIC Bulk Pack Metal Binder Clips
Storox Flexible Poly Binders with Double Pockets
Xerox 22
Zebra GK420t Direct Thermal/Thermal Transfer Printer
Ibico Standard Transparent Covers
Vtech CS6719
Array Parchment Paper, Assorted Colors
Avery 477
Avery White Multi-Purpose Labels
Fellowes Command Center 5-outlet power strip
HTC One
Newell 336
Sanyo 2.5 Cubic Foot Mid-Size Office Refrigerators
Sony Micro Vault Click 8 GB USB 2.0 Flash Drive
StarTech.com 10/100 VDSL2 Ethernet Extender Kit
Xerox 1934
Xerox 1981
Xerox 232
Bevis Steel Folding Chairs
Mobile Personal File Cube
Stanley Bostitch Contemporary Electric Pencil Sharpeners
Tenex B1-4E Series Chair Mats for Low Pile Carpets
IBM Multi-Purpose Copy Paper, 8 1/2 x 11", Case
Sharp 1540cs Digital Laser Copier
Ibico Laser Imprintable Binding System Covers
Recycled Easel Ring Binders
Adams Phone Message Book, 200 Message Capacity, 8 1/16" x 11"
Ampad #10 Peel & Seal Holiday Envelopes
Avery 517
Belkin QODE FastFit Bluetooth Keyboard
Bionaire 99.97% HEPA Air Cleaner
Blackstonian Pencils
C-Line Cubicle Keepers Polypropylene Holder With Velcro Backings
DAX Black Cherry Wood-Tone Poster Frame
Electric Fluorescent Magnifier Lamps & Weighted Base
Fellowes Premier Superior Surge Suppressor, 10-Outlet, With Phone and Remote
Hon 4070 Series Pagoda Armless Upholstered Stacking Chairs
Honeywell Enviracaire Portable Air Cleaner for up to 8 x 10 Room
i.Sound Portable Power - 8000 mAh
Logitech Wireless Performance Mouse MX for PC and Mac
Microsoft Natural Keyboard Elite
Newell 317
Nu-ell Leatherette Frames
Plantronics Voyager Pro Legend
Safco Wire Cube Shelving System, For Use as 4 or 5 14" Cubes, Black
Sauder Camden County Collection I library

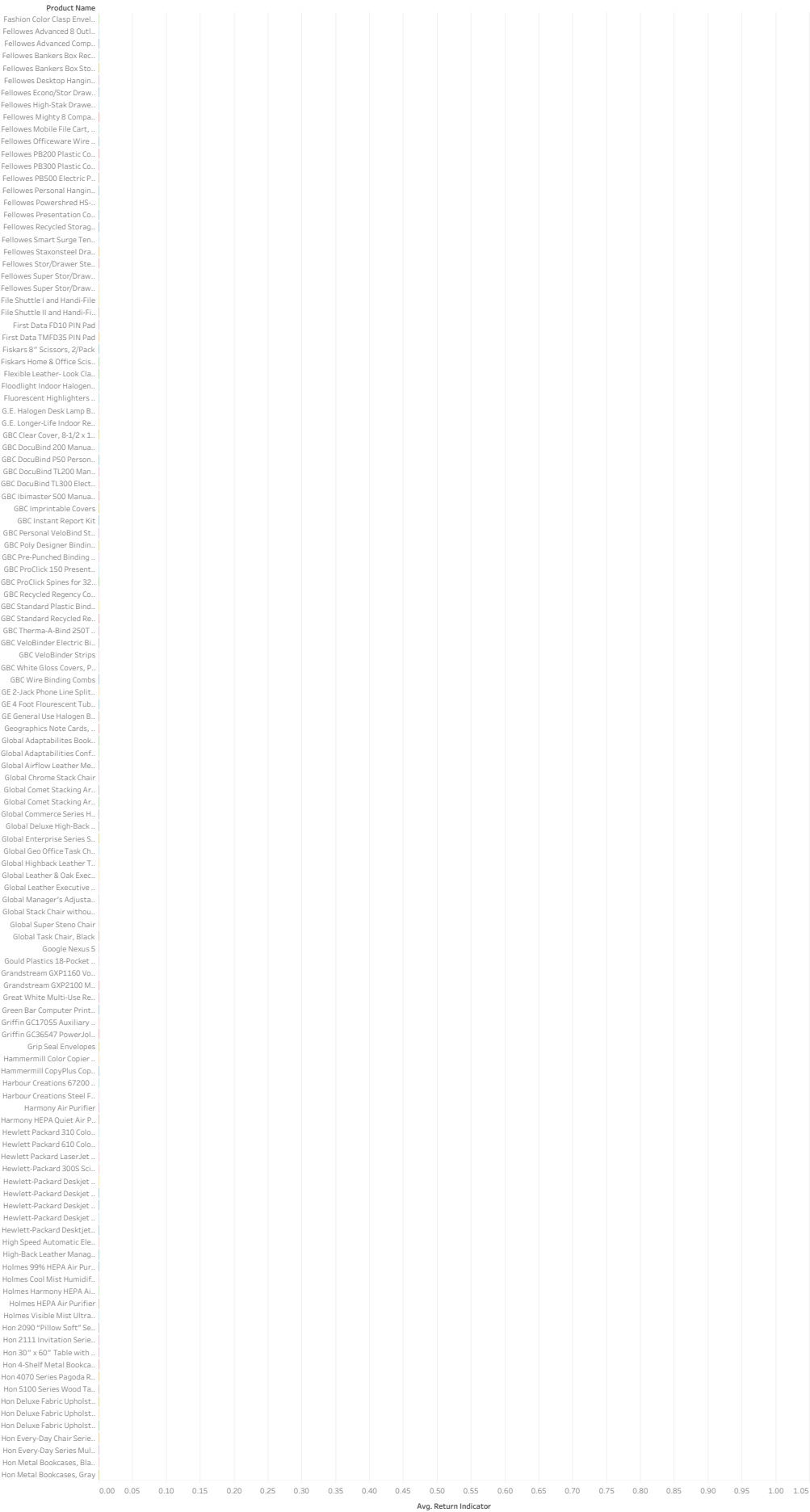
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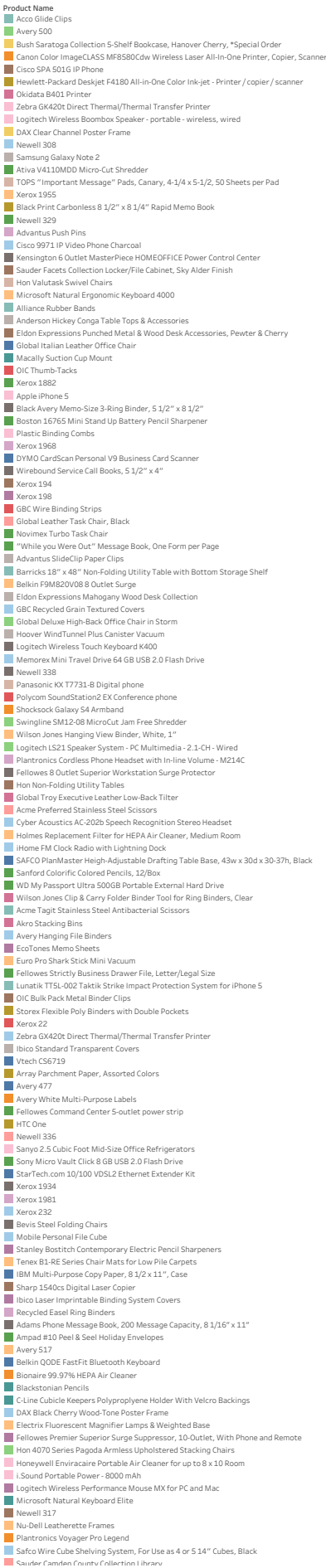
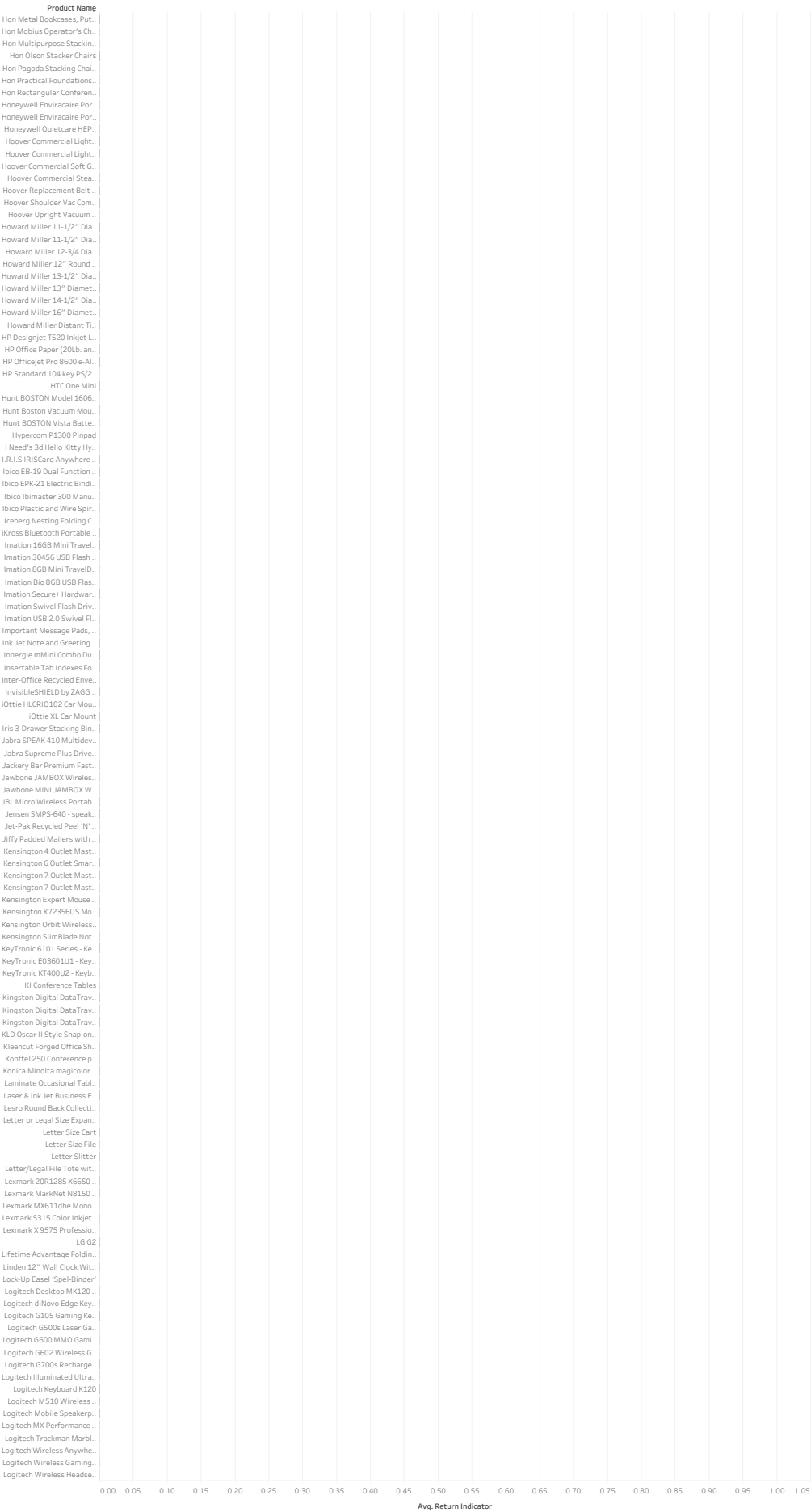
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Avg Returned



