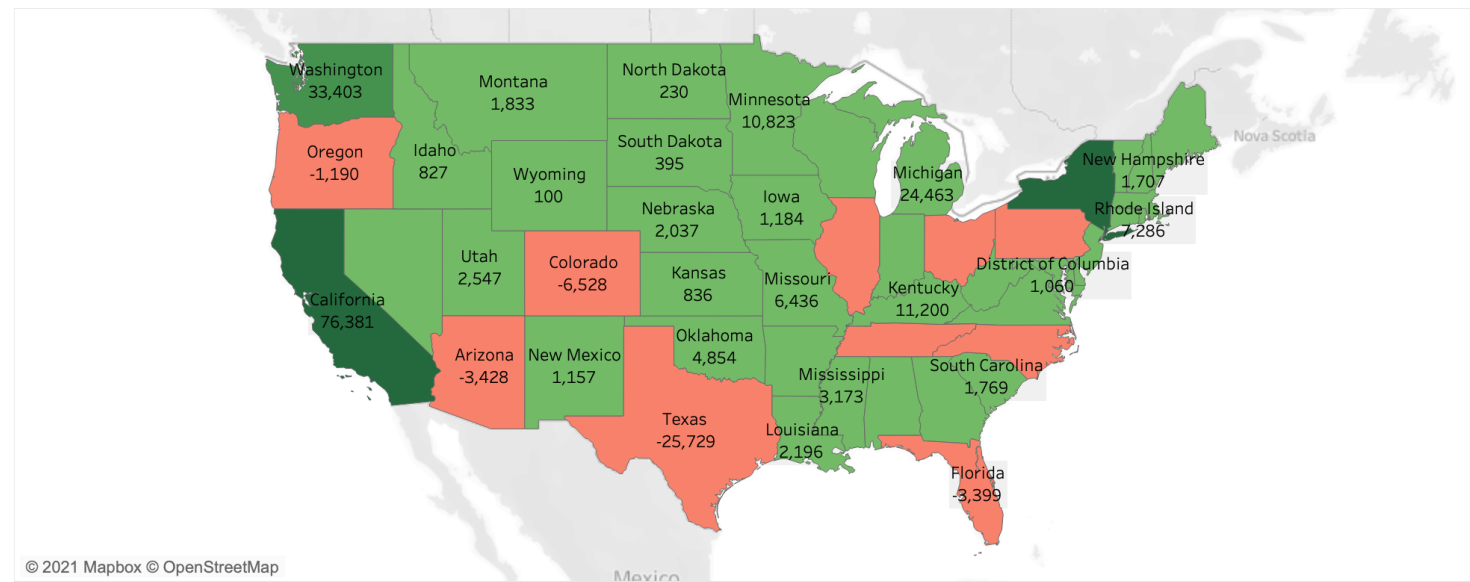


Less profitable states of the US

- Here we may see an overview of US profit statistic per state
- Examining top 10 less profitable states for shipping costs and ti..
- Examining 10 most profitable states for shipping costs and ti..
- Observe the tendency of number of orders and total profit
- The difference in discount sizes between all states

Overview of total profit per each US state

Profit Map



Less profitable states

State	Category		
	Furniture	Office Supplies	Technology
Arizona	-2,745	-796	113
Colorado	-2,683	-373	-3,472
Florida	-2,255	-1,675	531
Illinois	-9,076	-8,354	4,823
North Carolina	-3,486	-421	-3,583
Ohio	-4,206	-115	-12,650
Oregon	-1,488	171	126
Pennsylvania	-7,197	-5,172	-3,191
Tennessee	-2,209	-3,199	66
Texas	-10,436	-18,585	3,291

Most profitable states

State	Category		
	Furniture	Office Supplies	Technology
California	9,163	37,748	29,470
Delaware	871	2,868	6,239
Georgia	2,049	9,801	4,400
Indiana	2,181	5,201	11,001
Kentucky	3,211	3,832	4,157
Michigan	4,676	15,005	4,782
Minnesota	2,024	7,780	1,019
New York	5,858	25,994	42,187
Virginia	5,204	5,986	7,408
Washington	7,194	11,190	15,019

Less profitable states of the US

Here we may see an overview of US profit statistic per state

Examining top 10 less profitable states for shipping costs and ti..

Examining 10 most profitable states for shipping costs and ti..

