# custom territories via groups

**Sales Region & State (group)**

- (Region 2, Arizona), (Region 2, Arkansas), (Region 2, California) and 9 more
- Other

Region 1
Average revenue = 40,567
Average Marketing Spend = 2,889.000
Average ROMI = 14.2043

Region 2
Average revenue = 38,359
Average Marketing Spend = 2,896.233
Average ROMI = 13.4011

Map based on Longitude (generated) and Latitude (generated).  Color shows details about Sales Region & State (group).  The marks are labeled by average of Revenue, average of Marketing Spend, Sales Region and average of ROMI.  Details are shown for Sales Region.

# custom territories via geographic roles



**Sales Region**
- Region 1
- Region 2

2,889.000
40,567
14.2043
Region 1

2,896.233
38,359
13.4011
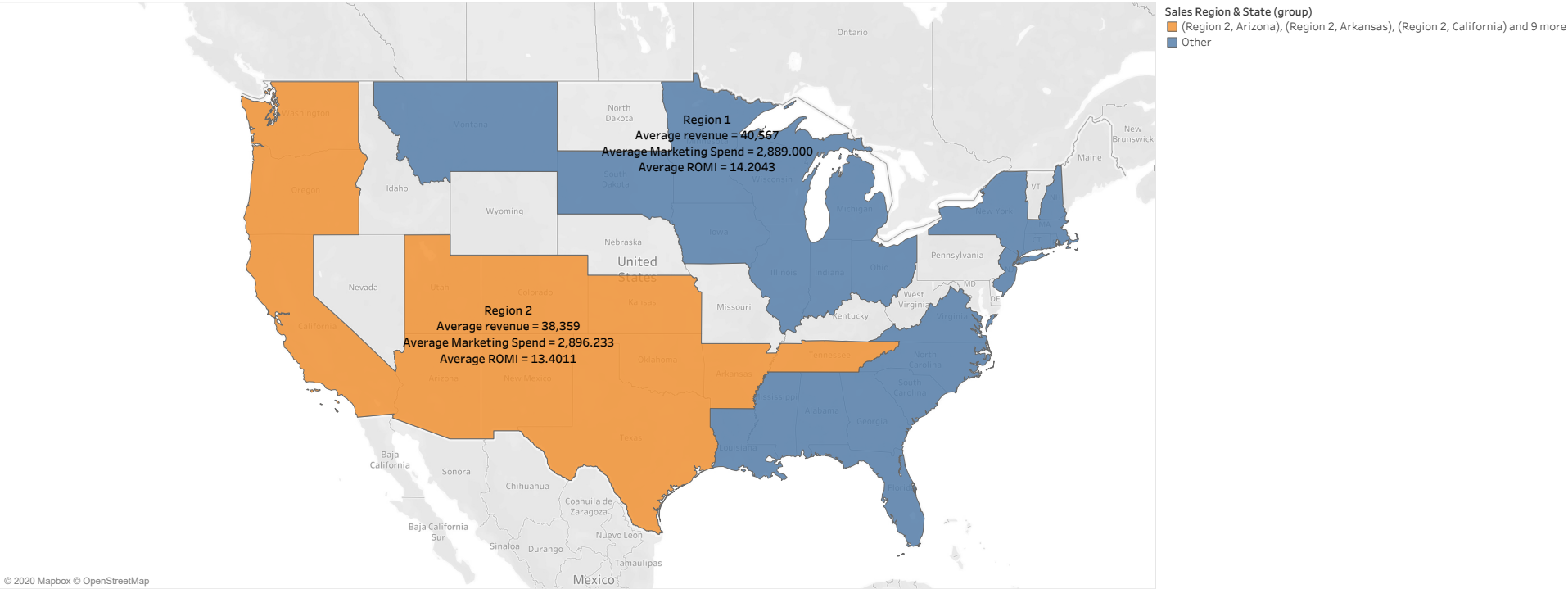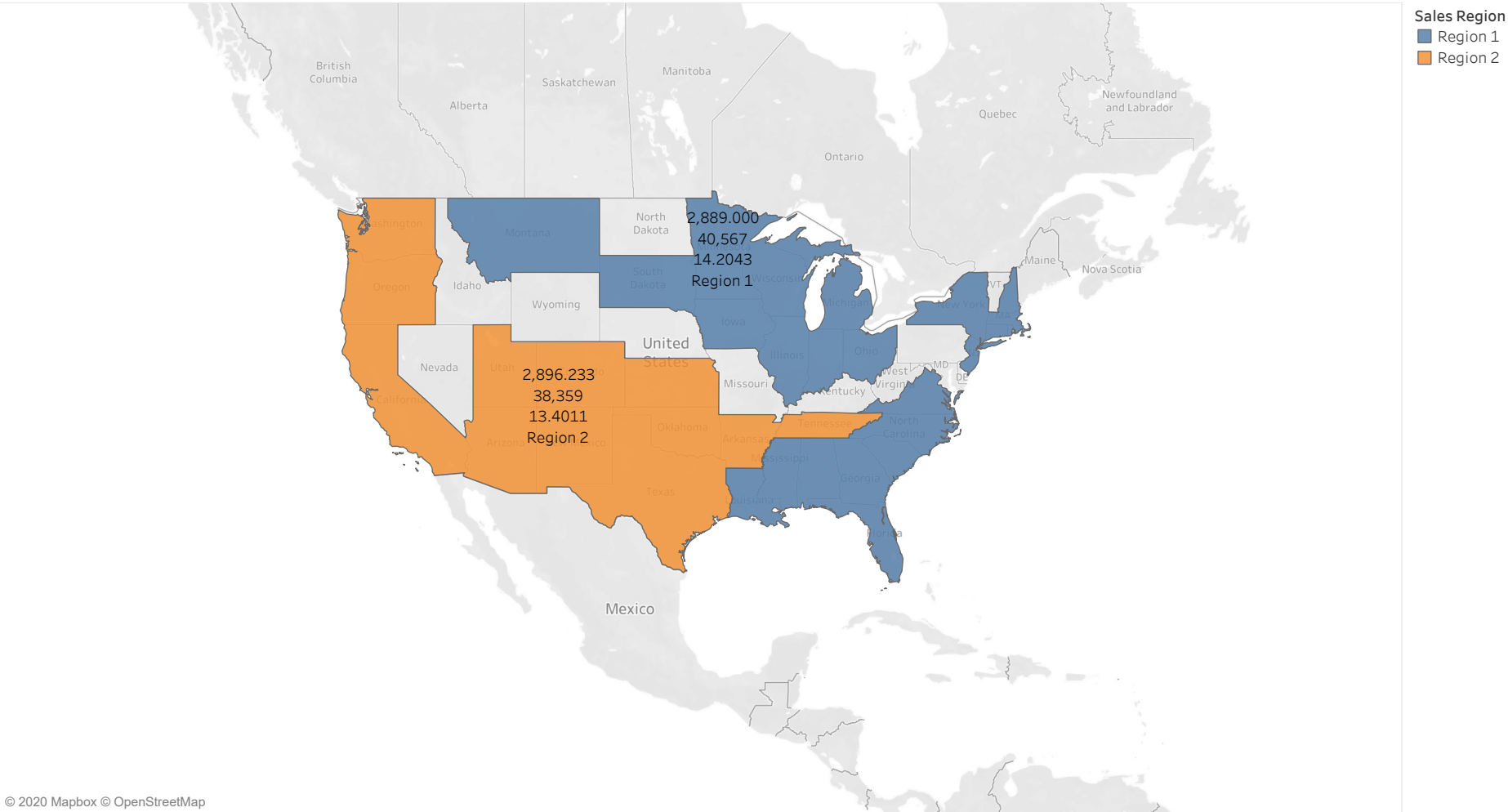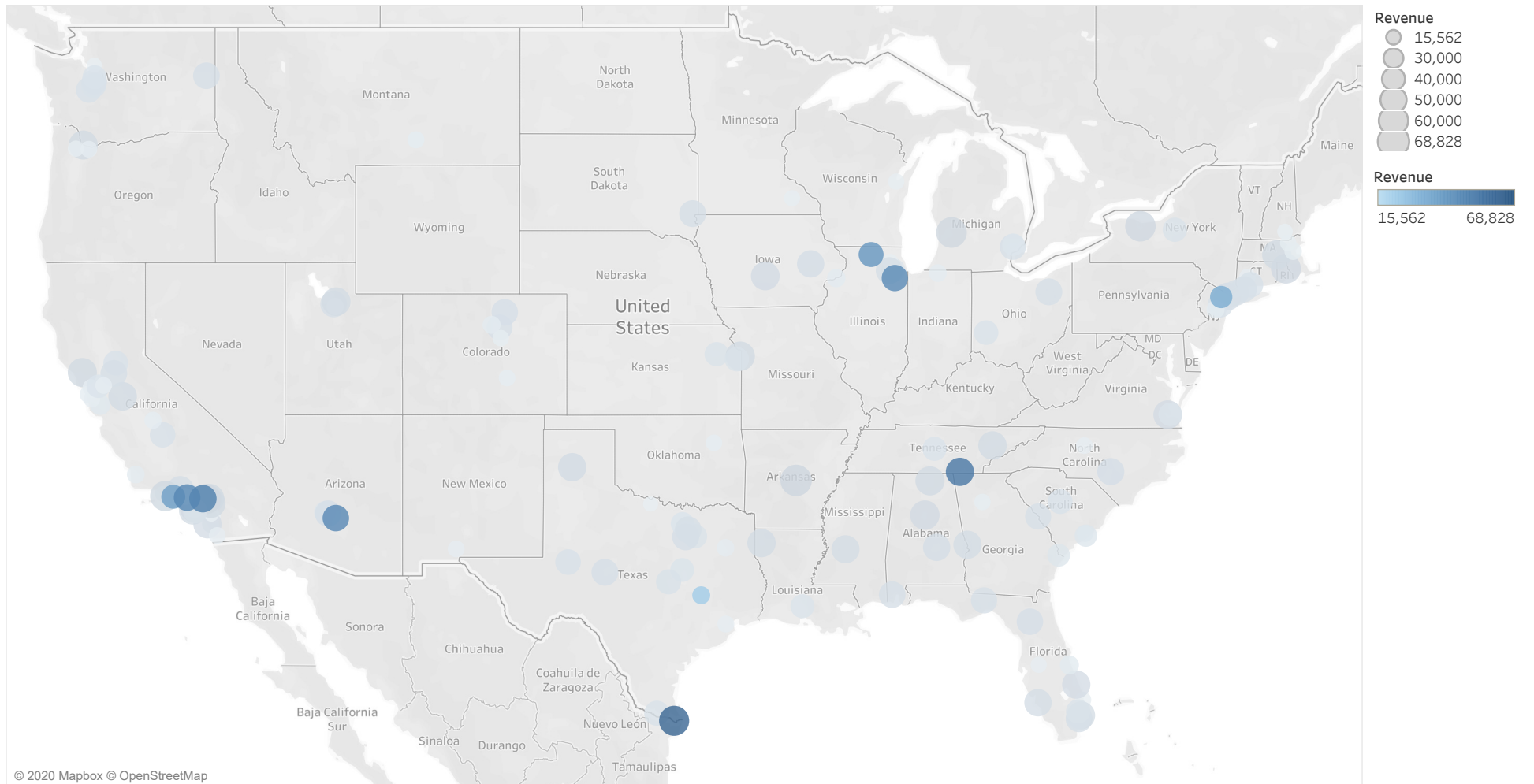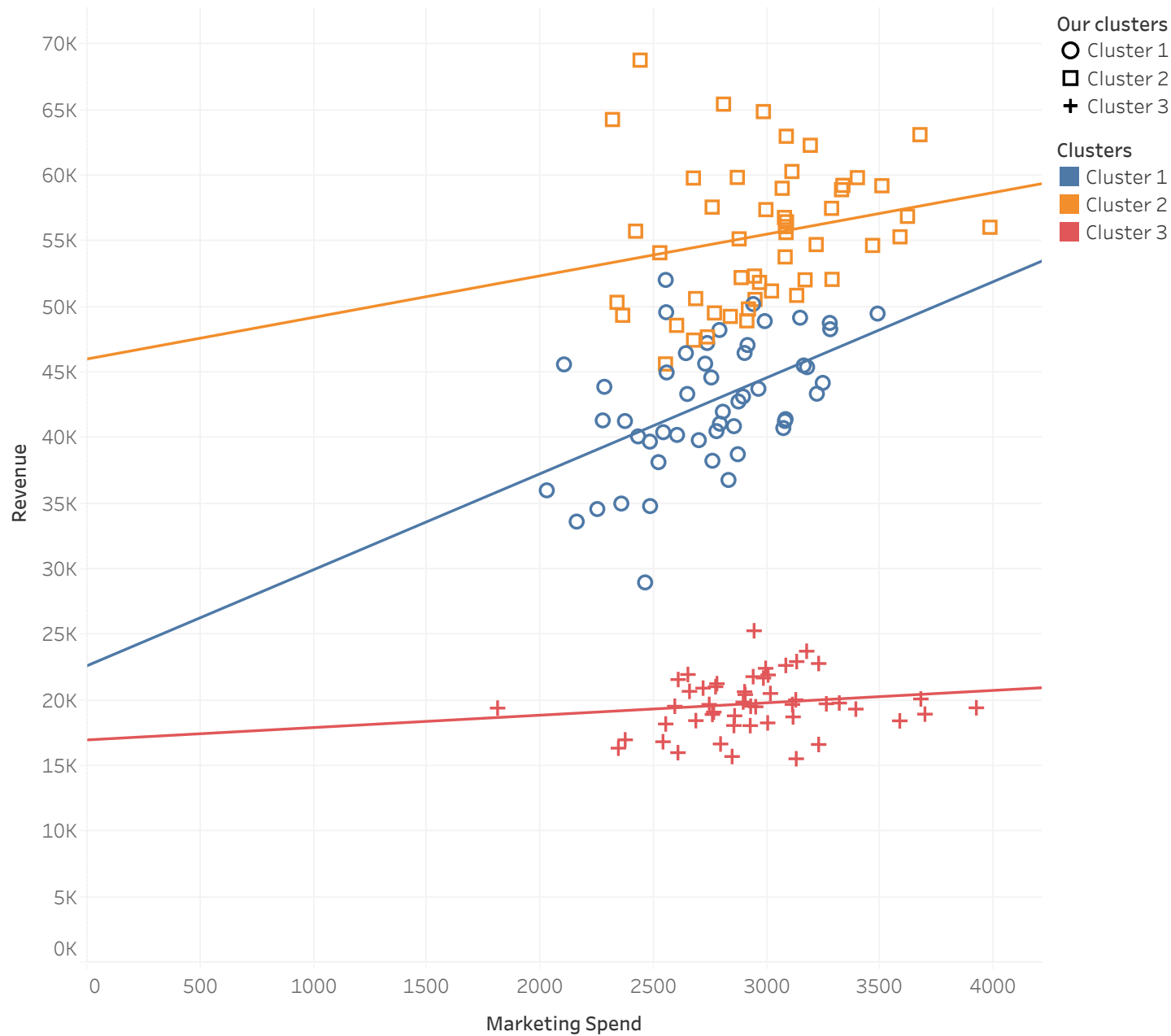Region 2