Avg Returned



Avg Returned

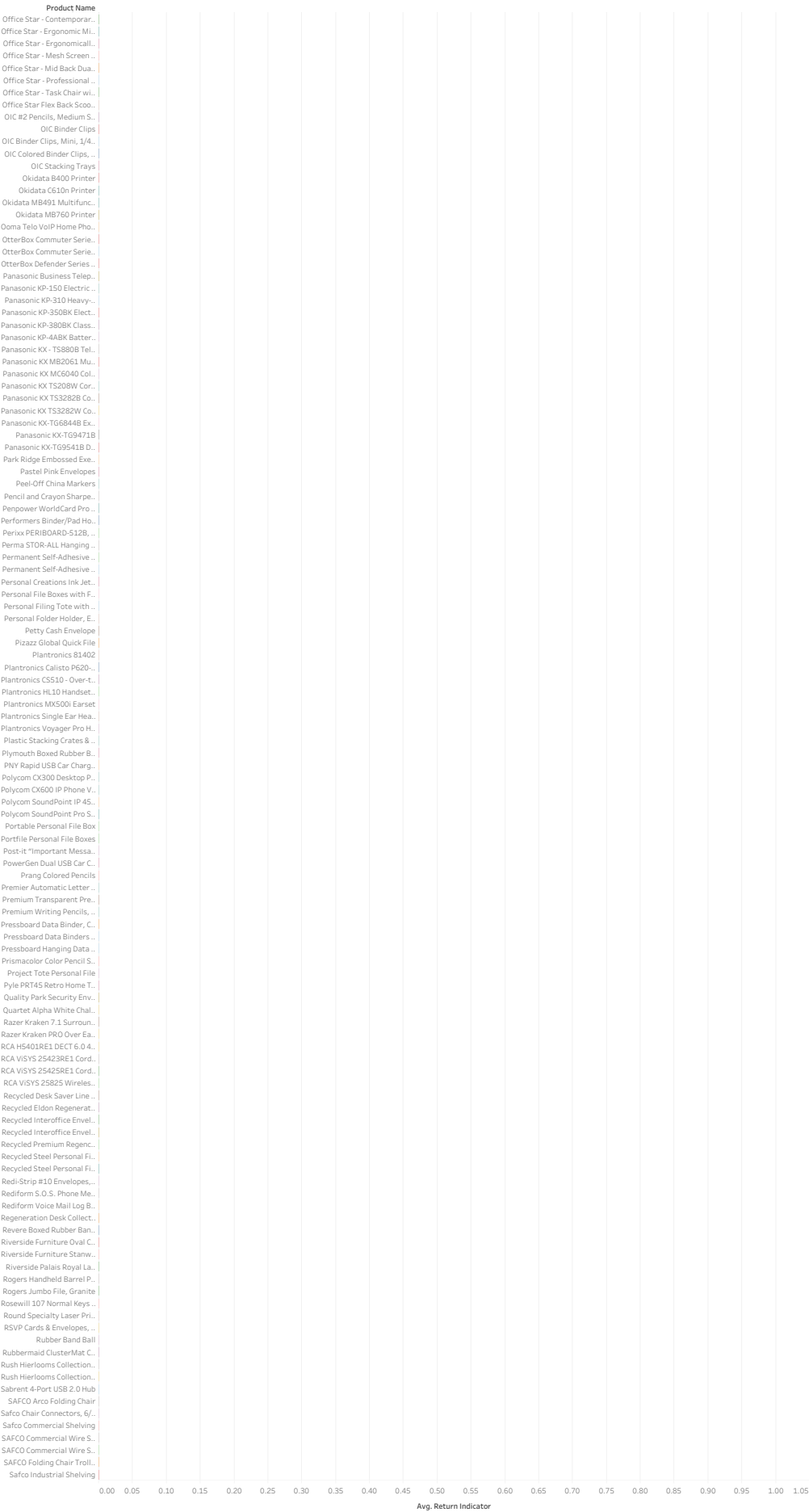
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Lumber Crayons
Luxo Adjustable Task Cla...
Luxo Economy Swing Arm ...
Luxo Professional Magnif...
Magna Visual Magnetic Pl...
Magnifier Swing Arm Lamp
Manco Dry-Lighter Erasab...
Manila Recycled Extra-He...
Martin-Yale Premier Lette...
Master Big Foot Doorstop...
Master Caster Door Stop...
Master Caster Door Stop...
Master Caster Door Stop...
Master Giant Foot Doorst...
Maxell 4.7GB DVD-R
Maxell 4.7GB DVD-R 5/Pack
Maxell 4.7GB DVD-RW 3/P...
Maxell 4.7GB DVD+R 5/Pa...
Maxell 4.7GB DVD+RW 3/...
Maxell 74 Minute CDR, 10/...
Maxell CD-R Discs
Maxell DVD-RAM Discs
Maxell iVDR EX 500GB Car...
Maxell LTO Ultrium - 800...
Maxell Pro 80 Minute CD...
Mead 1st Gear 2" Zipper...
Memo Book, 100 Message...
Memorex 25GB 6X Brande...
Memorex Froggy Flash Dri...
Memorex Froggy Flash Dri...
Memorex Micro Travel Dri...
Memorex Micro Travel Dri...
Memorex Micro Travel Dri...
Memorex Micro Travel Dri...
Memorex Mini Travel Dri...
Memorex Mini Travel Dri...
Message Book, Phone, Wi...
Message Book, Standard L...
Metal Folding Chairs, Beig...
Micro Innovations USB RF ...
Micro Innovations Wireles...
Micropad Numeric Key pads
Microsoft Arc Touch Mouse
Microsoft Wireless Mobile...
Mini 13-1/2 Capacity Data...
Mitel 5220 IP Phone VoIP...
Model L Table or Wall-Mo...
Motorla HK550 Universal...
Motorola Droid Maxx
Motorola L703CM
Motorola L804
Motorola Moto X
Multi-Use Personal File Ca...
Multicolor Computer Print...
Multimedia Mailers
Neat Ideas Personal Hang...
NeatDesk Desktop Scanne...
NETGEAR AC1750 Dual Ba...
NETGEAR RangeMax WNR...
Newell 3-Hole Punched Pl...
Newell 307
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Nokia Lumia 1020
Nokia Lumia 521 (T-Mobile)
Nokia Lumia 925
Nontoxic Chalk
Nortel Business Series Ter...
Nortel Meridian M3904 Pr...
Nortel Meridian M3316 Di...
Nu-Dell Executive Frame
Nu-Dell EZ-Mount Plastic...
Nu-Dell Oak Frame
O'Sullivan 3-Shelf Heavy...
O'Sullivan 4-Shelf Bookca...
O'Sullivan 5-Shelf Heavy...
O'Sullivan Cherrywood Es...
O'Sullivan Cherrywood Es...
O'Sullivan Elevations Boo...
O'Sullivan Living Dimensi...
O'Sullivan Living Dimensi...
O'Sullivan Manor Hill 2-Bo...
O'Sullivan Plantations 2-D...
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Office Star- Contemporar...

