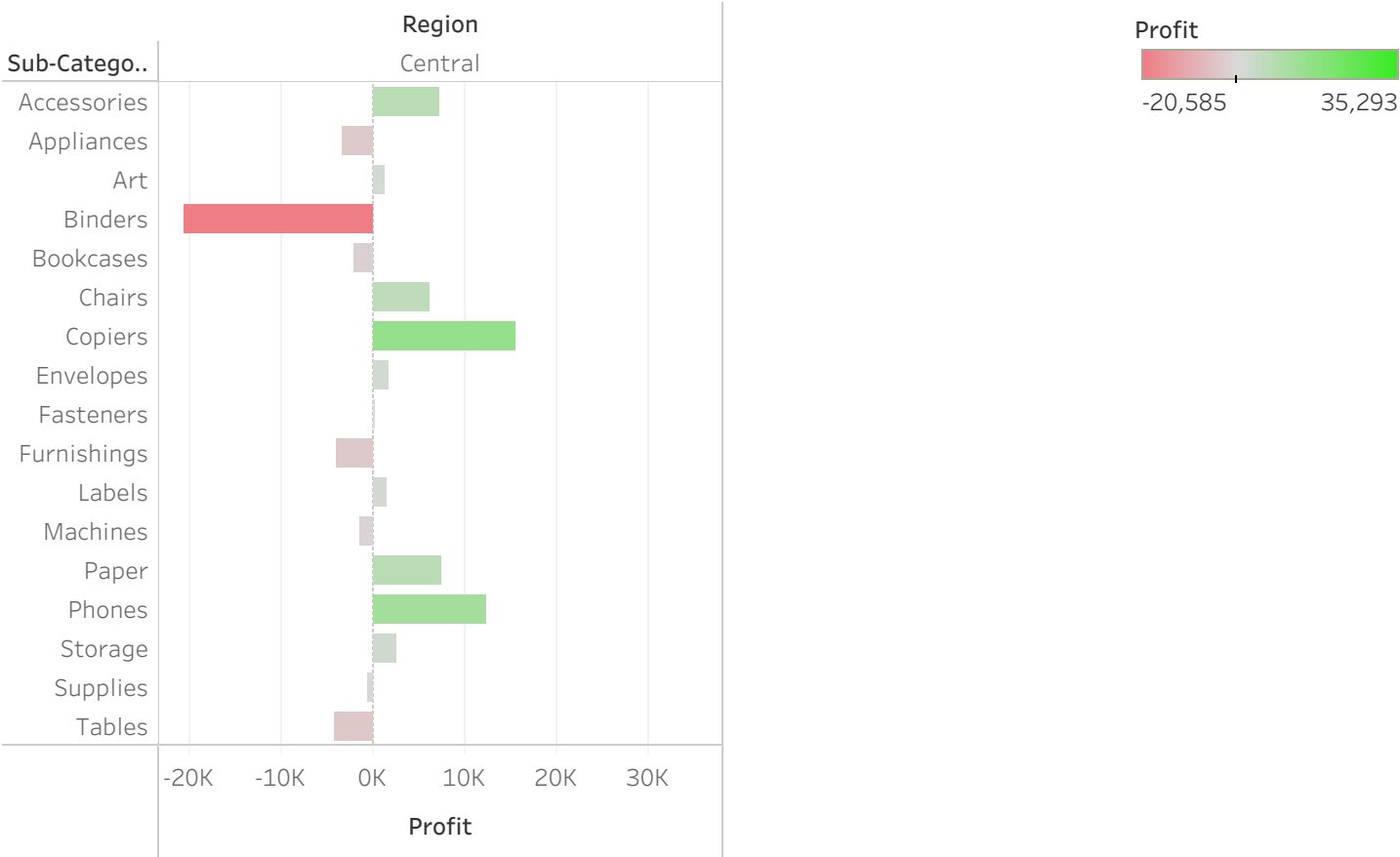


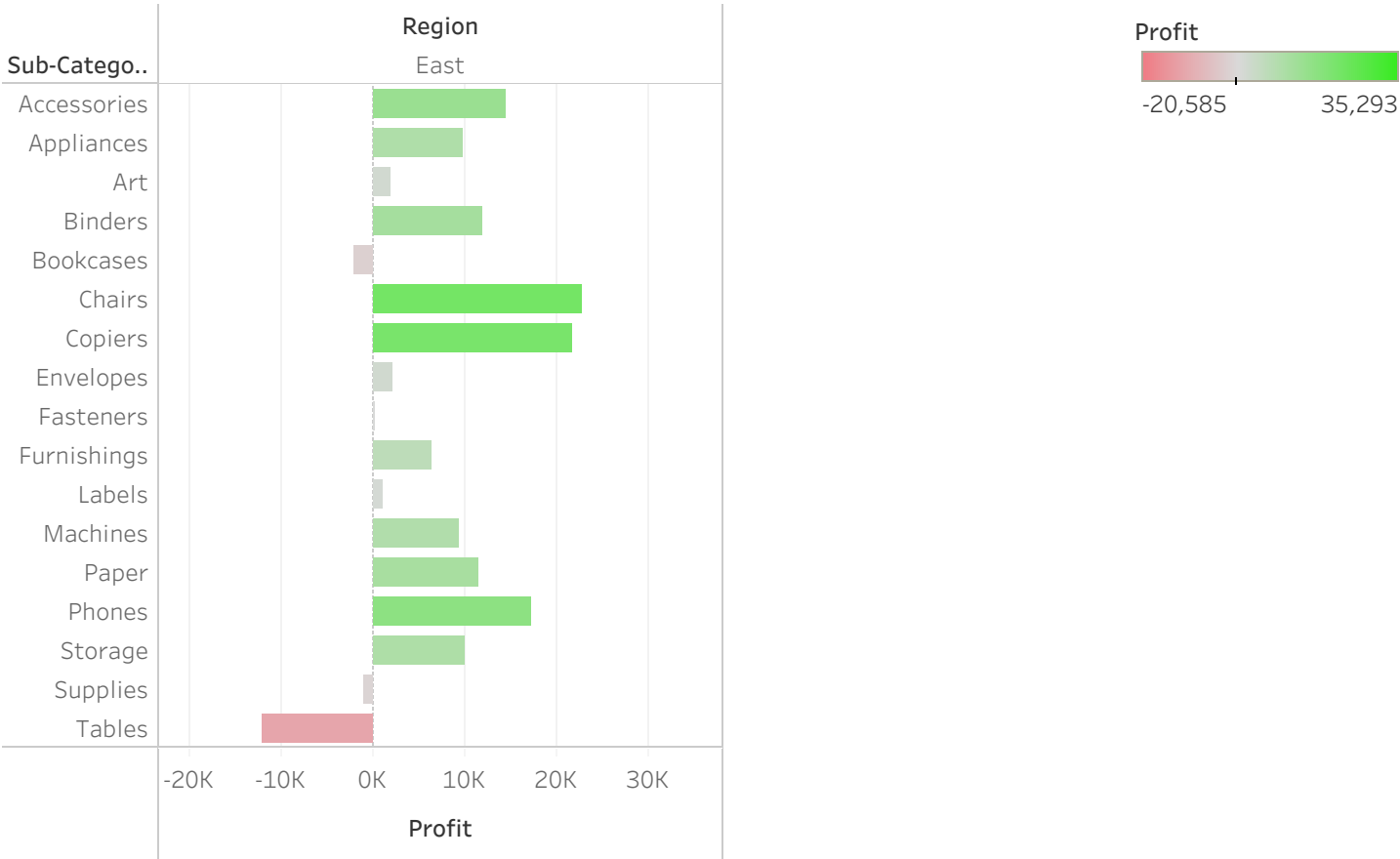
Profit/Loss

According to the visualization, the two biggest profit centers are CopiersWest and ChairsEast. The two biggest loss-makers were TableEast and BindersCentral.



