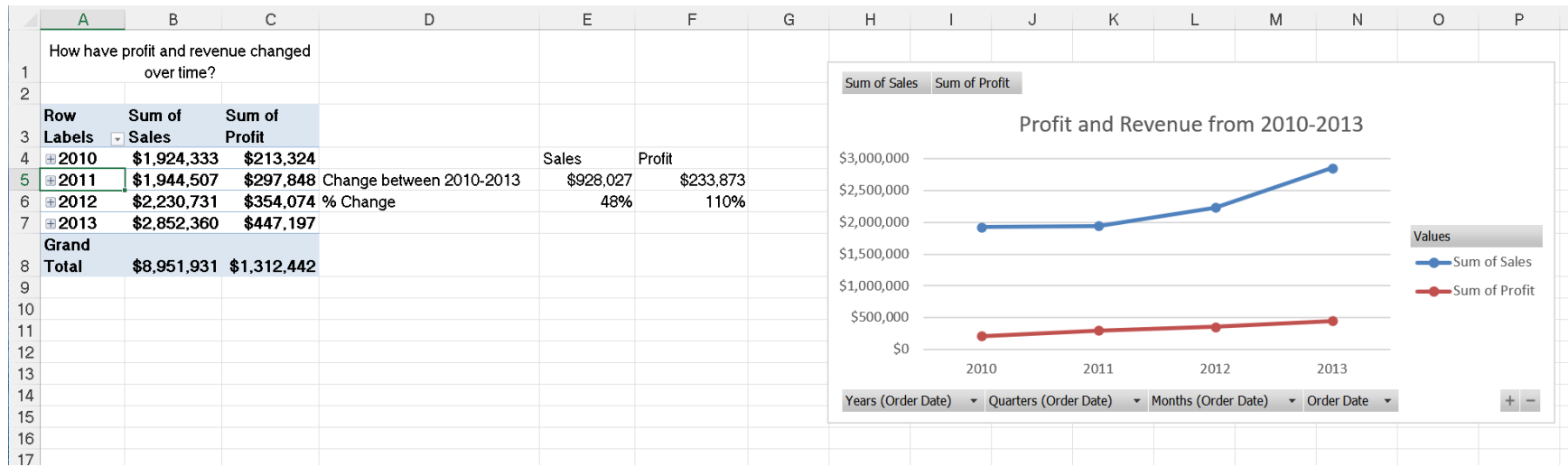


Row ID	Product Container	Product Name	Product Base Margin	Region	State or Province	City	Postal Code	Order Date	Ship Date	Profit	Quantity ordered new	Sales	Order ID	Returned	
2	18606 Small Box	Avery 49		0.36	Central	Illinois	Addison	60101	5/28/2012	5/30/2012	1.32	2	5.9	88525	0
3	20847 Wrap Bag	SANFORD Liquid Accent II Tank-Style Highlighters		0.54	West	Washington	Anacortes	98221	7/7/2010	7/8/2010	4.56	4	13.01	88522	0
4	23086 Small Box	Xerox 1968		0.37	West	Washington	Anacortes	98221	7/27/2011	7/28/2011	-47.64	7	49.92	88523	0
5	23087 Small Pack	Acme® Preferred Stainless Steel Scissors		0.56	West	Washington	Anacortes	98221	7/27/2011	7/28/2011	-30.51	7	41.64	88523	0
5	23088 Small Box	V70		0.59	West	Washington	Anacortes	98221	7/27/2011	7/27/2011	998.2023	8	1446.67	88523	0
7	23597 Small Box	Xerox 194		0.37	West	Washington	Anacortes	98221	11/9/2011	11/11/2011	1388.0523	37	2011.67	88524	0
3	25549 Jumbo Drum	Canon S750 Color Inkjet Printer		0.38	West	Washington	Anacortes	98221	7/1/2013	7/8/2013	1001.4453	12	1451.37	88526	0
3	20228 Jumbo Drum	Global Troy Executive Leather Low-Back Tilter		0.6	West	California	San Gabriel	91776	12/13/2010	12/15/2010	4390.3665	12	6362.85	90193	0
0	19483 Small Box	Xerox 1930		0.36	West	California	San Gabriel	91776	5/12/2012	5/21/2012	-141.26	18	113.25	90197	0
1	24782 Small Box	Kensington 6 Outlet MasterPiece® HOME OFFICE Power Control Center		0.56	West	California	San Jose	95123	5/26/2011	5/26/2011	1045.4673	16	1515.17	90194	0
2	24563 Small Box	Xerox 21		0.37	West	California	San Jose	95123	12/29/2012	12/31/2012	-13.86	4	28.61	90200	0
3	24564 Wrap Bag	*Staples® Highlighting Markers		0.52	West	California	San Jose	95123	12/29/2012	12/31/2012	57.5805	17	83.45	90200	0
4	24565 Wrap Bag	Accessory34		0.55	West	California	San Jose	95123	12/29/2012	12/31/2012	1176.5052	24	1705.08	90200	0
5	21866 Small Box	Xerox 1933		0.38	East	Massachusetts	Fall River	2724	10/30/2012	10/31/2012	72.9928	19	232.95	90198	0
6	20876 Jumbo Box	Sauder Forest Hills Library, Woodland Oak Finish		0.77	East	New Hampshire	Bedford	3110	12/25/2012	12/26/2012	-158.74	5	705.47	90199	0
7	20877 Jumbo Box	Riverside Furniture Starwyck Manor Table Series		0.78	East	New Jersey	Camden	8101	12/25/2012	12/27/2012	-346.6151975	8	1794.27	90199	0
