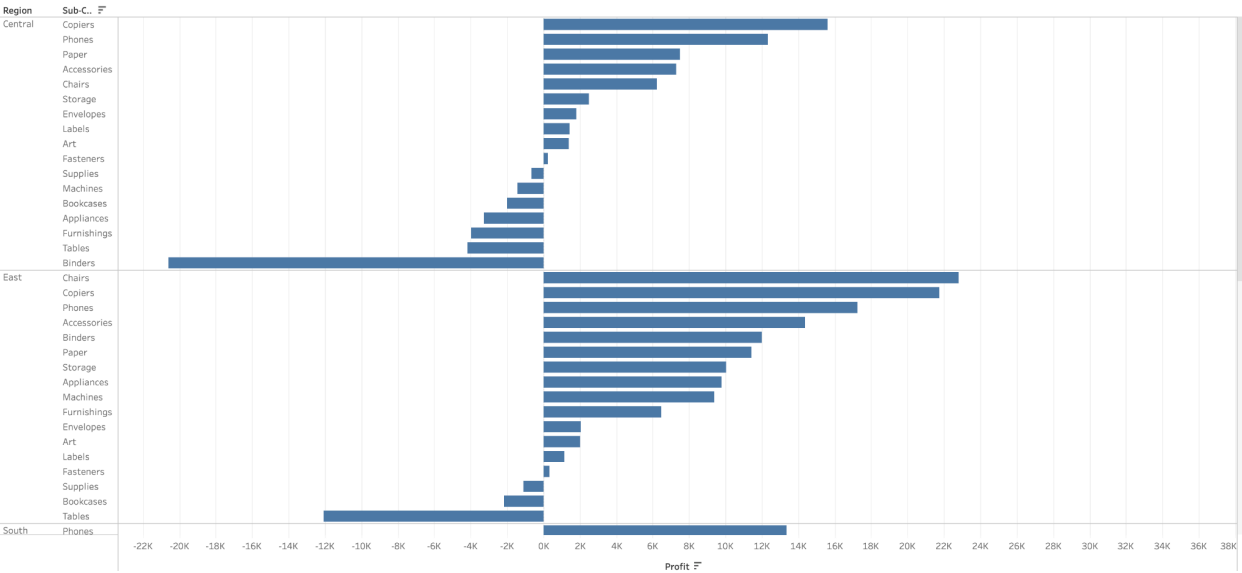
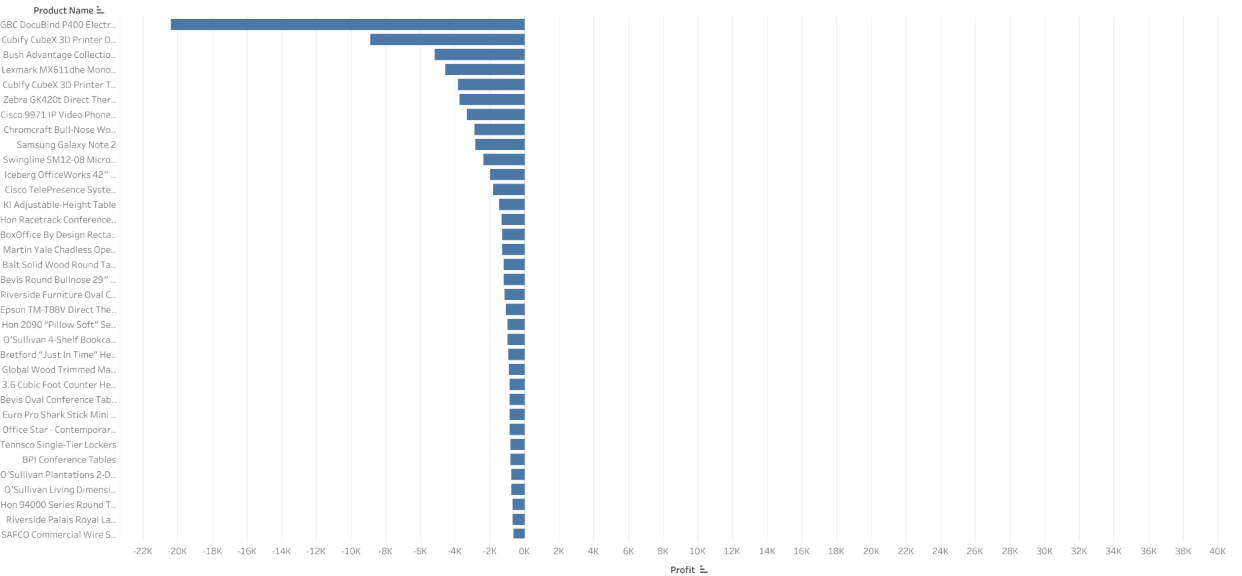