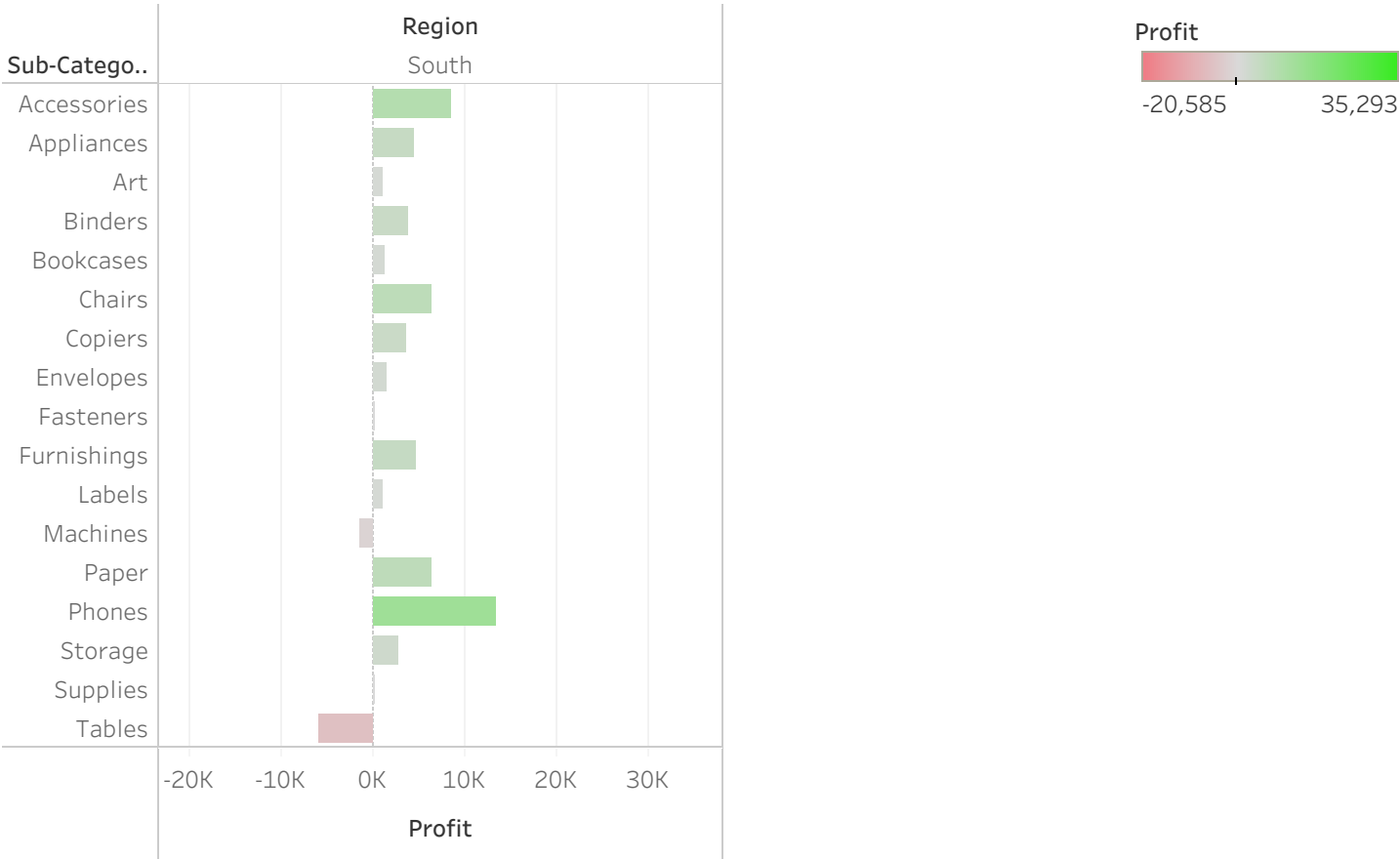
Profit/Loss

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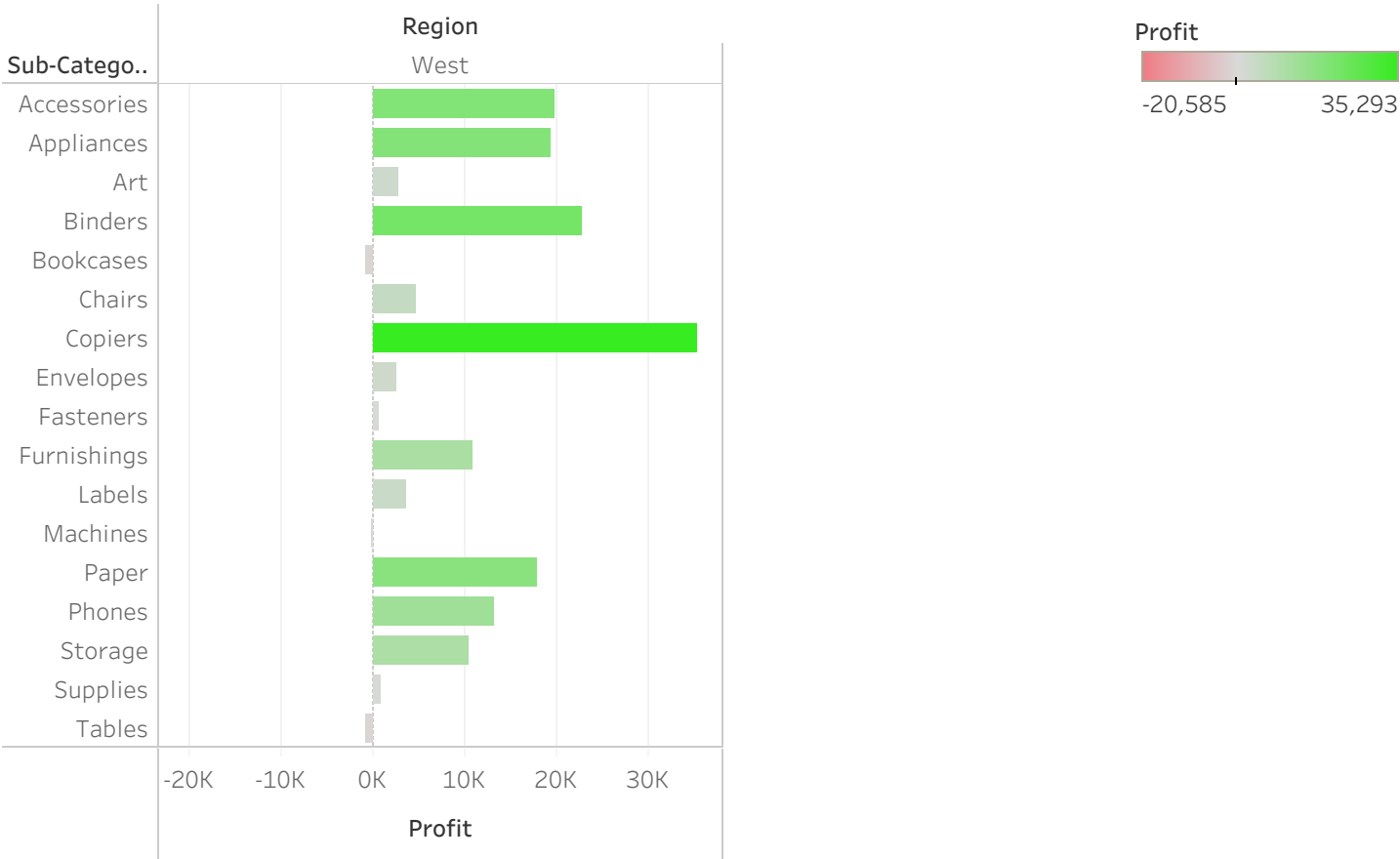
Profit/Loss

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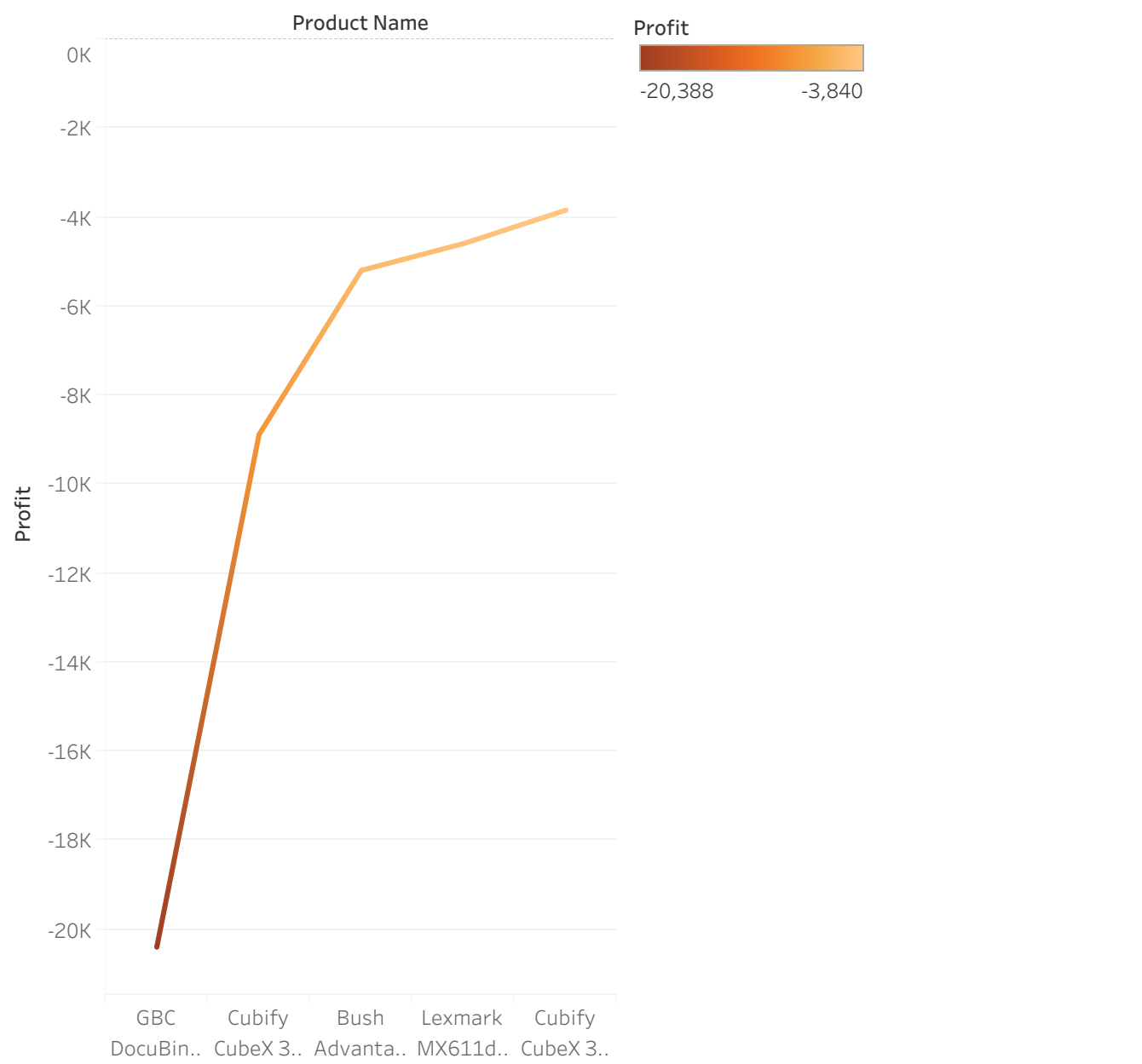