8	22241 Small Box	Park Ridge® Embossed Executive Business Envelopes		0.38	East	New Jersey	Pennsauken	8109	10/4/2011	10/5/2011	142.7955	14	206.95	90195	0
9	21776 Small Pack	DAX Two-Tone Rosewood/Black Document Frame, Desktop, 5 x 7		0.45	East	New Jersey	Roselle	7203	8/15/2010	8/17/2010	-53.8096	22	211.15	90192	0
10	23328 Small Pack	Fiskars® Softgrip Scissors		0.57	East	Rhode Island	Cranston	2907	2/24/2012	2/26/2012	23.12	8	90.39	90196	0
11	24944 Small Box	Howard Miller 12-3/4 Diameter Accuwave DS I Wall Clock		0.43	Central	Minnesota	Prior Lake	55372	5/12/2010	5/14/2010	803.4705	16	1164.45	86838	0
12	24945 Wrap Bag	Newell 321		0.56	Central	Minnesota	Prior Lake	55372	5/12/2010	5/13/2010	-24.03	7	22.23	86838	0
13	24947 Wrap Bag	Newell 351		0.56	Central	Minnesota	Prior Lake	55372	5/12/2010	5/13/2010	-37.03	4	13.99	86838	0
14	24948 Wrap Bag	OIC Colored Binder Clips, Assorted Sizes		0.36	Central	Minnesota	Prior Lake	55372	5/12/2010	5/13/2010	-0.71	4	14.26	86838	0
15	24945 Small Box	Xerox 213		0.37	Central	Minnesota	Prior Lake	55372	5/12/2013	5/13/2013	-44.54	4	29.95	86845	0
16	18181 Small Box	Grip Seal Envelopes		0.38	East	New York	Smithtown	11787	4/8/2010	4/9/2010	-59.82	7	33.47	86837	0
17	20925 Small Box	Tyvek® Top-Opening Peel & Seal® Envelopes, Gray		0.4	East	New York	Smithtown	11787	5/28/2010	5/28/2010	261.8757	10	379.53	86839	0
18	18263 Wrap Bag	Newell 310		0.56	East	New York	Smithtown	11787	12/4/2011	12/6/2011	-1.17	10	17.39	86840	0
19	18554 Small Box	Xerox 1992		0.36	East	New York	Smithtown	11787	4/29/2012	5/1/2012	-24.03	3	19.04	86841	0
20	22781 Wrap Bag	Master Giant Foot® Doorstop, Safety Yellow		0.42	East	New York	Smithtown	11787	1/19/2013	1/21/2013	23.2668	4	33.72	86842	0
21	23287 Small Box	Avery 05222 Permanent Self-Adhesive File Folder Labels for Typewriters, on Rolls, White, 250/Roll		0.39	East	New York	Smithtown	11787	1/21/2013	1/23/2013	-174.2696	9	38.18	86843	0
12	26267 Wrap Bag	Staples Gold Paper Clips		0.39	East	New York	Syracuse	13210	2/12/2010	2/15/2010	2.63	6	18.8	86836	0
13	26268 Small Box	StarTAC 7797		0.55	East	New York	Syracuse	13210	2/12/2010	2/14/2010	652.7331	10	945.99	86836	0
14	26266 Small Box	GBC Laser Imprintable Binding System Covers, Desert Sand		0.38	East	New York	Syracuse	13210	2/12/2013	2/15/2013	3.4595	3	45.6	86844	0
15	19359 Wrap Bag	Dixon My First Ticonderoga Pencil, #2		0.56	West	Montana	Great Falls	59405	4/20/2011	4/24/2011	-6.82	2	12.18	90033	0

