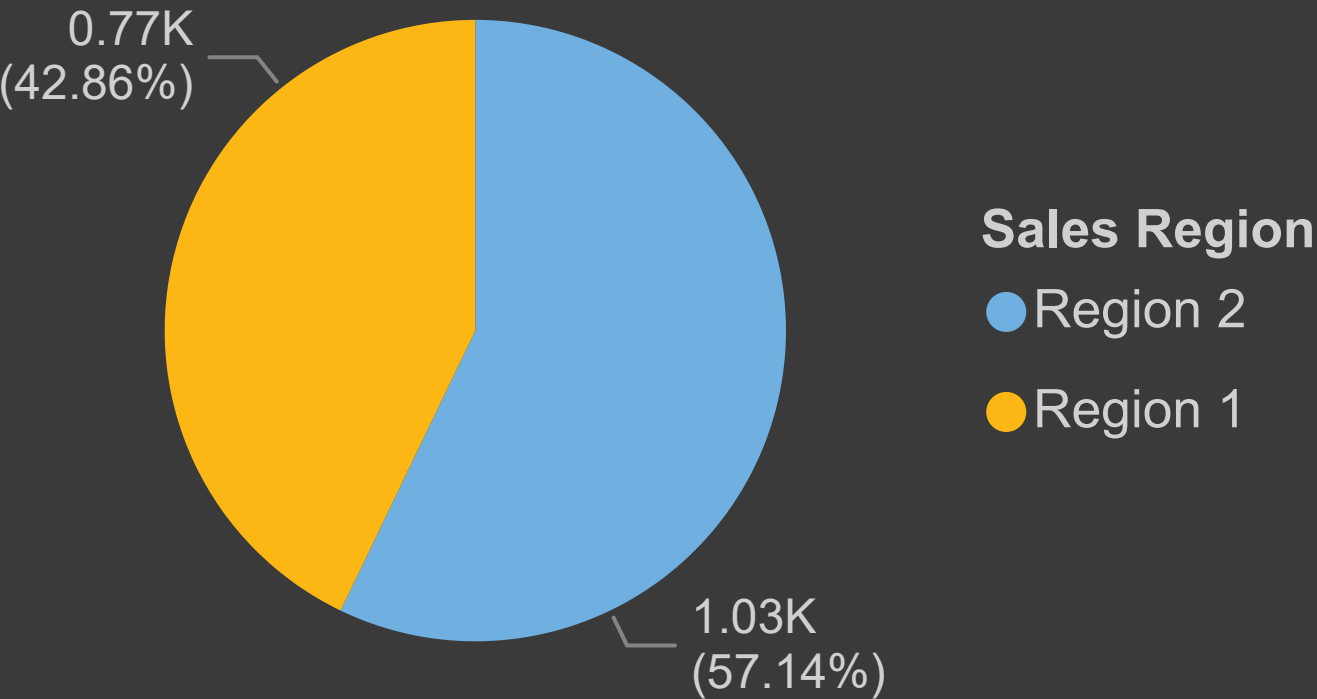


Startup Expansion

Sum of ROMS% by Sales Region



406K
Sum of Marketing Spend

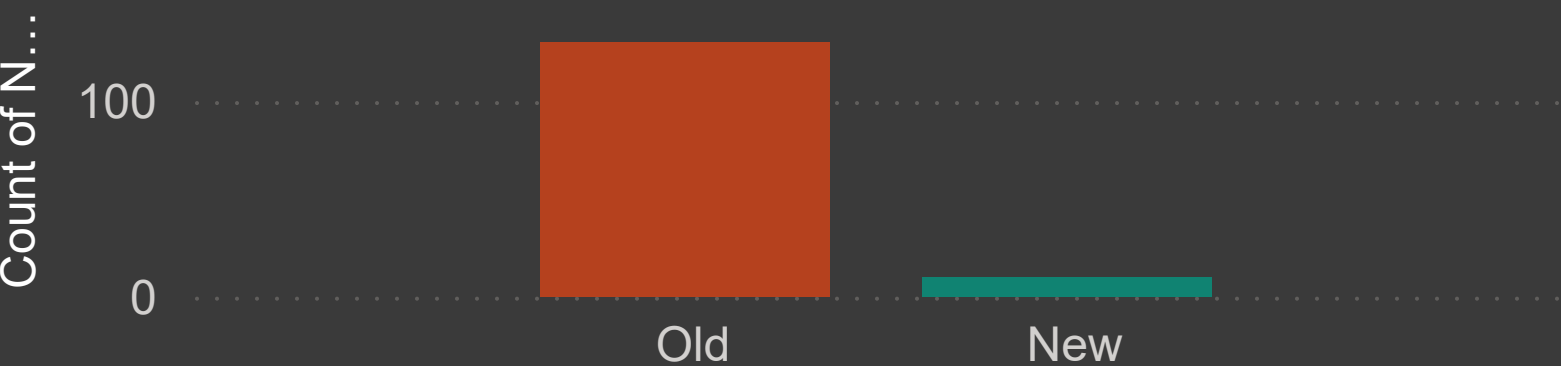
6M
Sum of Revenue