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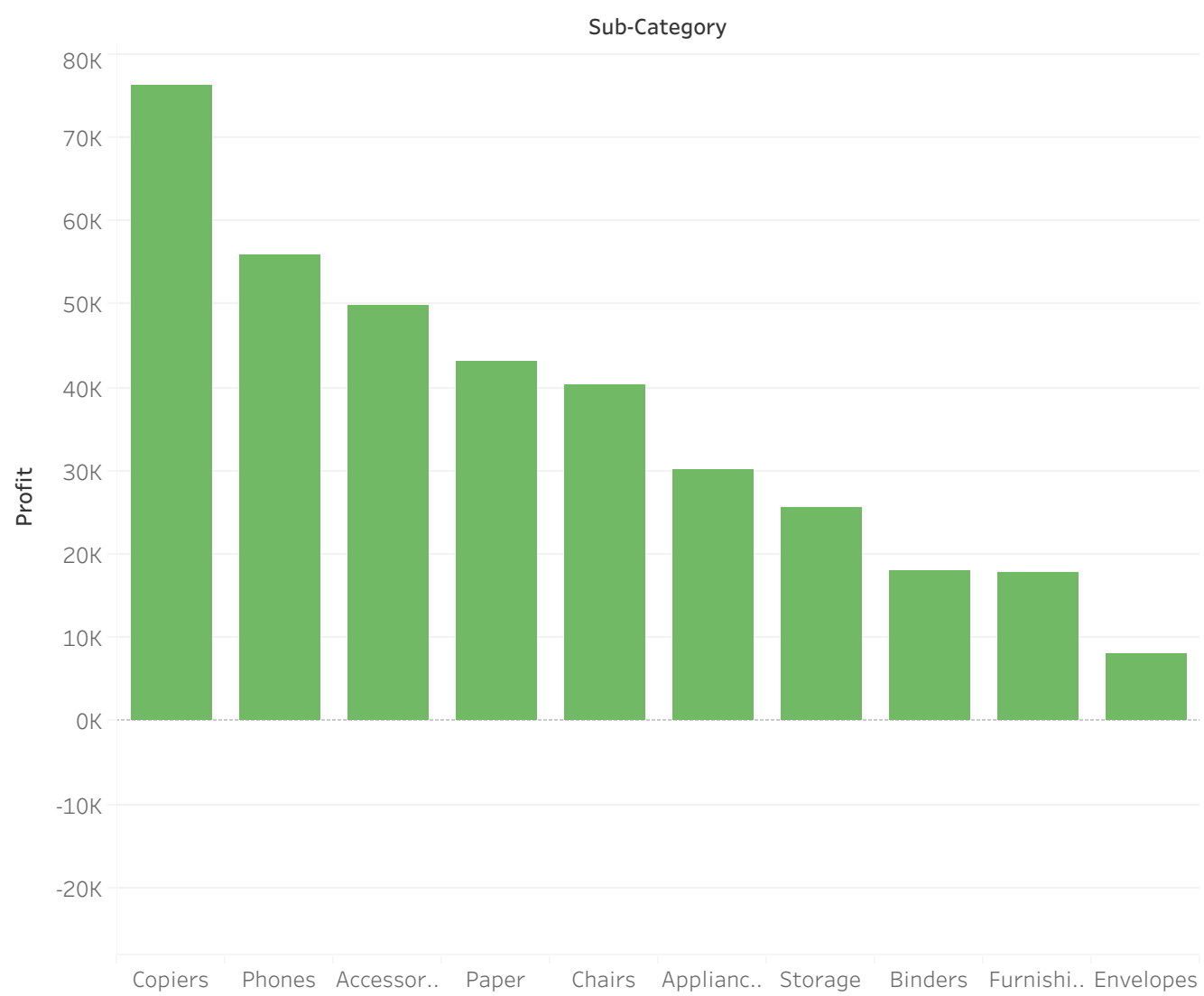


Products to Discontinue



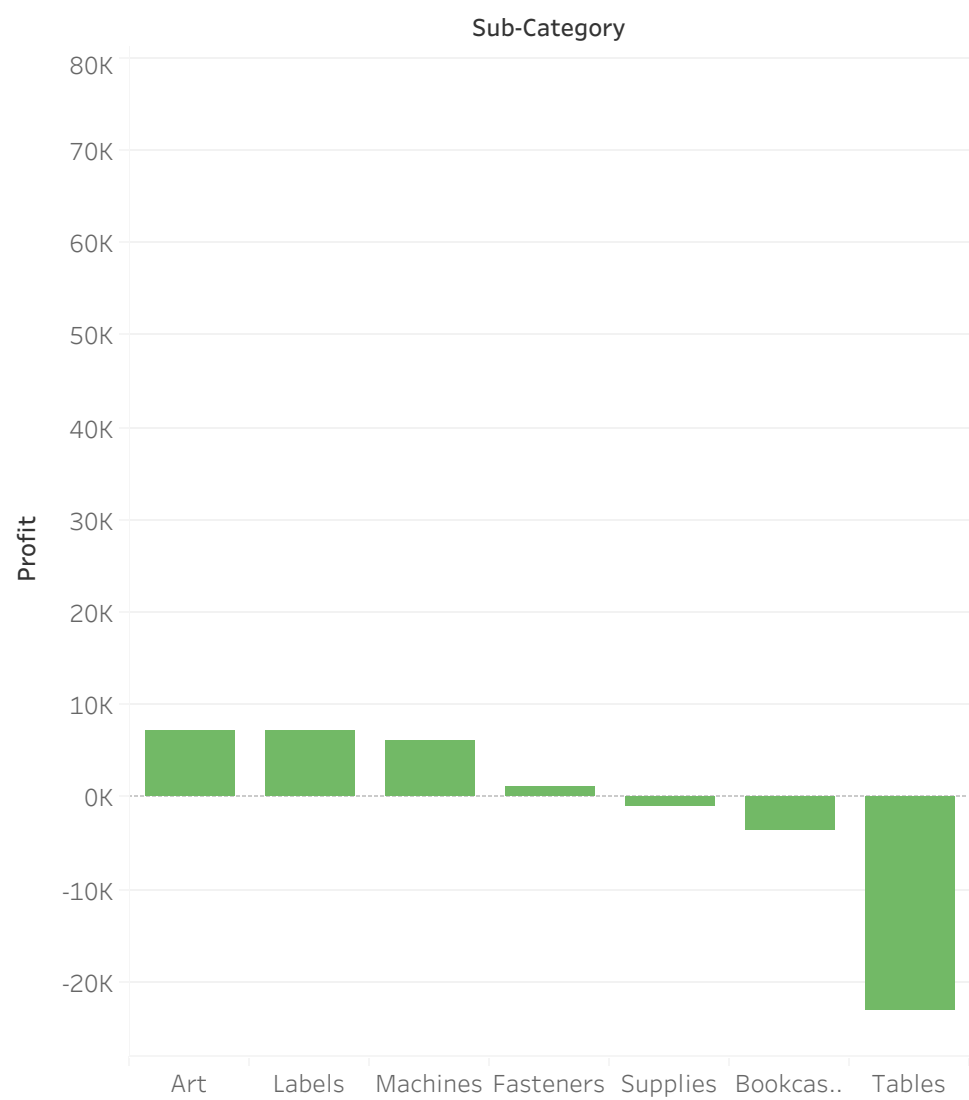
Best & Worst Subcategories

According to the visualization, the store should focus on selling Copiers, phones, and accessories. The store should stop selling supplies, bookcases, and tables.



Best & Worst Subcategories

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3 Best Combinations

Indiana in October (643.1), AdSpend = 128.62,
Vermont in November (596.0), AdSpend = 119.2,
and Missouri in October (486.1), AdSpend = 97.22.

