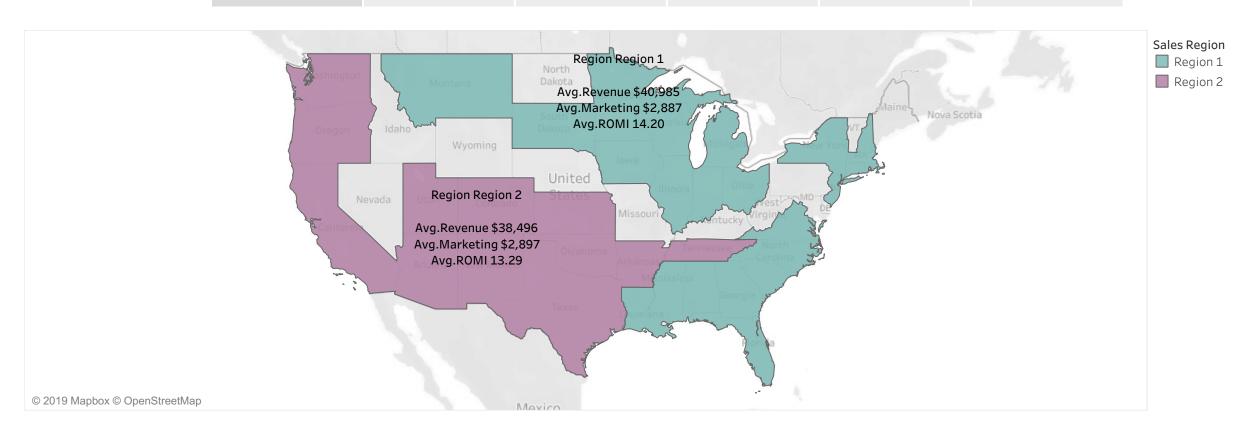
Both regions perform approximately same level.

ROMI is highest at Arkansas and lowest at Wisconsin. Rochestor has the highest revenue with good ROMI.

Stores in green cluster perform well.

Performance in each cluster affects by the population in each city.

There is no much affect on performance by geography.



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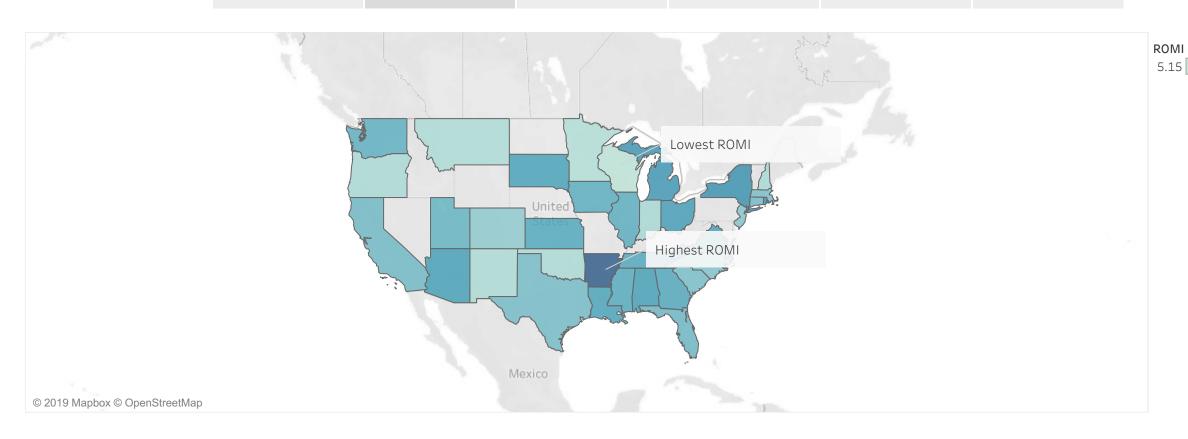
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28.21



