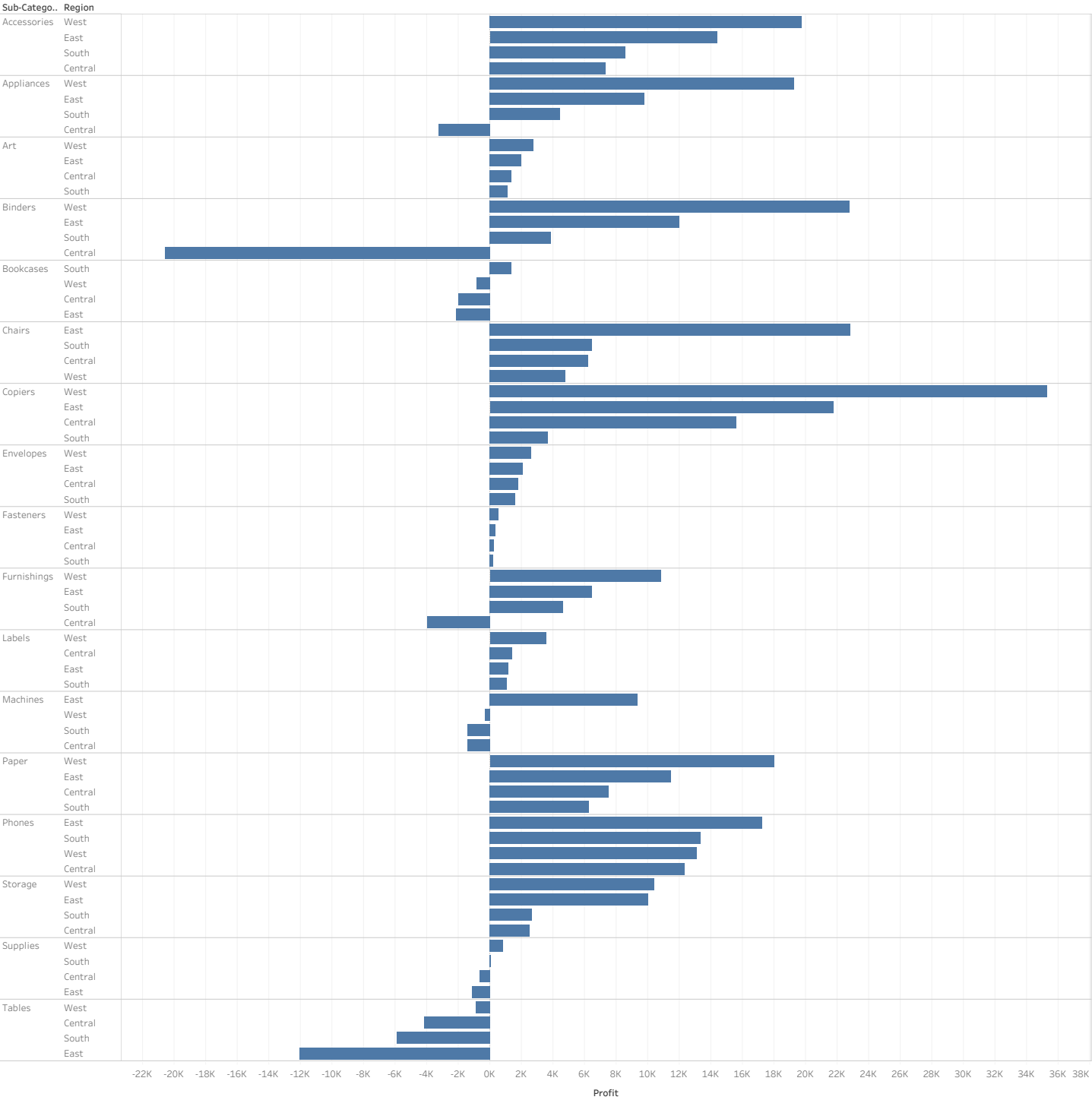
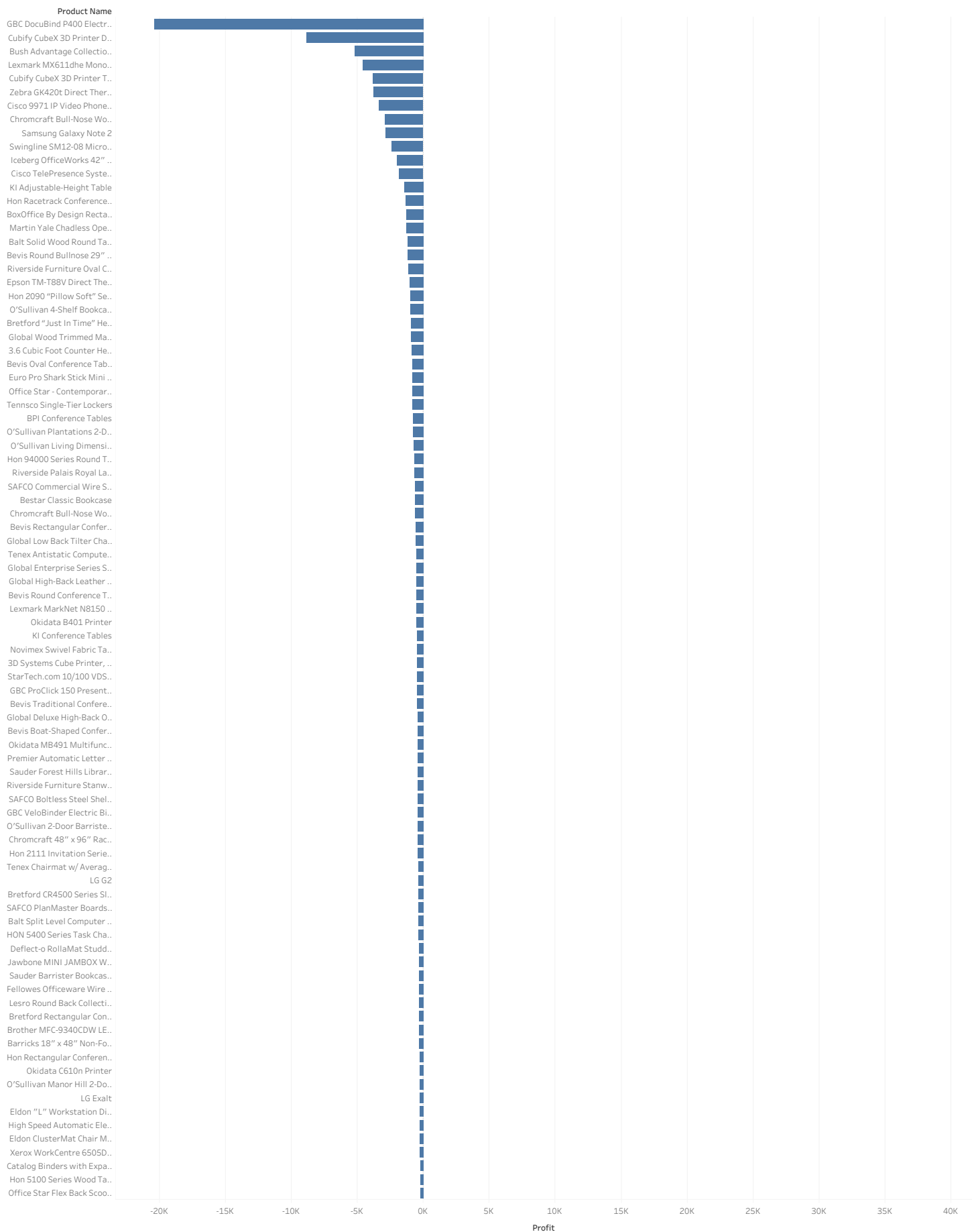


Biggest loss makers: Tables in East and Binders in Central.
Biggest profit makers: Copiers in West and Binders in West.