5M
Sum of Profit

Sales Region
☐ Region 1
☐ Region 2

Average of ROMS%
12.81

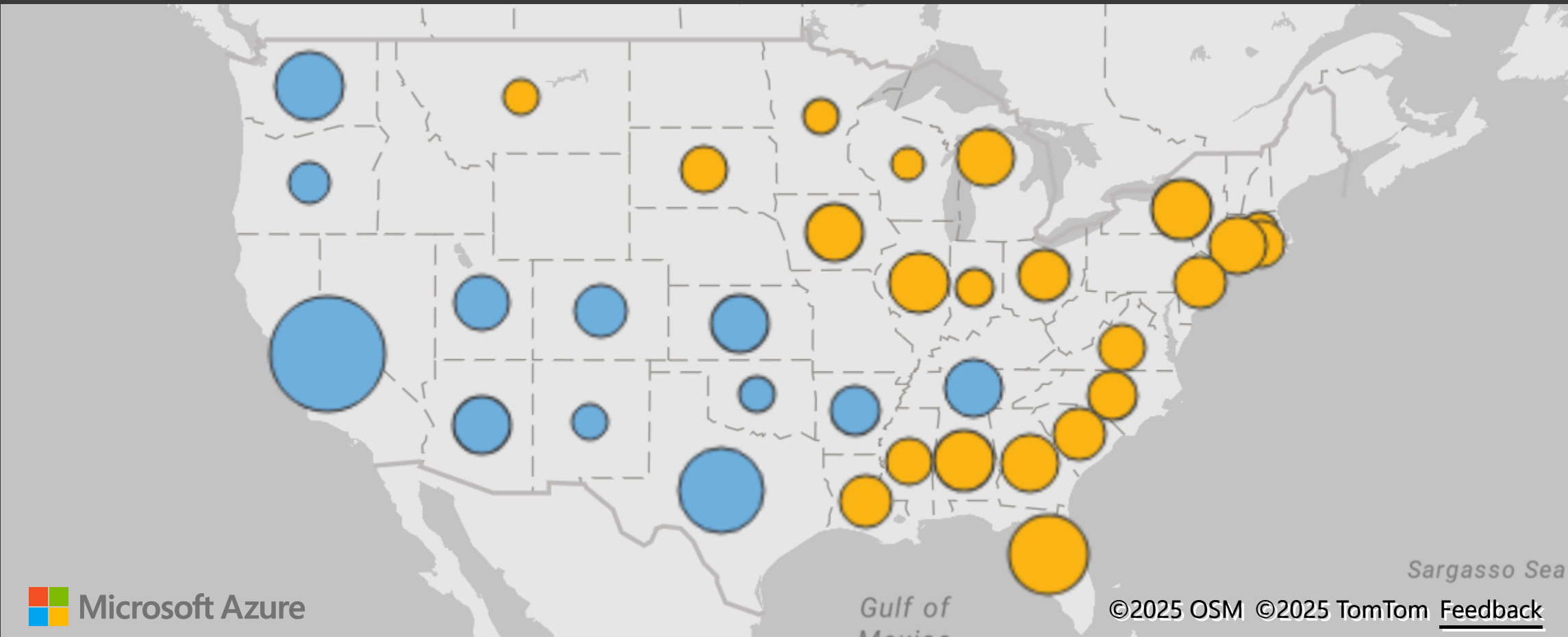
Count of New Expansion by New Expansion



New Expansion
