

E7	▼	:	✕	✓	fx	Small Business			
	A	B			C	D	E		
1	JPMC Excel Skills Virtual Experience Hypothetical Account Dataset								
2									
3									
4	Account Name	Account Address			Decision Maker	Phone Number	Account Type		
5	SB 1	2131 Patterson Road, Brooklyn NY 11201			Dorothy Rizzo	(880) 283-6803	Small Business		
6	SB 2	3685 Morningview Lane, New York NY 10013			Lawson Moore	(711) 426-7350	Small Business		
7	SB 3	2285 Ladybug Drive, New York NY 10013			Vin Hudson	(952) 952-5573	Small Business		
8	SB 4	2930 Southern Street, New York NY 10005			Susana Huels	(491) 505-6064	Small Business		
9	SB 5	2807 Geraldine Lane, New York NY 10004			Shanna Hettinger	(412) 570-0596	Small Business		
10	SB 6	7778 Cherry Road, Bronx NY 10467			Roy McGlynn	(594) 807-4187	Small Business		
11	SB 7	48 Winchester Avenue, New York NY 10024			Lorena Posacco	(678) 294-8103	Small Business		
12	SB 8	8735 Squaw Creek Drive, Brooklyn NY 11214			Juanita Wisozk	(305) 531-1310	Small Business		
13	SB 9	267 Third Road, New York NY 10034			Velma Riley	(697) 543-0310	Small Business		
14	SB 10	102 Coffee Court, Bronx NY 10461			Holly Gaines	(277) 456-4626	Small Business		
15	SB 11	44 W. Pheasant Street, Brooklyn NY 11233			Gary Brown	(459) 968-9453	Small Business		
16	SB 12	7488 N. Marconi Ave, Brooklyn NY 11237			Jeffrey Akins	(313) 417-8968	Small Business		
17	SB 13	9575 Shipley Court, Brooklyn NY 11201			Tim Young	(876) 653-1727	Small Business		
18	SB 14	8156 Lake View Street, New York, NY 10025			Debra Kroll	(628) 832-4986	Small Business		
19	SB 15	44 Madison Dr, New York NY 10032			Kelly Boyd	(220) 929-0797	Account Type		
20	MB 1	9848 Linden St, New York NY 10011			Dan Hill	(248) 450-0797	Medium Business		
21	MB 2	805 South Pilgrim Court, Brooklyn NY 11225			Javier George	(964) 214-3742	Medium Business		
22	MB 3	9132 Redwood Rd, Bronx NY 10466			Christopher Evans	(831) 406-6300	Medium Business		
23	MB 4	3 Warren Drive, New York NY 10040			Julie Ross	(778) 387-0744	Medium Business		
24	MB 5	402 Bridgeton Lane, Bronx NY 10468			Bill Callahan	(617) 419-7996	Medium Business		
25	MB 6	6 E. Nichols Ave, New York NY 10027			Anthony Brooks	(349) 801-7566	Medium Business		
26	MB 7	323 North Edgewood St, Bronx NY 10457			Charlotte Leroux	(784) 634-6873	Medium Business		
27	MB 8	484 Thorne St, New York NY 10128			Nina Coulter	(938) 752-9381	Medium Business		
28	MB 9	861 Gonzales Lane, Bronx NY 10472			Mia Ang	(253) 861-1301	Medium Business		
29	MB 10	267 Randall Mill Dr, New York NY 10033			Kathy Rogers	(939) 738-6471	Medium Business		
30	MB 11	12 Lees Creek St, Brooklyn NY 11211			Rita Varga	(754) 696-3109	Medium Business		
31	MB 12	240 W. Manhattan St, Bronx NY 10462			Mel Berkowitz	(967) 547-1542	Medium Business		
32	MB 13	62 Lower River Road, Staten Island, NY 10306			Debra Martin	(743) 960-6716	Medium Business		
33	MB 14	48 S. Brandywine St, New York NY 10002			Deshaun Fletcher	(845) 304-6511	Medium Business		
34	MB 15	5 Tallwood St, Brooklyn NY 11233			Kari Lenz	(886) 554-5339	Medium Business		
35	OR 1	77 Stillwater St, Brooklyn NY 11213			John Mackey	(831) 581-1892	Online Retailer		
36	OR 2	7061 Bishop St, Yonkers NY 10701			Raymond Heywin	(571) 843-1746	Online Retailer		
