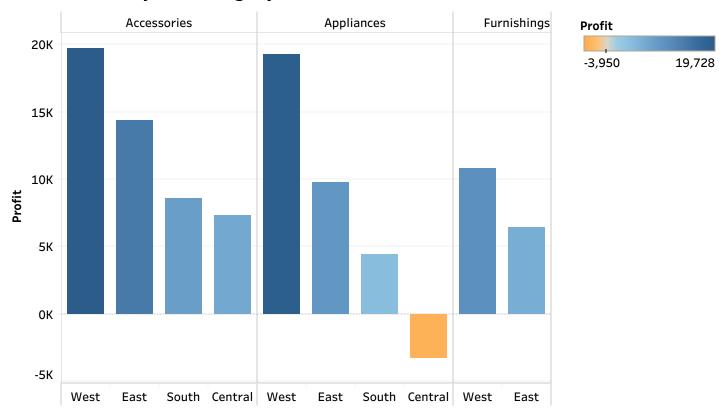
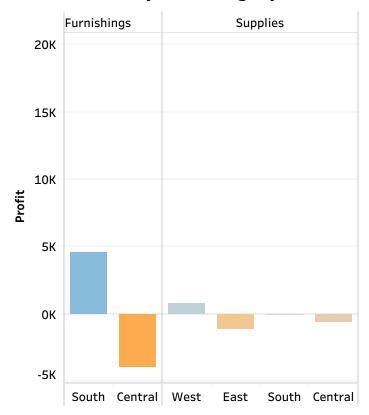
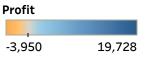
Profit Center by Subcategory



The two biggest profit makers are the West region with accessories and appliances. The two biggest loss makers are appliances and furnishing in the Central region.

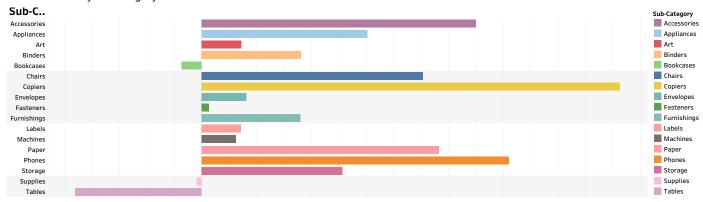
Profit Center by Subcategory





The two biggest profit makers are the West region with accessories and appliances. The two biggest loss makers are appliances and furnishing in the Central region.

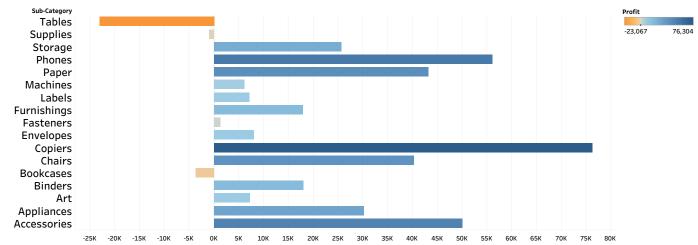
Profit Centers By Subcategory



-25K -20K -15K -10K -5K 0K 5K 10K 15K 20K 25K 30K 35K 40K 45K 50K 55K 60K 65K 70K 75K 80K **Profit**

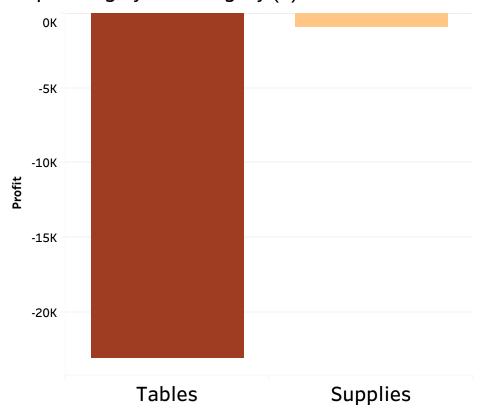
These 3 subcategories are the greatest profit centers.

Stop Selling by Subcategory



Tables, supplies, and bookcases are creating large profit losses. Best business practice would be to stop selling these 3 subcategories.