☐ New
☐ Old

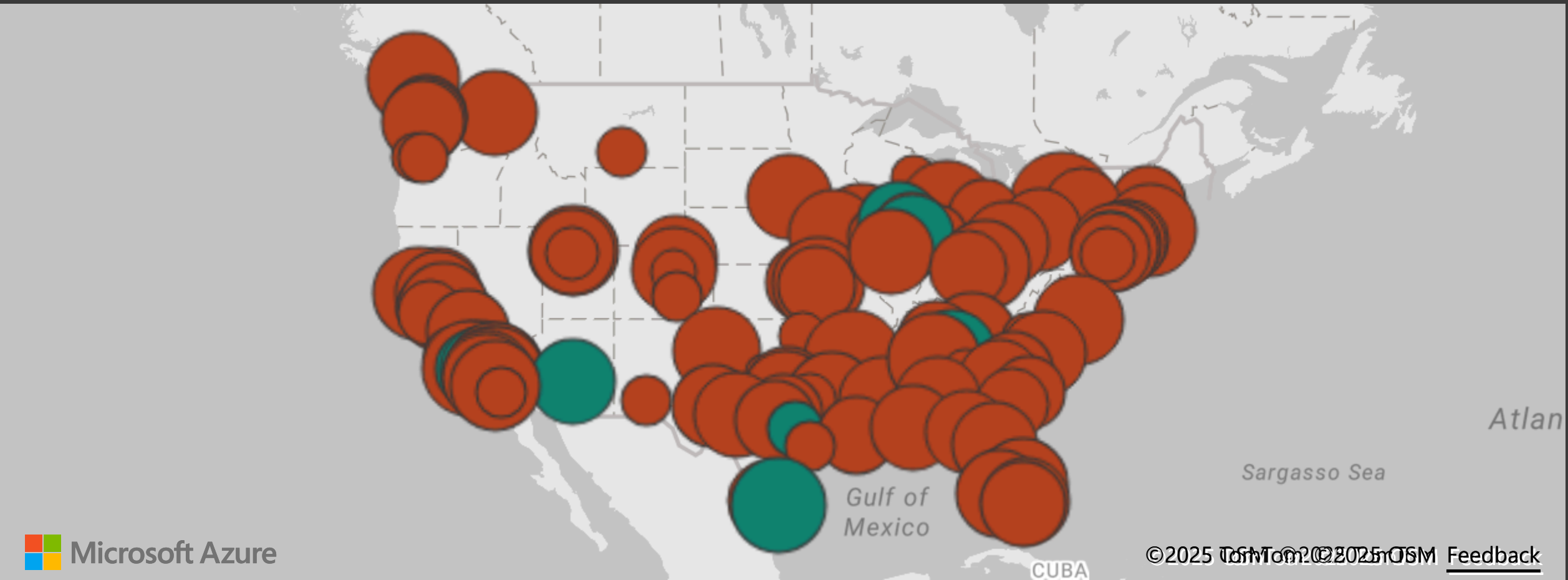
Sum of Profit by State and Sales Region

Sales Region ● Region 1 ● Region 2



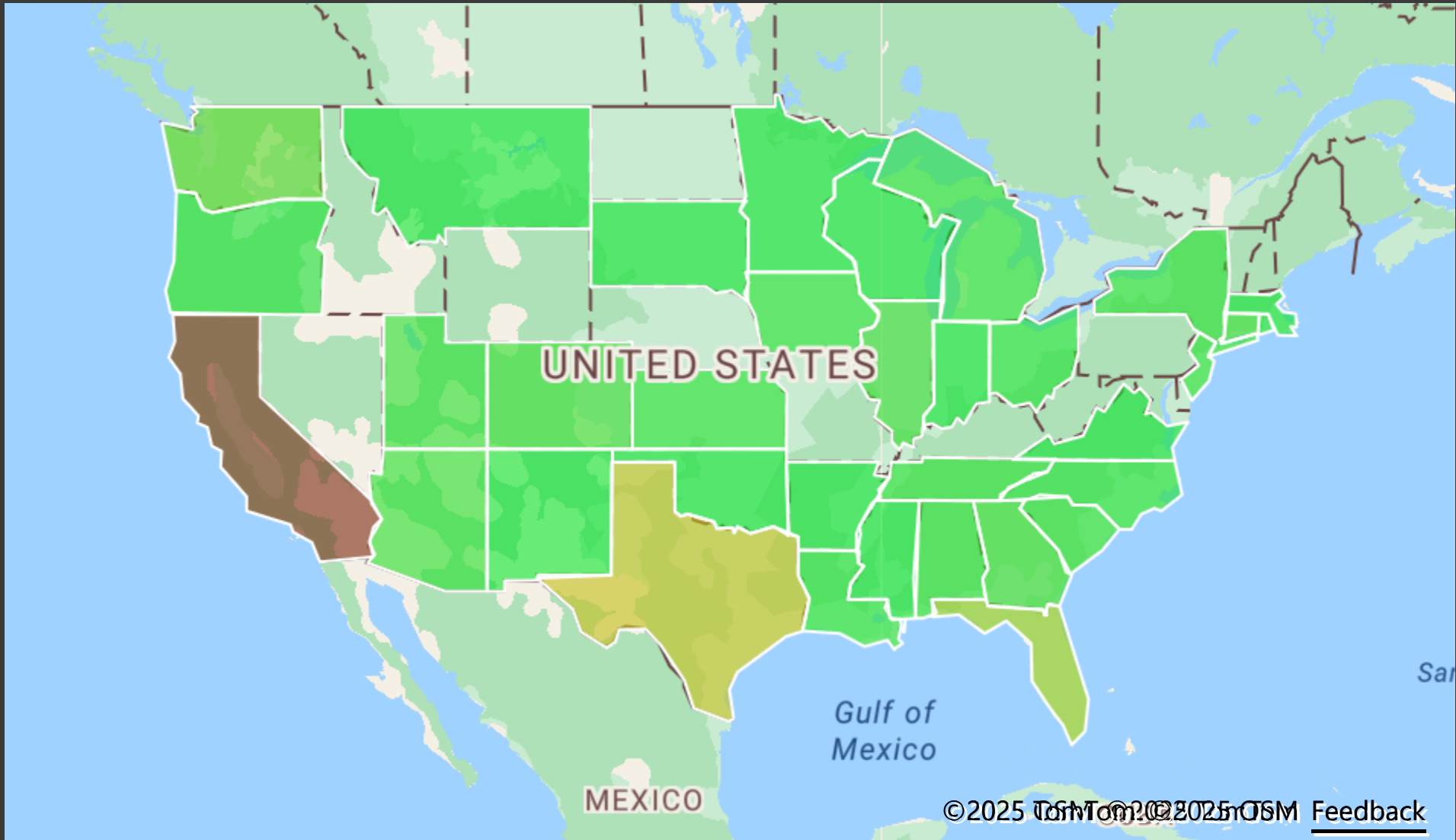
