Subcategory vs Region

Conclusion

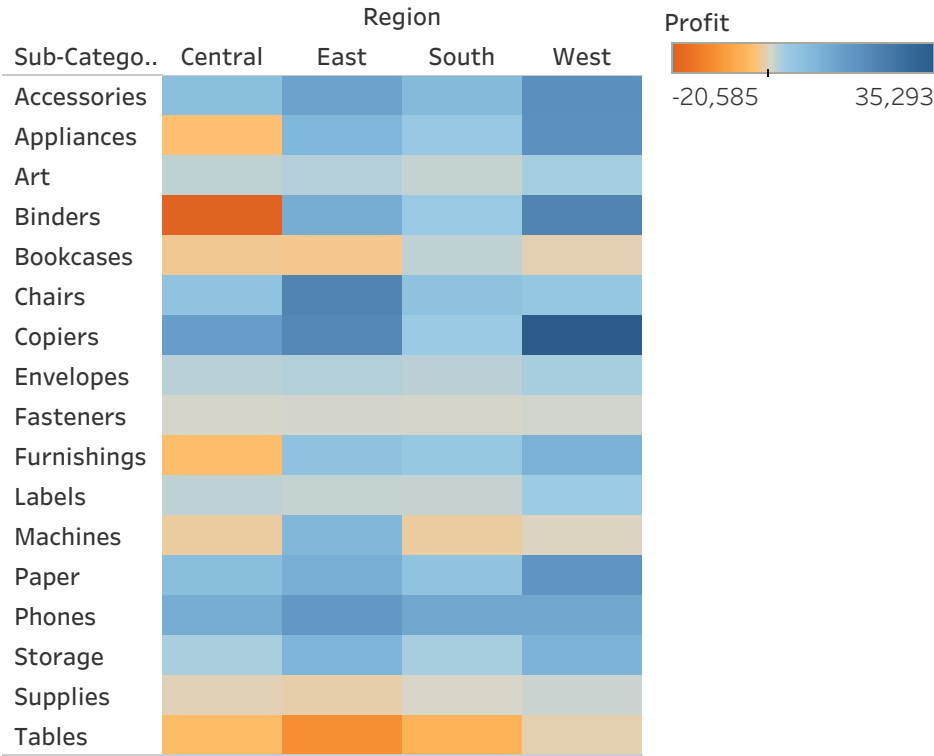### Profit Centers:

West, Copiers

East, Chairs

Loss Centers:

Central, Binders

East, Tables

Sub-Catego..	Central	East	South	West
Accessories				
Appliances				
Art				
Binders				
Bookcases				
Chairs				
Copiers				
Envelopes				
Fasteners				
Furnishings				
Labels				
Machines				
Paper				
Phones				
Storage				
Supplies				
Tables				

