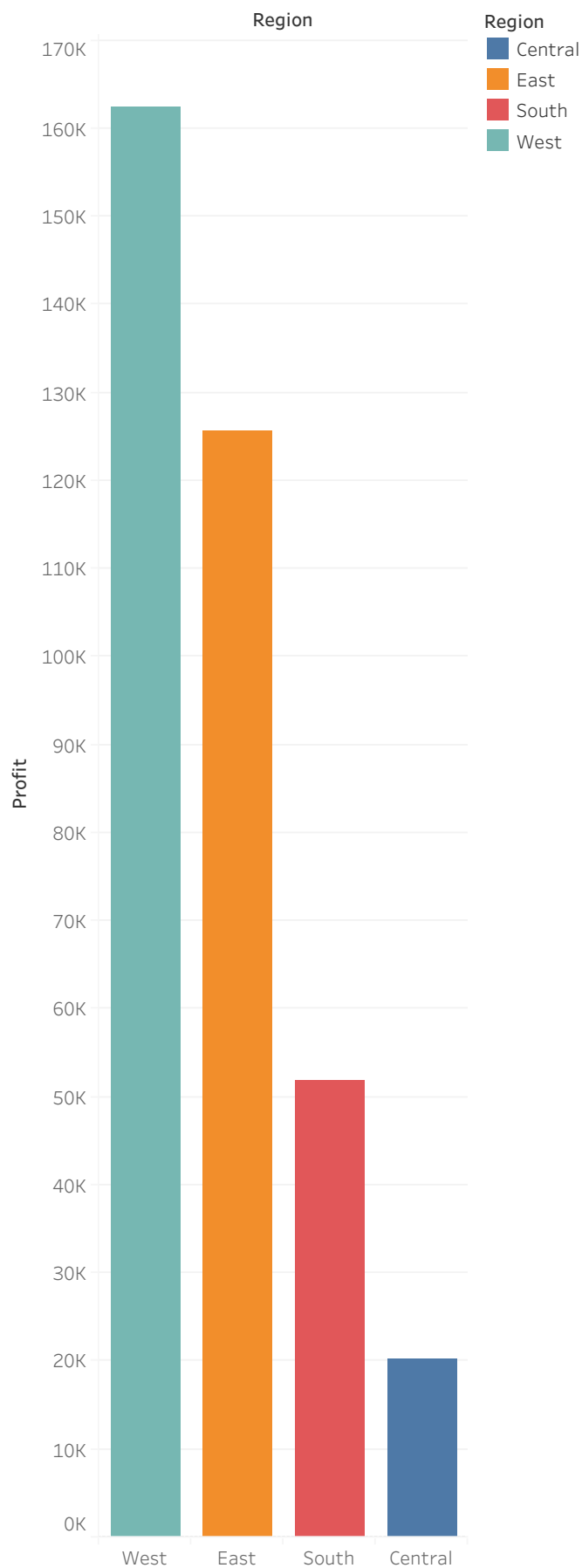


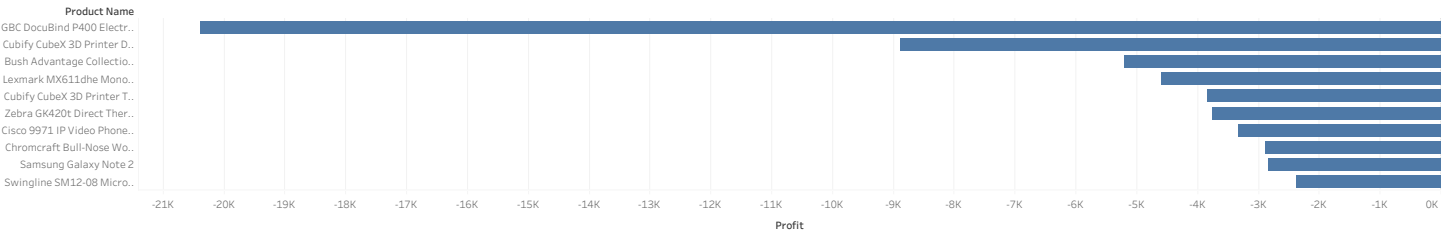
West & then East are the two  
biggest profit centers



Profits per category/Region



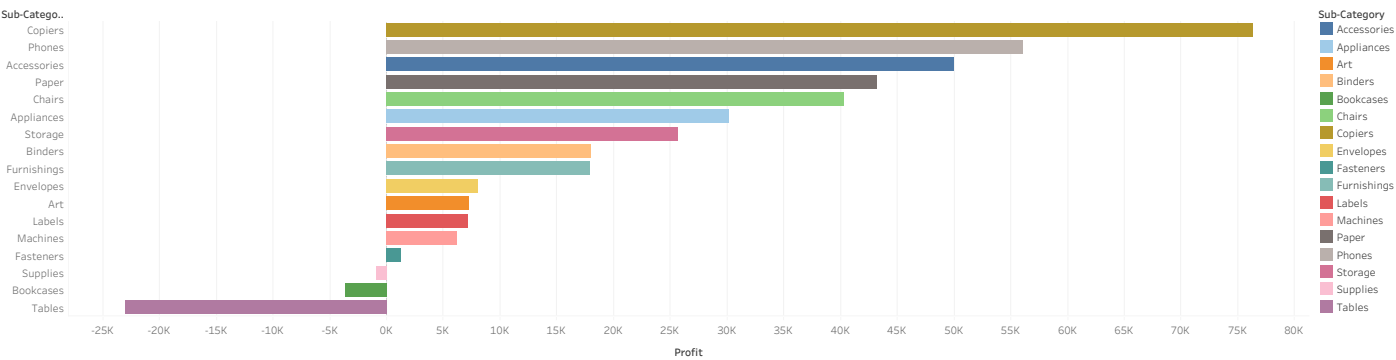
Products to stop (Visual)