Sum of Profit by City and New Expansion

New Expansion ● New ● Old

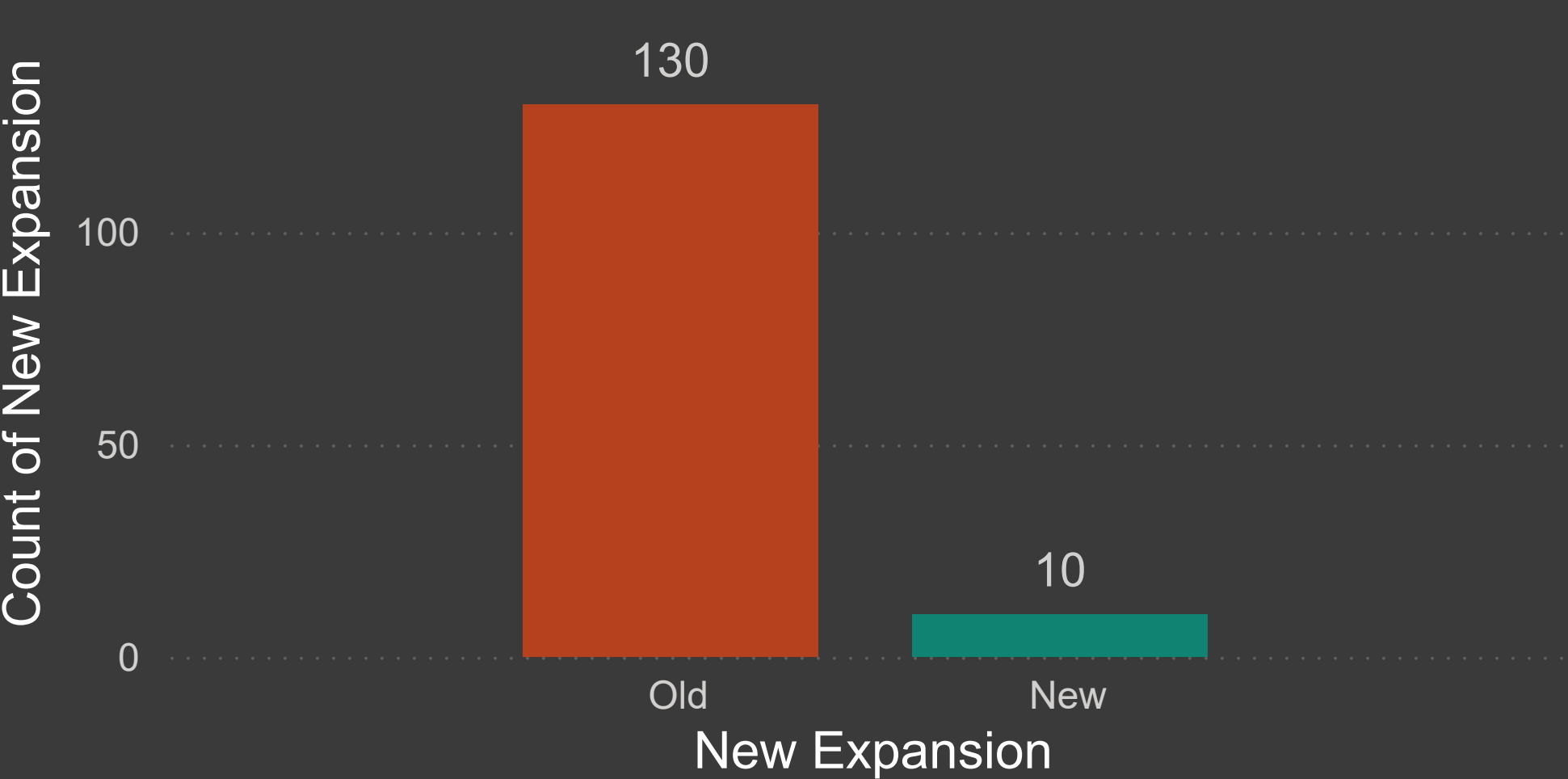


States

Sum of Profit by State



Count of New Expansion by New Expansion