Region

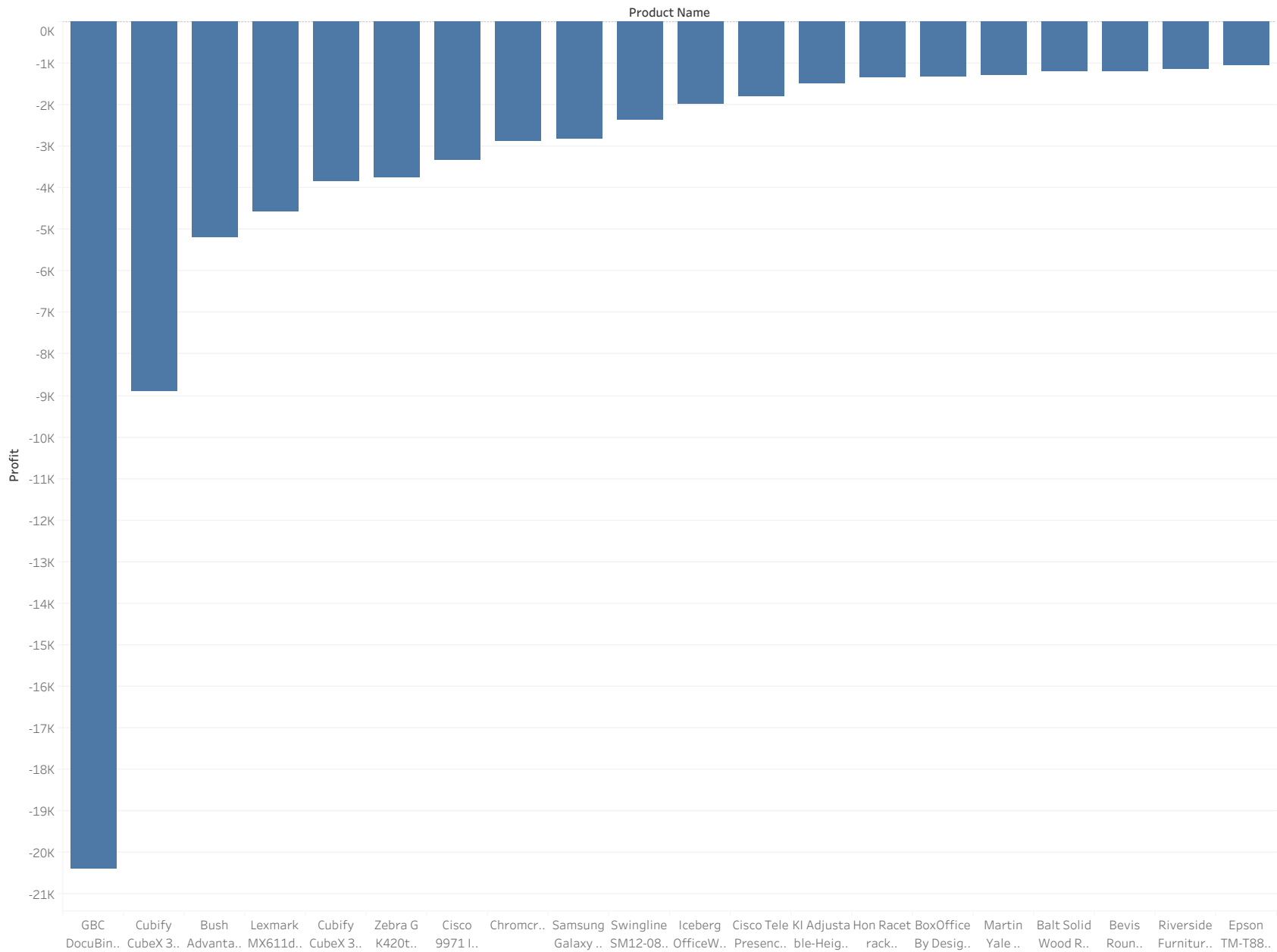Profit

-20,585   35,293

Products to Drop

These products all have a profit loss of at least 1000

Conclusion:

All products with a profit loss of over 1000 should be considered for drop.

Subcategory Focus

Conclusion:

Stop Sale:

Tables

Binders

Supplies

Focus On:

Copiers

Phones

Accessories

Sub-Category

Legend — Sub-Category:
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
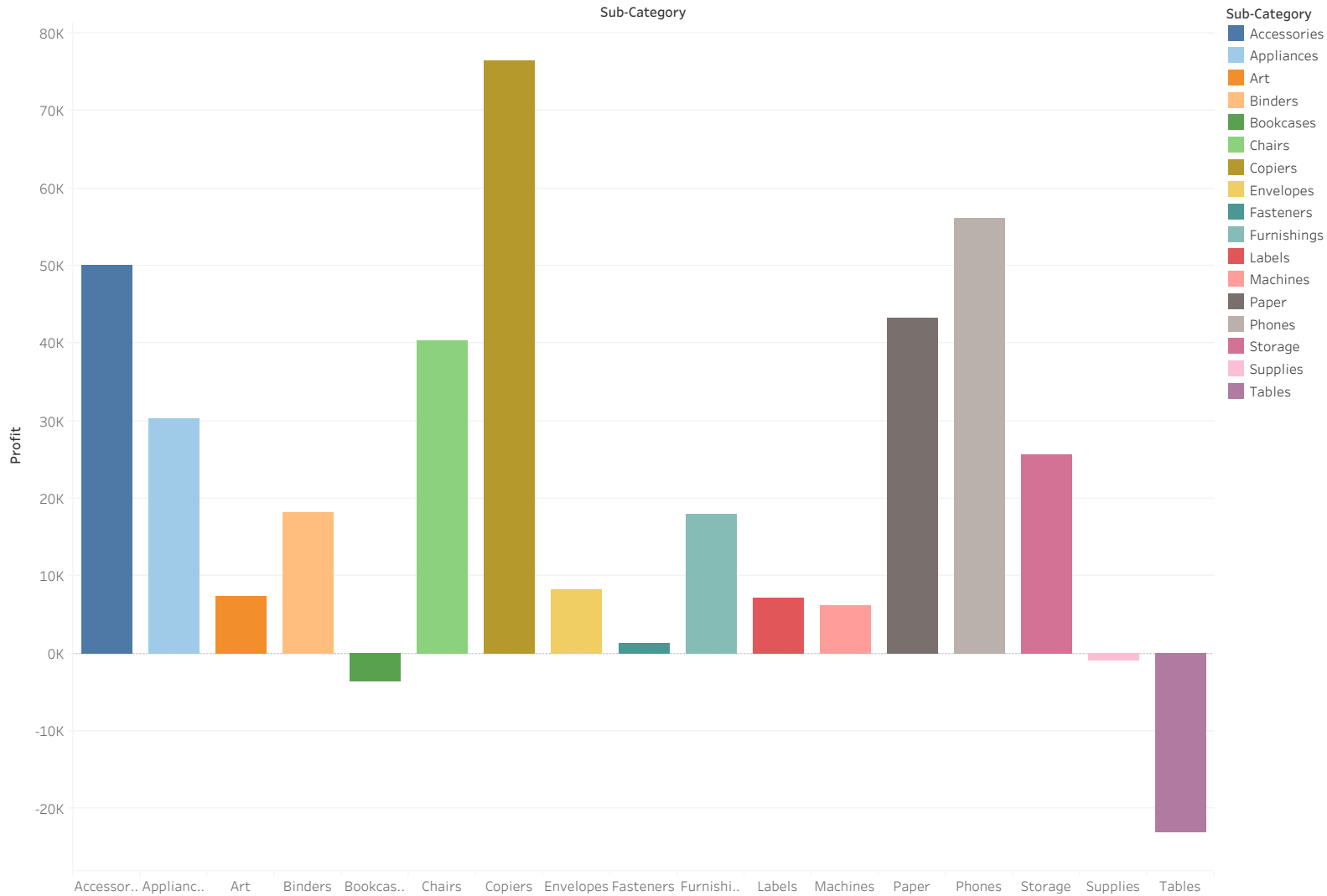- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

State Profit by Month

Conclusion:

The following combinations would be the best investments for advertising

Vermont: November

Indiana: October

Rhode Island: December

Ad spend ration of 1:5 calculation included in the tooltip

Order Date

State	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Indiana												
Rhode Island												
Vermont												

Avg. Profit

-13.6   643.1
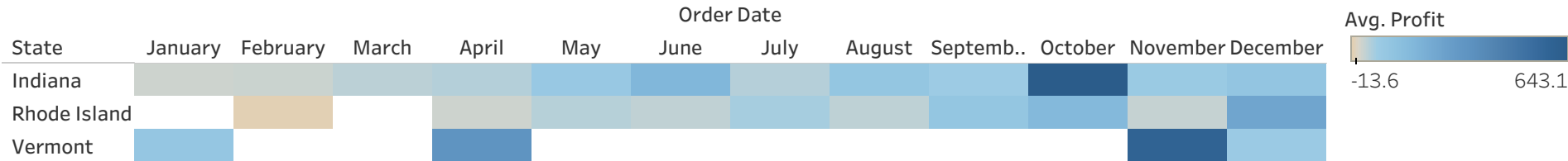
Top 20 Products With Highest Return Rate
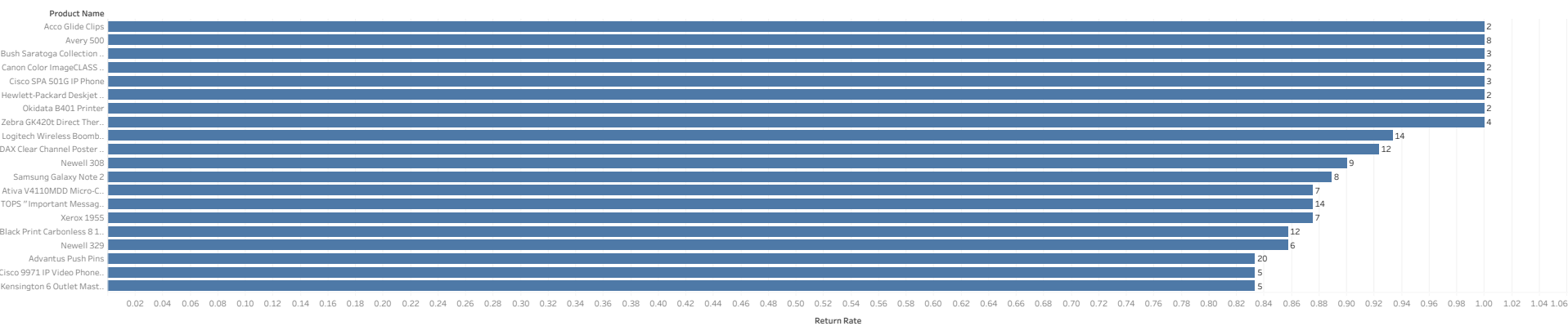
These prodcuts have the highest return rates