Stop selling: GBC DocuBind P400 Electric and Cubify Cubex 3D Printer
Sell more of: Canon imageCLASS 2200 and Ativa V4110MDD Micro-



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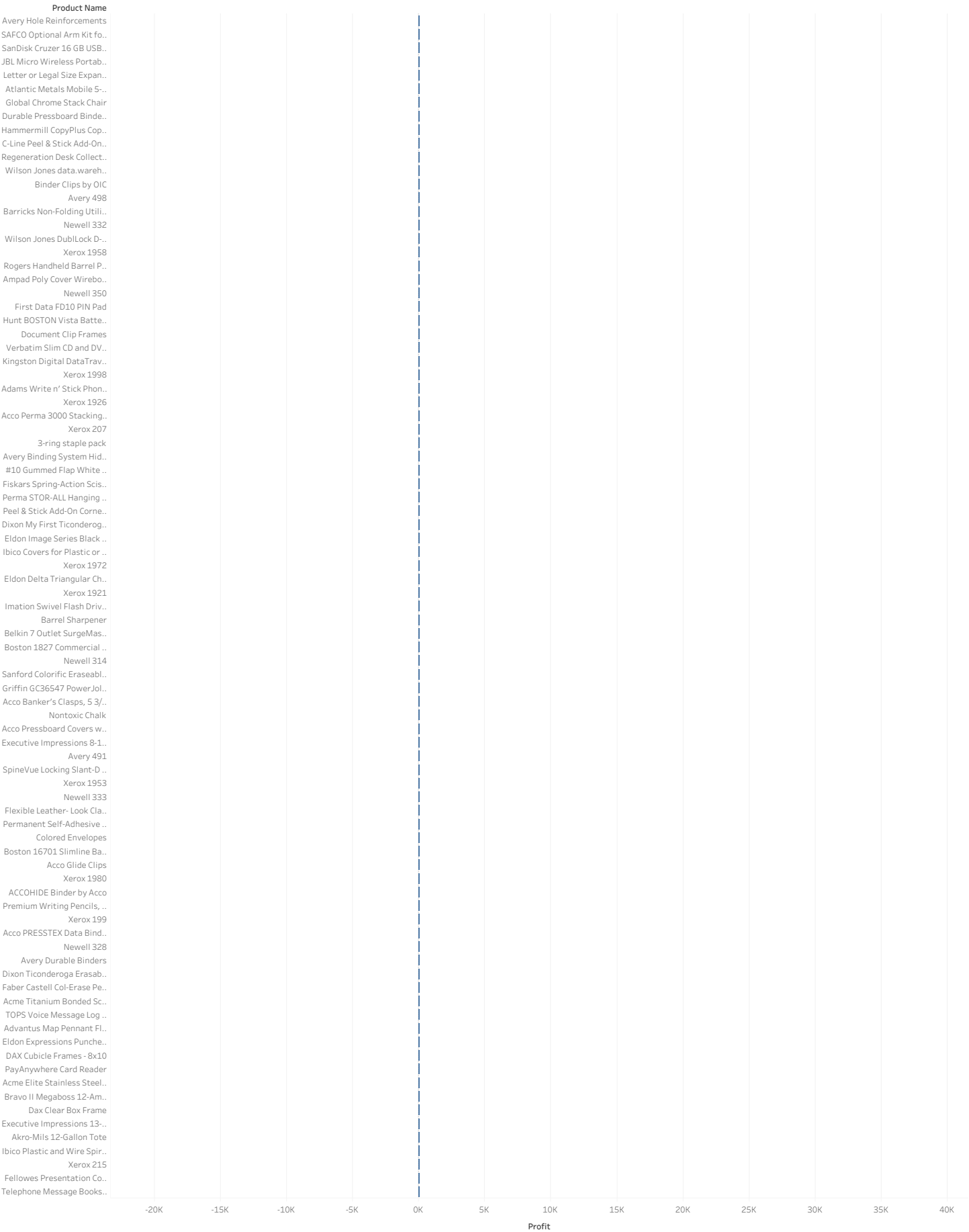
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