Alabama

First State

406K

Sum of Marketing Spend

6M

Sum of Revenue

5M

Sum of Profit

1.79K

Sum of ROMS%

State

All

Sales Region

Region 1

Region 2

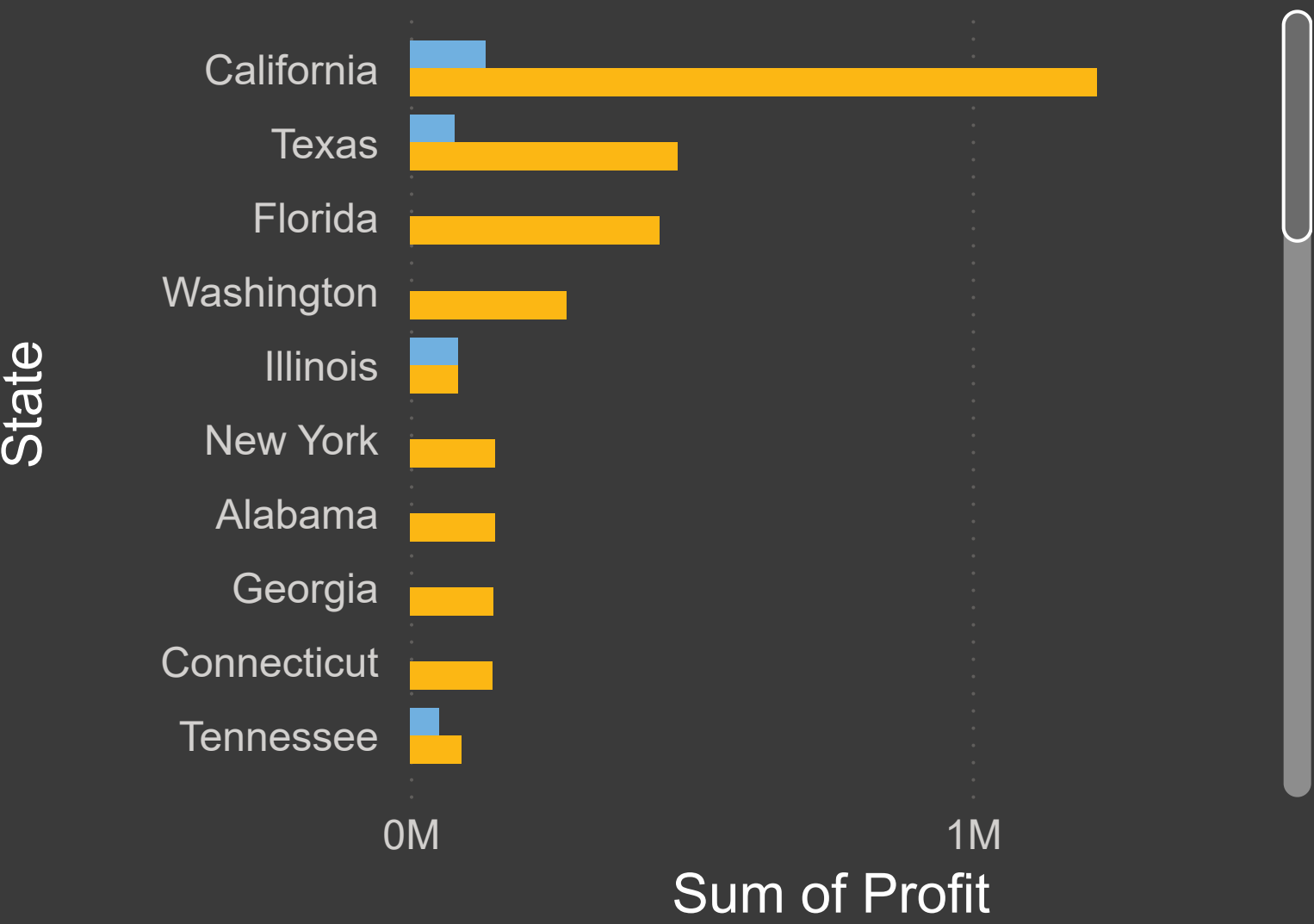
New Expansion

New

Old

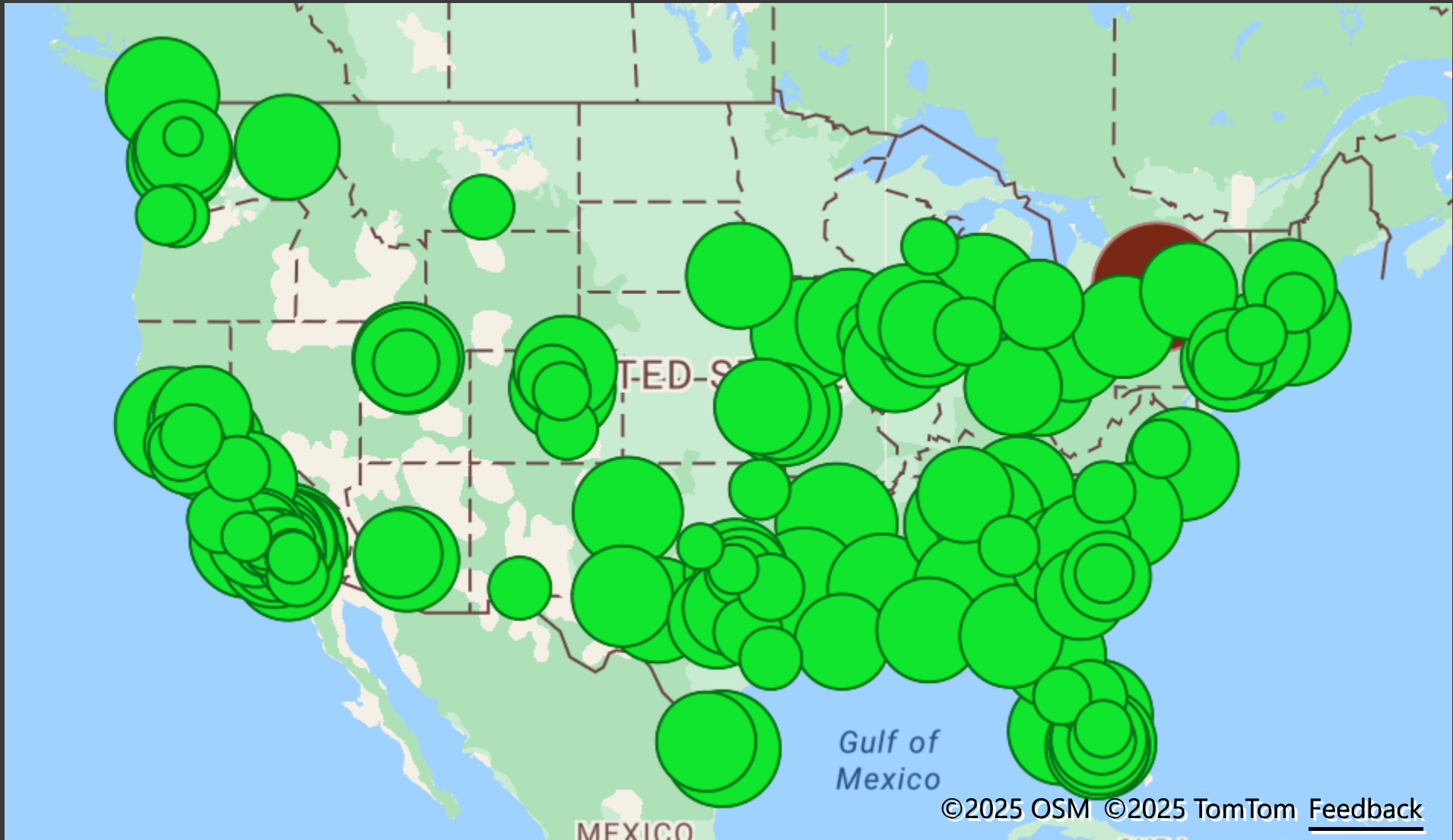
Sum of Profit by State and New Expansion

New Expansion Legend: New (blue), Old (yellow)