© 2020 Mapbox © OpenStreetMap

Map based on Longitude (generated) and Latitude (generated).  Color shows details about Sales Region.  The marks are labeled by average of Marketing Spend, average of Revenue, average of ROMI and Sales Region.  Details are shown for Sales Region.
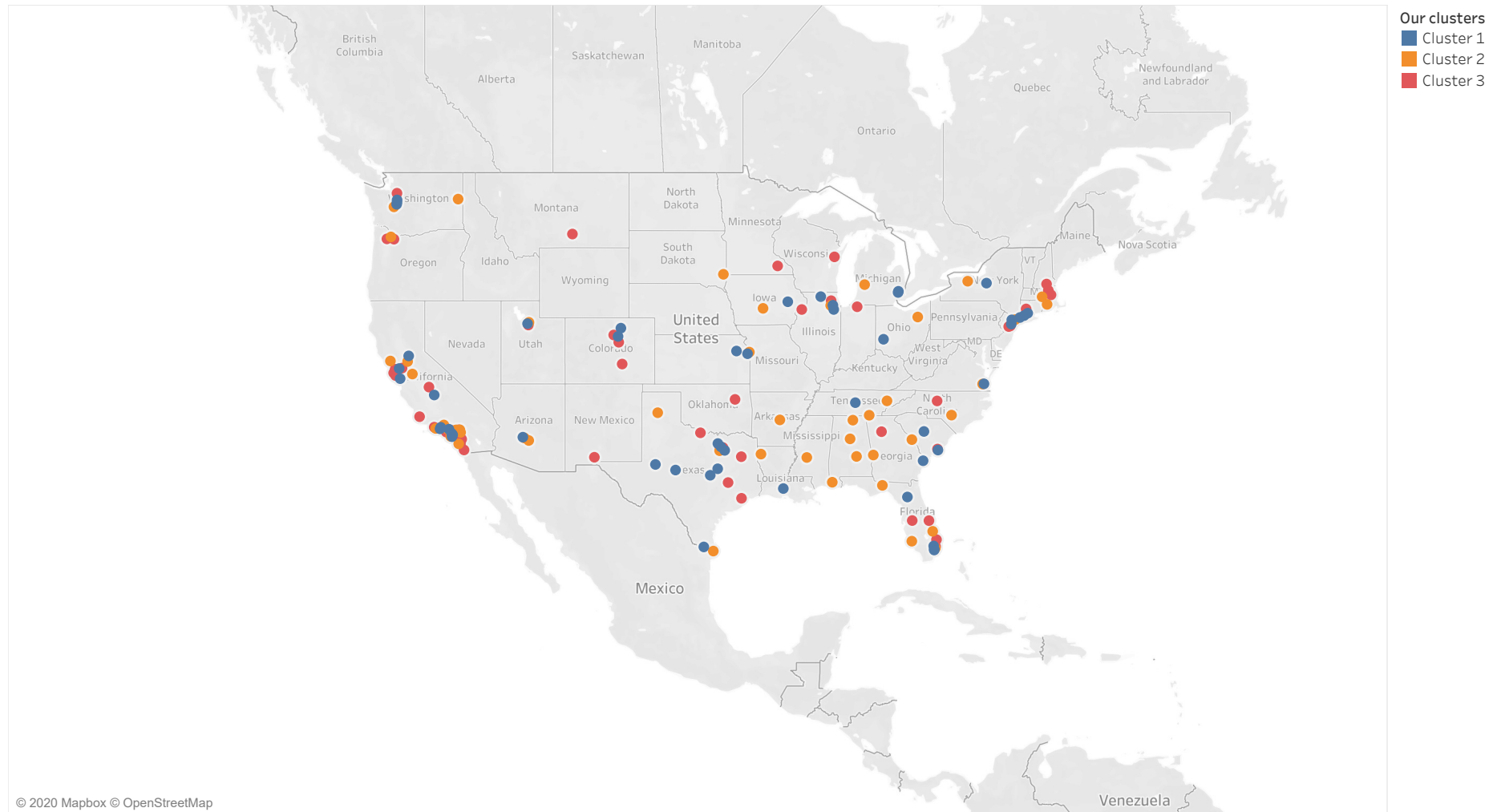
# highlighter



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Revenue. Size shows sum of Revenue. Details are shown for State, City and New Expansion. The view is highlighted where New Expansion contains "New".