	A	B
1	Order ID	Status
2	65	Returned
3	612	Returned
4	614	Returned
5	678	Returned
6	710	Returned
7	740	Returned
8	775	Returned
9	833	Returned
10	902	Returned

	A	B
1	Region	Manager
2	Central	Chris
3	East	Erin
4	South	Sam
5	West	William
6		
7		



	A	B	C
1	Product Category	Technology	
2			
3	Row Labels	Sum of Sales	% Change MOM Sales
4	2010		
5	Jan	\$ 51,486.94	
6	Feb	\$ 42,699.43	-17.07%
7	Mar	\$ 62,505.70	46.39%
8	Apr	\$ 36,842.95	-41.06%
9	May	\$ 25,990.46	-29.46%
10	Jun	\$ 16,350.69	-37.09%
11	Jul	\$ 66,719.07	308.05%
12	Aug	\$ 115,450.21	73.04%
13	Sep	\$ 52,728.38	-54.33%
14	Oct	\$ 53,850.55	2.13%
15	Nov	\$ 57,891.51	7.50%
16	Dec	\$ 129,749.06	124.12%
17	2011		
18	Jan	\$ 31,759.02	
19	Feb	\$ 28,000.17	-11.84%
20	Mar	\$ 17,553.08	-37.31%
21	Apr	\$ 19,937.99	13.59%
22	May	\$ 69,840.76	250.29%
23	Jun	\$ 51,589.30	-26.13%

	A	B	C	D
1	Product Name	Sum of Sales	Sum of Profit	Profit/Sales Ratio
2	Advantus Panel Wall Acrylic Frame	\$ 188.32	\$ 4,903.31	2603.71%
3	Regeneration Desk Collection	\$ 158.39	\$ 2,554.50	1612.79%
4	Rogers Handheld Barrel Pencil Sharpener	\$ 41.03	\$ 644.85	1571.65%
5	Telephone Message Books with Fax/Mobile Section, 4 1/4" x 6"	\$ 239.54	\$ 2,736.91	1142.57%
6	Avery White Multi-Purpose Labels	\$ 437.77	\$ 4,633.19	1058.36%
7	Xerox 1981	\$ 657.58	\$ 6,542.01	994.86%
8	Avery Hi-Liter Comfort Grip Fluorescent Highlighter, Yellow Ink	\$ 119.75	\$ 1,092.84	912.60%
9	Wilson Jones® Four-Pocket Poly Binders	\$ 615.03	\$ 4,775.76	776.51%
10	JM Magazine Binder	\$ 785.29	\$ 5,887.56	749.73%
11	Staples #10 Laser & Inkjet Envelopes, 4 1/8" x 9 1/2", 100/Box	\$ 758.03	\$ 4,918.44	648.85%
12	Avery 520	\$ 175.86	\$ 1,086.28	617.69%
13	Sanford Pocket Accent® Highlighters	\$ 159.99	\$ 964.08	602.59%
14	Xerox 1906	\$ 1,019.76	\$ 5,781.64	566.96%
15	Newell 246	\$ 60.73	\$ 324.20	550.30%

	A	B	C	D
1	Customer Segment	Sum of Profit	Profit as %	Profit/Sales Ratio
2	Corporate	\$505,538.63	38.52%	15.46%
3	Small Business	\$316,474.59	24.11%	18.86%
4	Home Office	\$283,869.55	21.63%	13.09%
5	Consumer	\$206,559.63	15.74%	11.26%
6	Grand Total	\$1,312,442.40	100.00%	14.66%
7				

	A	B	C
1	Region	Sum of Profit	Profit/Sales Ratio
2	Central	\$519,825.57	139.57%
3	East	\$377,566.19	106.29%
4	West	\$310,849.45	88.66%
5	South	\$104,201.19	44.49%
6	Grand Total	\$1,312,442.40	100.00%
7			
8	State	Sum of Profit	Profit/Sales Ratio
9	Illinois	\$127,840.02	130.57%
10	New York	\$113,558.97	92.25%
11	Texas	\$109,005.26	136.90%
12	California	\$86,098.39	50.55%
13	Ohio	\$69,609.27	163.56%