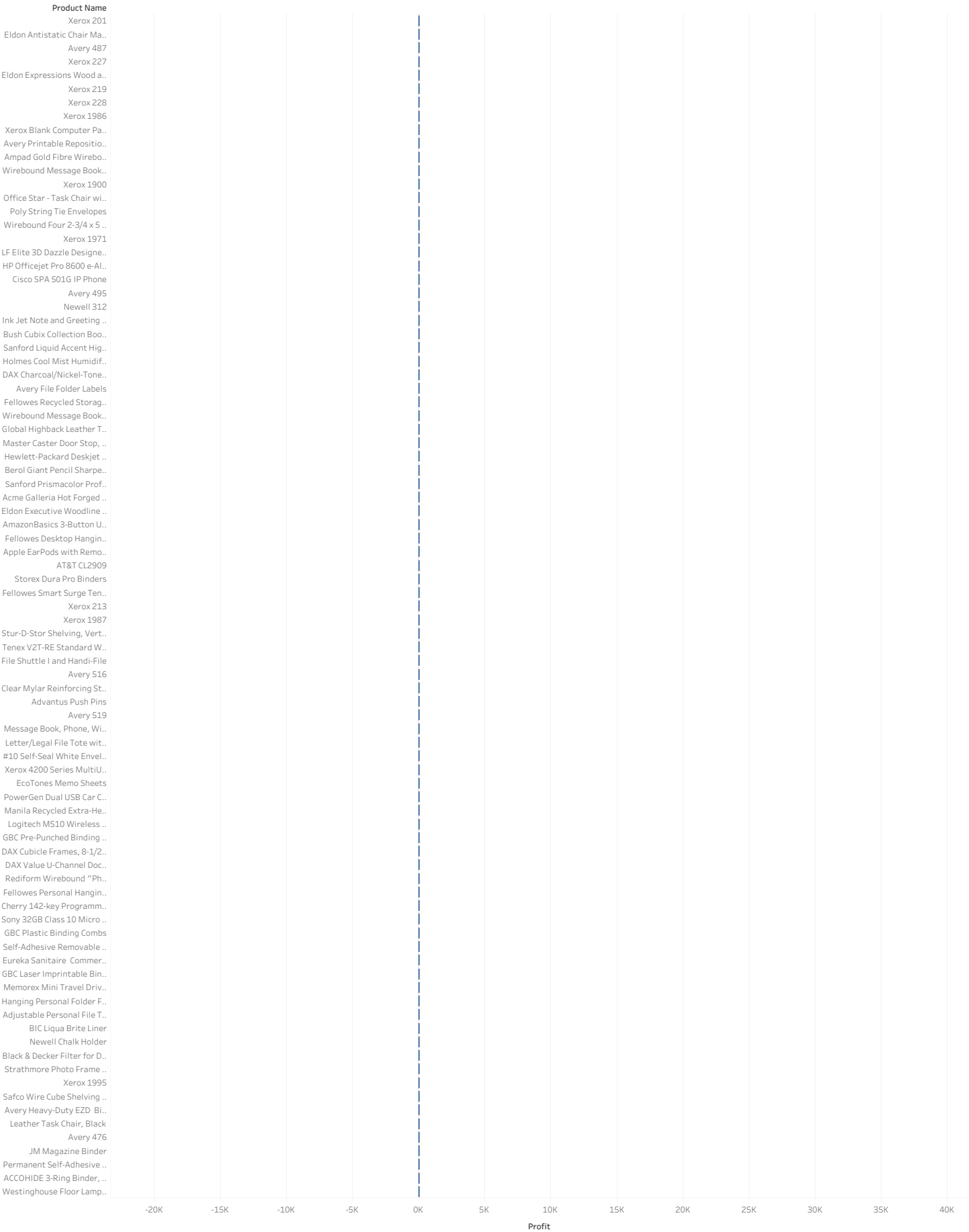
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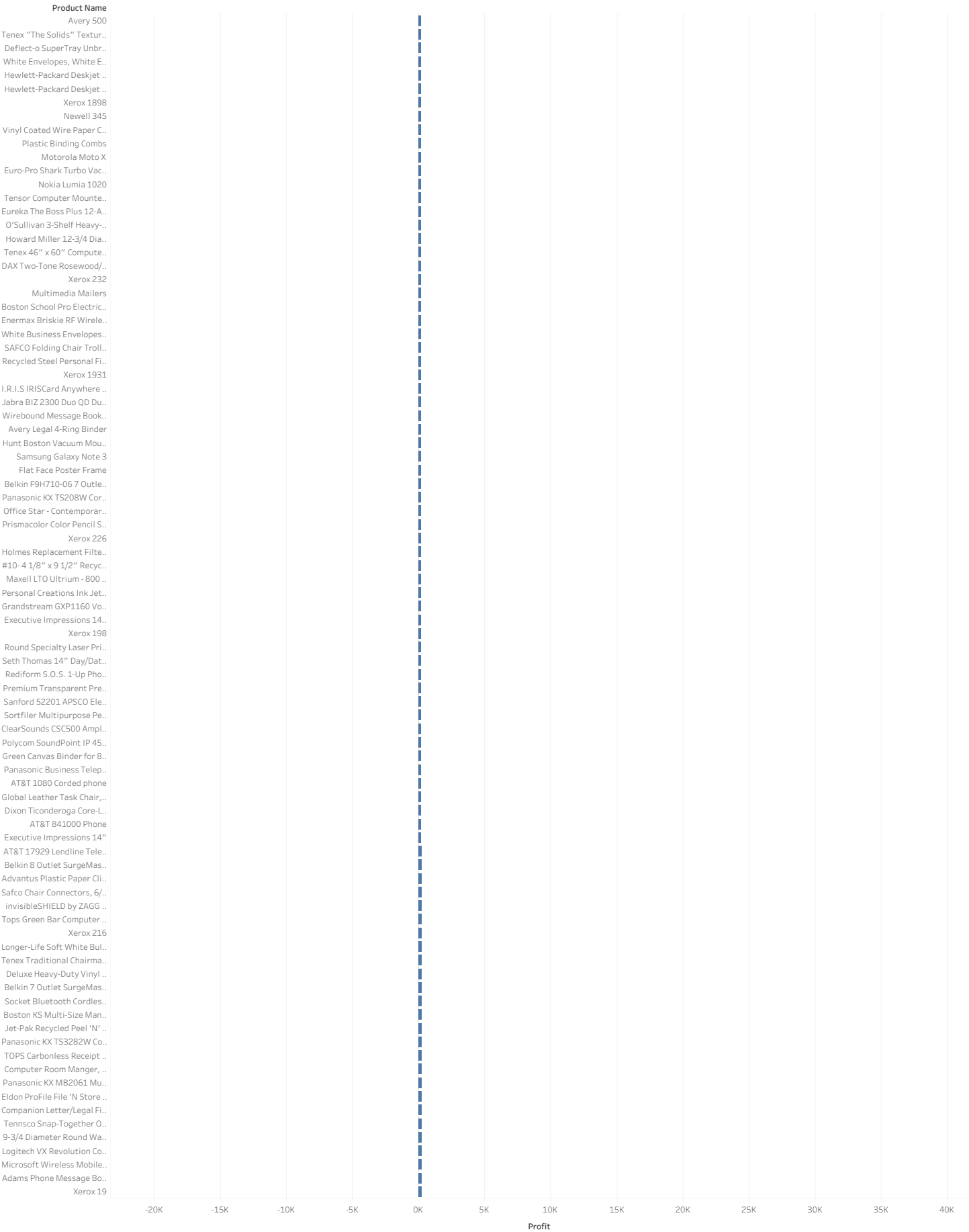
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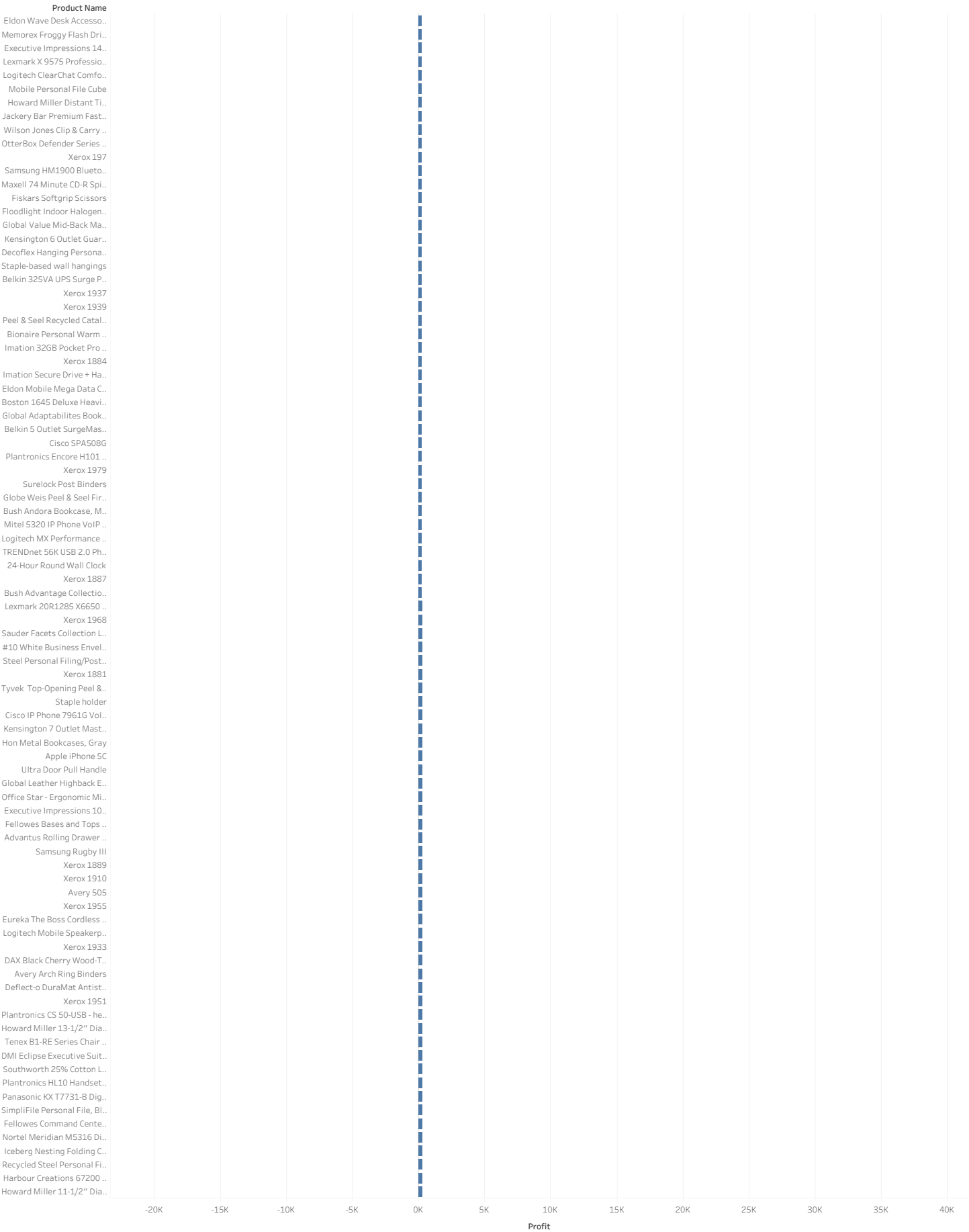