Observe the tendency of number of orders and total profit

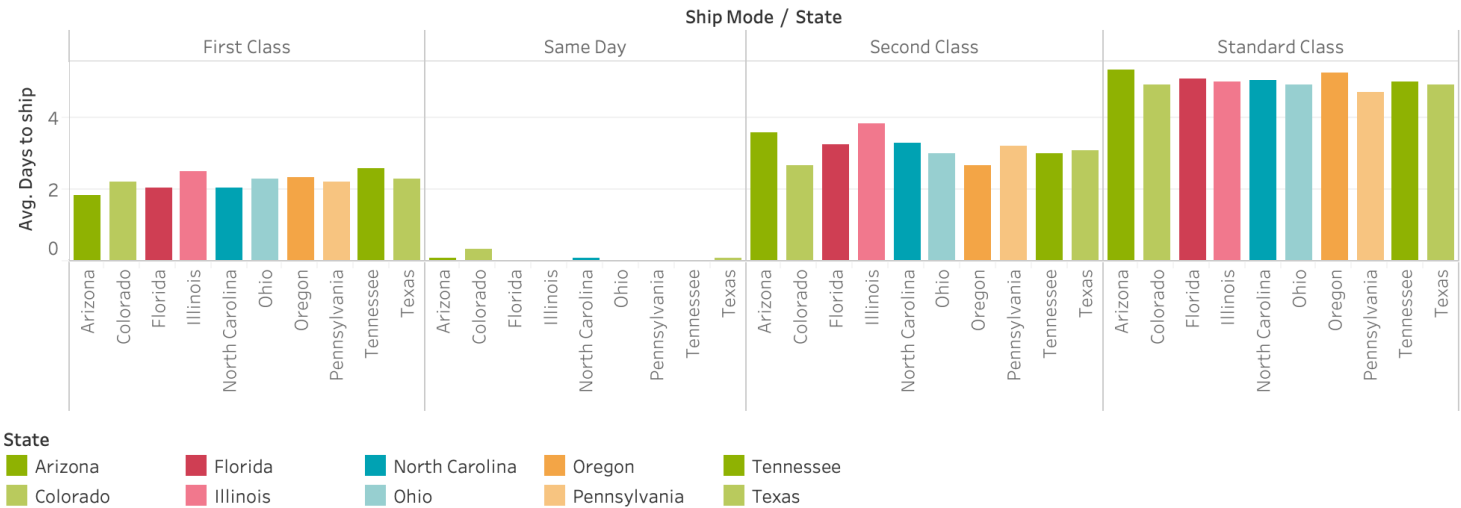
The differance in discount sizes between all states

Shipping Costs and Shipping time in the less profitable states of the US

Average shipping costs for segments & categories

State	Category / Segment								
	Furniture			Office Supplies			Technology		
	Consumer	Corporate	Home Office	Consumer	Corporate	Home Office	Consumer	Corporate	Home Office
Arizona	24.4	38.0	31.9	8.3	11.4	10.6	35.9	26.6	32.6
Colorado	24.9	39.1	31.9	8.1	5.6	9.3	34.7	13.0	58.6
Florida	27.3	23.7	33.2	5.8	10.7	8.9	57.3	35.6	27.8
Illinois	24.8	20.9	32.3	6.0	8.1	9.4	46.9	37.5	42.0
North Carolina	62.0	41.1	7.5	10.6	9.3	16.4	49.3	106.4	32.2
Ohio	24.8	54.9	22.9	8.7	10.0	8.1	55.4	30.8	30.6
Oregon	25.3	24.7	45.1	5.7	8.2	2.6	30.1	31.9	6.9
Pennsylvania	43.9	20.4	47.0	15.1	12.2	8.9	34.4	40.6	21.2
Tennessee	20.7	20.3	24.2	10.3	3.2	4.6	12.5	29.8	14.2
Texas	37.6	26.1	22.5	8.9	4.8	5.5	33.0	44.4	35.9