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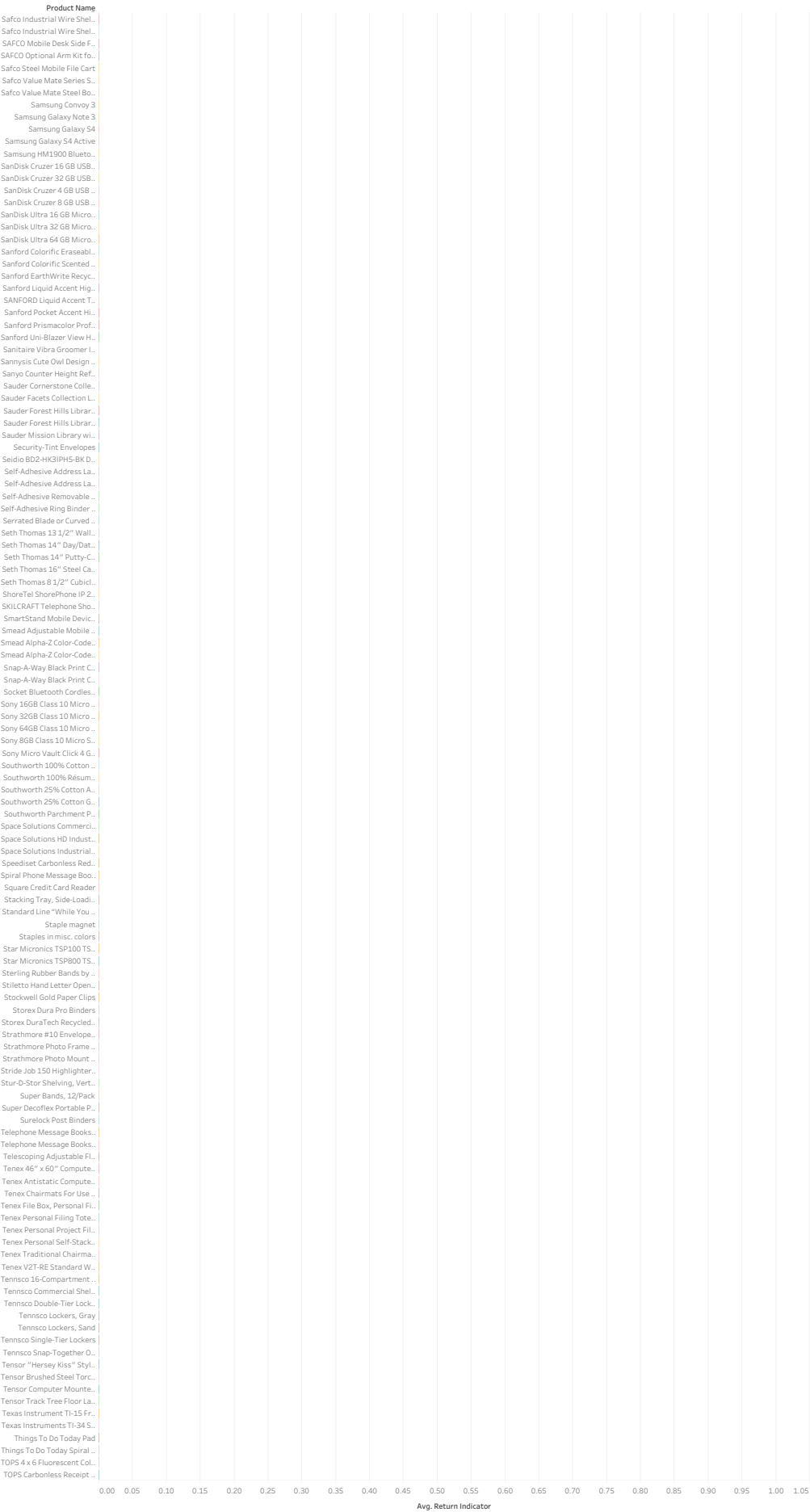
Avg. Return Indicator

Product Name
Acco Glide Clips
Avery 500
Bush Saratoga Collection 5-Shelf Bookcase, Hanover Cherry, *Special Order
Canon Color ImageCLASS MF8580Cdw Wireless Laser All-in-One Printer, Copier, Scanner
Cisco SPA 501G IP Phone
Hewlett-Packard Deskjet F4180 All-in-One Color Ink-jet - Printer / copier / scanner
Okidata B401 Printer
Zebra GK420t Direct Thermal/Thermal Transfer Printer
Logitech Wireless Boombox Speaker - portable - wireless, wired
DAX Clear Channel Poster Frame
Newell 308
Samsung Galaxy Note 2
Ativa V4110MD Micro-Cut Shredder
TOPS "Important Message" Pads, Canary, 4-1/4 x 5-1/2, 50 Sheets per Pad
Xerox 1955
Black Print Carbonless 8 1/2" x 8 1/4" Rapid Memo Book
Newell 329
Advantus Push Pins
Cisco 9971 IP Video Phone Charcoal
Kensington 6 Outlet MasterPiece HOMEOFFICE Power Control Center
Sauder Facets Collection Locker/File Cabinet, Sky Alder Finish
Hon Valutask Swivel Chairs
Microsoft Natural Ergonomic Keyboard 4000
Alliance Rubber Bands
Anderson Hickey Conga Table Tops & Accessories
Eldon Expressions Punched Metal & Wood Desk Accessories, Pewter & Cherry
Global Italian Leather Office Chair
Macally Suction Cup Mount
OIC Thumb-Tacks
Xerox 1882
Apple iPhone 5
Black Avery Memo-Size 3-Ring Binder, 5 1/2" x 8 1/2"
Boston 16765 Mini Stand Up Battery Pencil Sharpener
Plastic Binding Combs
Xerox 1968
DYMCO CardScan Personal V9 Business Card Scanner
Wirebound Service Call Books, 5 1/2" x 4"
Xerox 194
Xerox 198
GBC Wire Binding Strips
Global Leather Task Chair, Black
Novimex Turbo Task Chair
"While you Were Out" Message Book, One Form per Page
Advantus SlideClip Paper Clips
Barricks 18" x 48" Non-Folding Utility Table with Bottom Storage Shelf
Belkin F9M820V08 8 Outlet Surge
Eldon Expressions Mahogany Wood Desk Collection
GBC Recycled Grain Textured Covers
Global Deluxe High-Back Office Chair in Storm
Hoover Wind Tunnel Plus Canister Vacuum
Logitech Wireless Touch Keyboard K400
Memorex Mini Travel Drive 64 GB USB 2.0 Flash Drive
Newell 338
Panasonic KX T7731-8 Digital phone
Polycom SoundStation2 EX Conference phone
Shocksock Galaxy S4 Armband
Swingline SM12-08 MicroCut Jam Free Shredder
Wilson Jones Hanging View Binder, White, 1"
Logitech LS21 Speaker System - PC Multimedia - 2.1-CH - Wired
Plantronics Cordless Phone Headset with In-line Volume - M214C
Fellowes 8 Outlet Superior Workstation Surge Protector
Hon Non-Folding Utility Tables
Global Troy Executive Leather Low-Back Tilter
Acme Preferred Stainless Steel Scissors
Cyber Acoustics AC-202b Speech Recognition Stereo Headset
Holmes Replacement Filter for HEPA Air Cleaner, Medium Room
iHome FM Clock Radio with Lightning Dock
SAFCO PlanMaster Heigh-Adjustable Drafting Table Base, 43w x 30d x 30-37h, Black
Sanford Colorific Colored Pencils, 12/Box
WD My Passport Ultra 500GB Portable External Hard Drive
Wilson Jones Clip & Carry Folder Binder Tool for Ring Binders, Clear
Acme TagIt Stainless Steel Antibacterial Scissors
Akro Stacking Bins
Avery Hanging File Binders
EcoTones Memo Sheets
Euro Pro Shark Stick Mini Vacuum
Fellowes Strictly Business Drawer File, Letter/Legal Size
Lunatik TTSL-002 Taktik Strike Impact Protection System for iPhone 5
OIC Bulk Pack Metal Binder Clips
Storex Flexible Poly Binders with Double Pockets
Xerox 22
Zebra GK420t Direct Thermal/Thermal Transfer Printer
Ibico Standard Transparent Covers
Vtech CS6719
Array Parchment Paper, Assorted Colors
Avery 477
Avery White Multi-Purpose Labels
Fellowes Command Center 5-outlet power strip
HTC One
Newell 336
Sanyo 2.5 Cubic Foot Mid-Size Office Refrigerators
Sony Micro Vault Click 8 GB USB 2.0 Flash Drive
StarTech.com 10/100 VDSL2 Ethernet Extender Kit
Xerox 1934
Xerox 1981
Xerox 232
Bevis Steel Folding Chairs
Mobile Personal File Cube
Stanley Bostitch Contemporary Electric Pencil Sharpeners
Tenex B1-4E Series Chair Mats for Low Pile Carpets
IBM Multi-Purpose Copy Paper, 8 1/2 x 11", Case
Sharp 1540cs Digital Laser Copier
Ibico Laser Imprintable Binding System Covers
Recycled Easel Ring Binders
Adams Phone Message Book, 200 Message Capacity, 8 1/16" x 11"
Ampad #10 Peel & Seal Holiday Envelopes
Avery 517
Belkin QODE FastFit Bluetooth Keyboard
Bionaire 99.97% HEPA Air Cleaner
Blackstonian Pencils
C-Line Cubicle Keepers Polypropylene Holder With Velcro Backings
DAX Black Cherry Wood-Tone Poster Frame
Electrix Fluorescent Magnifier Lamps & Weighted Base
Fellowes Premier Superior Surge Suppressor, 10-Outlet, With Phone and Remote
Hon 4070 Series Pagoda Armless Upholstered Stacking Chairs
Honeywell Enviracaire Portable Air Cleaner for up to 8 x 10 Room
i.Sound Portable Power - 8000 mAh
Logitech Wireless Performance Mouse MX for PC and Mac
MicroSoft Natural Keyboard Elite
Newell 317
Nu-Dell Leatherette Frames
Plantronics Voyager Pro Legend
Safco Wire Cube Shelving System, For Use as 4 or 5 14" Cubes, Black
Sauder Camden County Collection I library