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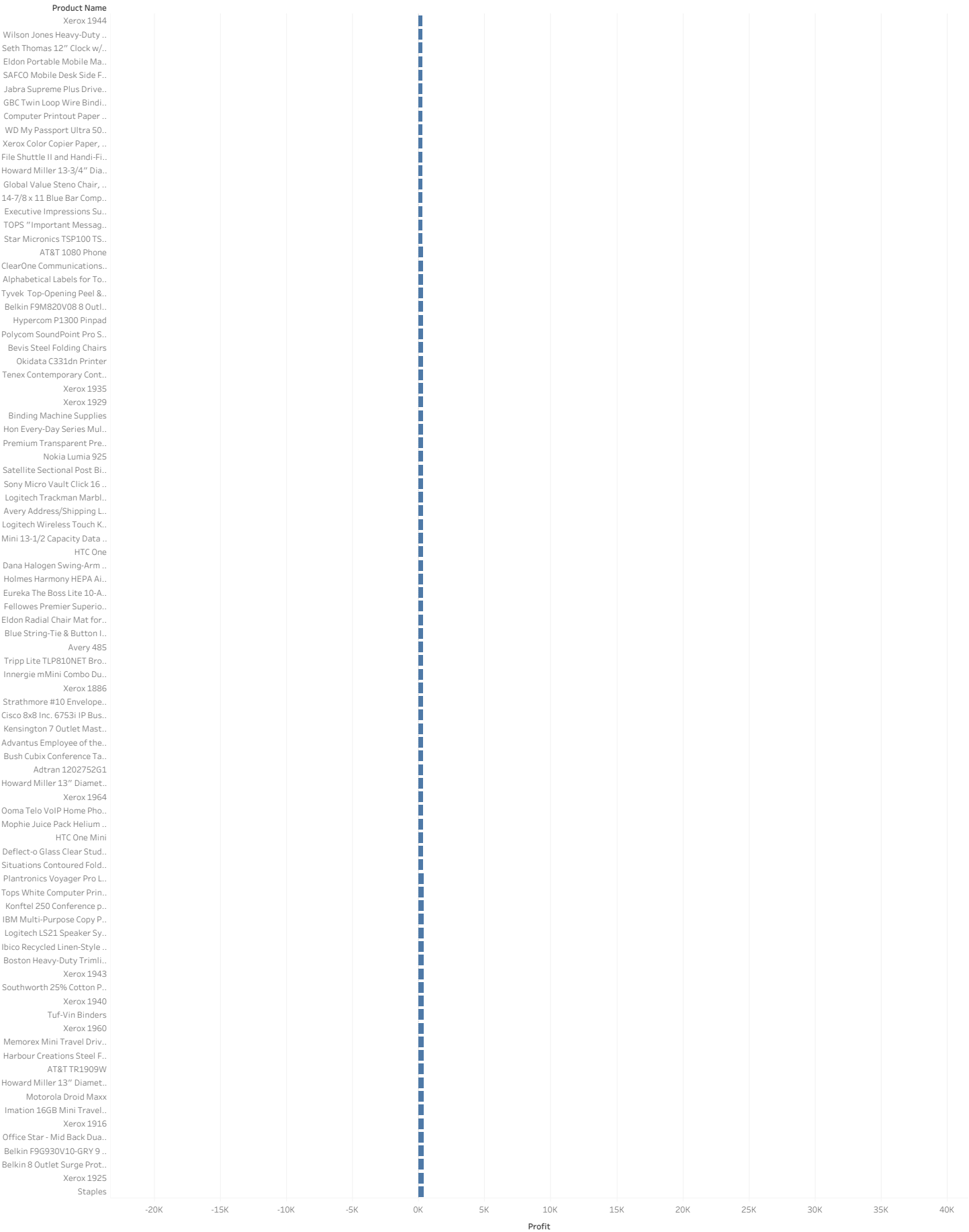
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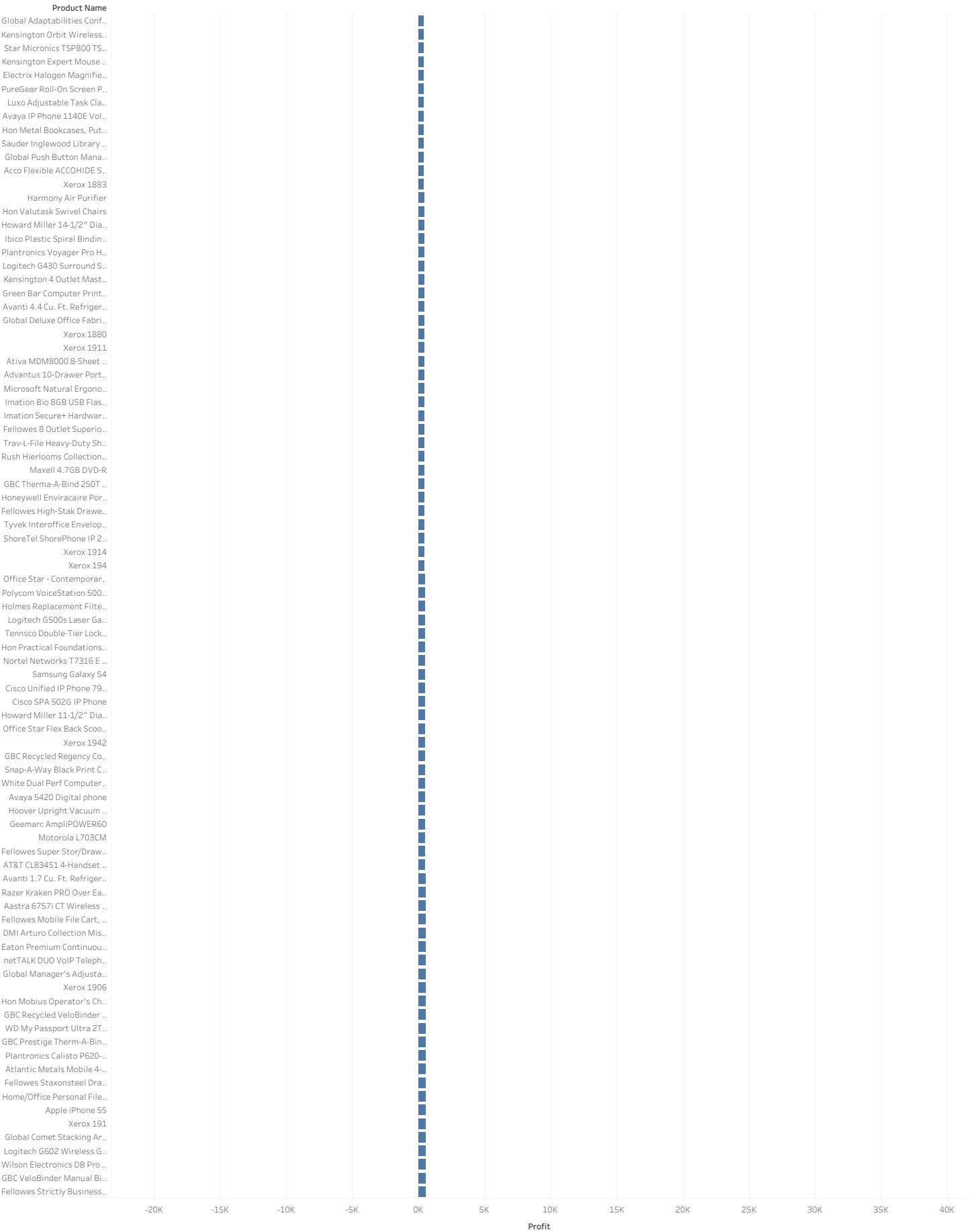
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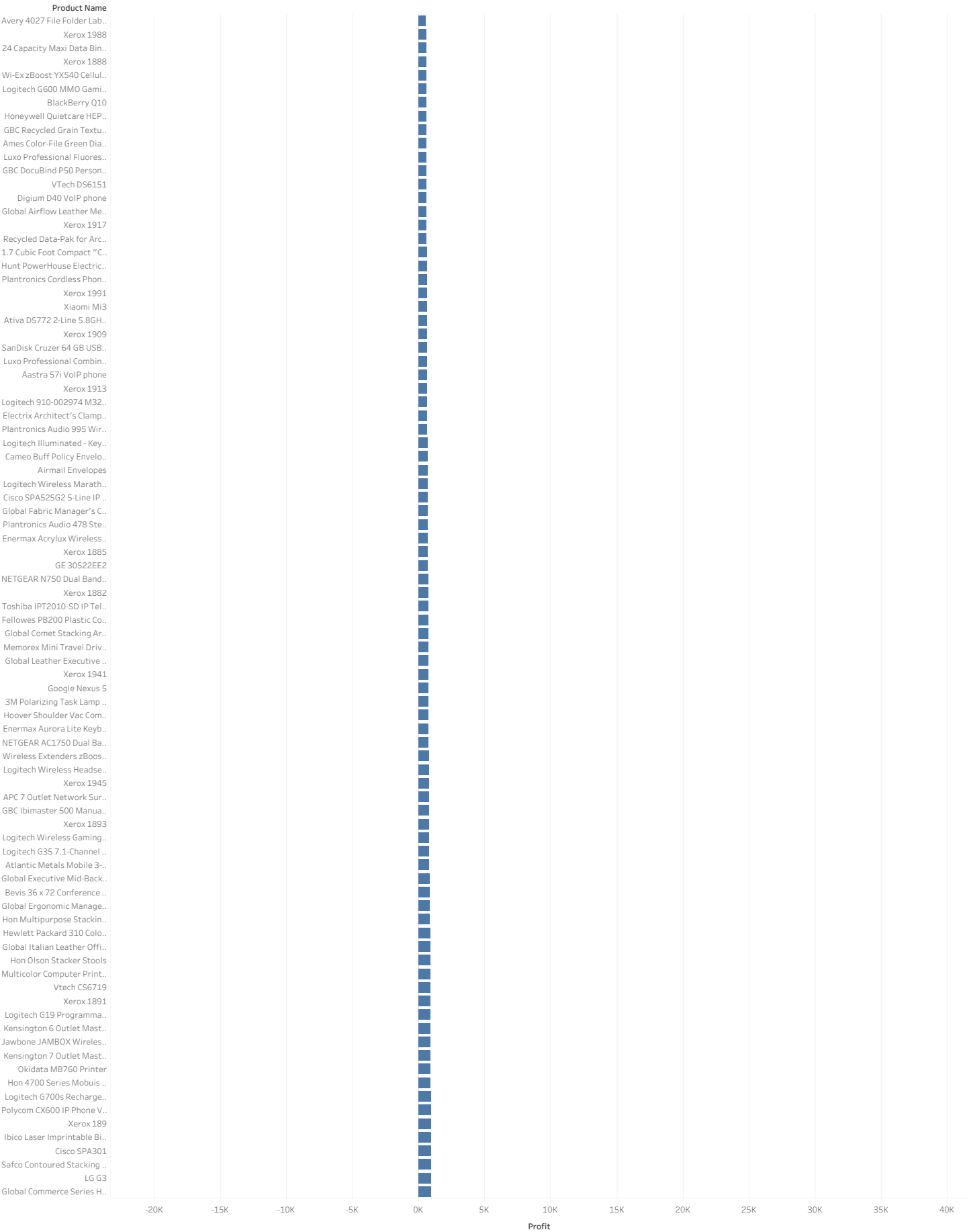