Average delivery time & Shipping modes



Less profitable states of the US

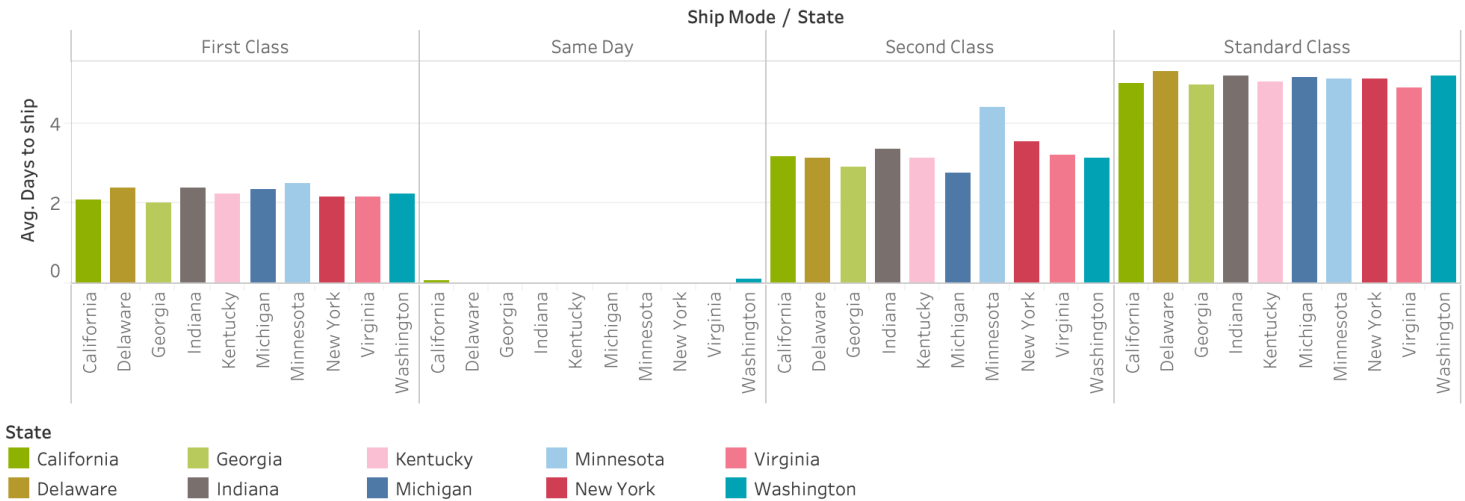
- Here we may see an overview of US profit statistic per state
- Examining top 10 less profitable states for shipping costs and ti..
- Examining 10 most profitable states for shipping costs and ti..
- Observe the tendency of number of orders and total profit
- The differance in discount sizes between all states

Shipping Costs and Shipping time in the most profitable states of the US

Average shipping costs for segments & categories

State	Category / Segment								
	Furniture			Office Supplies			Technology		
	Consumer	Corporate	Home Office	Consumer	Corporate	Home Office	Consumer	Corporate	Home Office
California	32.9	45.6	50.8	11.6	15.2	9.2	47.2	40.2	53.1
Delaware	22.5	23.5		7.5	26.7	16.1	53.9	20.8	23.8
Georgia	35.4	16.6	28.5	22.9	30.3	24.3	58.0	38.6	40.7
Illinois	24.8	20.9	32.3	6.0	8.1	9.4	46.9	37.5	42.0
Kentucky	44.3	104.0	47.1	18.2	9.1	23.5	60.9	220.7	40.1
Michigan	44.0	66.6	17.4	23.5	13.0	15.5	22.3	97.2	45.0
Minnesota	40.4	13.5	31.4	30.5	17.6	18.5	14.4	36.1	8.7
New York	41.5	29.6	50.3	13.5	14.6	13.9	69.0	42.0	86.1
Virginia	49.6	64.6	55.0	8.8	53.9	12.1	31.0	80.8	11.1
Washington	46.8	43.9	69.4	11.2	17.3	8.2	31.2	53.0	56.7