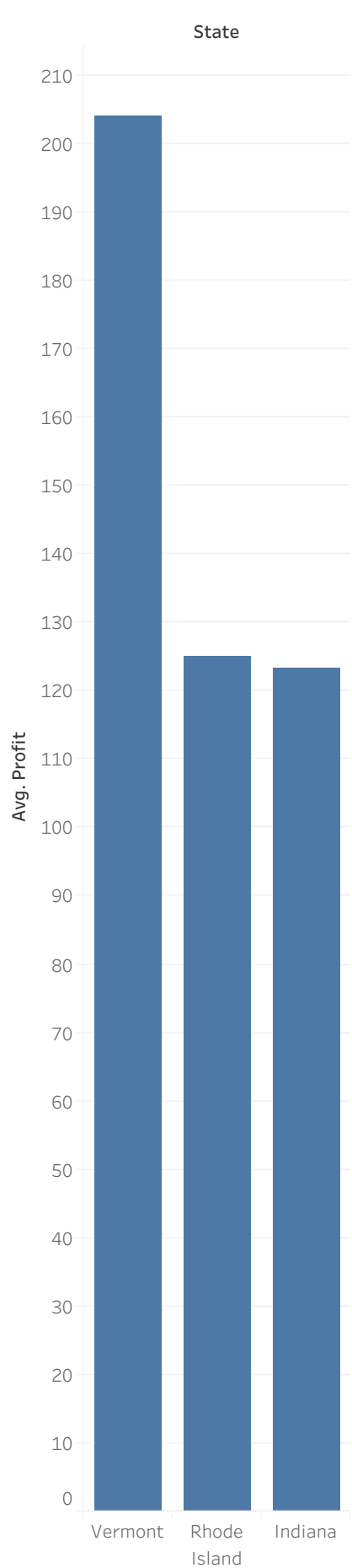
Sub-categories Profit/Losses

Tables, Bookcases & Office Supplies are the top failing subcategories and must be stopped.

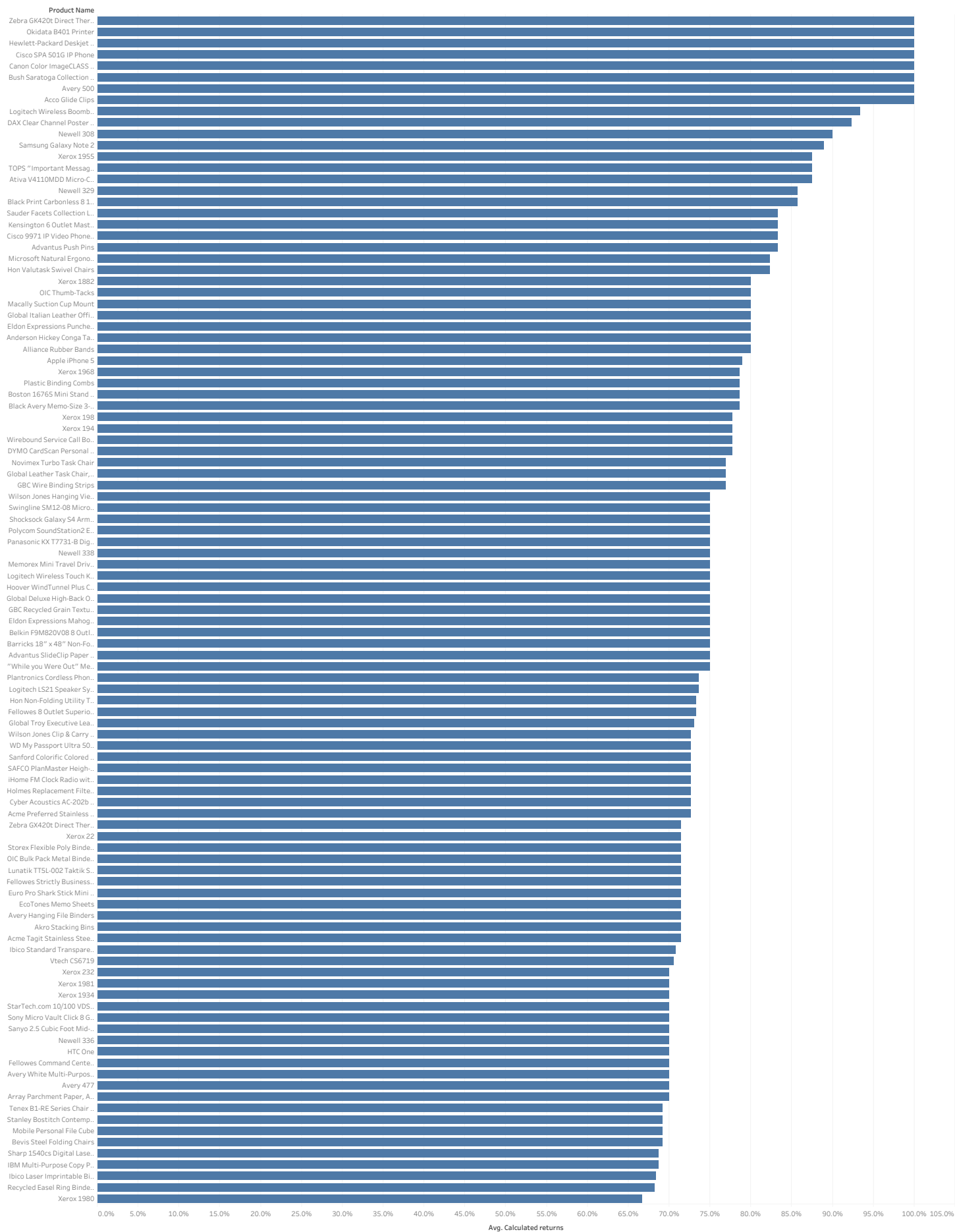
Sales of Copiers, Tech Accessories, and Phones must be prioritized