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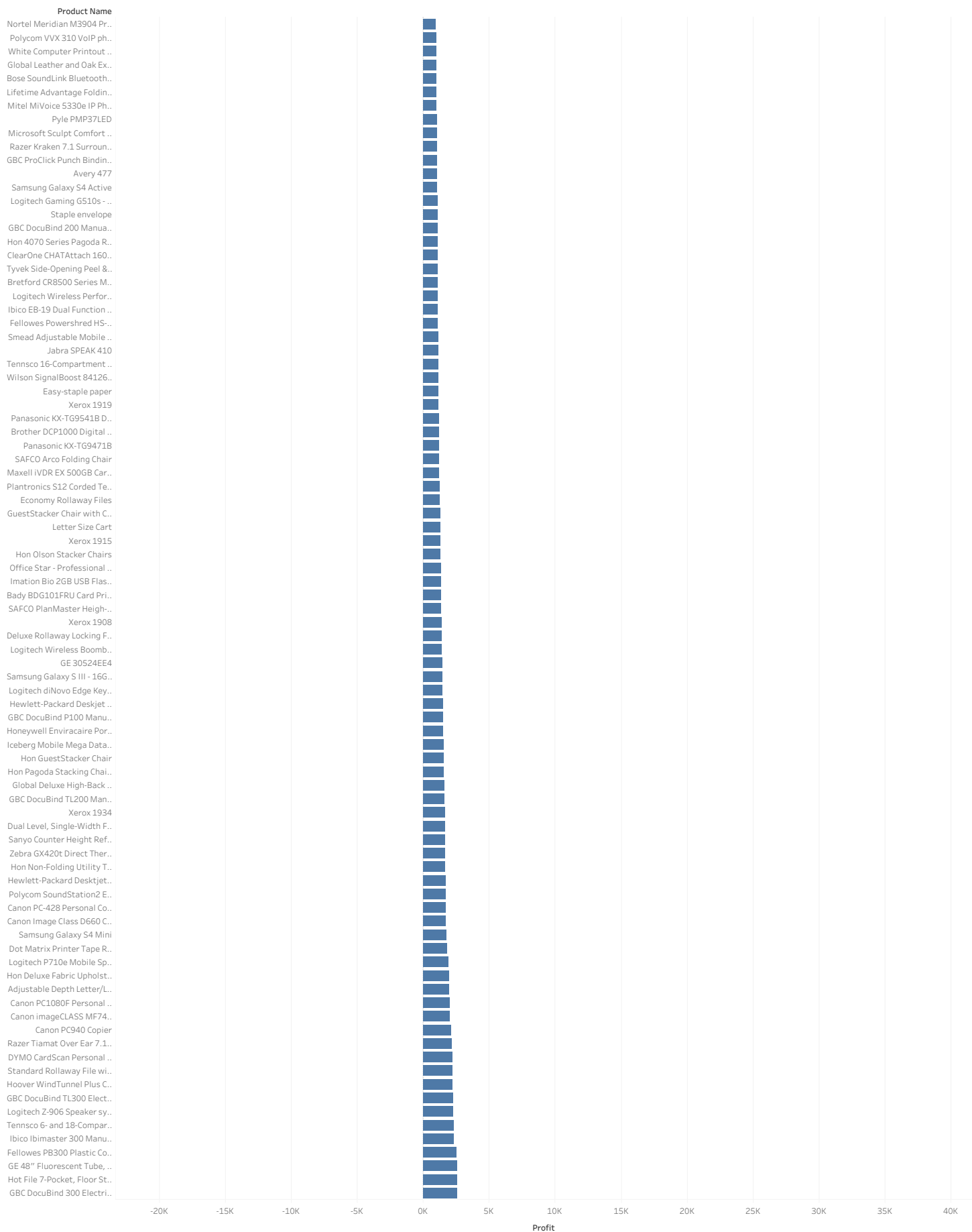
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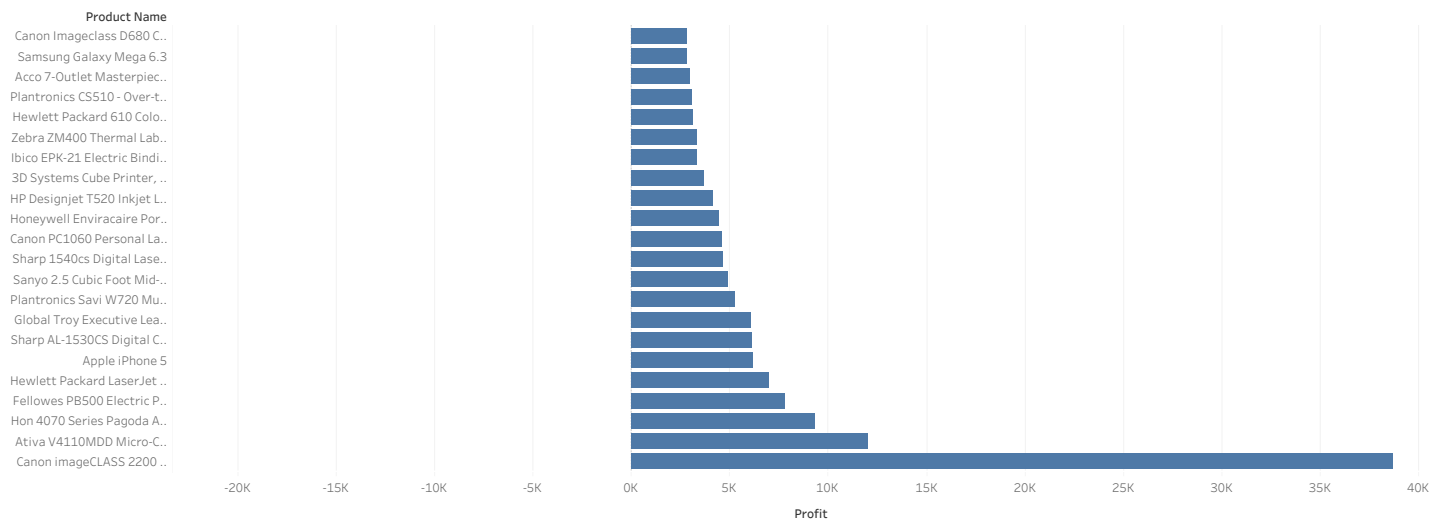
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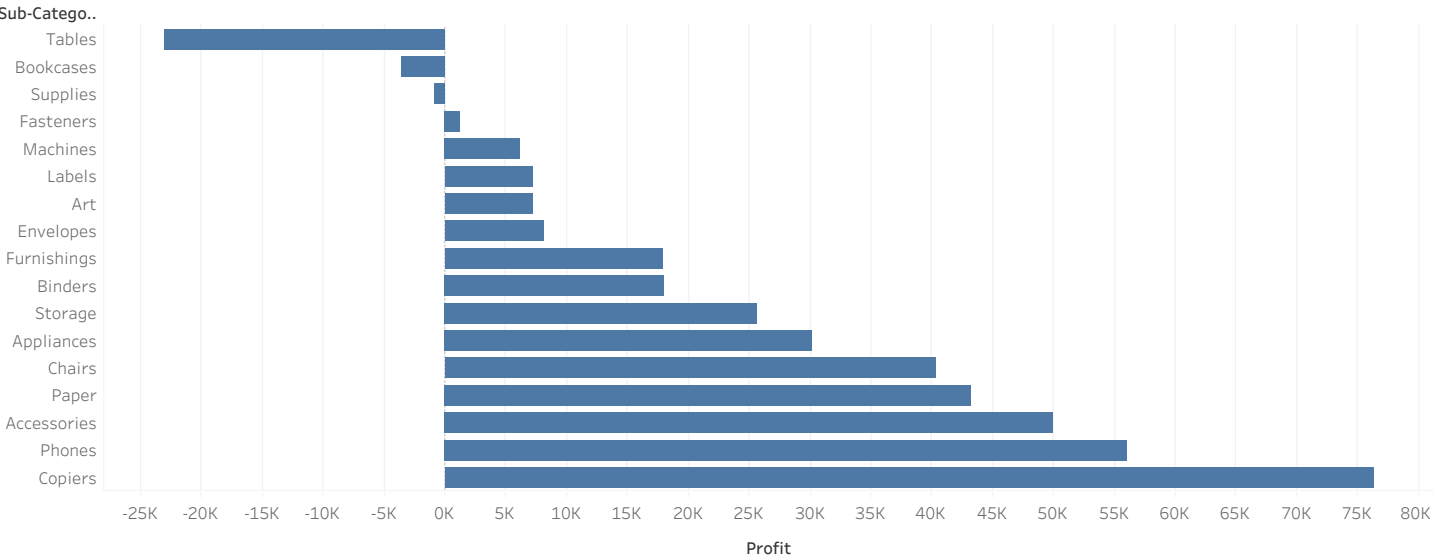