	A	B	C
1	Product Name	Sum of Returned	Sum of Return Likely %
2	Boston Electric Pencil Sharpener, Model 1818, Charcoal Black	92	73.60%
3	Acco Clips to Go Binder Clips, 24 Clips in Two Sizes	47	73.44%
4	Personal Creations Ink Jet Cards and Labels	49	67.12%
5	Economy Rollaway Files	167	63.98%
6	TDK 4.7GB DVD+R/W	96	62.75%
7	Polycom VoiceStation 100	82	62.60%
8	DAX Metal Frame, Desktop, Stepped-Edge	43	62.32%
9	Crayola Anti Dust Chalk, 12/Pack	84	57.93%
10	600 Series Flip	44	57.89%
11	Pressboard Data Binder, Crimson, 12" X 8 1/2"	36	55.38%
12	Model L Table or Wall-Mount Pencil Sharpener	71	55.04%
13	Avery 503	59	54.63%
14	Staples #10 Colored Envelopes	56	54.37%
15	Imation IBM Formatted Diskettes, 100/Pack	33	54.10%
16	Zoom V 92 V 44 PCI Internal Controllerless FaxModem	55	53.40%

	A	B	C	D	E
1	Sum of Sales	Column Labels			
2	Row Labels	Furniture	Office Supplies	Technology	Grand Total
3	2010	\$660,699.31	\$551,368.62	\$712,264.95	\$1,924,332.88
4	Jan	\$58,127.62	\$30,115.90	\$51,486.94	\$139,730.46
5	Feb	\$78,202.24	\$9,632.40	\$42,699.43	\$130,534.07
6	Mar	\$62,470.28	\$20,639.75	\$62,505.70	\$145,615.73
7	Apr	\$51,108.26	\$42,591.78	\$36,842.95	\$130,542.99
8	May	\$33,130.03	\$34,818.32	\$25,990.46	\$93,938.81
9	Jun	\$55,708.33	\$56,245.32	\$16,350.69	\$128,304.34
10	Jul	\$29,439.57	\$38,877.82	\$66,719.07	\$135,036.46
11	Aug	\$47,492.88	\$32,624.31	\$115,450.21	\$195,567.40
12	Sep	\$25,972.60	\$47,379.96	\$52,728.38	\$126,080.94
13	Oct	\$66,438.04	\$139,000.37	\$53,850.55	\$259,288.96
14	Nov	\$79,221.54	\$75,520.21	\$57,891.51	\$212,633.26
15	Dec	\$70,007.00	\$60,000.00	\$100,000.00	\$230,007.00

D21		✕ ✓ <i>fx</i>	
	A	B	
1	Q1.	How have profit and revenue changed over time?	
2		Both profit and sales have increased from 2010 to 2013. Sales increased by 234K or 48%, while profit increased by 928K or 110%. See Q1 tab for visual.	
3			
4	Q2.	Create a visual showing % change in sales month-over-month for each product category.	
5		See Q2 tab.	
6			
7	Q3.	What products are the most profitable?	
8		The 'Global Troy Executive Leather Low-Back Tilter' product has the highest profit. However, the 'Advantus Panel Wall Acrylic Frame' has the highest profit/sales ratio. See Q3 tab for specifics.	
9			
10	Q4.	What customer segment is the most profitable?	
11		The corporate segment has the highest profits but the small business segment has the highest profit/sales ratio.	
12			
13	Q5.	What geographic areas are the most profitable?	
14		By region, the 'Central' region has the highest profit and profit/sales ratio.	
15		By state, Illinois has the highest profit. South Dakota has the highest profit/sales ratio.	
16		By city, New York City has the highest profit. Springdale has the highest profit/sales percentage.	
17			
18	Q6.	What products are the most likely to be returned?	
19		The three products most likely to be returned are the 'Boston Electric Pencil Sharpener', 'Model 1818, Charcoal Black, Acco Clips to Go Binder Clips, 24 Clips in Two Sizes', and 'Personal Creations Ink Jet Cards and Labels' products.	
20			
21	Q7.	Create a worksheet that shows sales by month and category	
22			
23	Q8.	Create a worksheet that shows month-over-month % change in sales by category	
24		See Q2 tab.	
25			
26			