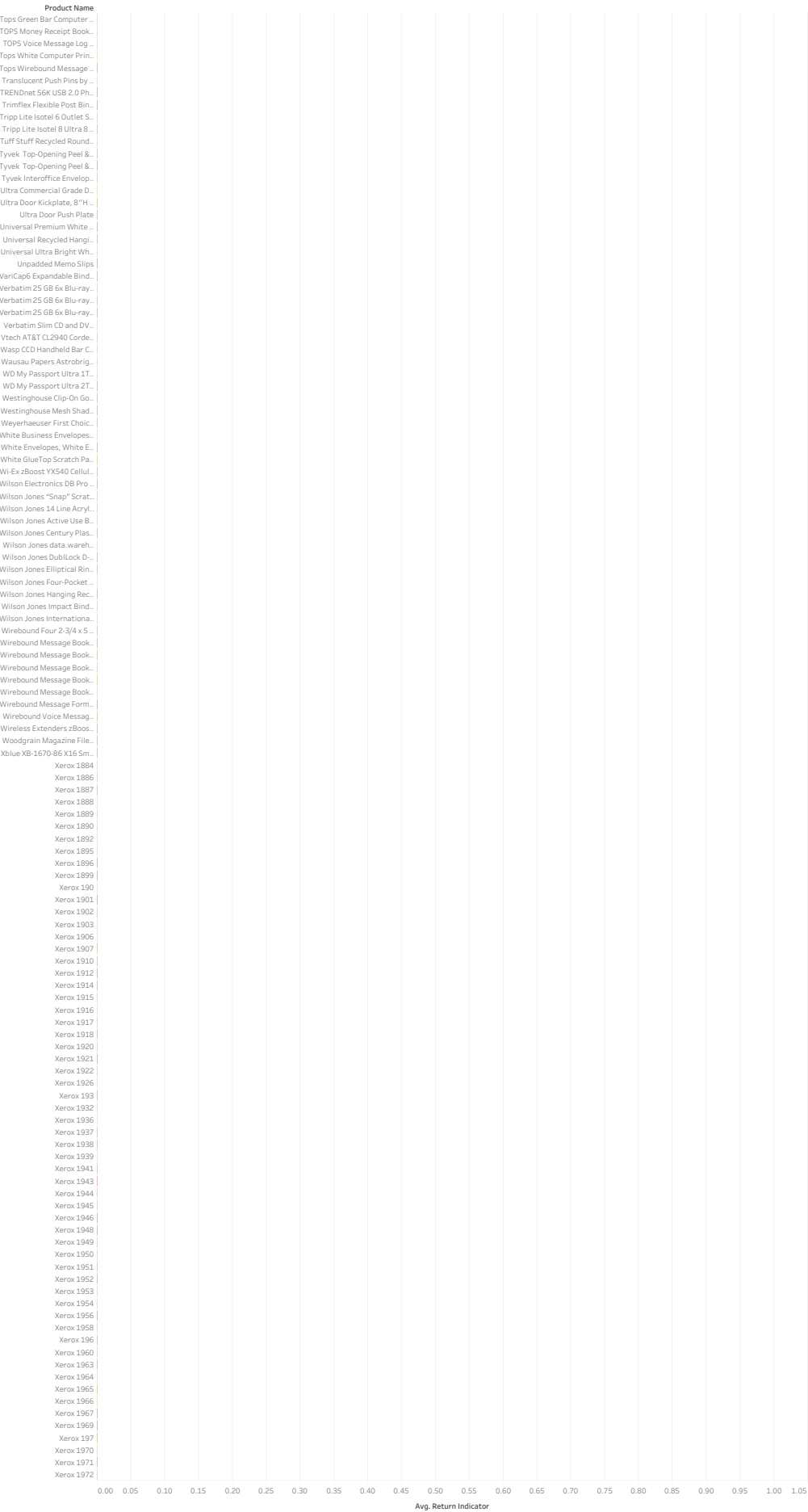
Avg Returned



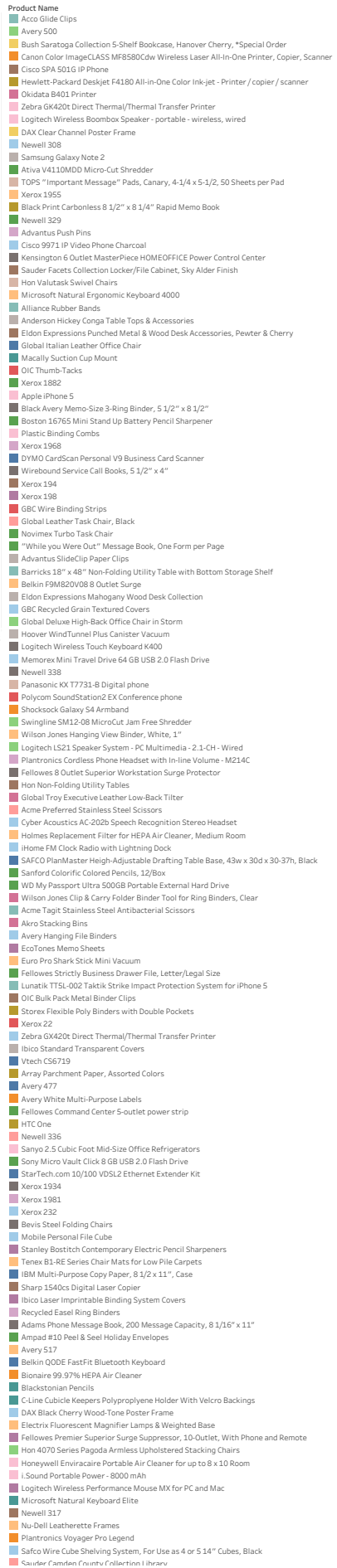
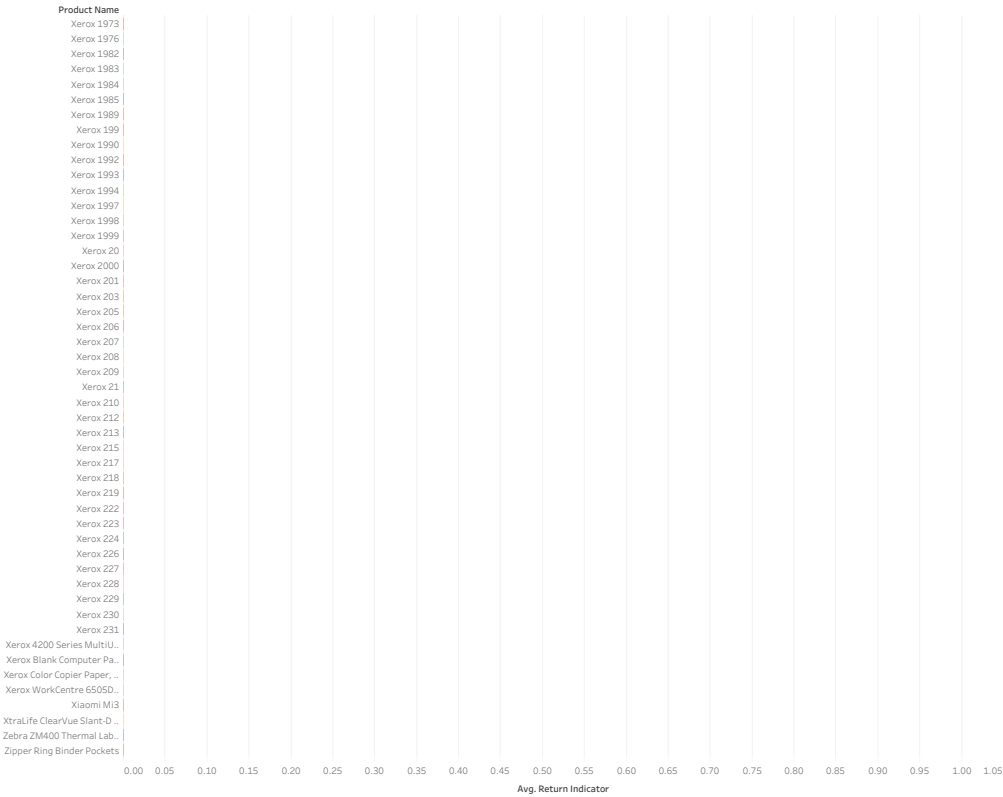
Avg Returned