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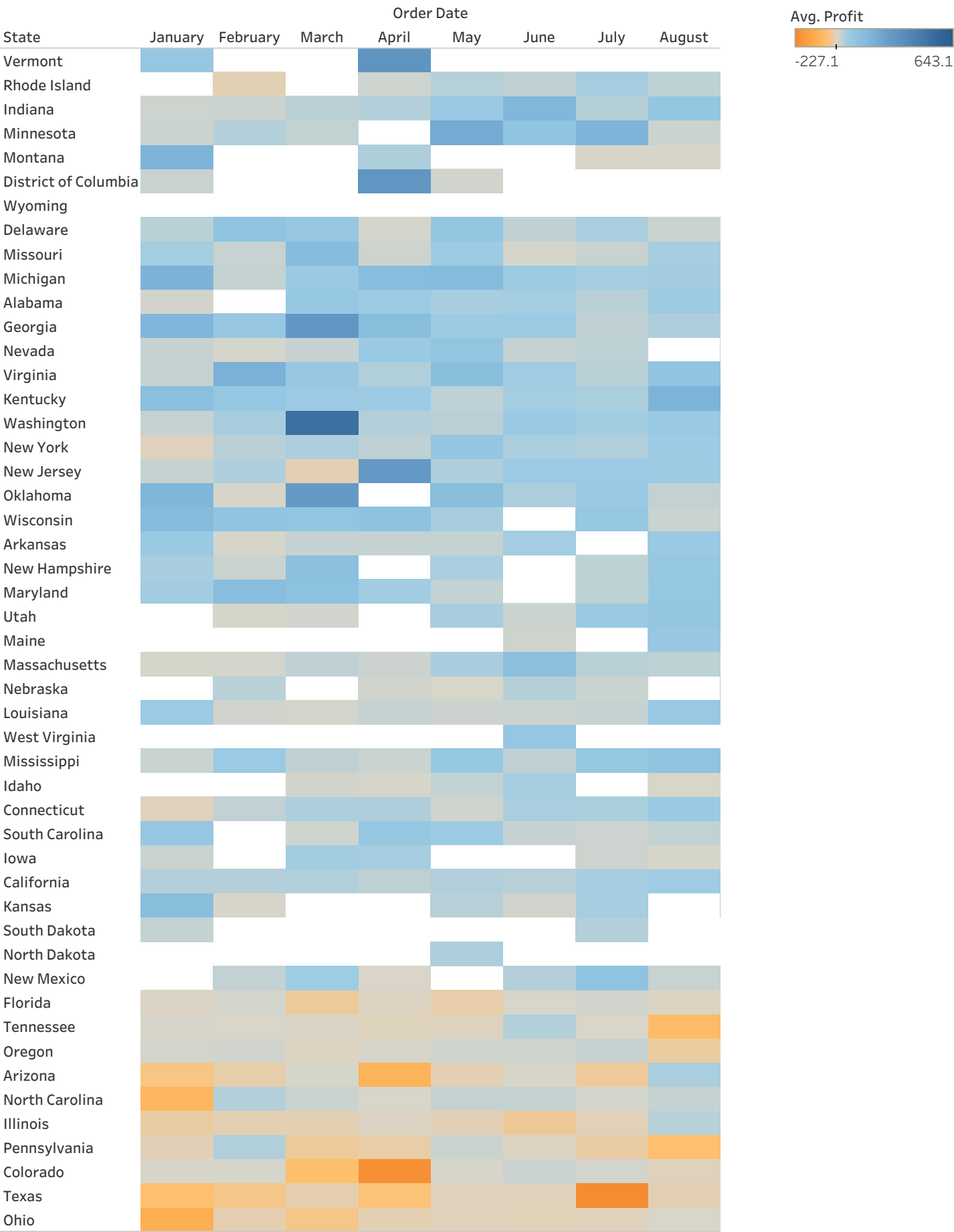