State	Order Date									Avg. Profit
	January	February	March	April	May	June	July	August	Septemb..	
Alabama	7.7		83.2	67.4	49.3	52.2	32.0	59.1	83.2	
Arizona	-46.6	-19.7	3.4	-103.8	-12.7	2.0	-30.9	45.9	-5.0	
Arkansas	72.9	3.0	18.6	19.7	21.4	52.5		72.0	227.0	
California	37.8	36.4	39.7	27.3	39.8	33.4	50.7	56.7	34.2	
Colorado	2.6	3.1	-65.0	-215.8	2.6	15.0	6.5	-8.3	-11.0	
Connecticut	-7.3	24.2	44.0	41.9	10.8	46.6	45.4	70.4	24.7	
Delaware	31.7	116.8	84.8	5.2	96.1	24.8	45.6	13.8	34.4	
District of Columbia	17.5			324.8	9.2					
Florida	-2.5	6.0	-30.9	-4.4	-20.8	1.1	8.0	-3.6	5.0	
Georgia	176.8	84.5	318.4	140.7	61.9	59.3	25.8	41.4	40.0	
Idaho			7.1	3.4	22.0	50.6		1.1	101.3	
Illinois	-25.5	-14.0	-15.2	-2.1	-12.4	-32.3	-10.9	33.0	-74.7	
Indiana	12.4	14.7	29.5	36.5	79.1	174.1	36.0	94.5	61.4	
Iowa	16.6		54.8	50.0			11.8	3.1	99.8	
Kansas	137.2	2.6			34.1	8.7	50.0		45.1	
Kentucky	134.1	87.6	65.3	61.6	26.9	52.5	45.4	188.3	100.4	
Louisiana	65.3	8.5	6.2	18.7	12.9	13.8	21.2	81.3	72.9	
Maine						10.8		85.6	82.6	
Maryland	52.8	141.9	125.4	54.9	22.2		26.9	90.2	49.1	
Massachusetts	3.9	5.9	25.4	13.6	47.2	127.8	30.7	26.4	97.8	
Michigan	193.0	20.6	72.1	144.3	151.8	64.8	51.9	53.0	61.0	
Minnesota	14.9	39.0	22.9		227.3	106.5	185.1	14.0	339.2	
Mississippi	15.7	68.7	23.7	16.2	81.9	25.4	82.3	112.7		
Missouri	51.7	17.8	146.4	12.4	59.1	4.8	17.9	50.1	80.2	
Montana	187.1			41.6			2.2	2.7	10.4	
Nebraska		31.0		8.5	1.2	36.0	16.2		51.8	
Nevada	19.2	5.5	19.3	70.7	99.0	20.2	27.1		16.5	
New Hampshire	48.2	16.1	127.0		45.7		26.6	83.9	18.9	
New Jersey	20.0	41.3	-14.5	306.1	41.6	65.1	66.2	61.8	46.0	
New Mexico		23.1	57.6	0.4		35.3	114.6	18.5	6.5	
New York	-6.6	31.6	44.7	25.6	97.2	46.0	40.3	64.3	105.0	
North Carolina	-91.1	36.9	15.1	1.5	18.9	19.7	5.2	19.7	-4.1	
North Dakota					43.3					
Ohio	-119.0	-16.2	-41.5	-14.6	-9.7	-10.2	-8.5	1.3	-3.5	
Oklahoma	177.9	2.0	306.1		138.4	45.4	70.9	23.2	57.1	
Oregon	6.5	9.4	-3.4	2.6	10.7	10.6	18.8	-26.3	18.1	
Pennsylvania	-11.8	39.6	-29.9	-22.0	17.1	-4.1	-24.3	-61.2	-53.4	
Rhode Island		-13.6		12.1	34.4	24.7	49.7	26.9	94.0	
South Carolina	87.4		10.8	81.9	60.5	19.2	12.5	22.6	61.6	
South Dakota	22.4						38.2			
Tennessee	2.2	0.7	-1.3	-7.7	-6.4	37.3	0.6	-77.2	-28.8	
Texas	-59.1	-41.8	-18.3	-53.2	-6.7	-7.4	-227.1	-14.4	-31.4	
Utah		4.1	8.1		48.6	14.6	75.7	94.5	64.3	
Vermont	92.7			336.6						
Virginia	19.7	199.5	84.5	39.9	137.0	56.7	31.1	110.1	109.2	
Washington	19.3	47.8	521.3	38.2	30.3	72.6	54.6	75.4	36.0	
West Virginia						87.6				
Wisconsin	152.9	109.9	101.8	117.7	49.0		84.3	15.8	31.5	
Wyoming										

3 Best Combinations

Indiana in October (643.1), AdSpend = 128.62,
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and Missouri in October (486.1), AdSpend = 97.22.

State	Order Date		
	October	November	December
Alabama	112.0	266.6	84.5
Arizona	-10.8	-7.3	-33.6
Arkansas	40.9	16.9	60.9
California	34.4	30.6	37.8
Colorado	-140.7	1.0	-23.6
Connecticut	55.1	47.1	78.6
Delaware	35.6	243.2	17.1
District of Columbia			13.2
Florida	-11.4	-9.4	-16.0
Georgia	43.2	61.4	26.2
Idaho	29.1	91.5	16.7
Illinois	-6.3	-19.0	-37.3
Indiana	643.1	70.9	98.9
Iowa		43.9	20.3
Kansas	74.8	20.4	23.5
Kentucky	28.2	87.9	81.2
Louisiana	93.5	60.1	111.3
Maine			
Maryland	4.3	130.0	43.3
Massachusetts	56.3	26.6	80.0
Michigan	29.5	56.8	143.7
Minnesota	284.3	58.6	35.6
Mississippi	5.3	43.5	44.8
Missouri	486.1	54.8	372.2
Montana		32.1	152.5
Nebraska	29.0	18.9	92.2
Nevada	343.0	22.9	60.6
New Hampshire	14.8		103.7
New Jersey	32.1	87.2	106.6
New Mexico	79.2	30.2	6.3
New York	127.6	84.7	60.9
North Carolina	-41.3	-91.9	6.3
North Dakota			6.8
Ohio	-41.9	-105.4	-40.7
Oklahoma	61.4	88.7	54.8
Oregon	-32.0	-16.1	-37.1
Pennsylvania	-4.3	-33.4	-20.8
Rhode Island	162.4	20.1	250.0
South Carolina	3.8	51.3	7.8
South Dakota		6.6	
Tennessee	-165.1	13.1	-43.0
Texas	-5.8	-28.5	-15.5
Utah	20.0	24.7	
Vermont		596.0	67.7
Virginia	36.0	50.5	104.8
Washington	22.8	42.3	50.5
West Virginia	-77.0		
Wisconsin	191.4	31.6	118.1
Wyoming		100.2	