37	OR 3	7223 Cedarwood Ave, Brooklyn NY 11221			Janie Roberson	(924) 516-6566	Online Retailer		

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	A	B	C	D	E
37	OR 3	7223 Cedarwood Ave, Brooklyn NY 11221	Janie Roberson	(924) 516-6566	Online Retailer
38	OR 4	62 Lafayette Ave, Bronx NY 10462	Brooke Hayes	(247) 999-3394	Online Retailer
39	OR 5	7839 Elm St, Staten Island NY 10306	Lee Niemeyer	(920) 451-3973	Online Retailer
40	OR 6	429 Stonybrook Dr, Brooklyn NY 11203	Stephen Harris	(258) 948-7479	Online Retailer
41	OR 7	640 Beechwood Dr, Bronx NY 10461	Juan Scott	(357) 532-0838	Online Retailer
42	OR 8	9453 N. Wagon Lane, Brooklyn NY 11237	Kurt Issacs	(454) 903-5770	Online Retailer
43	OR 9	81 San Carlos Road, Bronx NY 10463	Dominique Johnson	(336) 448-7026	Online Retailer
44	OR 10	596 Coffee St, Bronx NY 10472	Larry Alaimo	(242) 869-1226	Online Retailer
45	OR 11	92 Princess St, New York NY 10033	Carlos Moya	(485) 453-8693	Online Retailer
46	OR 12	9151 River St, Brooklyn NY 11230	Shaun Salvatore	(691) 657-1498	Online Retailer
47	OR 13	424 Hall Ave, New York NY 10128	Annie Fuentes	(462) 693-6254	Online Retailer
48	OR 14	81 Crescent St, Brooklyn NY 11210	Maria Sawyer	(881) 243-5276	Online Retailer
49	OR 15	7217 Birch Hill Dr, New York NY 10009	Darnell Straughter	(680) 628-4625	Online Retailer
50	WD 1	7184 Center Court, Brooklyn NY 11208	Richard Breaux	(685) 981-8556	Wholesale Distributor
51	WD 2	815 2nd St, New York NY 10028	Craig Collins	(828) 840-2736	Wholesale Distributor
52	WD 3	9875 Franklin Rd, Brooklyn NY 11223	Donna Lam	(931) 618-9558	Wholesale Distributor
53	WD 4	601 Bank Ave, Brooklyn NY 11218	Teresa Vasbinder	(261) 690-0303	Wholesale Distributor
54	WD 5	21 Yukon St, Bronx NY 10451	Andre Mobley	(597) 701-9429	Wholesale Distributor
55	WD 6	18 N. Woodland Ave, New York NY 10025	Ray Hernandez	(609) 345-8163	Wholesale Distributor
56	WD 7	65 Lower River Ave, Bronx NY 10465	Thomas Stewart	(381) 643-1230	Wholesale Distributor
57	WD 8	8680 Alderwood St, New York NY 10032	Henry Lange	(293) 473-1512	Wholesale Distributor
58	WD 9	8388 Gonzales St, Brooklyn NY 11228	Danielle Tomas	(459) 261-2301	Wholesale Distributor
59	WD 10	9760 Taylor Dr, Brooklyn NY 11211	Joe Schimke	(936) 816-9148	Wholesale Distributor
60	WD 11	419 E. Henry Ave, New York NY 10031	Carlos Jackson	(201) 363-0653	Wholesale Distributor
61	WD 12	8083 8th St, Brooklyn NY 11209	Russell Wallace	(237) 890-0247	Wholesale Distributor
62	WD 13	2 Rock Maple Ave, New York NY 10029	Shameka West	(488) 656-0761	Wholesale Distributor
63	WD 14	9577 Nicolls Ave, Staten Island NY 10312	Kevin Fleming	(650) 848-8284	Wholesale Distributor
64	WD 15	174 Del Monte St, Brooklyn NY 11224	Anna Grey	(980) 437-1451	Wholesale Distributor

E7	Small Business												
	F	G	H	I	J	K	L	M	N	O	P	Q	R
1													
2													
3	Product Lines			Marketing / Promotion Programs				Product 1 Sales Volume (units)					
4	Product 1	Product 2	Product 3	Social Media	Coupons	Catalog Inclusion	Posters	2017	2018	2019	2020	2021	5 YR CAGR
5	Yes	Yes	Yes	Yes	Yes	Yes	Yes	1982	5388	7063	7208	9093	46%
6	Yes	Yes	Yes	No	Yes	Yes	Yes	2786	3804	4121	6210	6909	25%
7	Yes	Yes	Yes	Yes	Yes	Yes	Yes	1209	1534	1634	4302	9768	69%
8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	906	1251	2897	4499	9428	#VALUE!