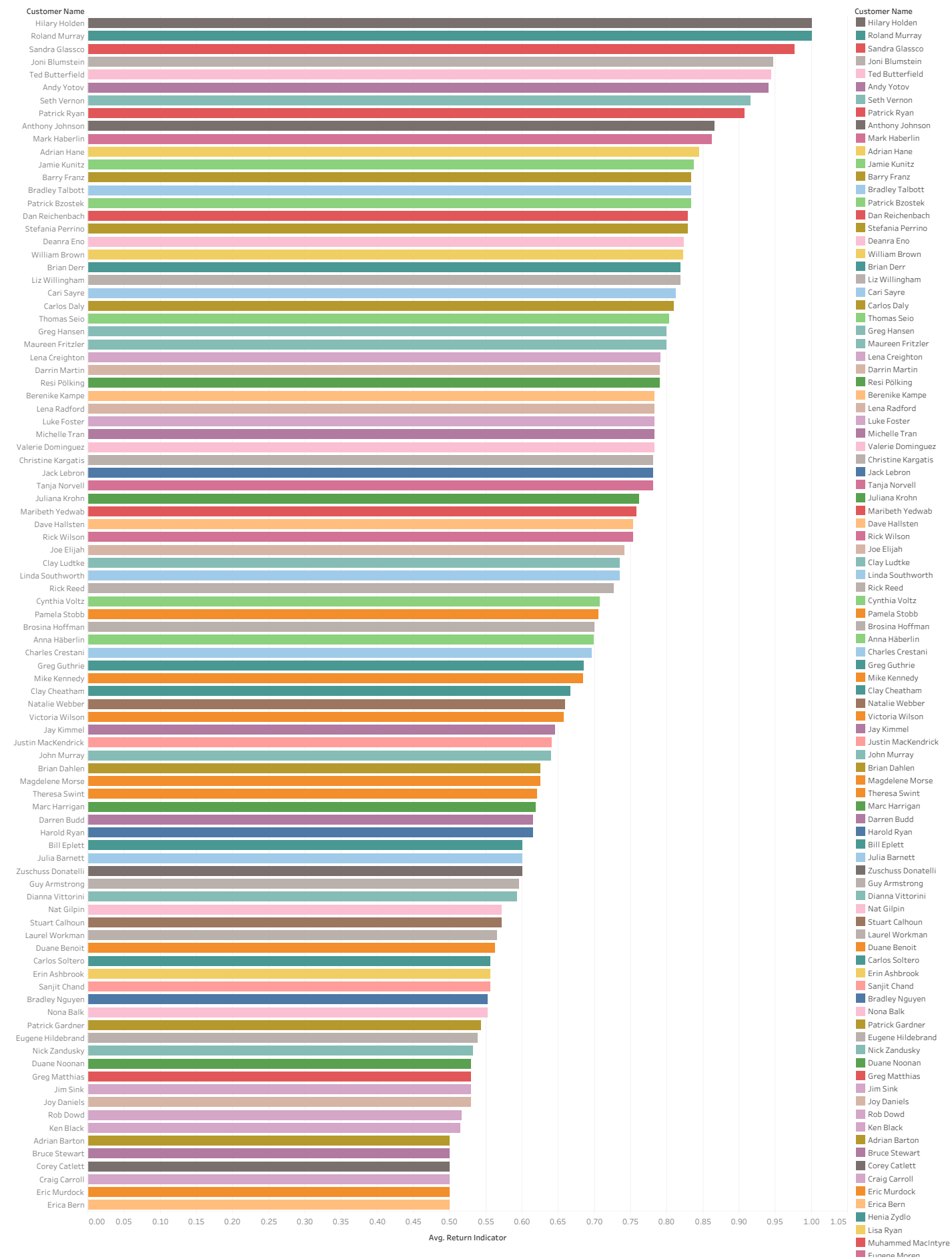
Avg Returned



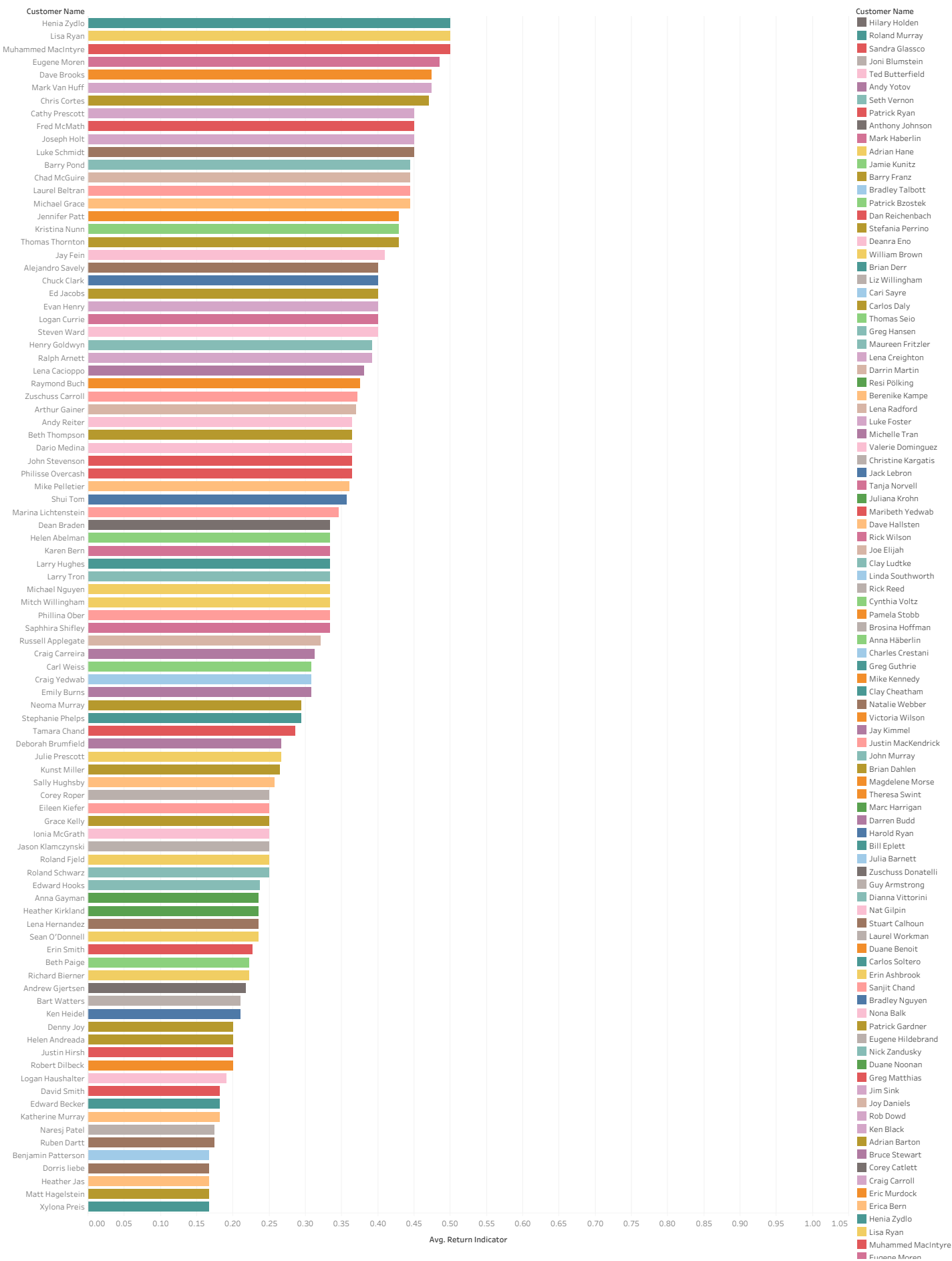
Avg Returned



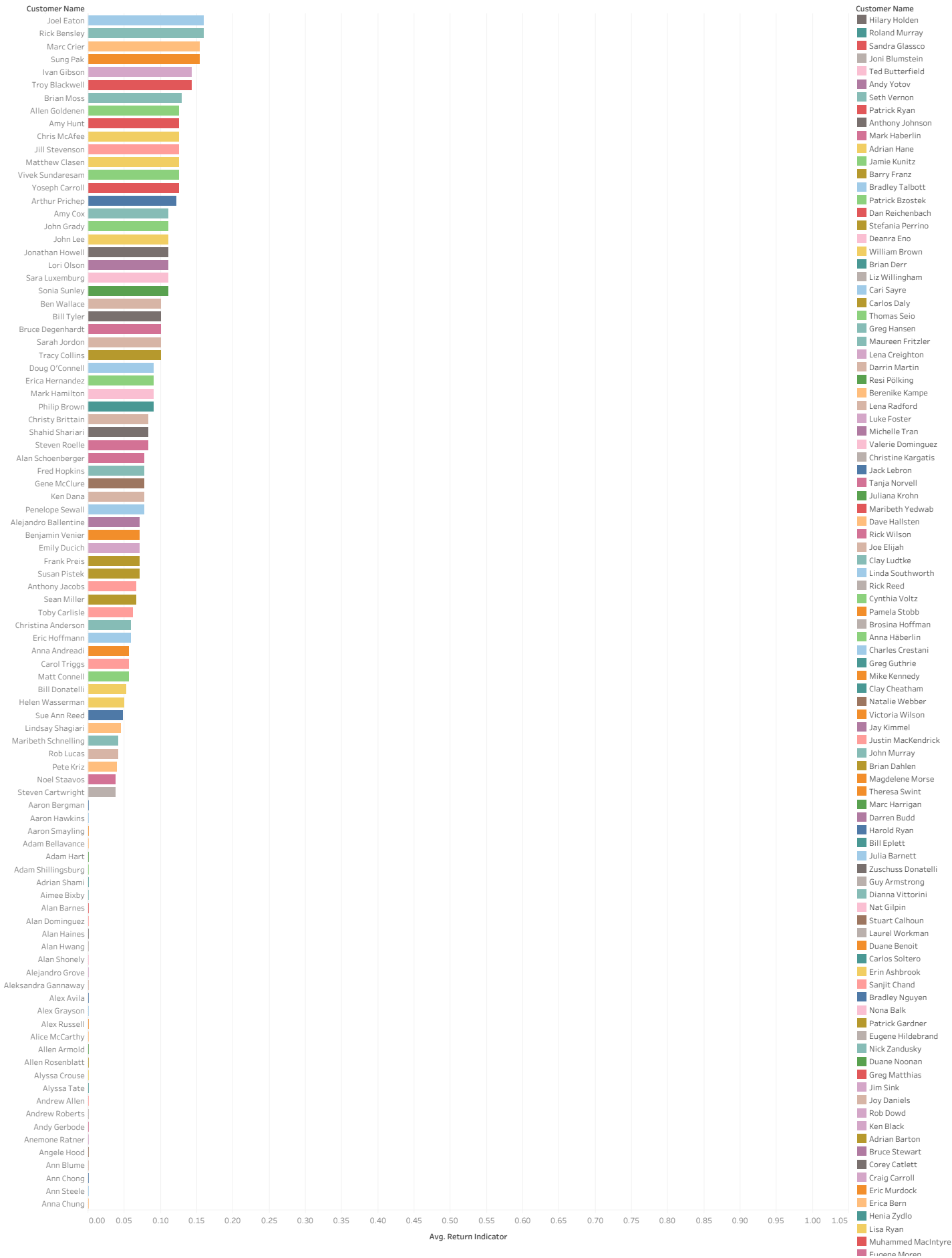
Highest Return Rate