Cities

Sum of Profit by City



Akron

First City

406K

Sum of Marketing Spend

6M

Sum of Revenue

5M

Sum of Profit

1.79K

Sum of ROMS%

City

All

Sales Region



Region 1



Region 2

New Expansion



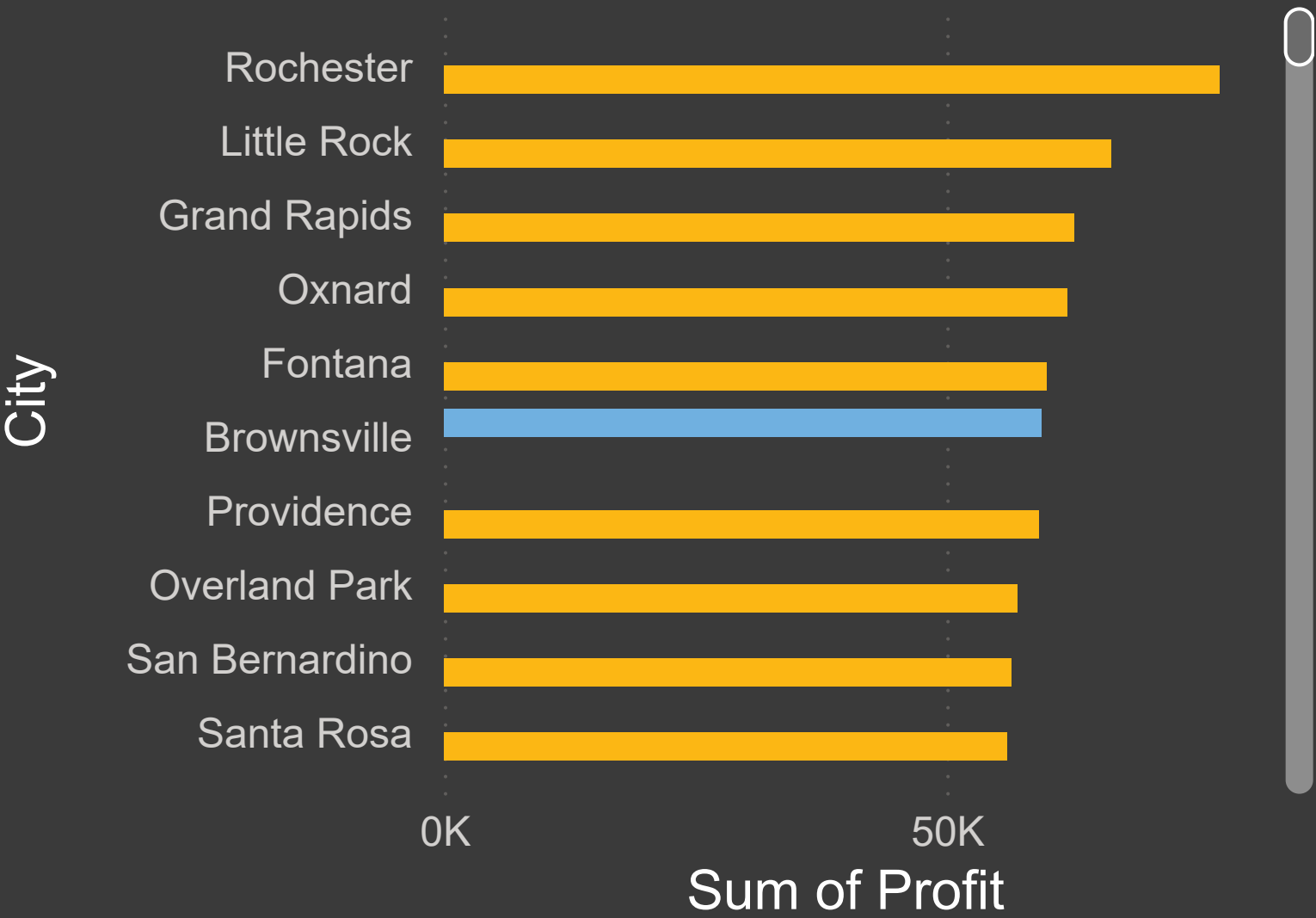
New



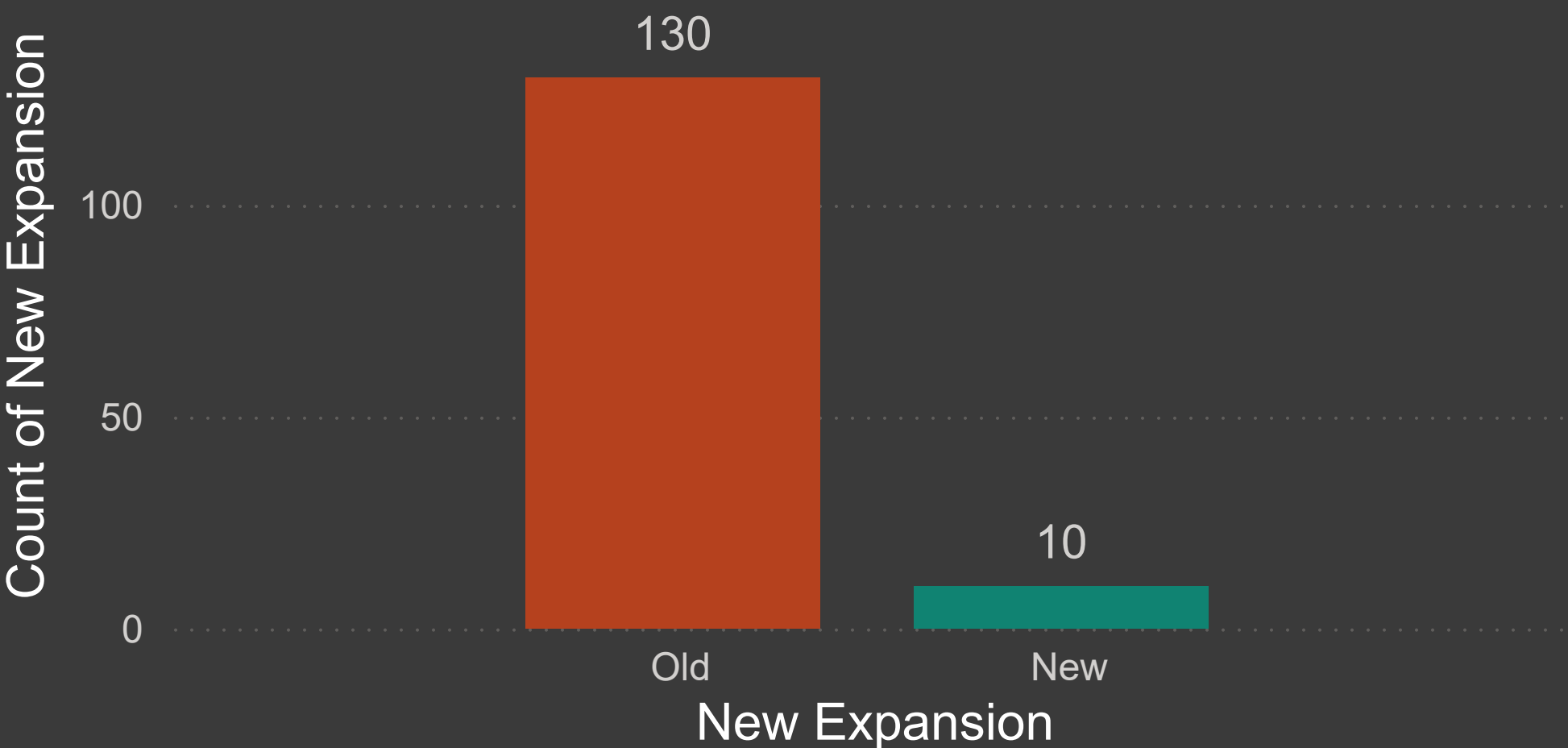
Old

Sum of Profit by City and New Expansion

New Expan... ● New ● Old

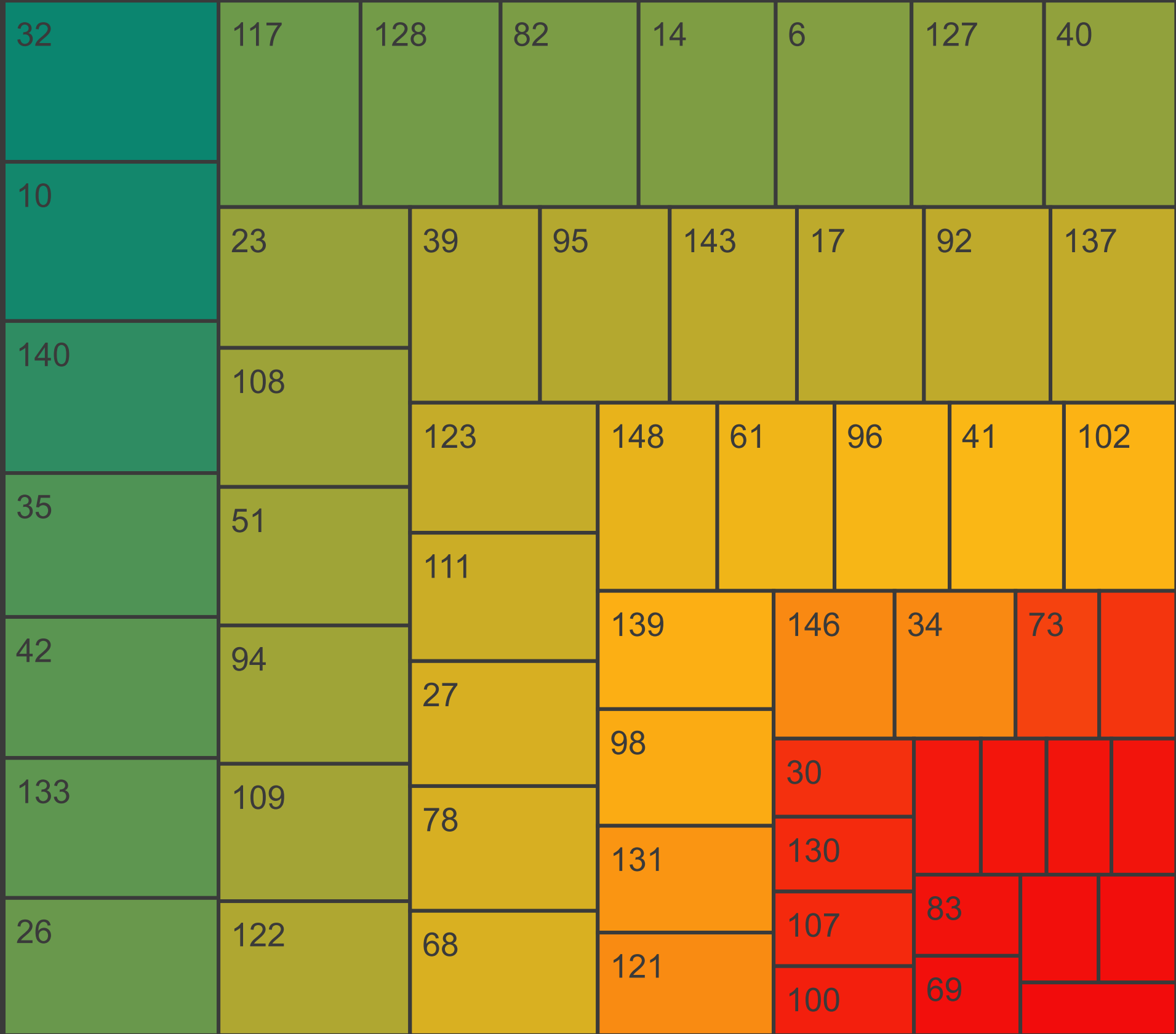


Count of New Expansion by New Expansion



Stores

Sum of Profit and First Store ID by Store ID



Akron

First City

165K

Sum of Marketing Spend

2M

Sum of Revenue

2M

Sum of Profit

Alabama

First State

Region 1

First Sales Region

Store ID

City

State

Sales Region

Region 1

Region 2

New Expansion

New

Old

10

First Store ID

New

First New Expansion

768.87

Sum of ROMS%