Stop Selling by Subcategory (2)



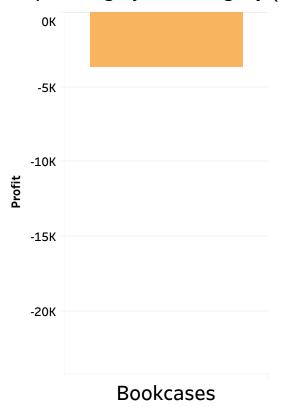
Profit

-23,067

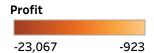
-923

Tables, supplies, and bookcases are creating large profit losses. Best business practice would be to stop selling these 3 subcategories.

Stop Selling by Subcategory (2)



Tables, supplies, and bookcases are creating large profit losses. Best business practice would be to stop selling these 3 subcategories.



Top 3 States/Months Heatmap

	Order Date								
State	January	February	March	April	May	June	July	August	Septemb
Vermont	92.7			336.6					
Rhode Island		-13.6		12.1	34.4	24.7	49.7	26.9	94.0
Indiana	12.4	14.7	29.5	36.5	79.1	174.1	36.0	94.5	61.4
Minnesota	14.9	39.0	22.9		227.3	106.5	185.1	14.0	339.2
Montana	187.1			41.6			2.2	2.7	10.4
District of Columbia	17.5			324.8	9.2				
Wyoming									
Delaware	31.7	116.8	84.8	5.2	96.1	24.8	45.6	13.8	34.4
Missouri	51.7	17.8	146.4	12.4	59.1	4.8	17.9	50.1	80.2
Michigan	193.0	20.6	72.1	144.3	151.8	64.8	51.9	53.0	61.0
Alabama	7.7		83.2	67.4	49.3	52.2	32.0	59.1	83.2
Georgia	176.8	84.5	318.4	140.7	61.9	59.3	25.8	41.4	40.0
Nevada	19.2	5.5	19.3	70.7	99.0	20.2	27.1		16.5
Virginia	19.7	199.5	84.5	39.9	137.0	56.7	31.1	110.1	109.2
Kentucky	134.1	87.6	65.3	61.6	26.9	52.5	45.4	188.3	100.4
Washington	19.3	47.8	521.3	38.2	30.3	72.6	54.6	75.4	36.0
New York	-6.6	31.6	44.7	25.6	97.2	46.0	40.3	64.3	105.0
New Jersey	20.0	41.3	-14.5	306.1	41.6	65.1	66.2	61.8	46.0
Oklahoma	177.9	2.0	306.1		138.4	45.4	70.9	23.2	57.1
Wisconsin	152.9	109.9	101.8	117.7	49.0		84.3	15.8	31.5
Arkansas	72.9	3.0	18.6	19.7	21.4	52.5		72.0	227.0
New Hampshire	48.2	16.1	127.0		45.7		26.6	83.9	18.9
Maryland	52.8	141.9	125.4	54.9	22.2		26.9	90.2	49.1
Utah		4.1	8.1		48.6	14.6	75.7	94.5	64.3
Maine						10.8		85.6	82.6
Massachusetts	3.9	5.9	25.4	13.6	47.2	127.8	30.7	26.4	97.8
Nebraska		31.0		8.5	1.2	36.0	16.2		51.8
Louisiana	65.3	8.5	6.2	18.7	12.9	13.8	21.2	81.3	72.9
West Virginia						87.6			
Mississippi	15.7	68.7	23.7	16.2	81.9	25.4	82.3	112.7	
Idaho			7.1	3.4	22.0	50.6		1.1	
Connecticut	-7.3	24.2	44.0	41.9	10.8	46.6	45.4	70.4	
South Carolina	87.4		10.8	81.9	60.5	19.2	12.5	22.6	
lowa	16.6		54.8	50.0			11.8	3.1	
California	37.8	36.4	39.7	27.3	39.8	33.4	50.7	56.7	
Kansas	137.2				34.1	8.7	50.0		45.1
South Dakota	22.4				42.2		38.2		
North Dakota		22.4	57. C	0.4	43.3	25.2	1116	10.5	C 5
New Mexico Florida	2.5	23.1	57.6	0.4	20.0	35.3	114.6	18.5	
	-2.5		-30.9	-4.4	-20.8	1.1	8.0	-3.6	
Tennessee	2.2	0.7	-1.3	-7.7	-6.4	37.3	0.6	-77.2	
Oregon	6.5	9.4	-3.4	2.6	10.7	10.6	18.8	-26.3	
Arizona	-46.6	-19.7	3.4	-103.8	-12.7	2.0	-30.9	45.9	
North Carolina	-91.1	36.9	15.1	1.5	18.9	19.7	5.2	19.7	
Illinois	-25.5	-14.0	-15.2	-2.1	-12.4	-32.3	-10.9	33.0	
Pennsylvania Colorado	-11.8	39.6	-29.9	-22.0 215.0	17.1	-4.1	-24.3	-61.2	
Colorado Texas	2.6	3.1 -41.8	-65.0	-215.8 -53.2	2.6 -6.7	15.0 -7.4	6.5	-8.3 -14.4	
Ohio	-59.1 -119.0	-41.8	-18.3 -41.5	-14.6	-6.7 -9.7	-10.2	-227.1 -8.5		
Grand Total	10.9	32.1	55.2	13.7	34.0	28.4	-4.1	1.3 41.3	
C. una i otai	10.5	J2.1	JJ.2	13.7	37.0	_0.7	-7.1	71.3	30.2