Subcategories to focus on: copiers, phones, and accessories.

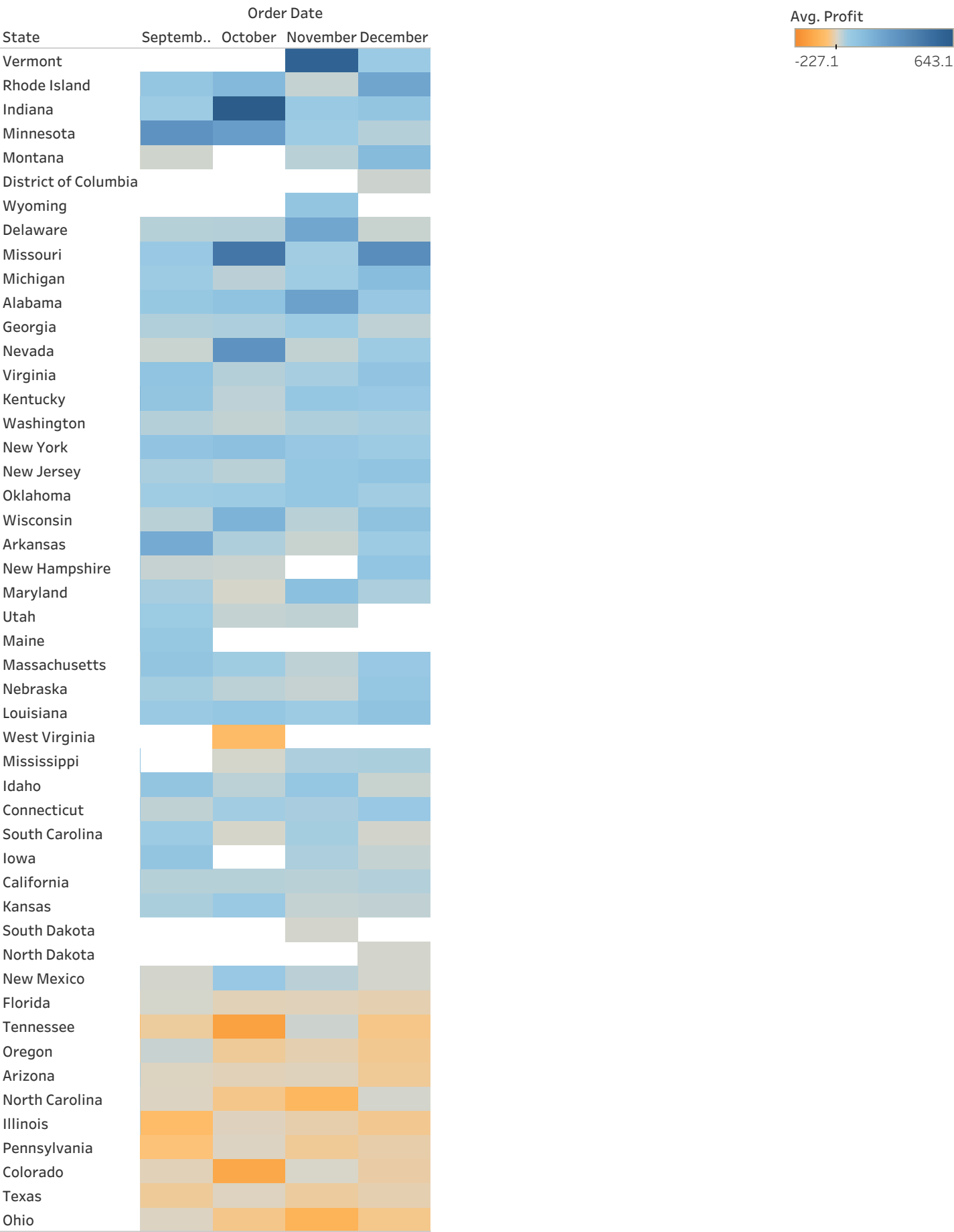
Subcategories to stop selling: tables, bookcases, and supplies.