9	Yes	Yes	No	Yes	Yes	Yes	Yes	1421	1893	2722	4410	5873	43%
10	Yes	Yes	Yes	No	Yes	Yes	No	2341	6105	7777	7891	8758	39%
11	Yes	No	No	No	No	Yes	No	9252	8499	991	448	211	-61%
12	Yes			Yes	No	Yes	No	1581	4799	6582	9024	9759	#VALUE!
13	Yes	No	No	No	No	Yes	No	9766	8049	5556	5202	2373	-30%
14	Yes	Yes	No	Yes	No	Yes	No	1530	1620	2027	4881	6002	41%
15	Yes	No	No	No	No	No	No	7555	6551	5188	3436	2359	-25%
16	Yes	No	No	No	No	No	No	1532	2678	4068	4278	5382	37%
17	Yes			Yes			Yes	24	1797	3548	3668	8592	335%
18	Yes	Yes	Yes	Yes	Yes	Yes	Yes	861	1314	1810	6510	9271	81%
19	Yes	Yes	No	No	No	No	No	9058	4839	4776	4024	369	-55%
20	Yes	Yes	No	No	No	No	No	3501	7079	7438	7443	9225	27%
21	Yes	Yes	No	No	No	No	No	3916	4218	5072	5201	7588	18%
22	A	Yes	No	Yes	No	Yes	No	700	5721	6247	8495	9236	91%
23	Yes	Yes	No	No	No	No	No	9773	9179	8390	8256	3815	-21%
24	Yes	Yes	No	Yes	No	Yes	No	73	3485	4592	5143	8100	225%
25	Yes	Yes	No	Yes	No	Yes	No	238	1235	1822	7074	8207	142%
26	Yes	Yes	No	Yes	No	Yes	No	1368	3447	4535	5476	9983	64%
27	Yes	No	No	No	Yes	No	No	8331	7667	5952	1998	375	-54%
28	Yes	Yes	No	Yes	Yes	Yes	No	1779	2124	2844	6877	9570	52%
29	Yes	Yes	No	Yes	Yes	Yes	No	570	1322	7279	8443	9571	102%
30	Yes	No	No	No	Yes	No	No	6156	6110	5791	1759	969	-37%
31	Yes	Yes	No	Yes	Yes	Yes	No	209	621	3098	7118	8433	152%
32	Yes	Yes	No	No	No	No	No	6309	6227	5123	4968	3857	-12%
33	Yes	Yes	No	Yes	No	Yes	No	712	4182	6087	7494	8599	86%
34	Yes	Yes	No	No	No	No	No	2390	2415	3461	3850	4657	18%
35	Yes	Yes	Yes	No	No	Yes	No	2519	3938	5190	8203	8780	37%
36	Yes	Yes	Yes	Yes	Yes	Yes	No	138	286	6750	8254	8656	181%
37	Yes	Yes	Yes	No	No	Yes	Yes	8873	8484	7883	7499	6592	-7%

E7													
	F	G	H	I	J	K	L	M	N	O	P	Q	R
37	Yes	Yes	Yes	No	No	Yes	Yes	8873	8484	7883	7499	6592	-7%
38	Yes	Yes	Yes	No	No	Yes	Yes	3297	4866	4928	8451	9585	31%
39	Yes	Yes	Yes	Yes	Yes	Yes	Yes	1092	3140	4123	4366	9482	72%
40	Yes	Yes	Yes	No	No	Yes	Yes	2541	3794	3984	8803	9338	38%
41	Yes	Yes	Yes	Yes	Yes	Yes	Yes	742	3751	4423	8733	9909	91%
42	Yes	No	No	No	No	Yes	Yes	7703	6957	3898	1857	1512	-33%
43	Yes	Yes	Yes	Yes	Yes	Yes	Yes	488	5535	5775	7661	9206	108%
44	Yes	Yes	Yes	Yes	Yes	Yes	Yes	376	889	4373	6803	7578	112%
45	Yes	No	No	No	No	Yes	Yes	7840	5804	4259	4243	907	-42%
46	Yes	Yes	Yes	Yes	Yes	Yes	Yes	1038	3615	3712	5819	9589	74%
47	Yes	Yes	No	No	No	No	No	8891	5952	5914	5405	4031	-18%
48	Yes	Yes	Yes	Yes	No	No	No	1290	4033	6956	7929	8834	62%
49	Yes	Yes	Yes	Yes	Yes	No	No	431	6231	7478	8039	8271	109%
50	Yes	No	No	No	No	Yes	No	8156	1245	791	338	44	-73%
51	Yes	Yes	Yes	No	No	Yes	No	299	657	6238	8922	9081	135%
52	Yes	Yes	Yes	No	No	Yes	No	1323	4963	6292	6728	8202	58%
53	Yes	No	No	No	No	Yes	No	8466	4079	2797	2245	1696	-33%
54	Yes	Yes	Yes	No	No	Yes	No	870	2428	7386	8835	9766	83%
55	Yes	Yes	Yes	No	No	Yes	No	1497	1768	2804	5718	9822	60%
56	Yes	Yes	Yes	No	No	Yes	No	1082	3353	6351	8550	9272	71%
57	Yes	Yes	No	No	No	Yes	No	9791	9610	7534	5080	4936	-16%
58	Yes	Yes	Yes	No	No	Yes	No	1357	4189	5407	6233	9681	63%
59	Yes	No	No	No	No	Yes	No	576	2628	3612	5066	5156	73%
60	Yes	Yes	Yes	No	No	Yes	No	128	416	747	1028	6357	165%
61	Yes	No	No	No	No	No	No	8034	6541	3311	3254	2687	-24%
62	Yes	Yes	Yes	No	No	No	No	1263	2517	8042	8222	9686	66%
63	Yes	Yes	Yes	No	No	No	No	1032	3919	4466	5568	6476	58%
64	Yes	Yes	Yes	No	No	No	No	1014	2254	4534	6796	7730	66%