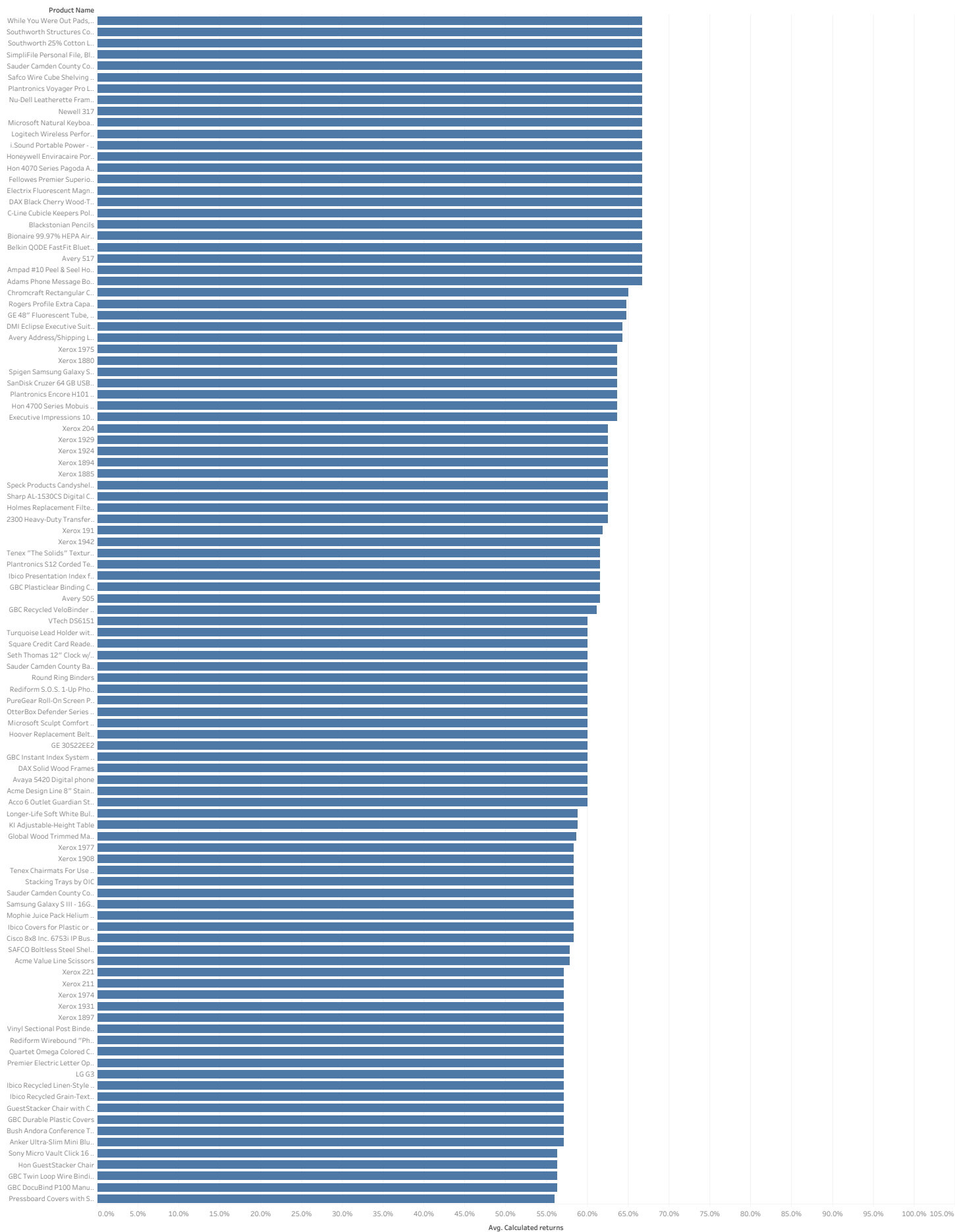
# Profit - Top States



product high return rate



product high return rate

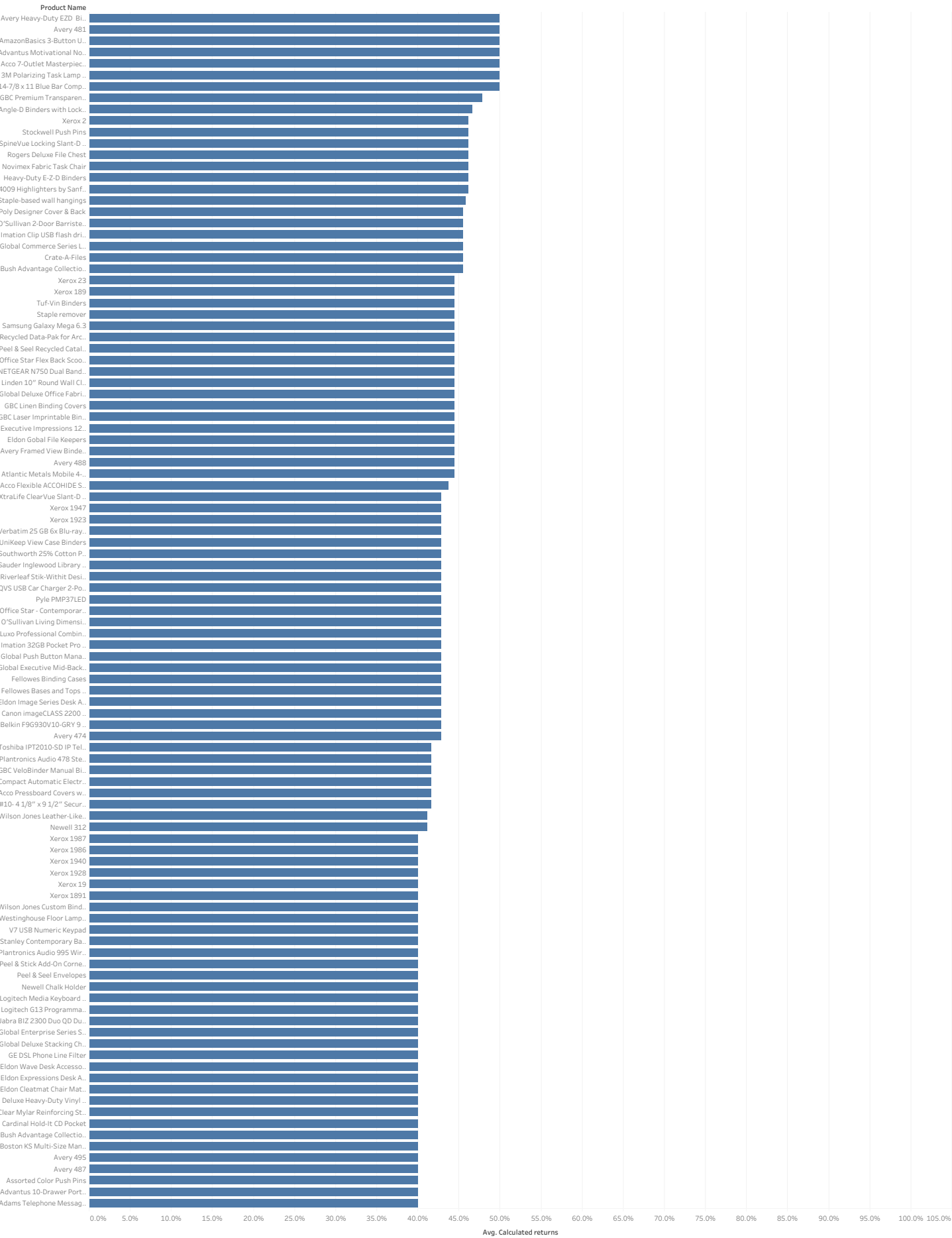


product high return rate

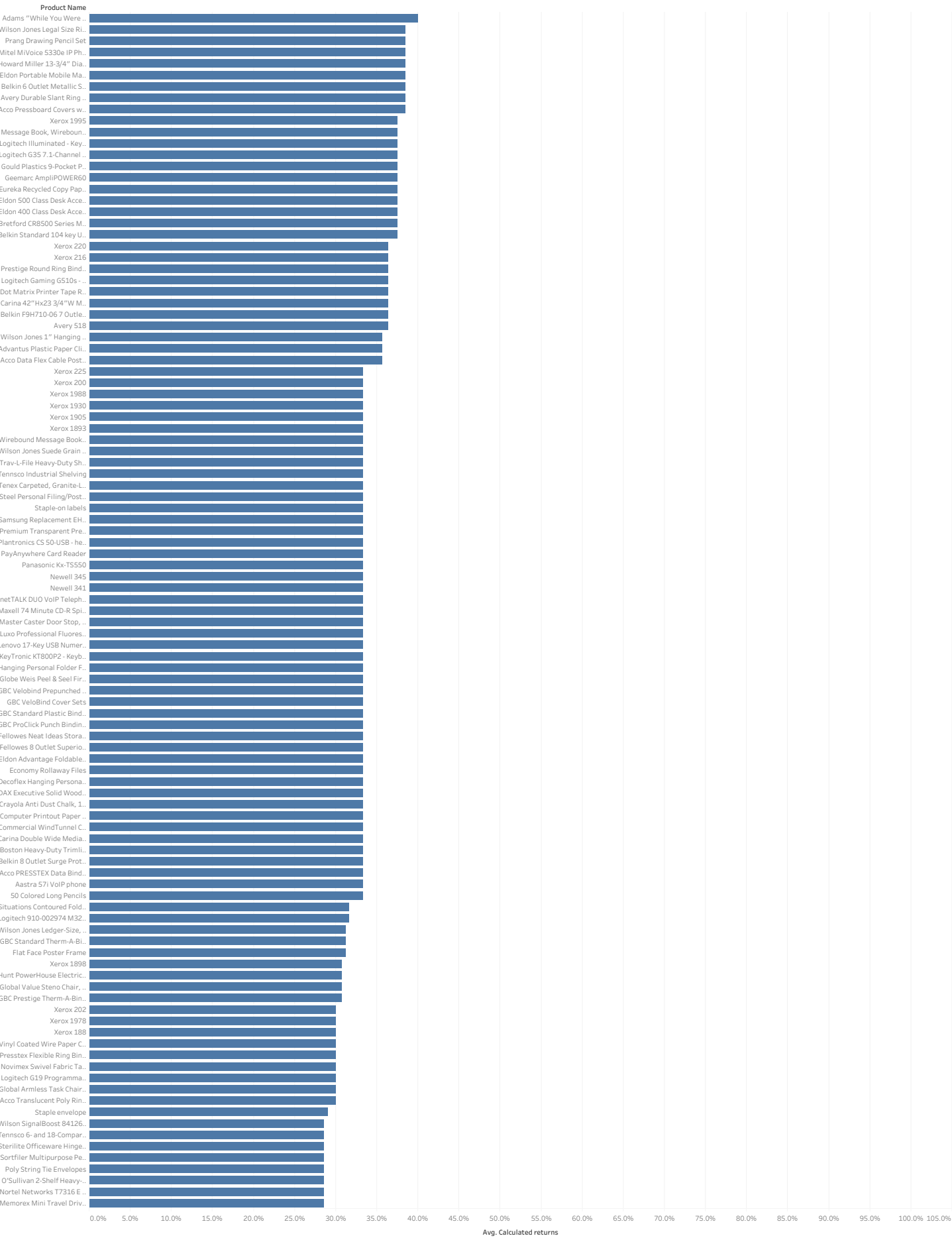




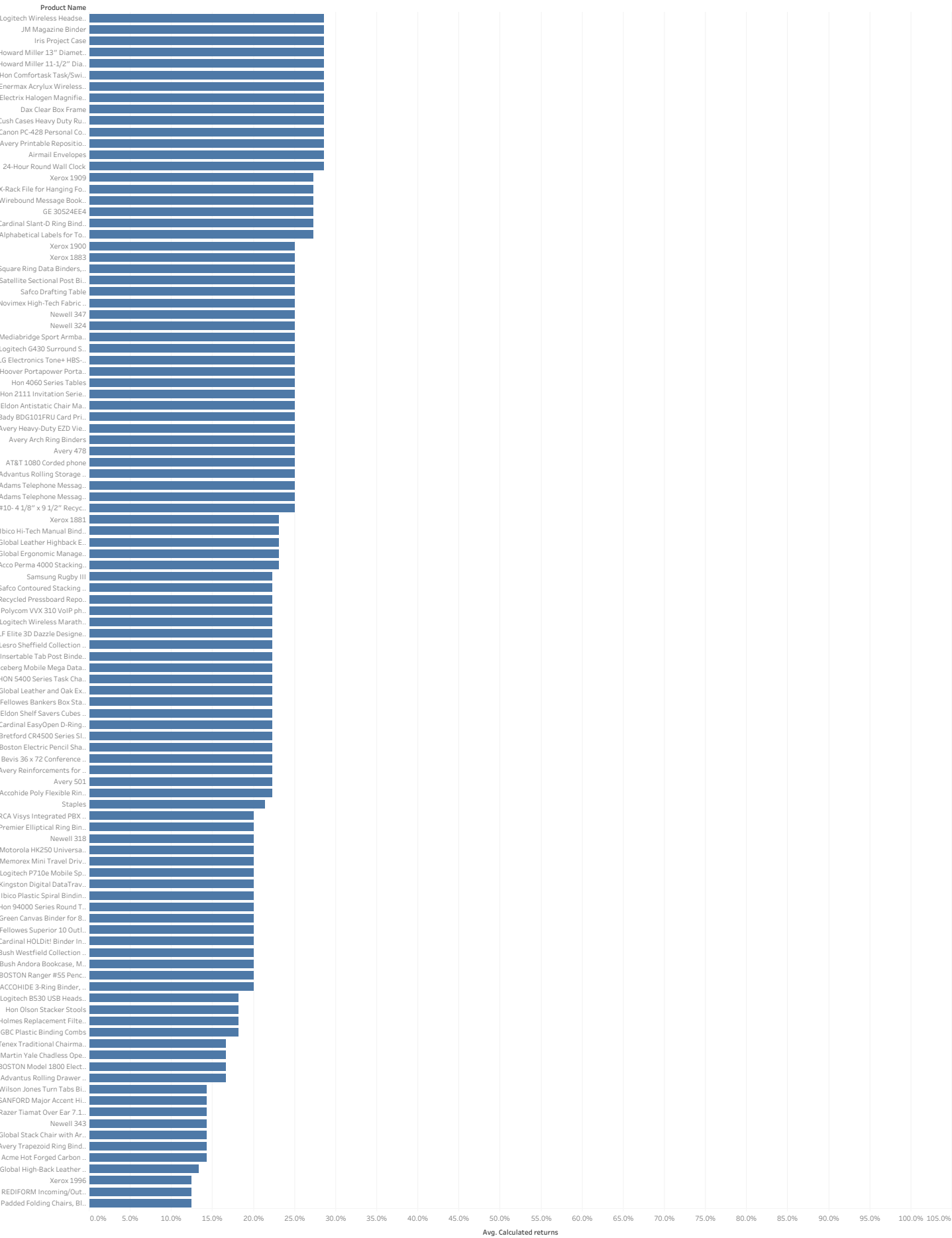