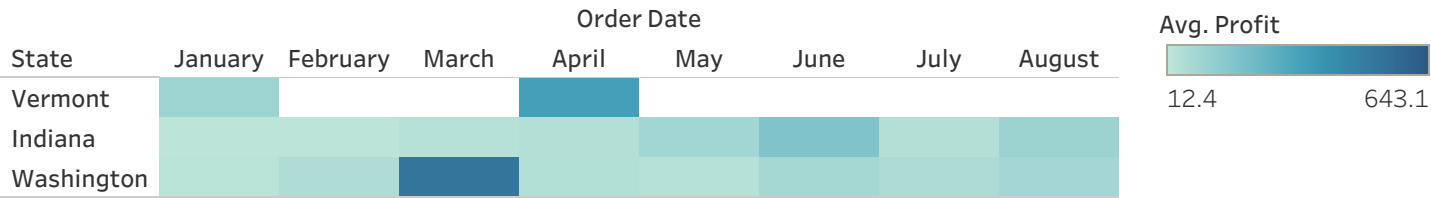
Ad targeting



Ad targeting

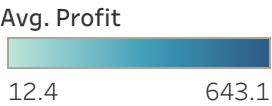


Ad spend

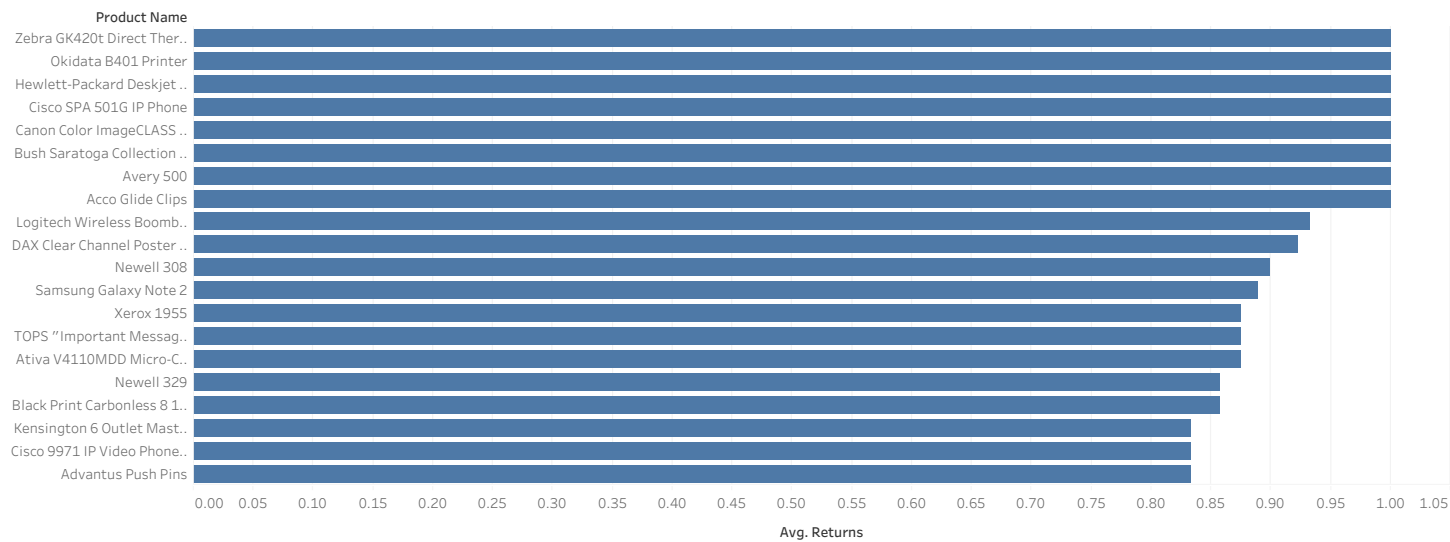


Ad spend

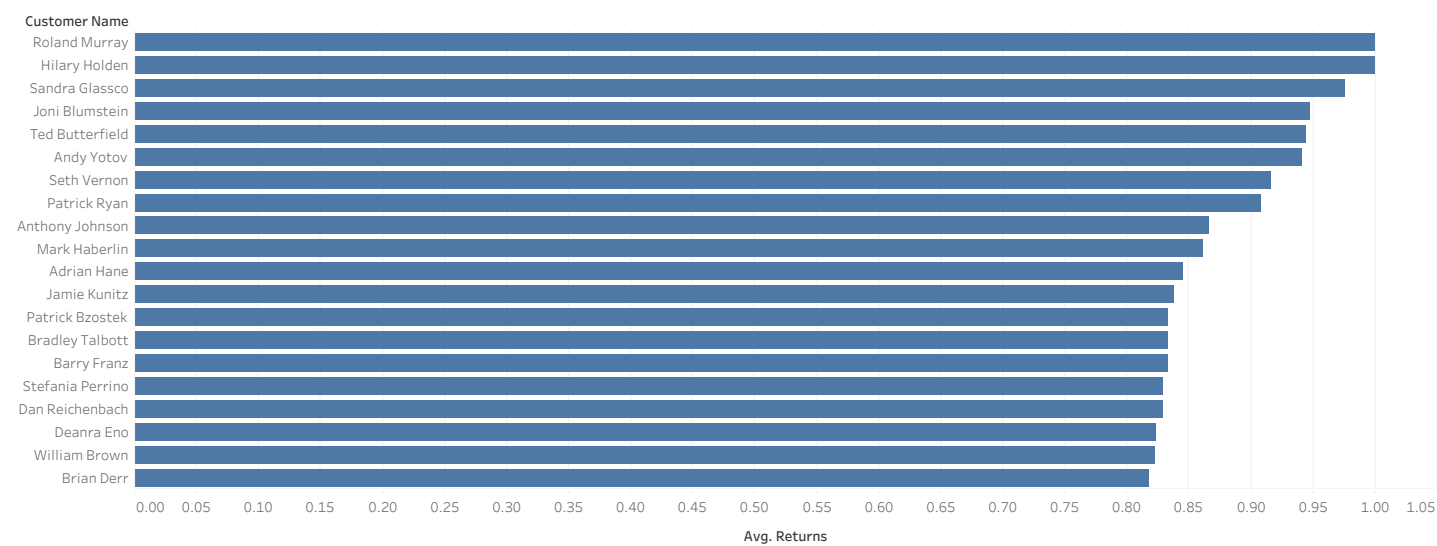
State	Order Date			
	Septemb..	October	November	December
Vermont				
Indiana				
Washington				



Top 3 product returns: Zebra GK420t Director Ther, Okidata b401 Printer, and Hewlett-Packarf Deskjet



Top 3 returned customers: Roldand Murray, Hilary Holden, and Sandra Glassco.



This business should stop selling tables since it has the lowest profit margin. The business should continue to sell copiers because it has the highest profit margin revenue of 908.4.

