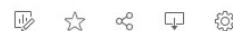


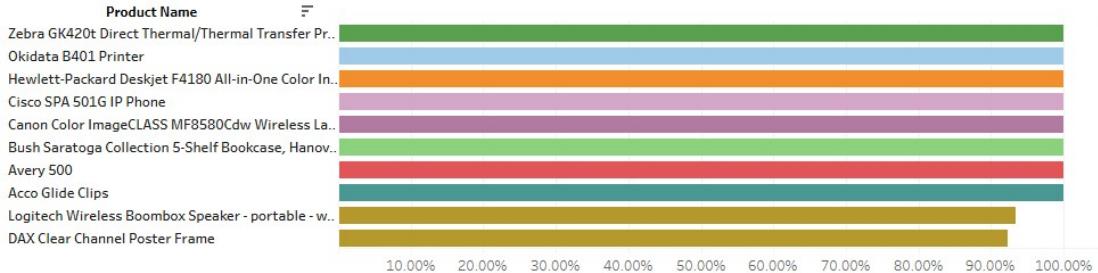
Super Store Profit & Loss by Preston Long



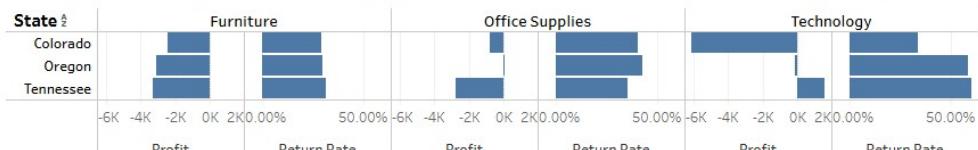
Pt.1 Profit & Losses | Pt.2 Advertising | Pt. 3 Returned Items | Analysis | Top 2 / Bottom 2 Profit | Top 2 / Bottom 2 Ship Mode | Products to STOP selling | Top 3 /Bottom 3 Sub Categories | State/Month Rankings | Ad Spending | Category Returns | Product Retur|

Top 10 Returned Products

Bottom 10 Performers
(Multiple values)



Top 3 States W/ Lowest Profit, Highest Return Rates & Lowest Performing Categories



Customer Returns Percentage over 50%

Customer Na..	# of Orders	Ret	# of Returns	Return Rate	Sales	Avg. Profit
Roland Murray	4	4	4	100.00%	\$197	\$14
Hilary Holden	20	20	20	100.00%	\$628	\$11
Sandra Glassco	83	81	81	97.59%	\$23,904	\$41
Joni Blumstein	38	36	36	94.74%	\$4,040	(\$56)
Ted Butterfield	90	85	85	94.44%	\$8,147	\$20
Andy Yotov	34	32	32	94.12%	\$1,763	\$11
Seth Vernon	214	196	196	91.59%	\$107,150	\$101
Patrick Ryan	54	49	49	90.74%	\$10,961	\$27
Anthony Johnson	75	65	65	86.67%	\$16,580	\$64
Mark Haberlin	29	25	25	86.21%	\$814	\$8
Adrian Hane	58	49	49	84.48%	\$5,398	(\$31)
Jamie Kunitz	43	36	36	83.72%	\$14,396	\$93
Patrick Bzostek	30	25	25	83.33%	\$2,729	\$24
Bradley Talbott	30	25	25	83.33%	\$11,127	\$54
Barry Franz	30	25	25	83.33%	\$4,293	\$0
Stefania Perrino	82	68	68	82.93%	\$22,672	(\$33)
Dan Reichenbach	82	68	68	82.93%	\$27,614	\$100
Deanra Eno	17	14	14	82.35%	\$3,749	\$31
William Brown	147	121	121	82.31%	\$25,539	\$23
Liz Willingham	11	9	9	81.82%	\$3,501	\$48

State Profit vs Returns



View on Tableau Public