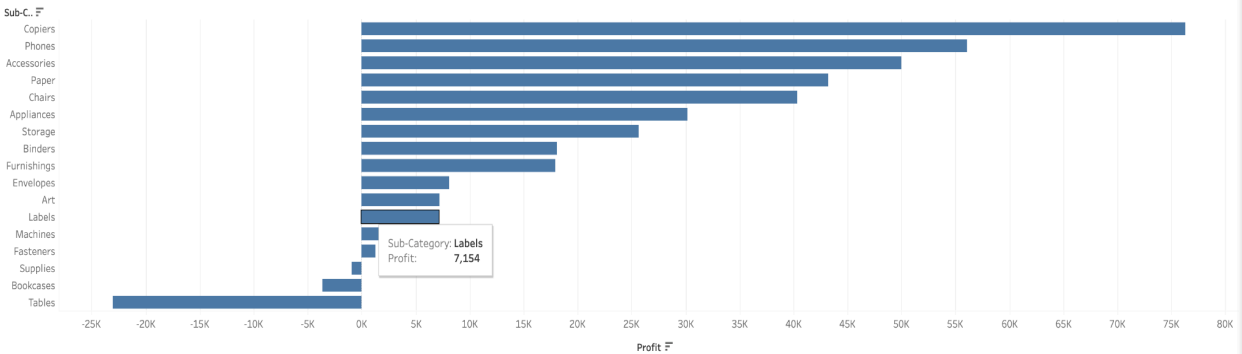
The two biggest profit centers are copiers in the west and chairs in the east. The two biggest loss makers are tables in the east and binders in central.



The store should stop selling any products that are unprofitable, specifically the GBC DocuBind P400 Electric Binding System and the Cubify CubeX 3D Printer Double Head Print.



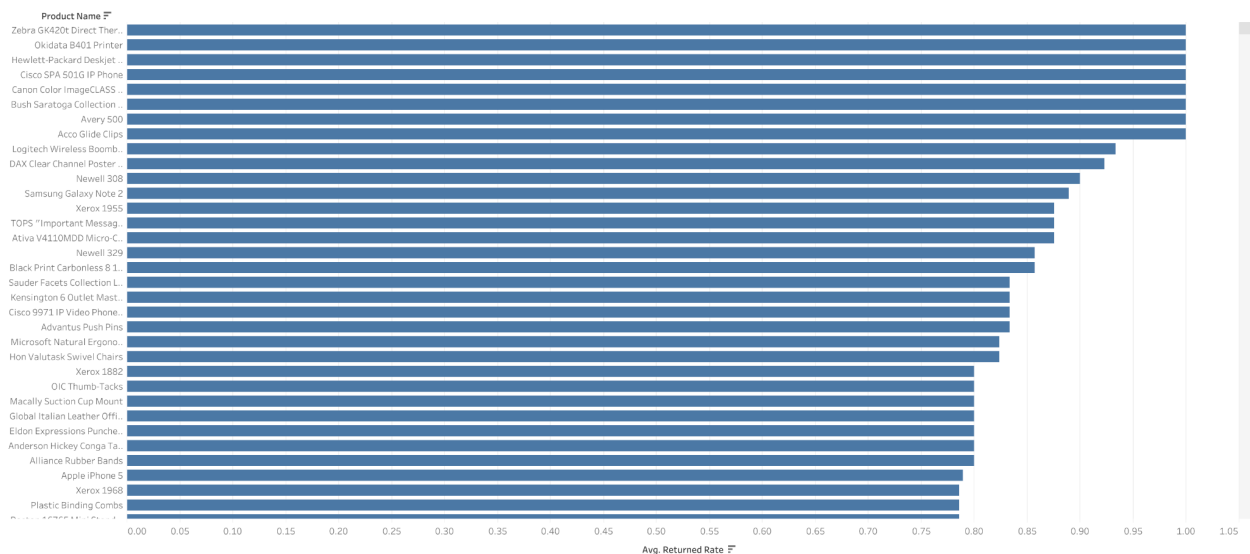
The three product subcategories they should stop selling are Tables, Bookcases and supplies. The three they should focus on are copiers, phones and accessories (with the highest profit).