product high return rate



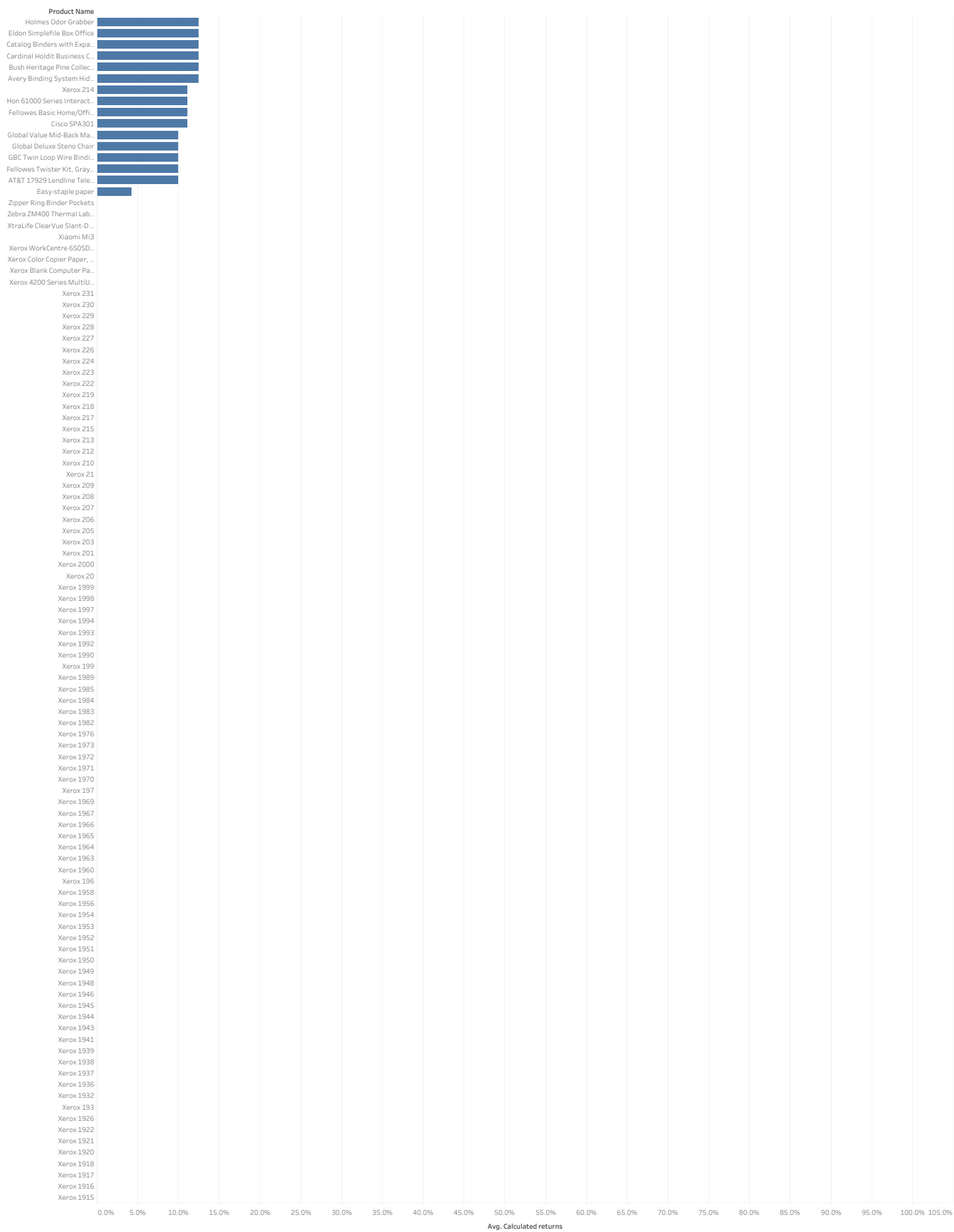
product high return rate



product high return rate



product high return rate



product high return rate



product high return rate

product high return rate

product high return rate