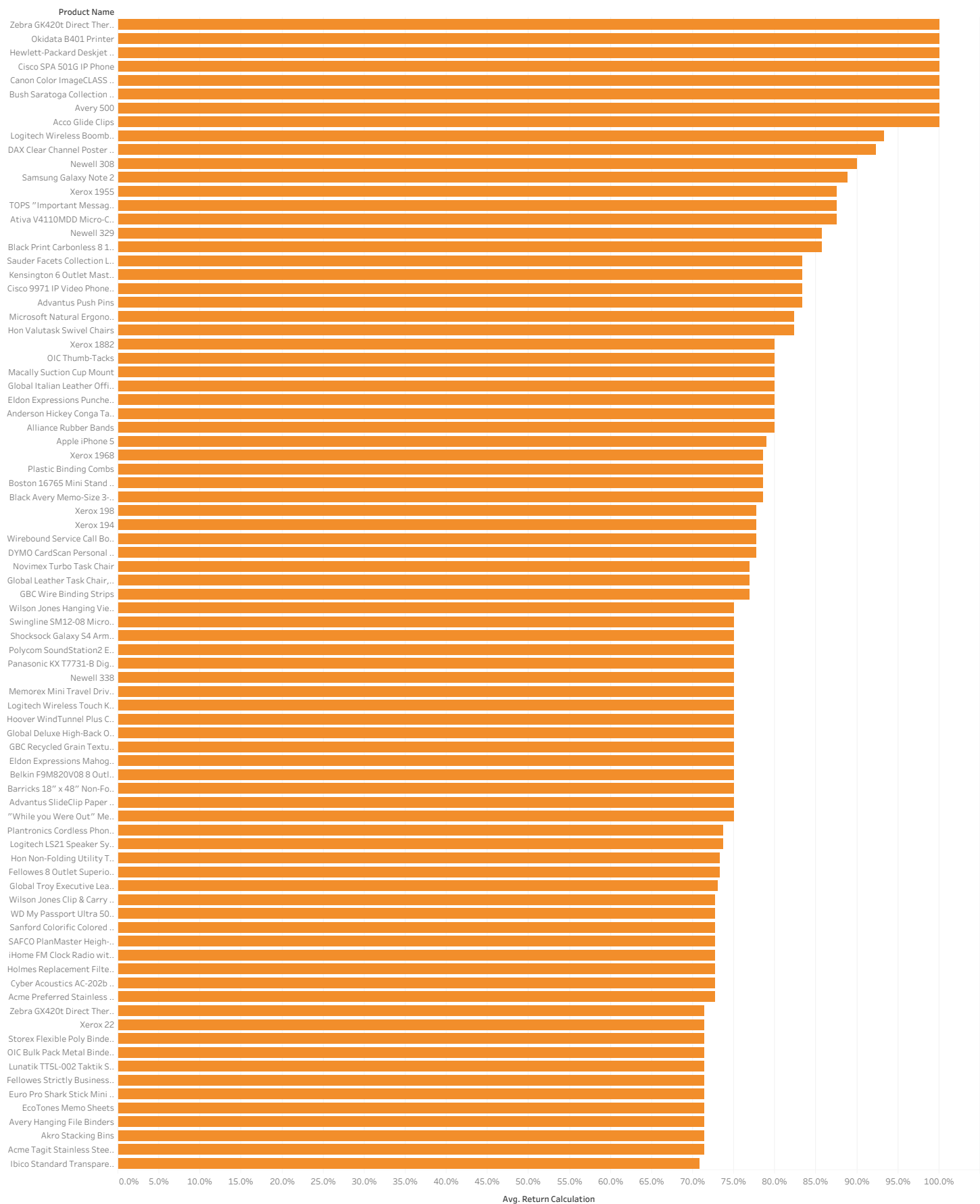
Avg. Profit

-227.1

643.1

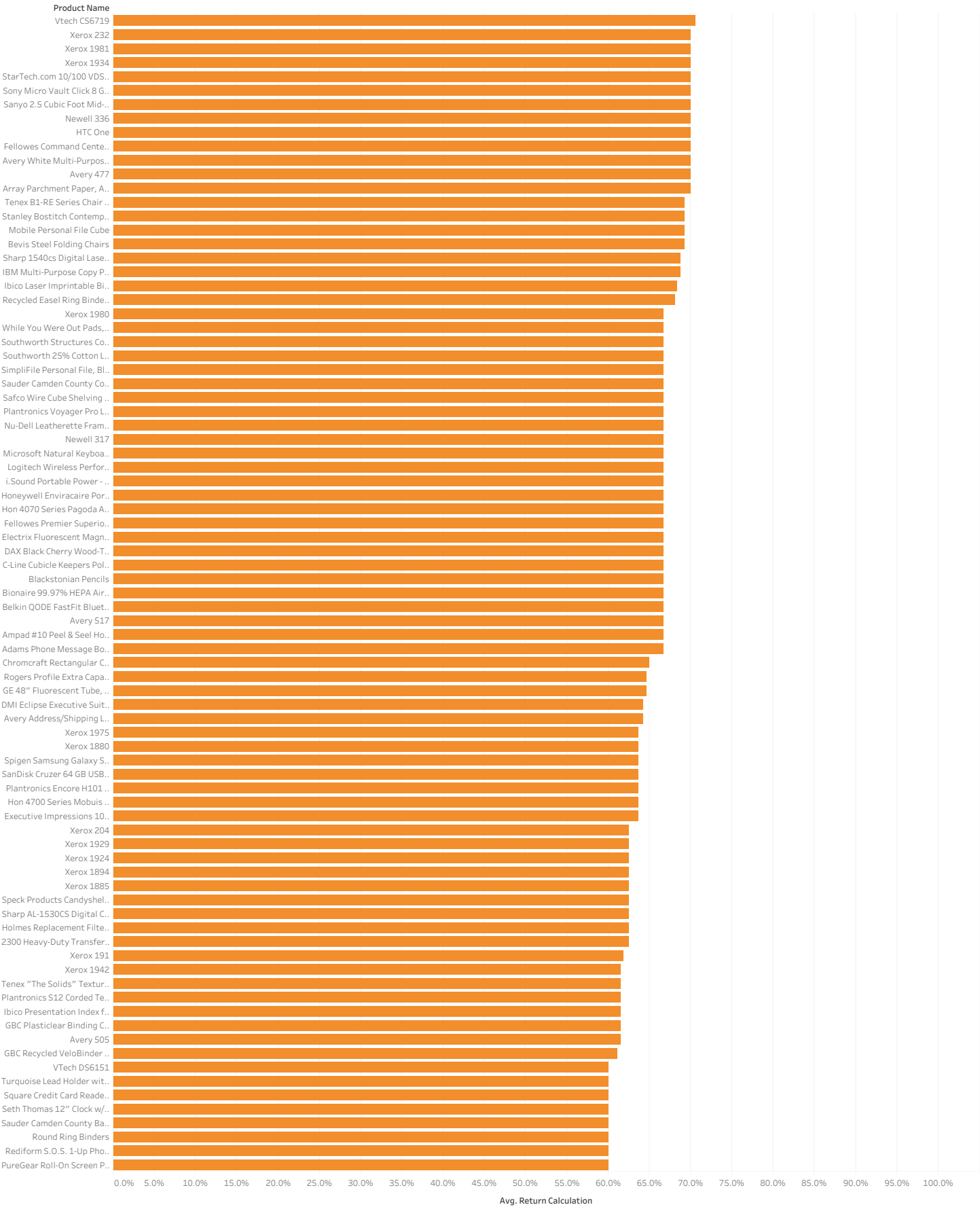
Products Return Rate

As shown in the visualization, Zebra GK420t Direct Thermal/Thermal Transfer Printer, Okidata B401 Printer, Hewlett-Packard Deskjet F4180, Cisco SPA 501G IP Phone, Canon Color ImageCLASS, Bush Saratoga Collection, Avery 500, and the Acco Glide Clips have th highest return rate.