Conclusion

The top 8 products have a 100% return rate and should be looked into and considered to be dropped from sale.

Product Name

Product Name	Value
Acco Glide Clips	2
Avery 500	8
Bush Saratoga Collection ..	3
Canon Color ImageCLASS ..	2
Cisco SPA 501G IP Phone	3
Hewlett-Packard Deskjet ..	2
Okidata B401 Printer	2
Zebra GK420t Direct Ther..	4
Logitech Wireless Boomb..	14
DAX Clear Channel Poster ..	12
Newell 308	9
Samsung Galaxy Note 2	8
Ativa V4110MDD Micro-C..	7
TOPS "Important Messag..	14
Xerox 1955	7
Black Print Carbonless 8 1..	12
Newell 329	6
Advantus Push Pins	20
Cisco 9971 IP Video Phone..	5
Kensington 6 Outlet Mast..	5

Return Rate

0.02 0.04 0.06 0.08 0.10 0.12 0.14 0.16 0.18 0.20 0.22 0.24 0.26 0.28 0.30 0.32 0.34 0.36 0.38 0.40 0.42 0.44 0.46 0.48 0.50 0.52 0.54 0.56 0.58 0.60 0.62 0.64 0.66 0.68 0.70 0.72 0.74 0.76 0.78 0.80 0.82 0.84 0.86 0.88 0.90 0.92 0.94 0.96 0.98 1.00 1.02 1.04 1.06
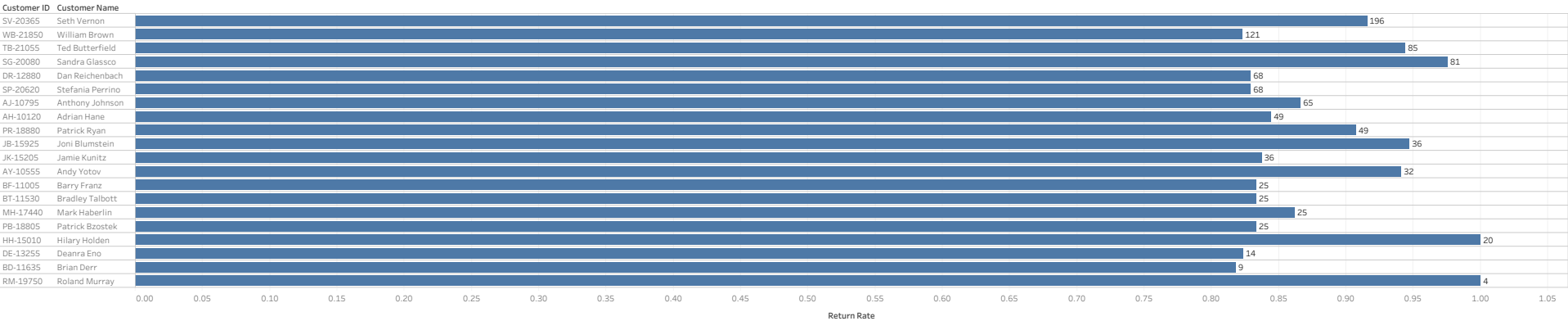
Top 20 Customers With Highest Return Rate
Included is the number of items returned
Conclusion
The top 4 customers based on the visual have a extremely high return rate and high number of items returned. Further reasearch should be done as to why they purchase and retrun so much
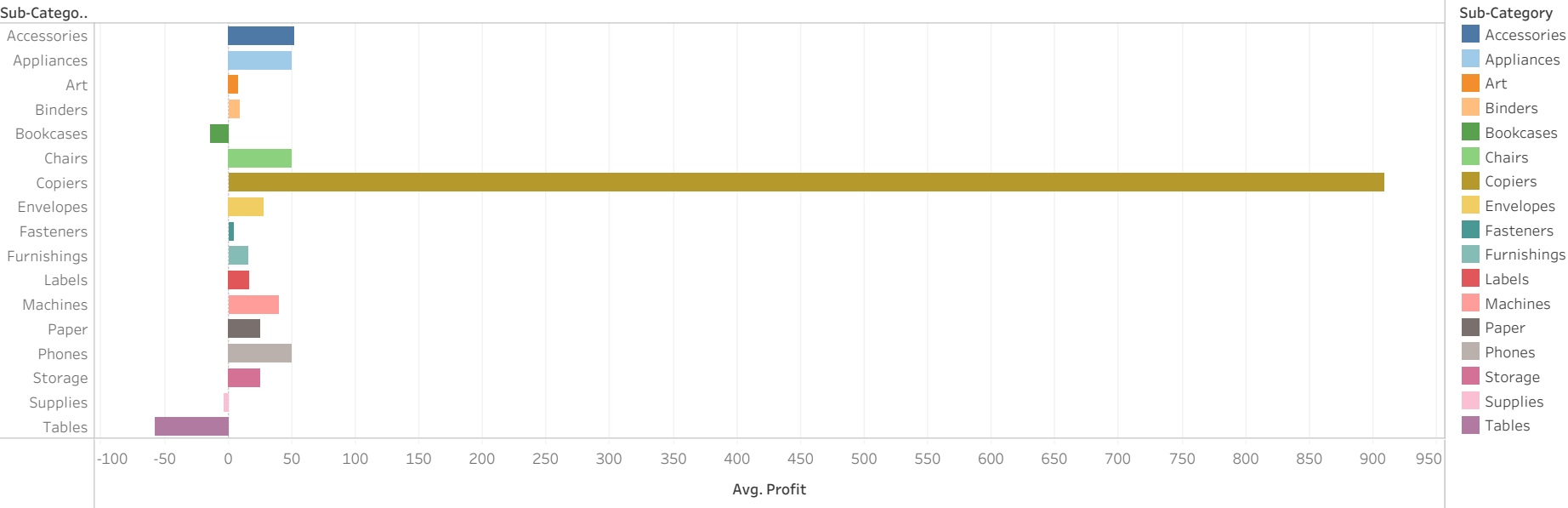