product high return rate

product high return rate

Avg. Calculated returns

product high return rate

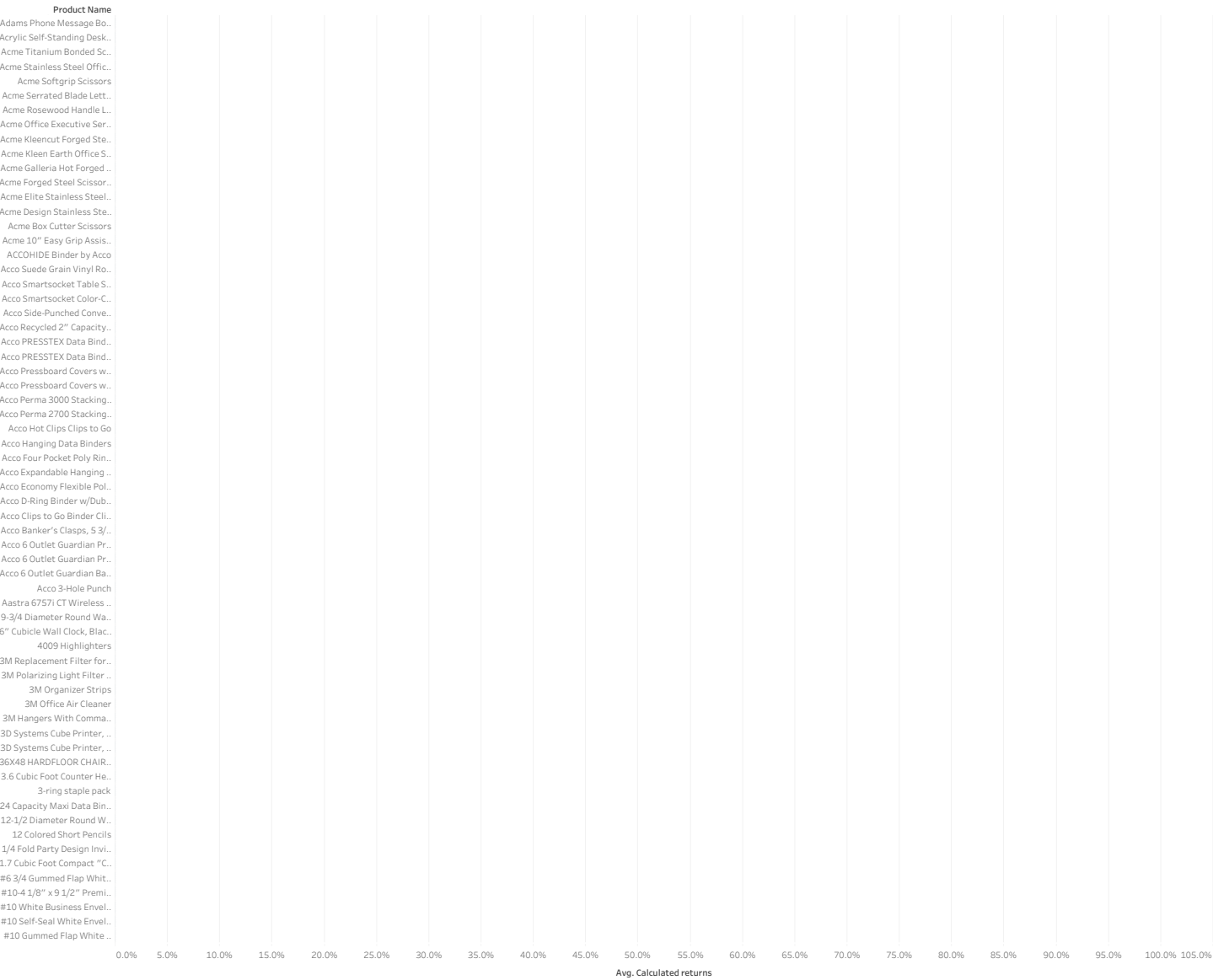


product high return rate

product high return rate



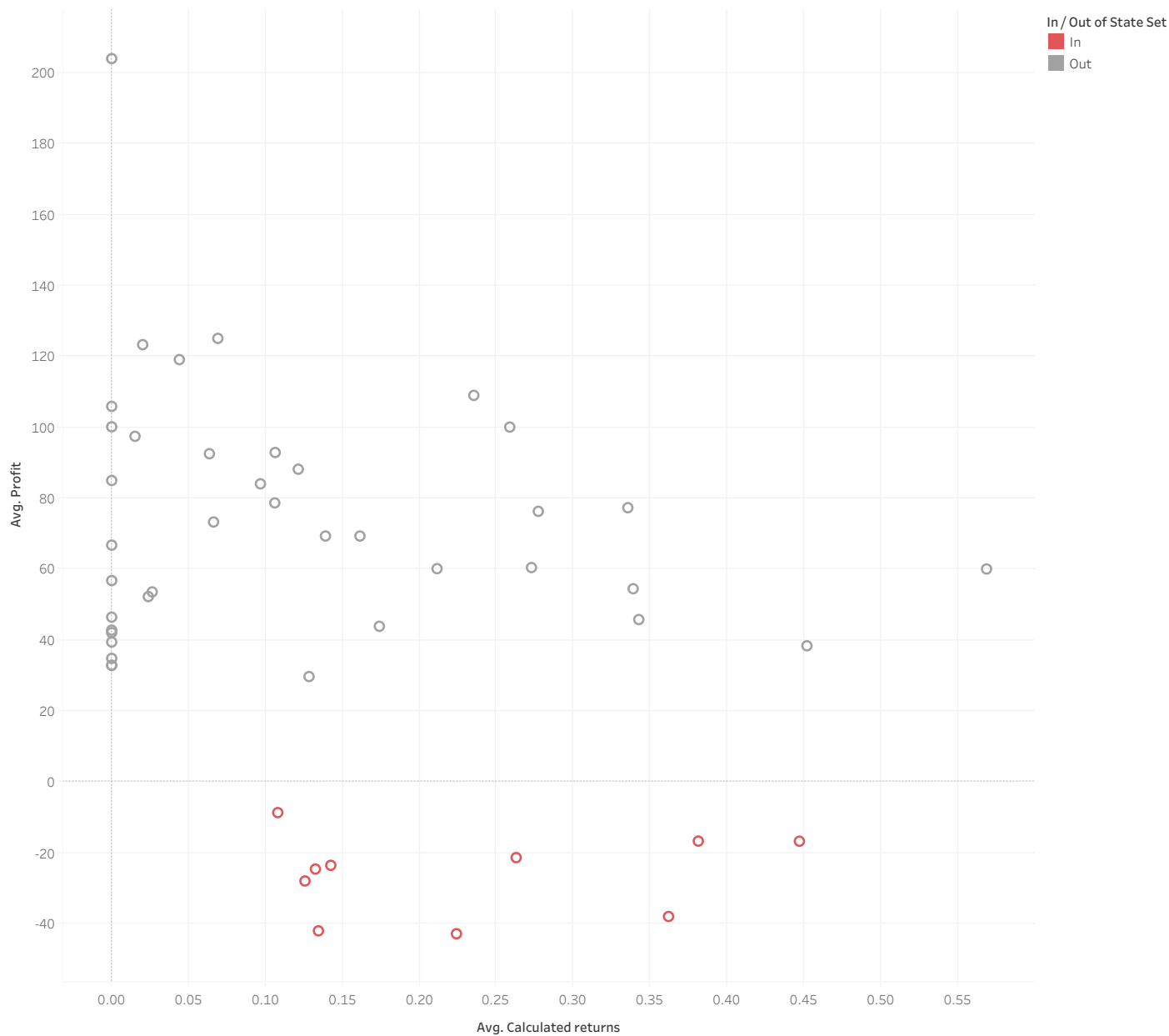
product high return rate