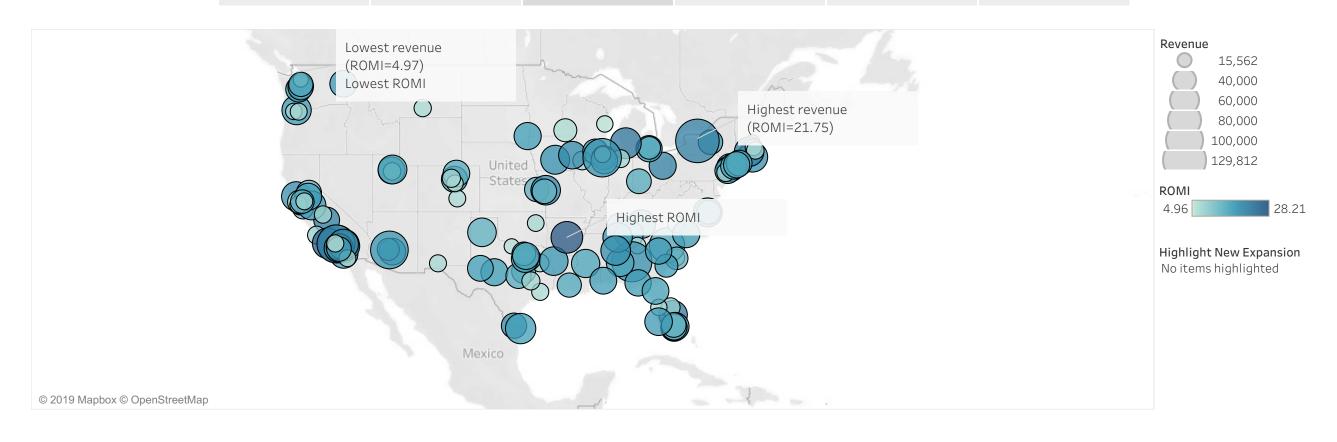
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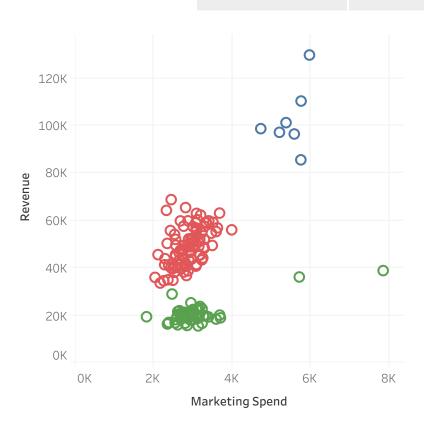
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Clusters

Cluster 1

Cluster 2

Cluster 3

Highlight New Expansion
No items highlighted

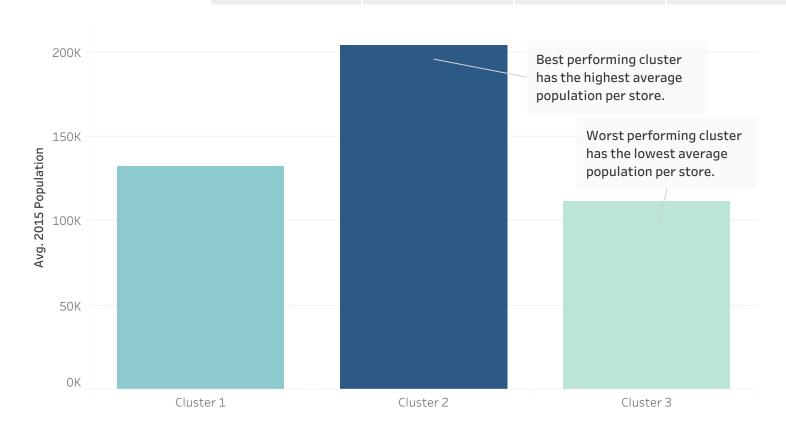
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2015 Population

5,788,684 11,219,644

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