# Clustering



**Our clusters**
- ○ Cluster 1
- □ Cluster 2
- ✛ Cluster 3

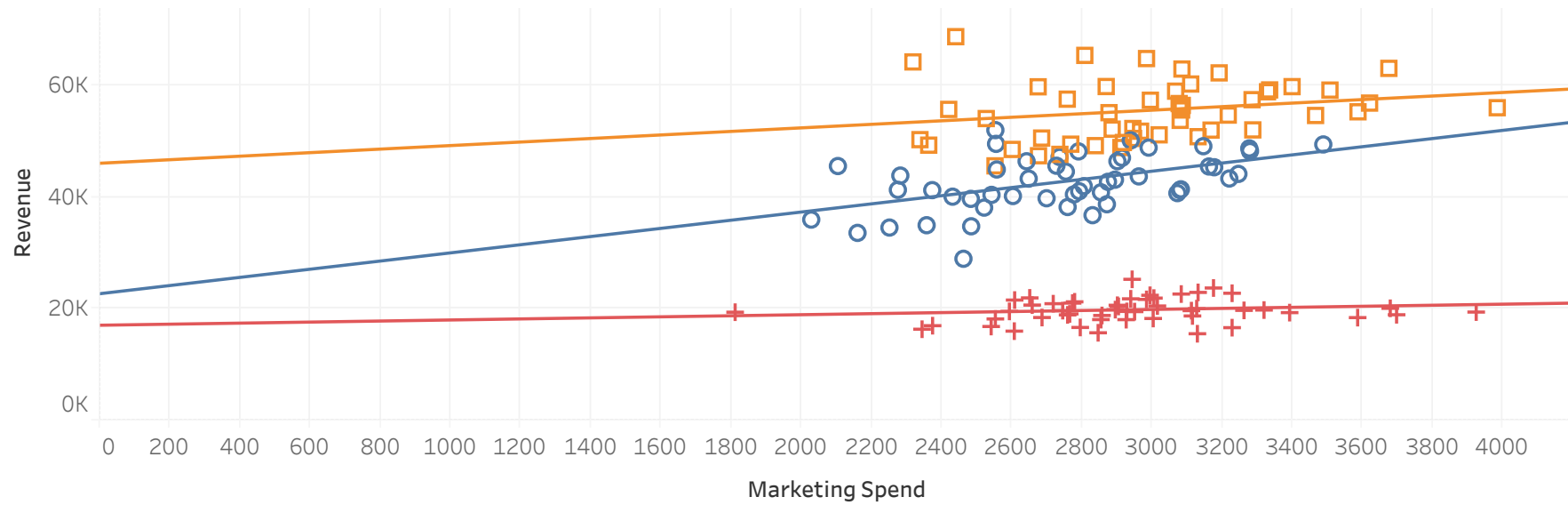**Clusters**
- Cluster 1
- Cluster 2
- Cluster 3

Sum of Marketing Spend vs. sum of Revenue. Color shows details about Clusters. Shape shows details about Our clusters. Details are shown for Store ID and New Expansion.

# Sheet with saved clusters



Map based on Longitude (generated) and Latitude (generated). Color shows details about Our clusters. Details are shown for State and City.

**Our clusters**
- Cluster 1
- Cluster 2
- Cluster 3

# Clustering



# Sheet with saved clusters