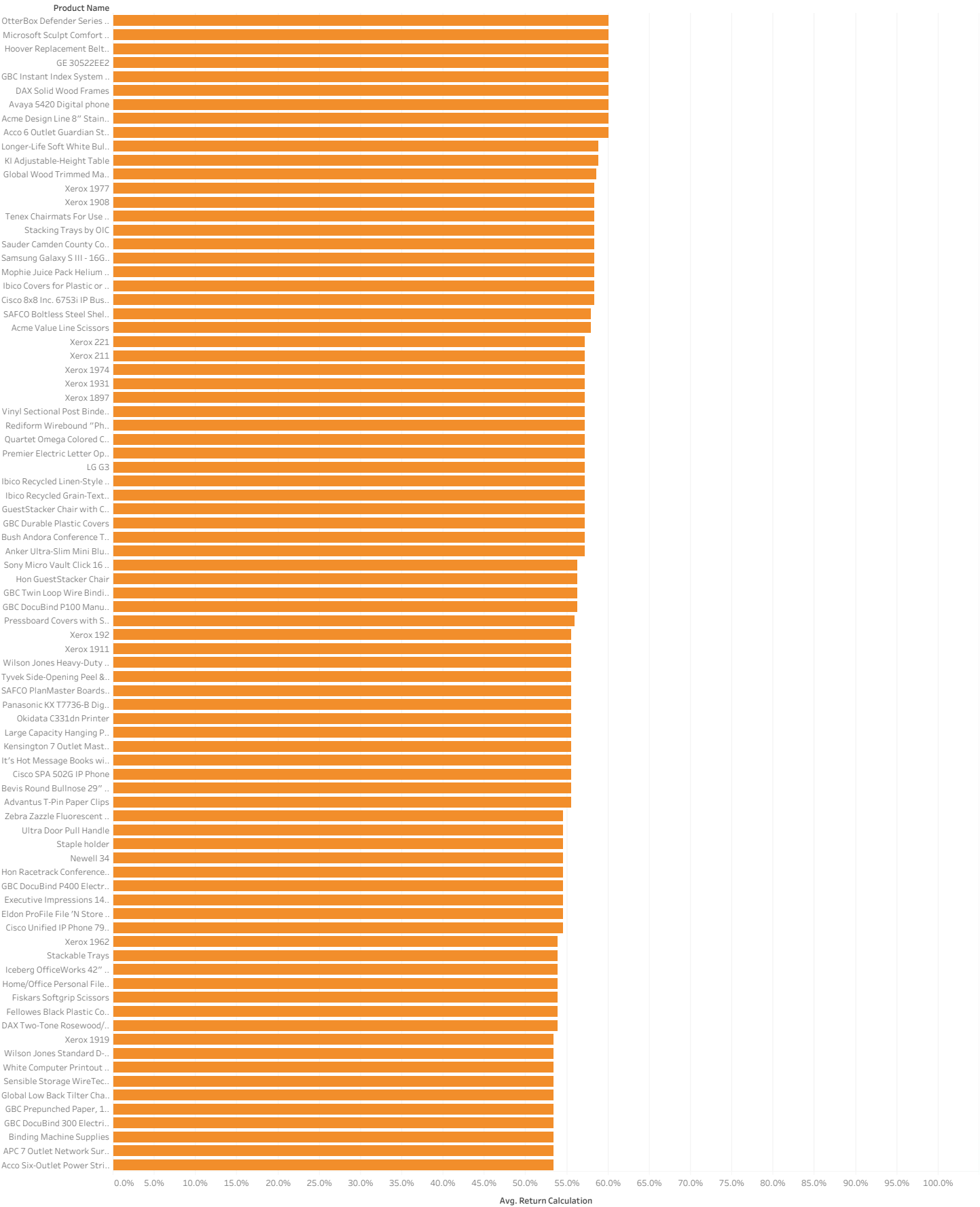
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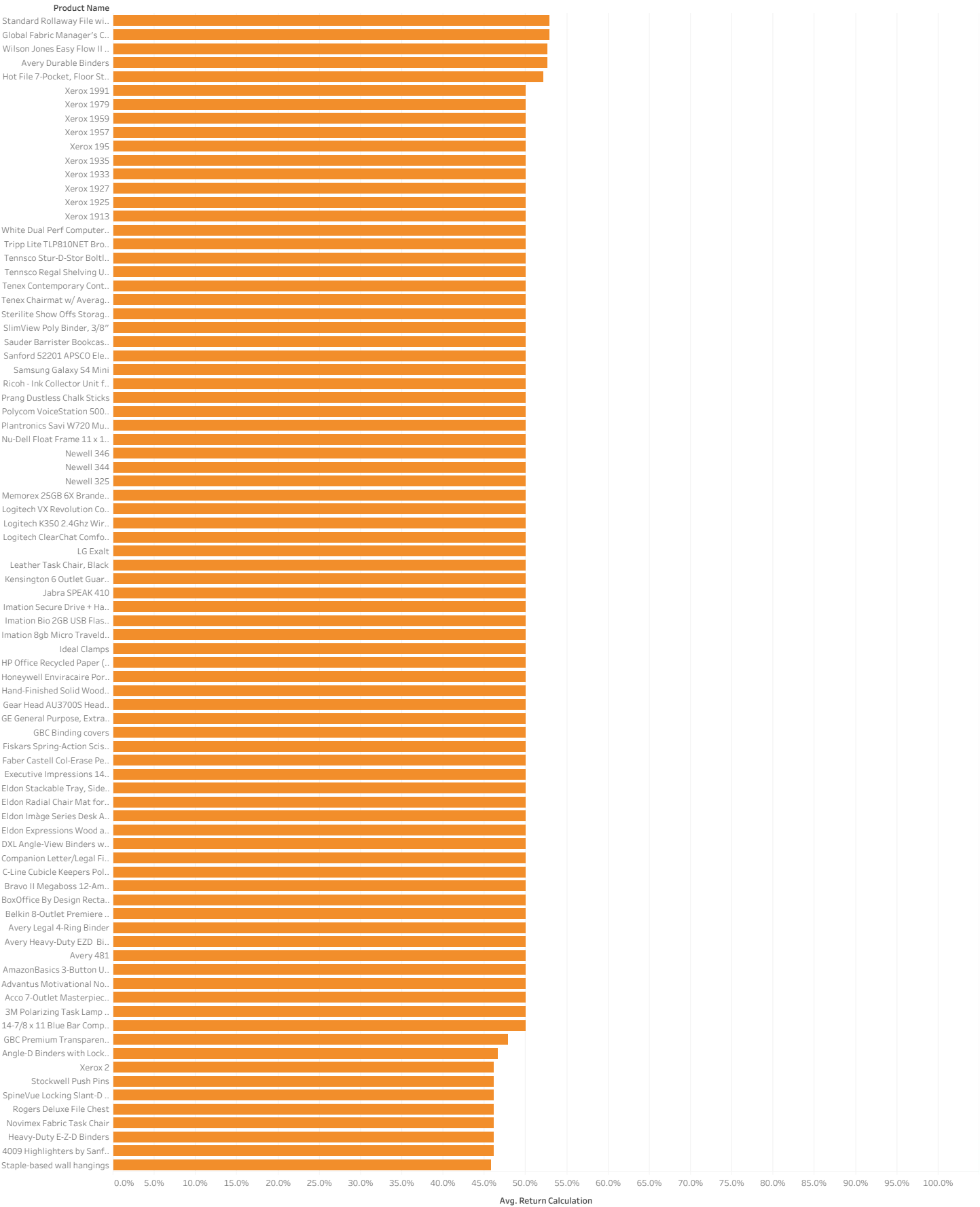
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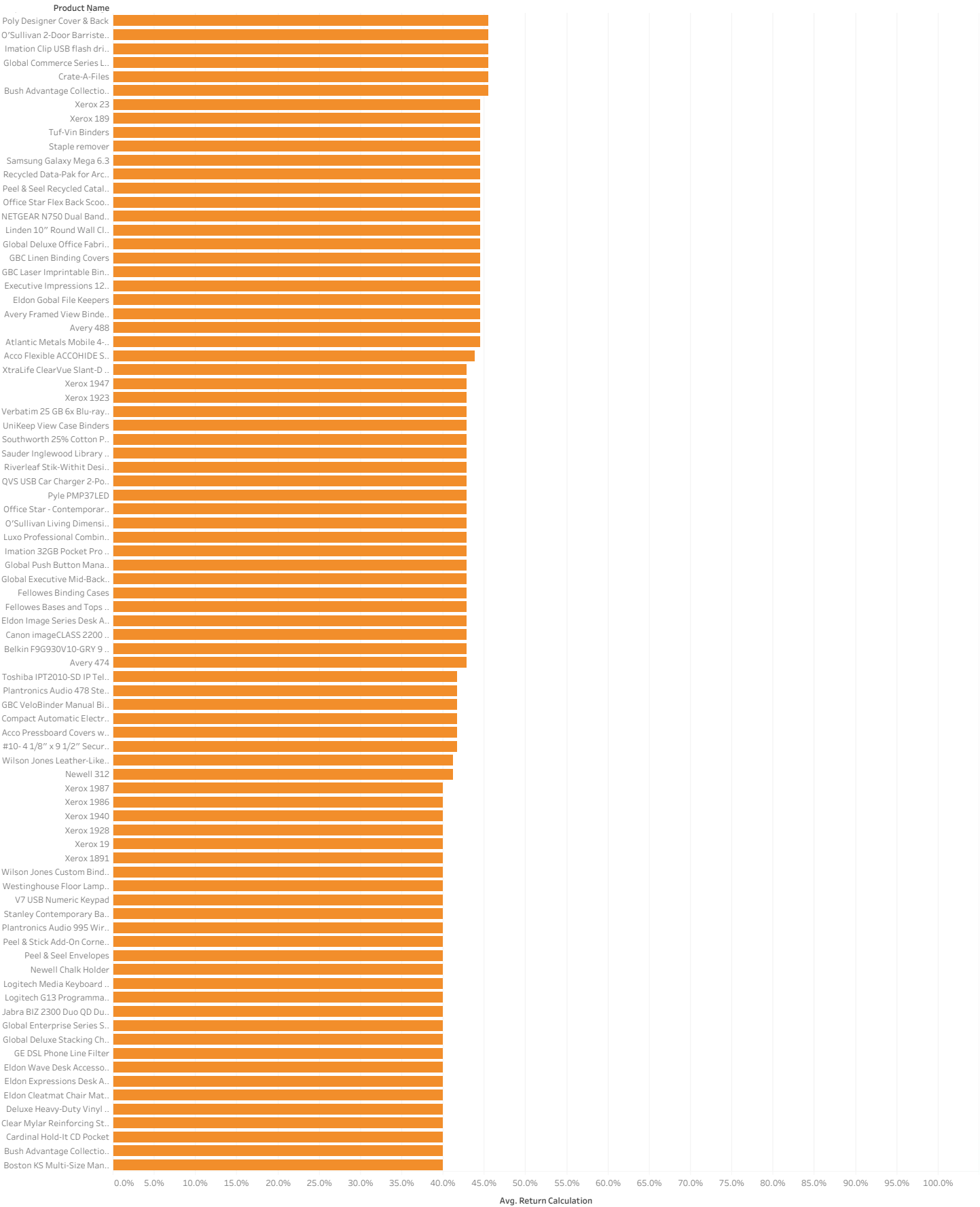
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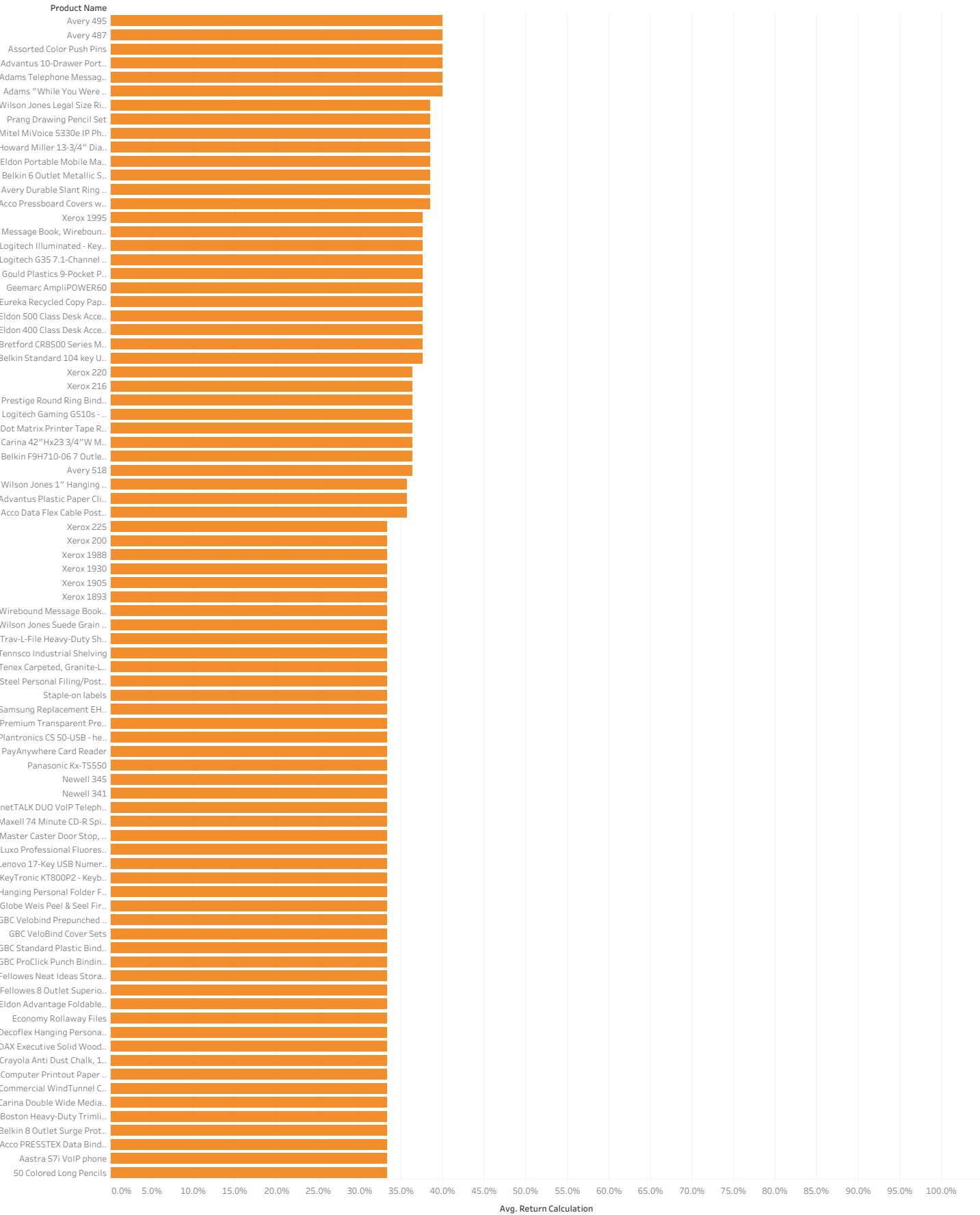