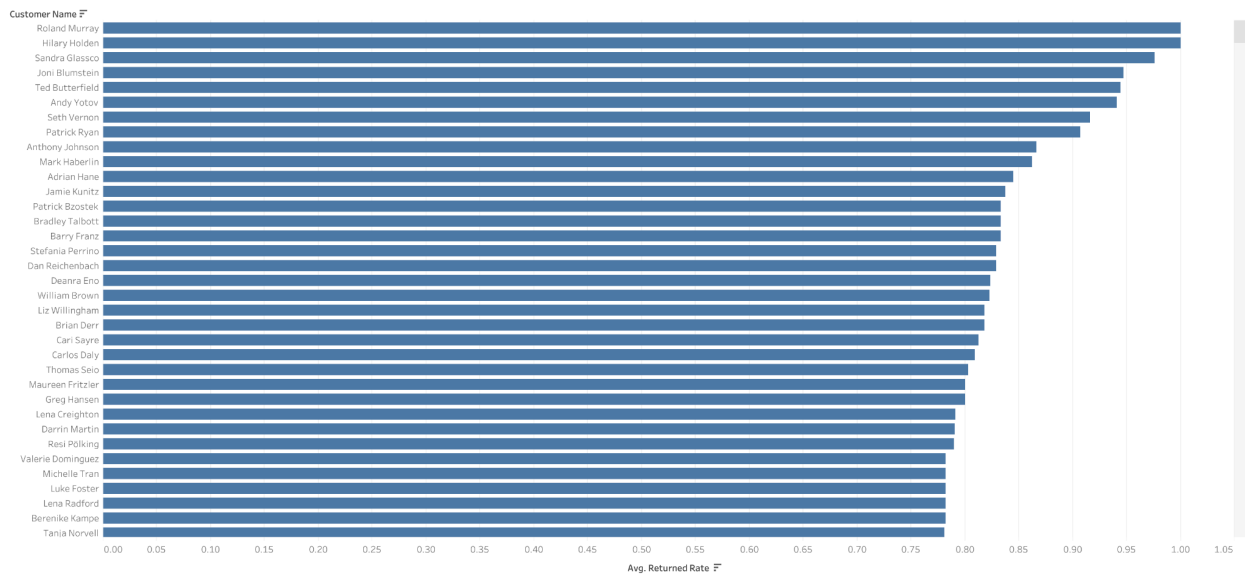
Best combination for advertising,
Indiana in October (643.1) budget = 128.62
Missouri in October (486.1) budget = 97.22
Vermont in November (596) budget = 119.2