Avg. Profit -227.1 643.1

The top 3 states to advertise in are chosen by the greatest average profit within 12 months time. The 3 best advertising months are chosen by creating a heat map showing the greatest monthly average profit.

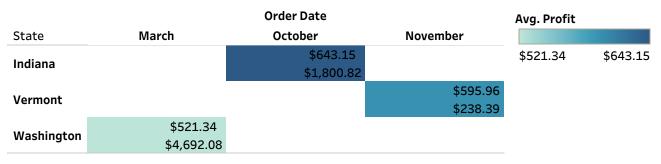
Top 3 States/Months Heatmap

	Order Date			
State	October	November	December	Grand To
Vermont		596.0	67.7	204.1
Rhode Island	162.4	20.1	250.0	125.1
Indiana	643.1	70.9	98.9	123.4
Minnesota	284.3	58.6	35.6	119.2
Montana		32.1	152.5	109.1
District of Columbia			13.2	106.0
Wyoming		100.2		100.2
Delaware	35.6	243.2	17.1	100.1
Missouri	486.1	54.8	372.2	97.5
Michigan	29.5	56.8	143.7	92.9
Alabama	112.0	266.6	84.5	92.6
Georgia	43.2	61.4	26.2	88.2
Nevada	343.0	22.9	60.6	85.0
Virginia	36.0	50.5	104.8	84.1
Kentucky	28.2	87.9	81.2	78.7
Washington	22.8	42.3	50.5	77.4
New York	127.6	84.7	60.9	76.3
New Jersey	32.1	87.2	106.6	73.3
Oklahoma	61.4	88.7	54.8	69.4
Wisconsin	191.4	31.6	118.1	69.4
Arkansas	40.9	16.9	60.9	66.8
New Hampshire	14.8		103.7	60.5
Maryland	4.3	130.0	43.3	60.2
Utah	20.0	24.7		60.1
Maine				56.8
Massachusetts	56.3	26.6	80.0	54.5
Nebraska	29.0	18.9	92.2	53.6
Louisiana	93.5	60.1	111.3	52.3
West Virginia	-77.0			46.5
Mississippi	5.3	43.5	44.8	45.8
Idaho	29.1	91.5	16.7	43.9
Connecticut	55.1	47.1	78.6	42.8
South Carolina	3.8	51.3	7.8	42.1
lowa		43.9	20.3	39.5
California	34.4	30.6	37.8	38.4
Kansas	74.8	20.4	23.5	34.9
South Dakota		6.6		32.9
North Dakota		0.0	6.8	32.9
New Mexico	79.2	30.2	6.3	29.7
Florida	-11.4	-9.4	-16.0	-8.7
Tennessee	-165.1	13.1	-43.0	-16.7
Oregon	-32.0	-16.1	-37.1	-16.7
Arizona	-10.8	-7.3	-33.6	-21.4
North Carolina	-41.3	-91.9	6.3	-21.4
Illinois	-6.3	-19.0	-37.3	-23.5
Pennsylvania	-6.3 -4.3	-19.0	-20.8	-24.6
Colorado	-4.3	1.0	-20.8	-28.0
Texas	-140.7	-28.5	-23.6	-38.0 -42.0
Ohio				
	-41.9	-105.4	-40.7	-42.8
Grand Total	33.4	23.9	26.1	29.0