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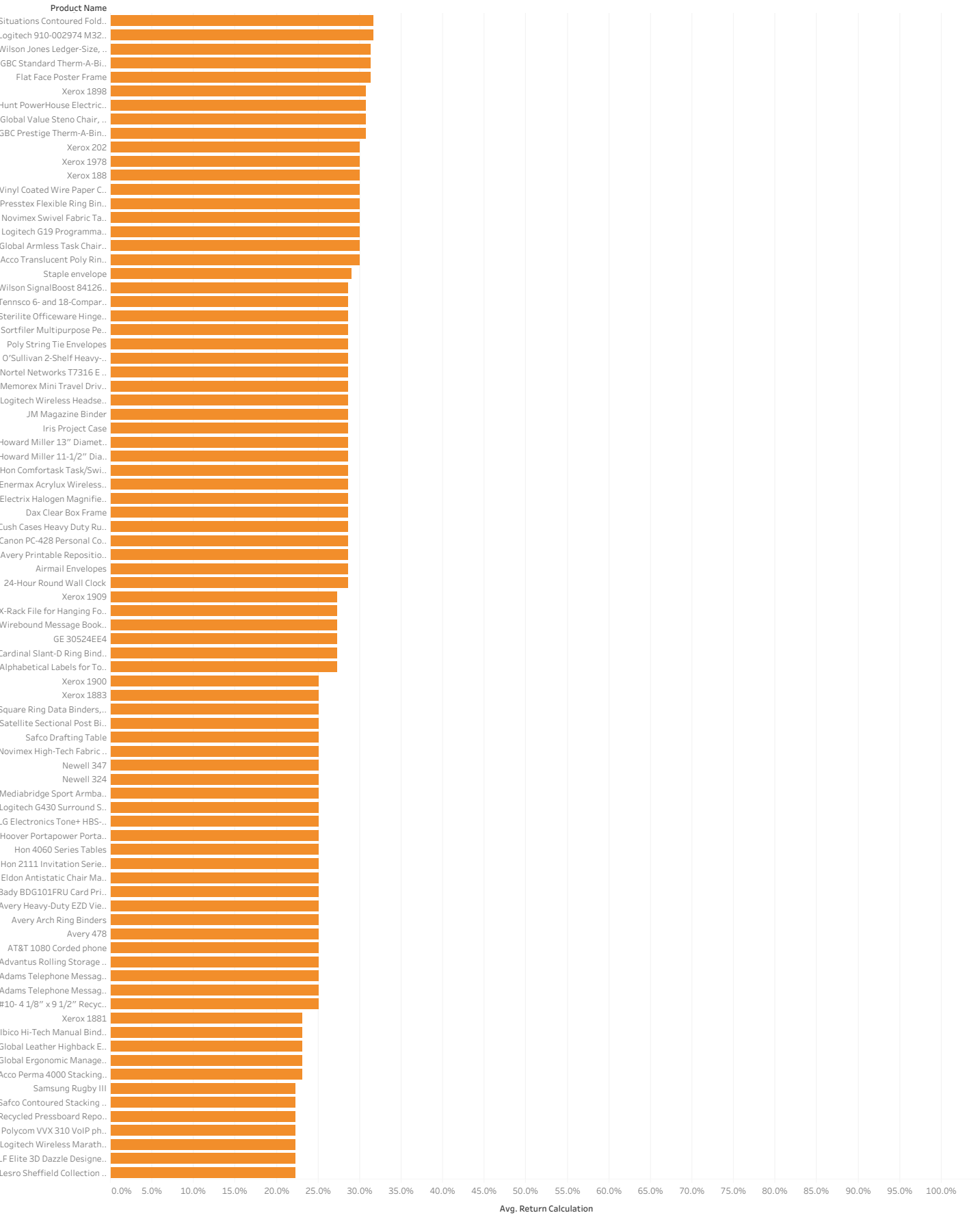
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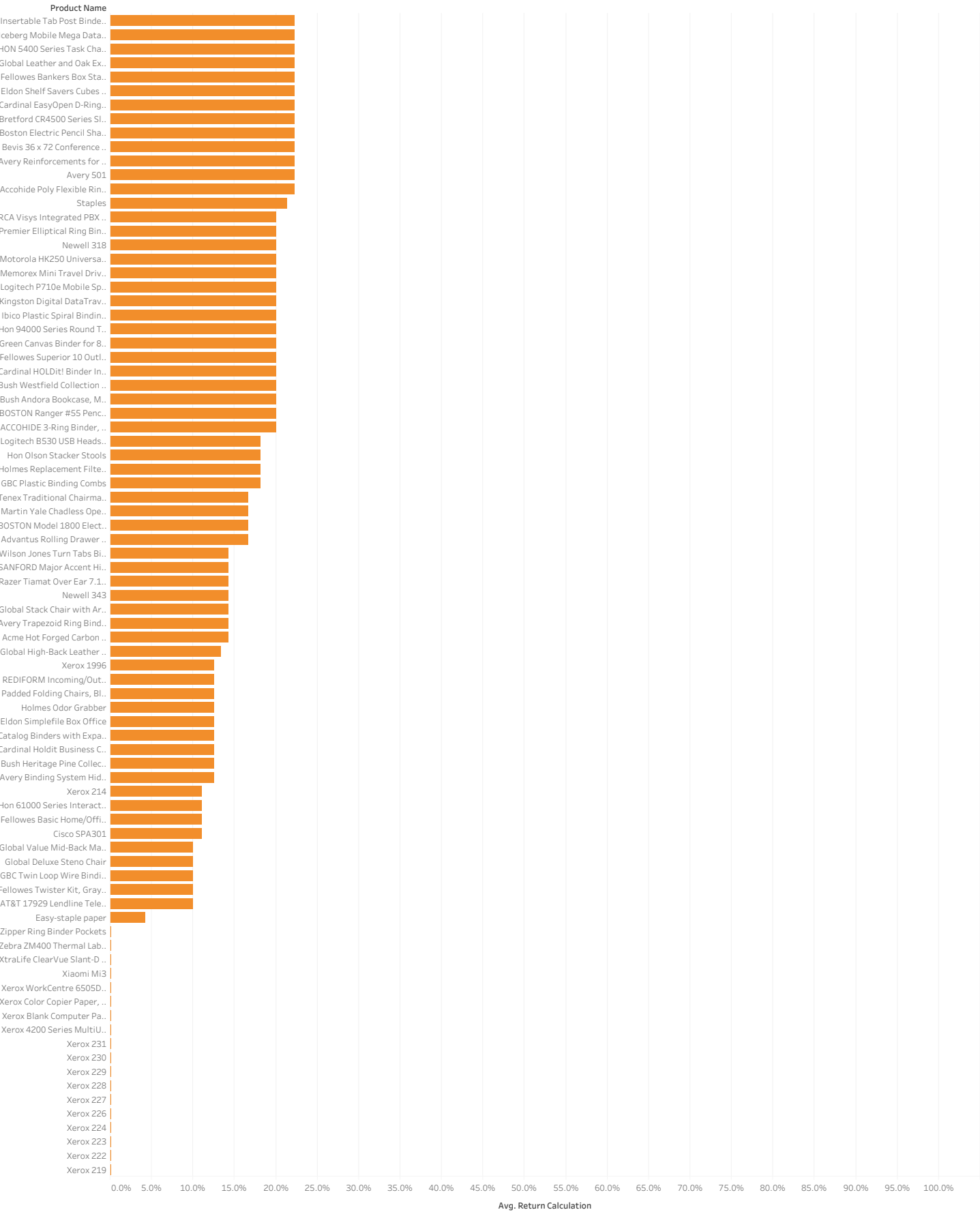
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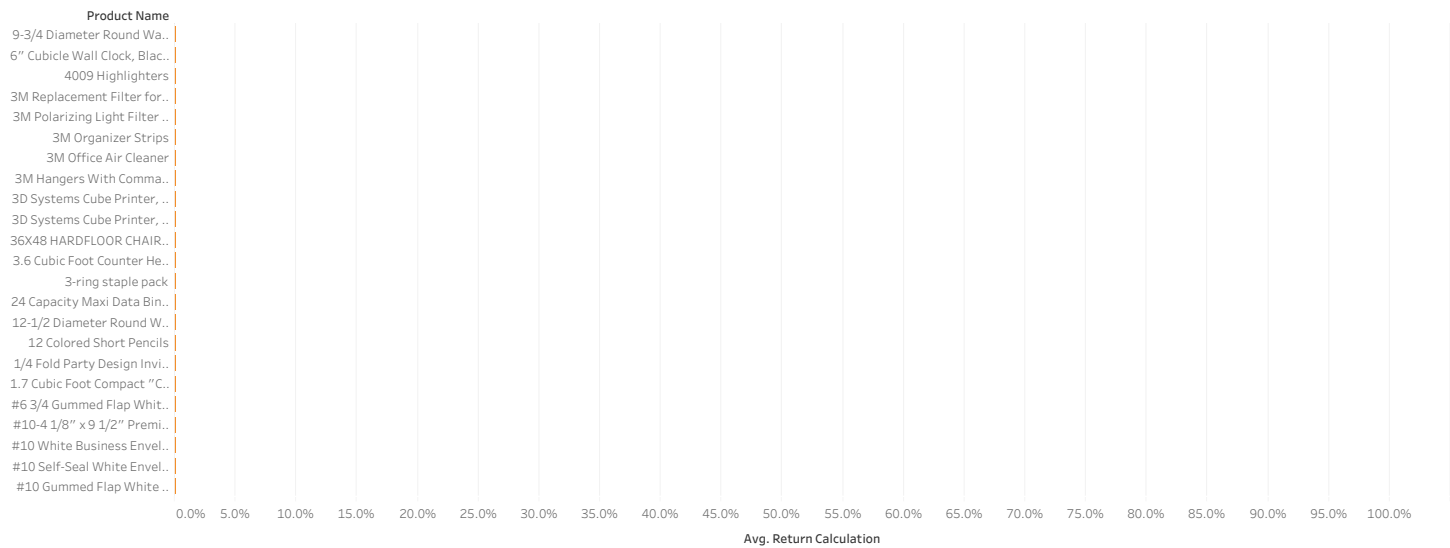
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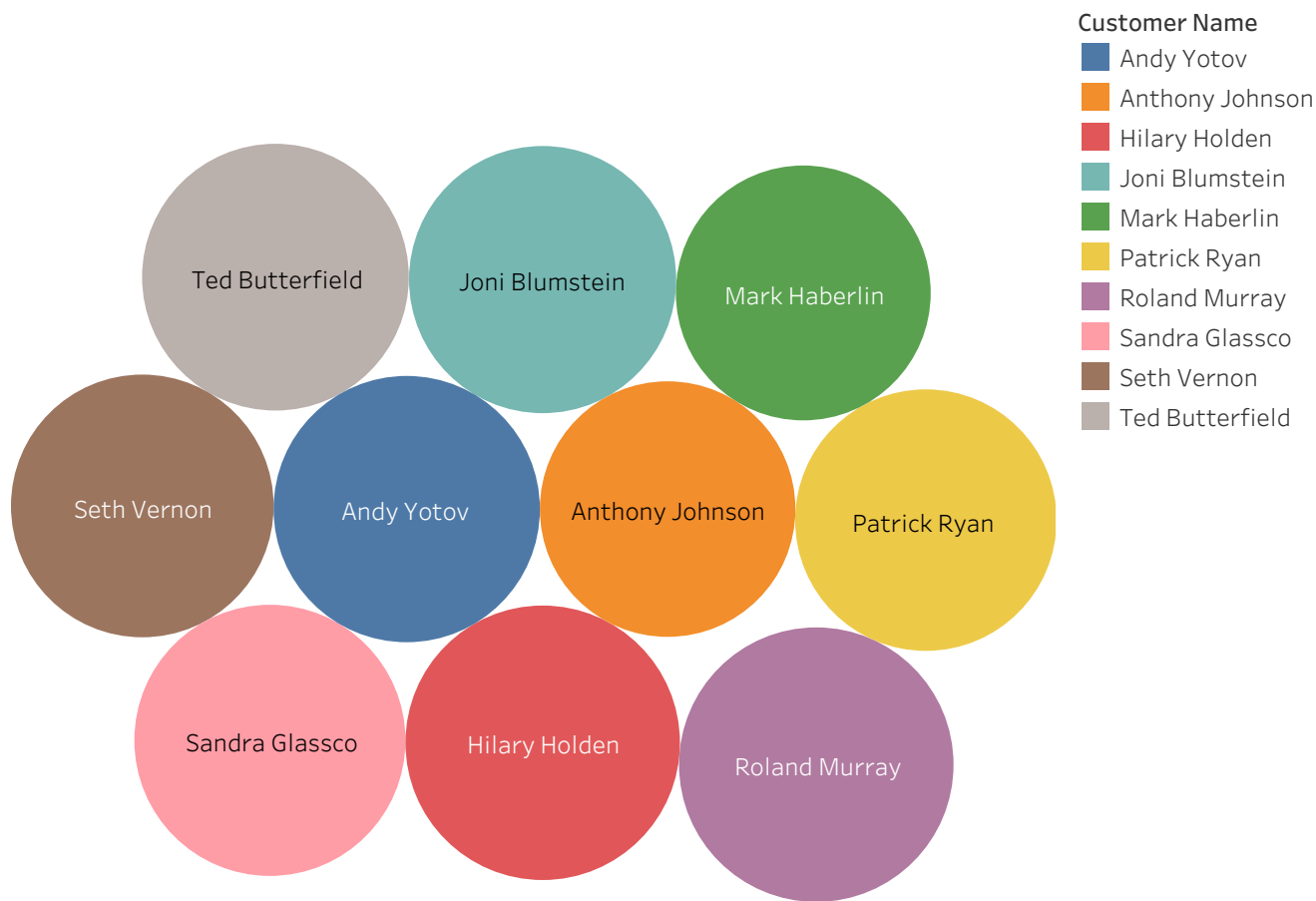