Average delivery time & Shipping modes



Less profitable states of the US

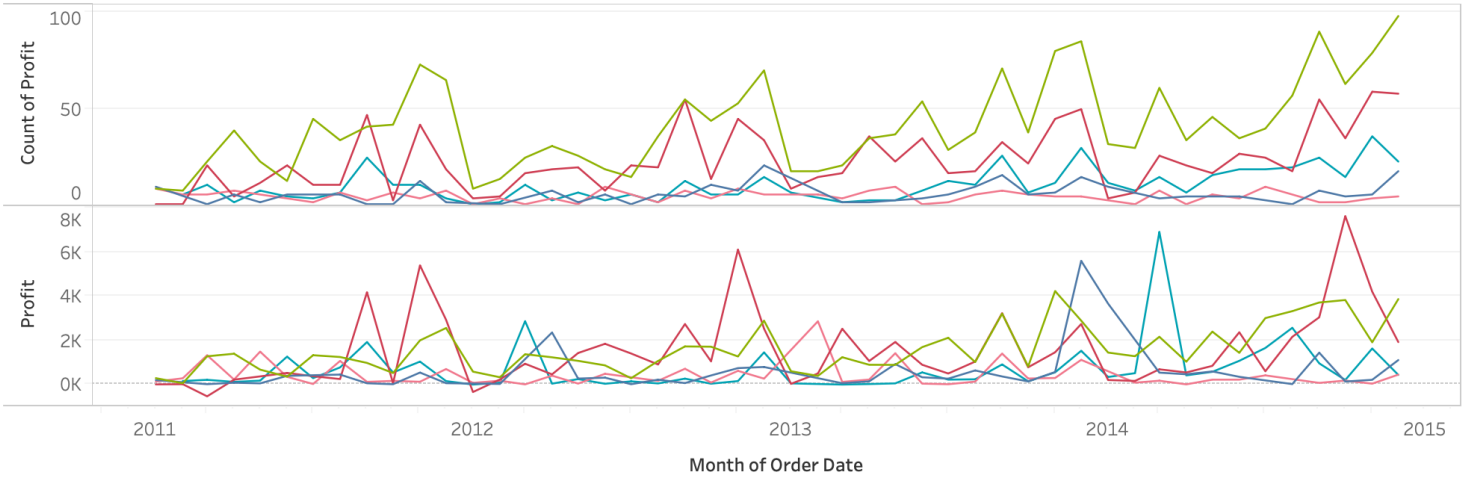
- Here we may see an overview of US profit statistic per state
- Examining top 10 less profitable states for shipping costs and ti..
- Examining 10 most profitable states for shipping costs and ti..
- Observe the tendency of number of orders and total profit
- The difference in discount sizes between all states

The evaluation of Profit through time VS Number of orders

Profit / Number of orders in 5 the less profitable states



Profit / Number of orders in 5 the most profitable states

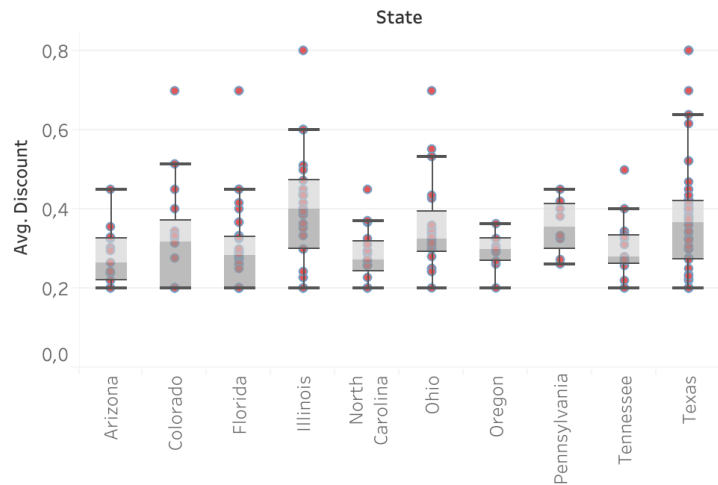


Less profitable states of the US

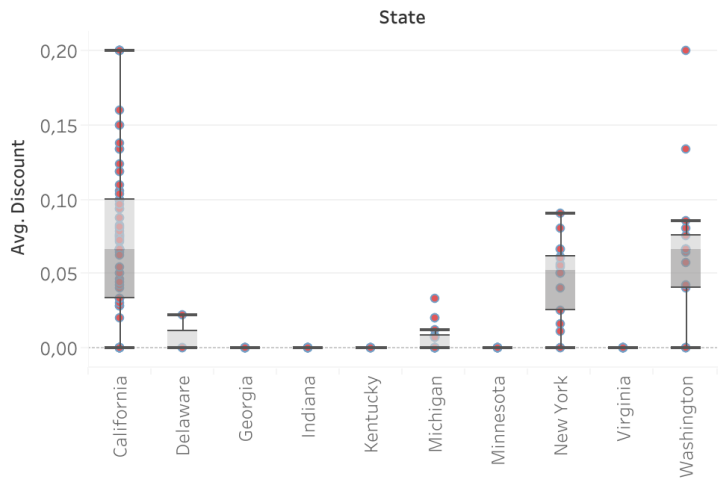
- Here we may see an overview of US profit statistic per state
- Examining top 10 less profitable states for shipping costs and ti..
- Examining 10 most profitable states for shipping costs and ti..
- Observe the tendency of number of orders and total profit
- The differance in discount sizes between all states

The impact of average discount in the states of the US

Discount distribution in the less profitable States



Discount distribution in the most profitable States



Discount and Profit