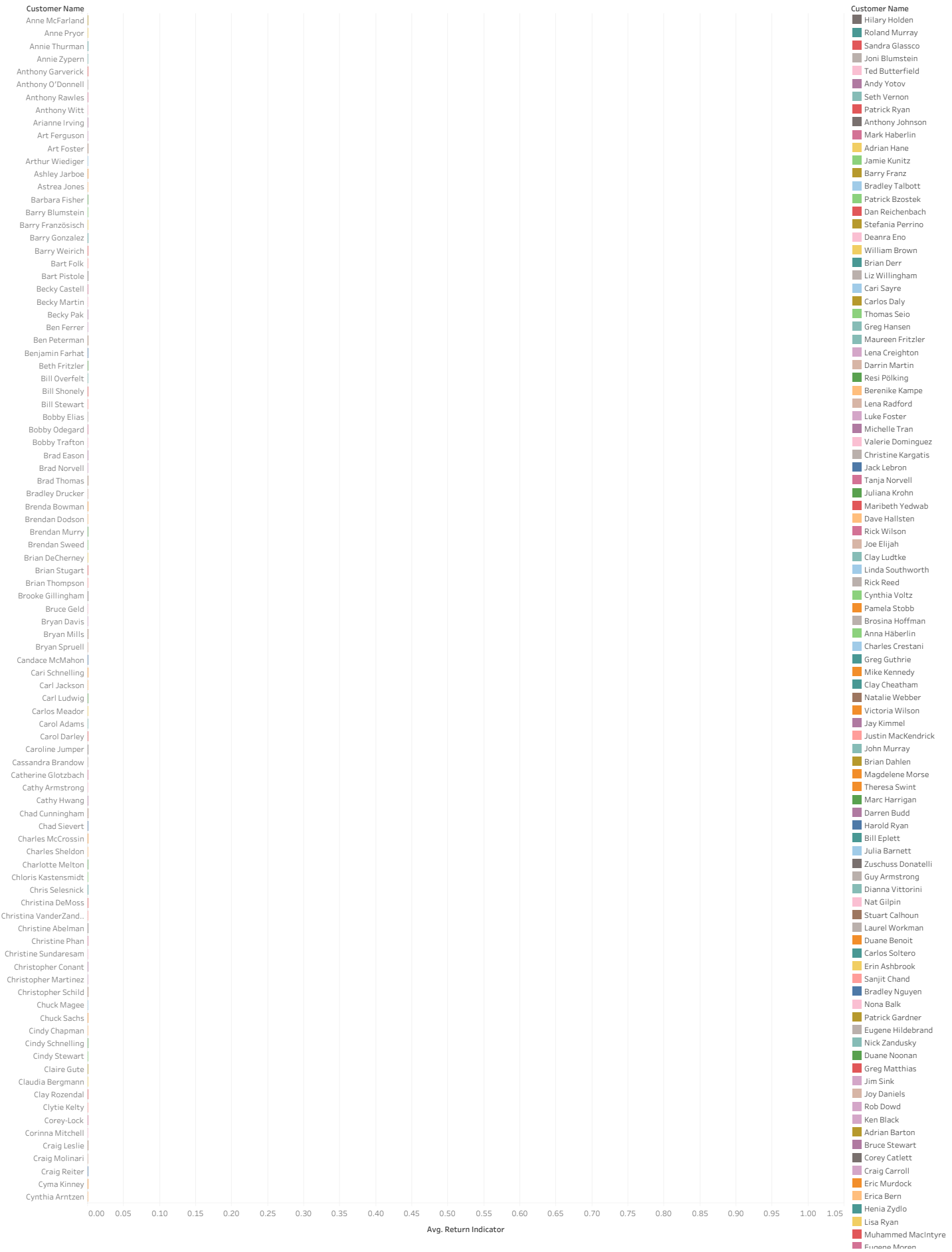
Highest Return Rate



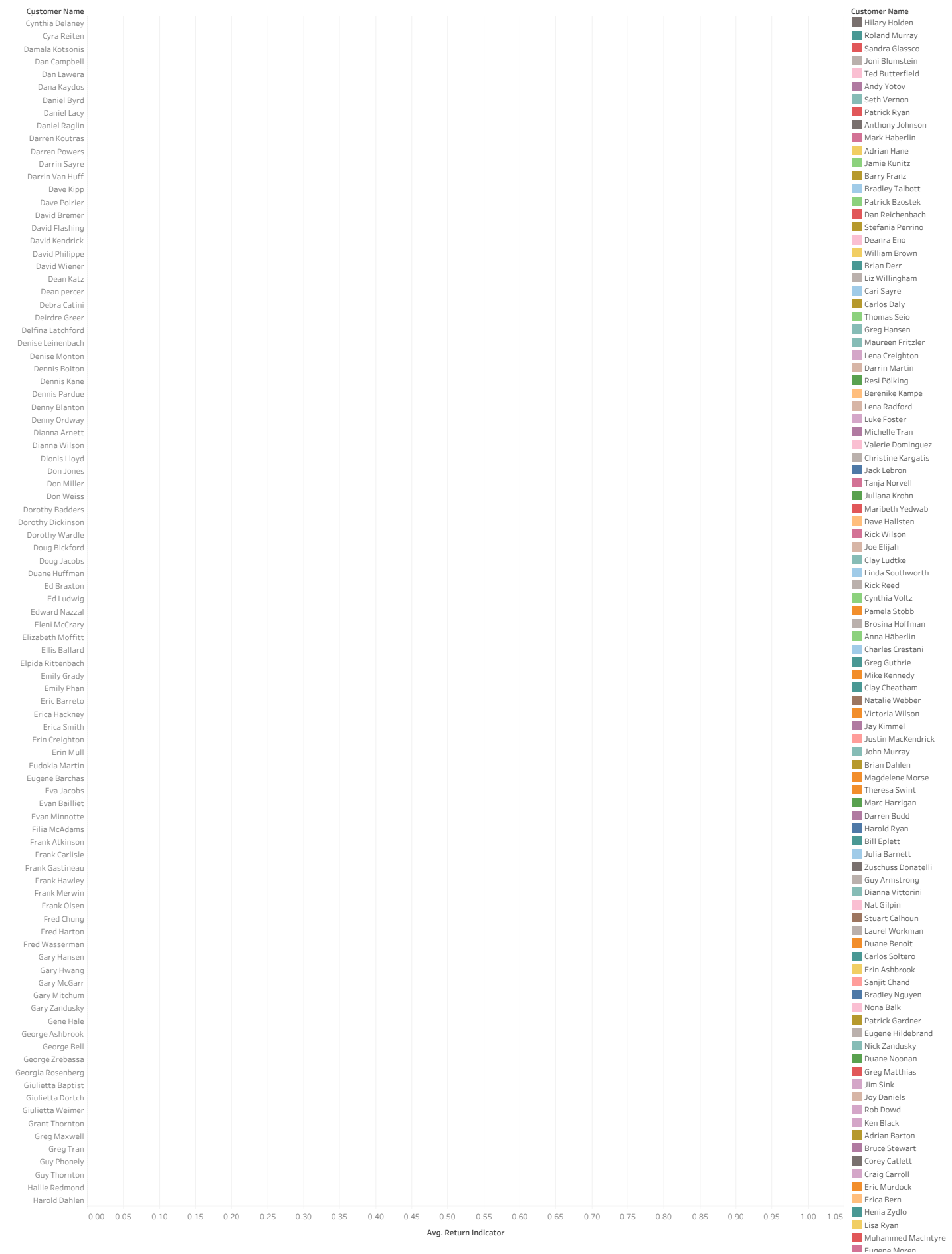
Highest Return Rate



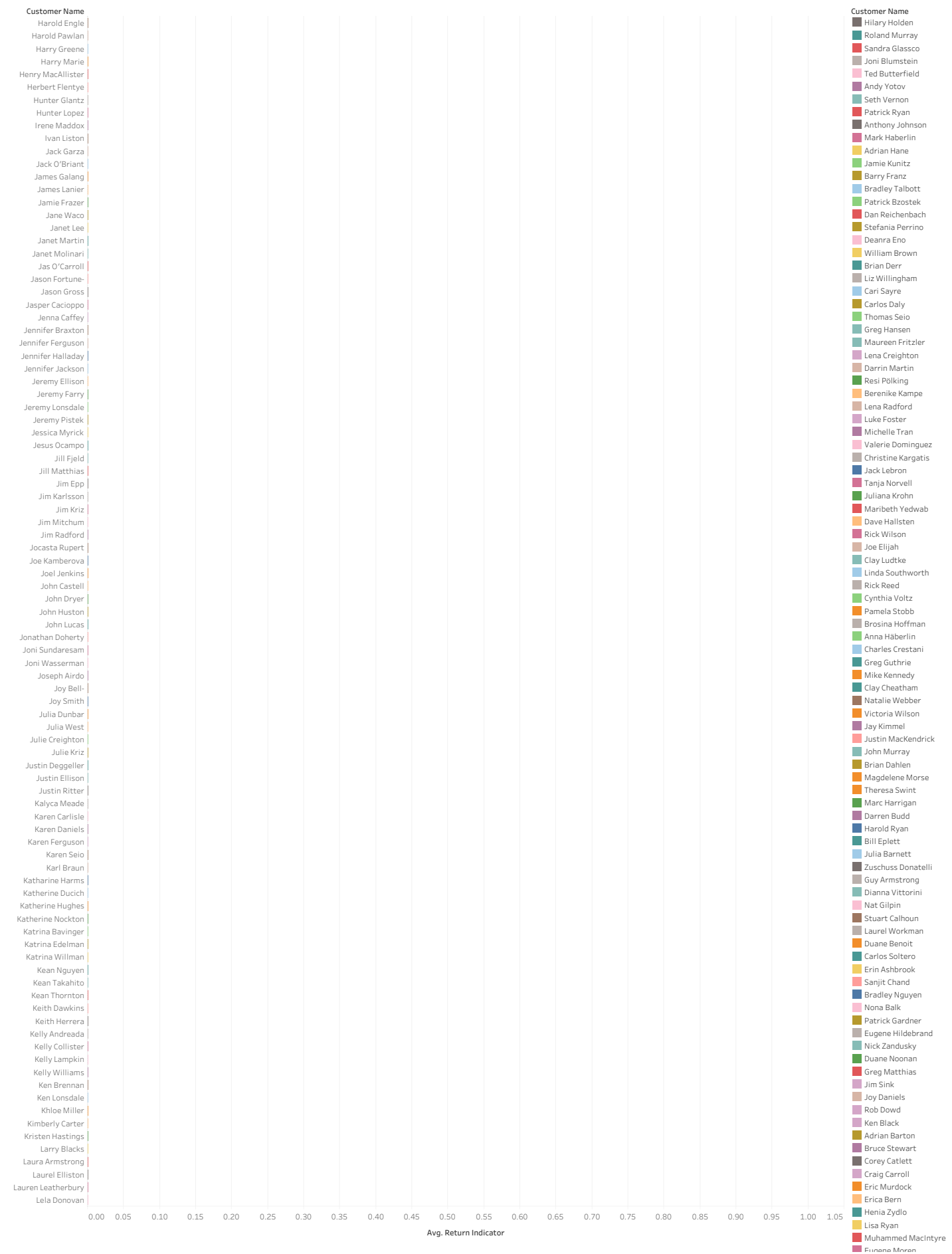