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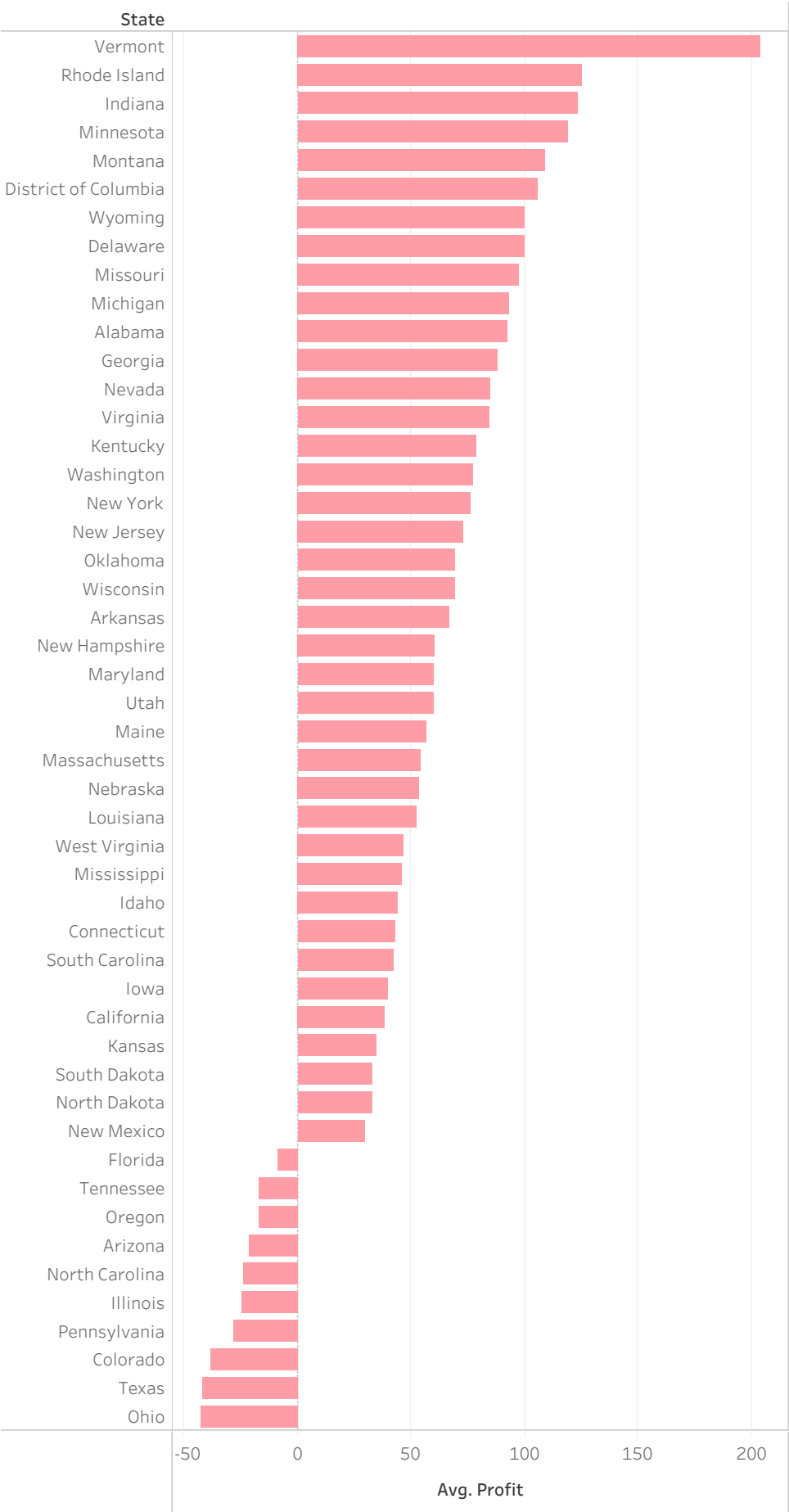


Customer Return Rate

According to the visualization, Roland Murray, Hillary Holden, Sandra Glossco, Joni Blumstein, Ted Butterfield, Andy Yotov, Seth Vernon, and Patrick Ryan have the highest return rate.



Average Profit/Return Rate vs. State



Average Profit/Return Rate vs. State