State	Order Date											
	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Alabama	7.7		83.2	67.4	49.3	52.2	32.0	59.1	83.2	112.0	266.6	84.5
Arizona	-46.6	-19.7	3.4	-103.8	-12.7	2.0	-30.9	45.9	-5.0	-10.8	-7.3	-33.6
Arkansas	72.9	3.0	18.6	19.7	21.4	52.5		72.0	227.0	40.9	16.9	60.9
California	37.8	36.4	39.7	27.3	39.8	33.4	50.7	56.7	34.2	34.4	30.6	37.8
Colorado	2.6	3.1	-65.0	-215.8	2.6	15.0	6.5	-8.3	-11.0	-140.7	1.0	-23.6
Connecticut	-7.3	24.2	44.0	41.9	10.8	46.6	45.4	70.4	24.7	55.1	47.1	78.6
Delaware	31.7	116.8	84.8	5.2	96.1	24.8	45.6	13.8	34.4	35.6	243.2	17.1
District of Columbia	17.5			324.8	9.2							13.2
Florida	-2.5	6.0	-30.9	-4.4	-20.8	1.1	8.0	-3.6	5.0	-11.4	-9.4	-16.0
Georgia	176.8	84.5	318.4	140.7	61.9	59.3	25.8	41.4	40.0	43.2	61.4	26.2
Idaho			7.1	3.4	22.0	50.6		1.1	101.3	29.1	91.5	16.7
Illinois	-25.5	-14.0	-15.2	-2.1	-12.4	-32.3	-10.9	33.0	-74.7	-6.3	-19.0	-37.3
Indiana	12.4	14.7	29.5	36.5	79.1	174.1	36.0	94.5	61.4	643.1	70.9	98.9
Iowa	16.6		54.8	50.0			11.8	3.1	99.8		43.9	20.3
Kansas	137.2	2.6			34.1	8.7	50.0		45.1	74.8	20.4	23.5
Kentucky	134.1	87.6	65.3	61.6	26.9	52.5	45.4	188.3	100.4	28.2	87.9	81.2
Louisiana	65.3	8.5	6.2	18.7	12.9	13.8	21.2	81.3	72.9	93.5	60.1	111.3
Maine						10.8		85.6	82.6			
Maryland	52.8	141.9	125.4	54.9	22.2		26.9	90.2	49.1	4.3	130.0	43.3
Massachusetts	3.9	5.9	25.4	13.6	47.2	127.8	30.7	26.4	97.8	56.3	26.6	80.0
Michigan	193.0	20.6	72.1	144.3	151.8	64.8	51.9	53.0	61.0	29.5	56.8	143.7
Minnesota	14.9	39.0	22.9		227.3	106.5	185.1	14.0	339.2	284.3	58.6	35.6
Mississippi	15.7	68.7	23.7	16.2	81.9	25.4	82.3	112.7		5.3	43.5	44.8
Missouri	51.7	17.8	146.4	12.4	59.1	4.8	17.9	50.1	80.2	486.1	54.8	372.2
Montana	187.1			41.6			2.2	2.7	10.4		32.1	152.5
Nebraska		31.0		8.5	1.2	36.0	16.2		51.8	29.0	18.9	92.2
Nevada	19.2	5.5	19.3	70.7	99.0	20.2	27.1		16.5	343.0	22.9	60.6
New Hampshire	48.2	16.1	127.0		45.7		26.6	83.9	18.9	14.8		103.7
New Jersey	20.0	41.3	-14.5	306.1	41.6	65.1	66.2	61.8	46.0	32.1	87.2	106.6
New Mexico		23.1	57.6	0.4		35.3	114.6	18.5	6.5	79.2	30.2	6.3
New York	-6.6	31.6	44.7	25.6	97.2	46.0	40.3	64.3	105.0	127.6	84.7	60.9
North Carolina	-91.1	36.9	15.1	1.5	18.9	19.7	5.2	19.7	-4.1	-41.3	-91.9	6.3
North Dakota					43.3							6.8

The products with the highest return rate are the Zebra GK420t Direct Thermal/Thermal Transfer Printer, the Okidata B401 Printer, the Hewlett-Packard Deskjet F4180 All-in-One Color Ink-jet - Printer / copier / scanner and the Cisco SPA 501G IP Phone. We calculated the return rate by using the average of returned rate.



The customers with the highest return rate are Roland Murray, Hilary Holden, Sandra Glassco, Joni Blumstein and Ted Butterfield.



The superstore should do away with subcategories like tables and bookcases. They should keep selling copiers as this has the highest average profit.