# Avg Profit VS Avg return

Vermont has the highest avg profit and lowest avg return. We must keep business here.

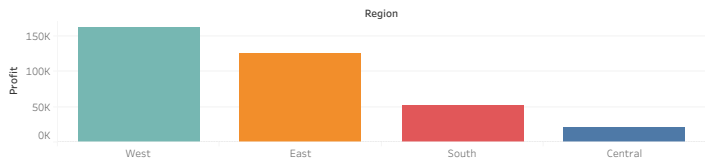
Businesses in all states in red are losing centers with top 3 (highest return rate and lowest profit) - Oregon, TN and CO



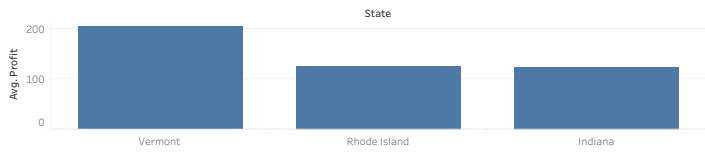


Saving SuperStore

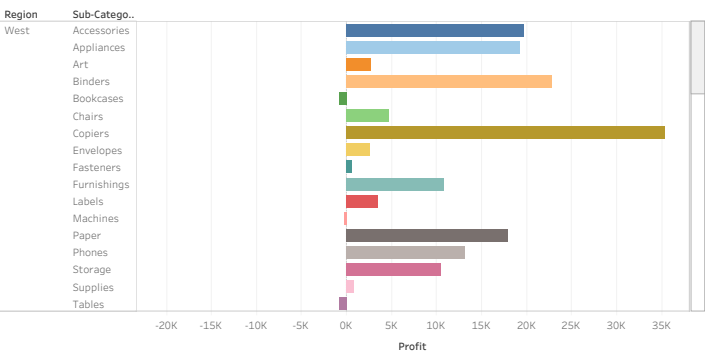
West & then East are the two biggest profit centers



Profit - Top States



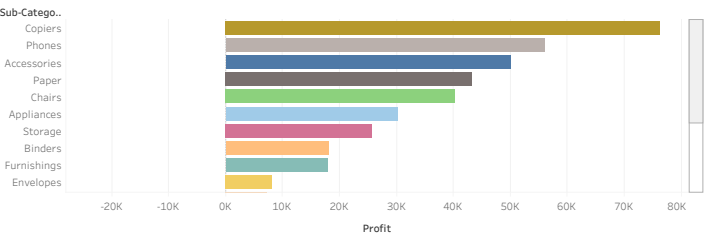
Profits per category/Region



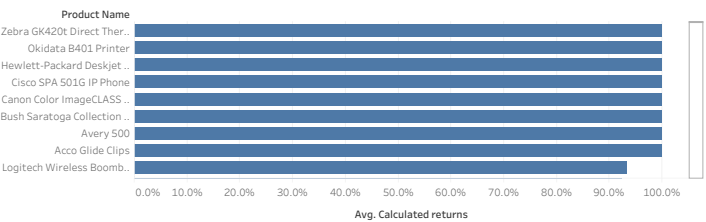
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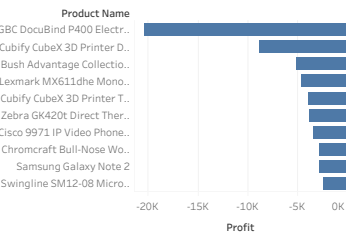
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product high return rate



Products to stop (Visual)



Avg Profit VS Avg return