Customer ID	Customer Name	Return Rate	Items Returned
SV-20365	Seth Vernon		196
WB-21850	William Brown		121
TB-21055	Ted Butterfield		85
SG-20080	Sandra Glassco		81
DR-12880	Dan Reichenbach		68
SP-20620	Stefania Perrino		68
AJ-10795	Anthony Johnson		65
AH-10120	Adrian Hane		49
PR-18880	Patrick Ryan		49
JB-15925	Joni Blumstein		36
JK-15205	Jamie Kunitz		36
AY-10555	Andy Yotov		32
BF-11005	Barry Franz		25
BT-11530	Bradley Talbott		25
MH-17440	Mark Haberlin		25
PB-18805	Patrick Bzostek		25
HH-15010	Hilary Holden		20
DE-13255	Deanra Eno		14
BD-11635	Brian Derr		9
RM-19750	Roland Murray		4

Return Rate

0.00 0.05 0.10 0.15 0.20 0.25 0.30 0.35 0.40 0.45 0.50 0.55 0.60 0.65 0.70 0.75 0.80 0.85 0.90 0.95 1.00 1.05

Which Products to Drop
Conclusion
Based on average profit vs return rate

Tables, Supplies, and Bookcases should be cut do to loss of profit and high return rate.

Fasteners should also be cut due to very low profit levels and the second highest return rate.

Sub-Catego..

Sub-Category
Accessories
Appliances
Art
Binders
Bookcases
Chairs
Copiers
Envelopes
Fasteners
Furnishings
Labels
Machines
Paper
Phones
Storage
Supplies
Tables

Avg. Profit

Which Products to Drop

Conclusion

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Tables