Highest Return Rate



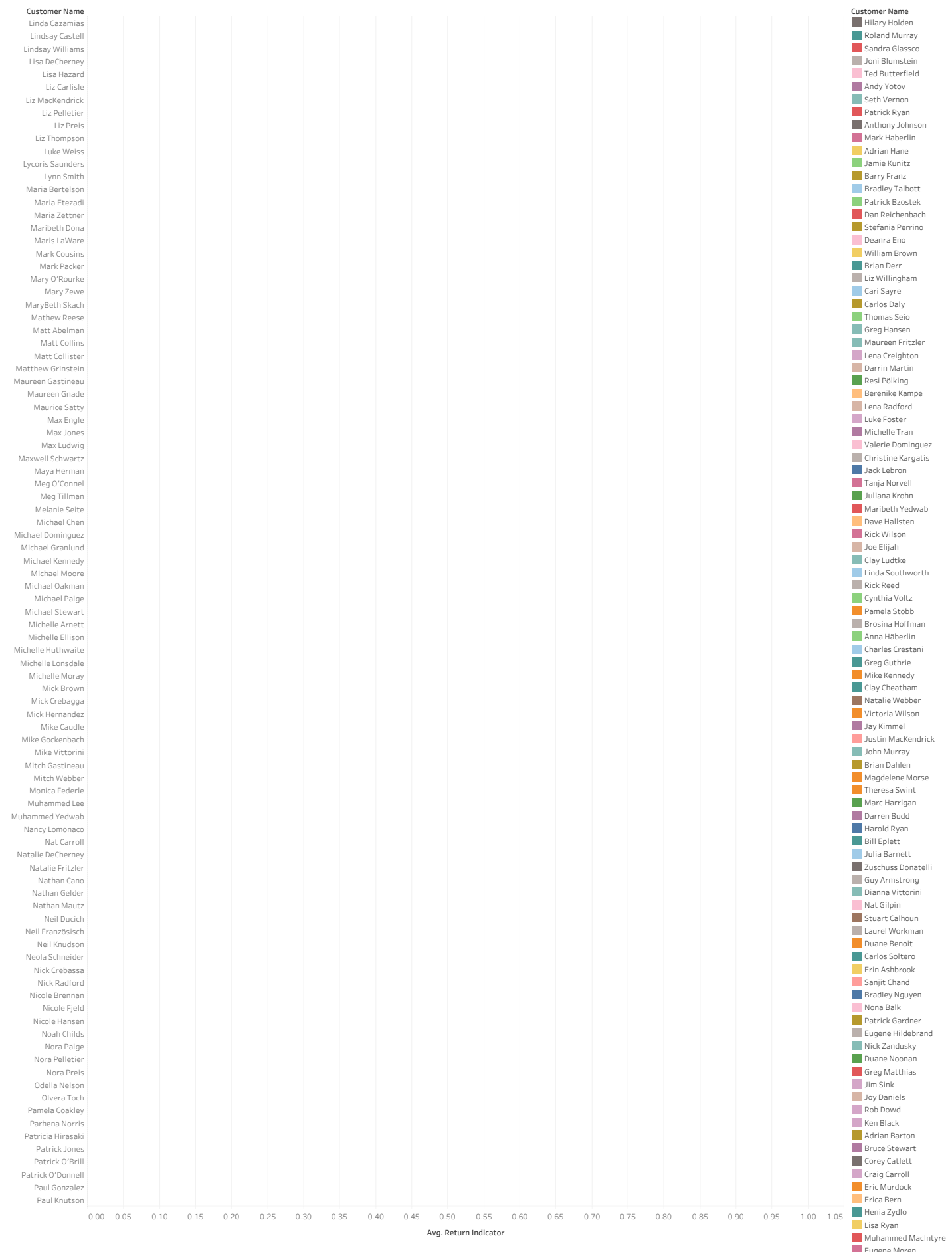
Highest Return Rate



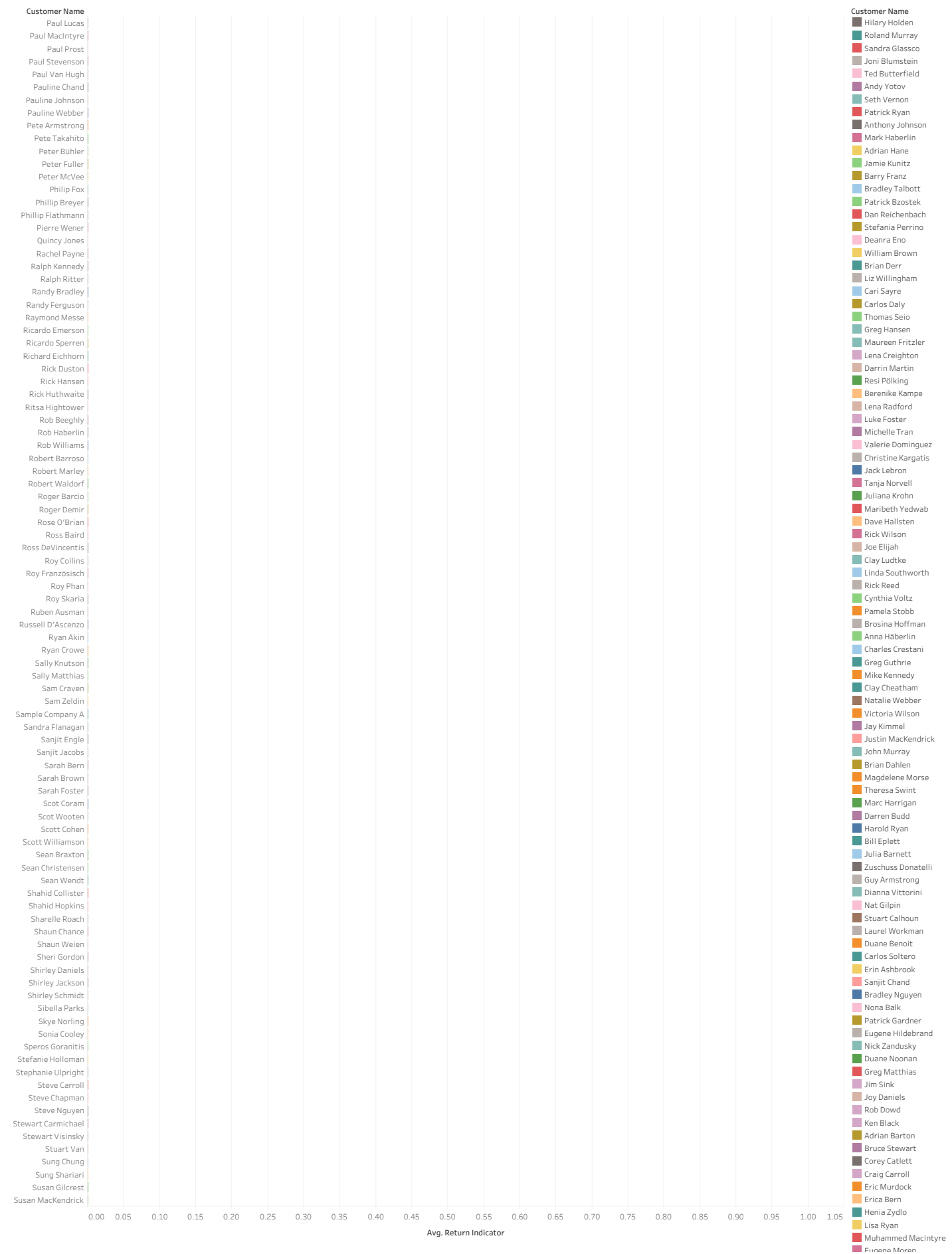
Highest Return Rate



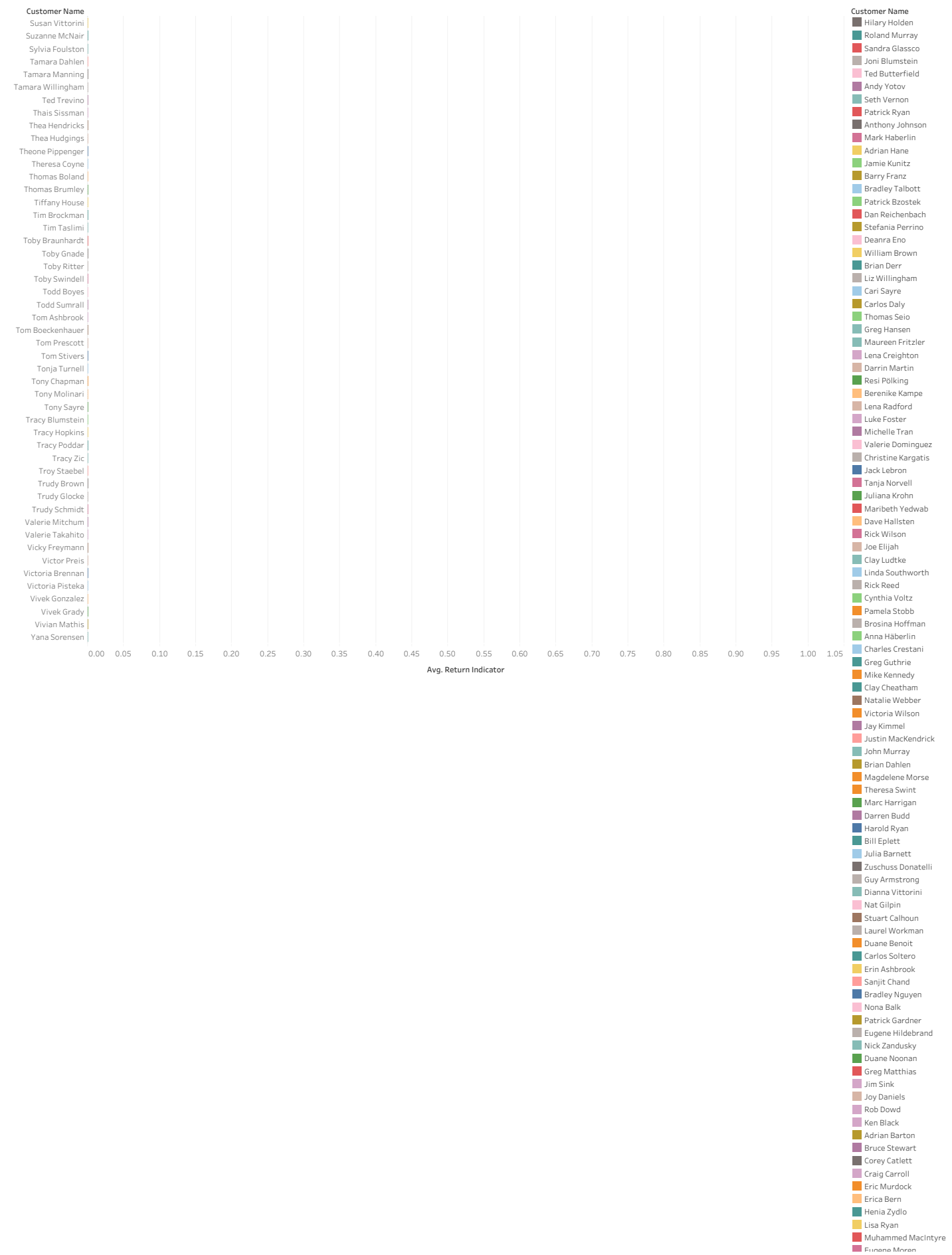
