To improve profitability, the Superstore should prioritize advertising in the states and months with the highest profits, ensuring that advertising spend is justified by strong returns.

#### **Top States and Months for Advertising**

After analyzing the monthly profit data for each state, the top three states and months with the highest profits were identified:

1. California – December (21.207)
2. New York – September (44.397)
3. Washington – March (23.420)

#### **Visualization**

A chart shows the monthly profit for each of these top combinations. The months with the highest profit peaks are the best times to advertise.

#### **Ad Spend**

Advertising spend will be calculated based on the Return on Ad Spend (ROAS) ratio, with an allocation of 1/5 of profits designated for advertising in the identified states and months. This approach ensures a balanced and efficient ad spend strategy, aimed at maximizing returns while maintaining cost-effectiveness.

#### **Conclusion**

Focusing ads on the top states and months with the highest profits will ensure a good return on investment. The advertising budget should be 1/5 of the profit for each of the identified combinations.

1. Monthly Profit Analysis

https://public.tableau.com/authoring/SuperstoreProfitabilityandOperationsAnalysis\_KitVine/MonthlyProfitAnalysis#2