Highest Return Rate



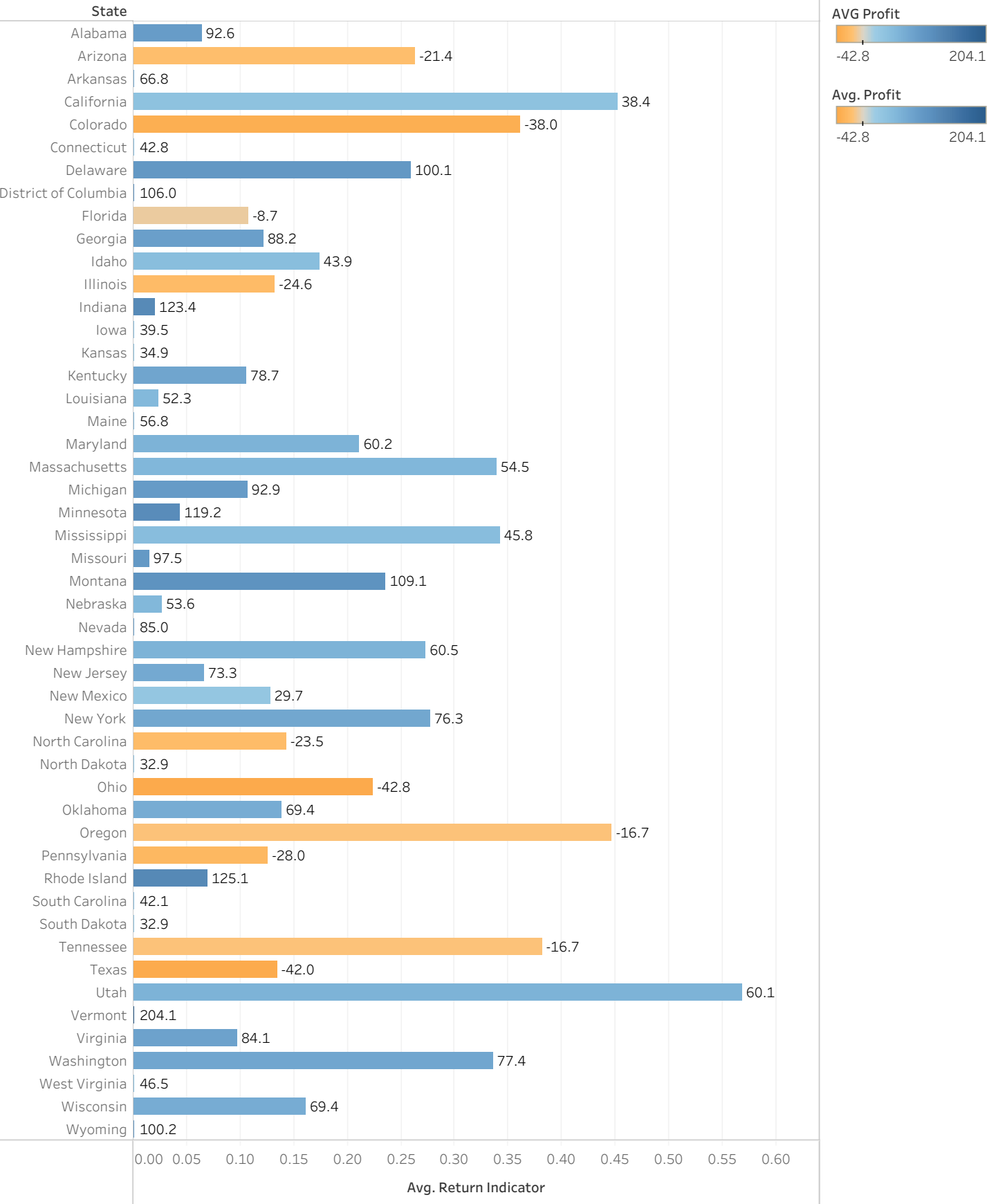
Highest Return Rate



Highest Return Rate



Avg Profit vs Avg Return Rate



Avg Profit vs Avg Return Rate