Avg. Profit			
-227.1	643.1		

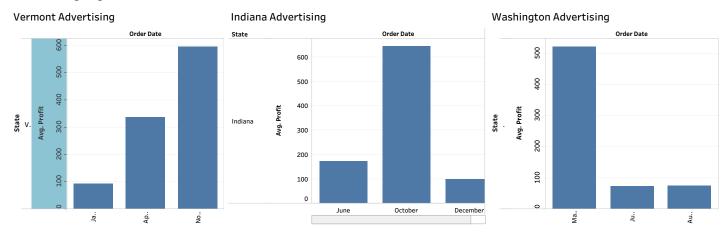
The top 3 states to advertise in are chosen by the greatest average profit within 12 months time. The 3 best advertising months are chosen by creating a heat map showing the greatest monthly average profit.

Top 3 States/ Advertising Budget

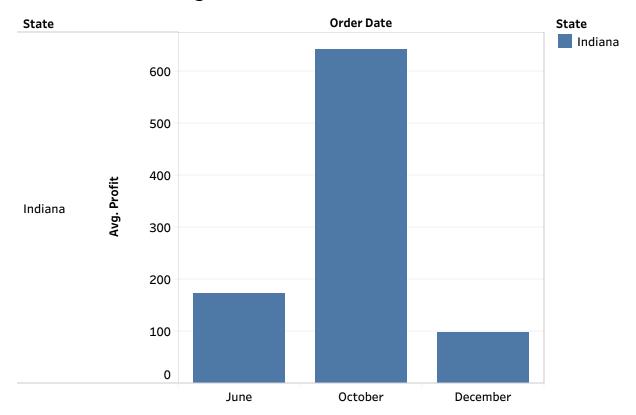


The top 3 states and months for advertising are shown above. The average profit made within that month is shown on top, and the amount of advertising to be spent within that month is shown below. The budegt i calculated by the sum of average profit times .2 (1/5 the amount of profit made within that month)

Advertising Argument

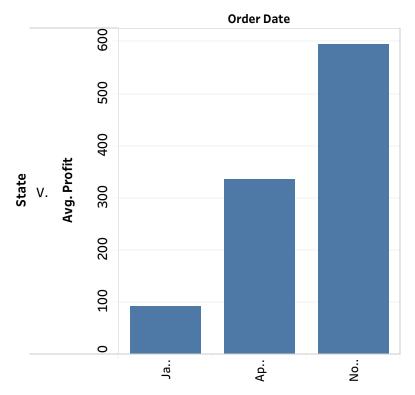


Indiana Advertising



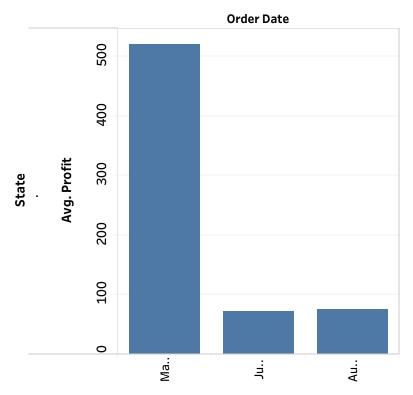
The months June, October, and December create the highest average profit in Indiana. It would be best business practice to advertise the most in these 3 months.

Vermont Advertising



The months January, April, and November create the highest average profit In Vermont. It would be best business practice to advertise the most in these 3 months.

Washington Advertising



The months March, June, and August create the highest average profit In Washington. It would be best business practice to advertise the most in these 3 months.

Highest Return by Product

Product Name

11 Oddec Name	
Advantus Push Pins	Abc
Apple iPhone 5	Abc
Global Leather Task Chair,	Abc
Global Troy Executive Lea	Abc
Wilson Jones Clip & Carry	Abc
OIC Bulk Pack Metal Binde	Abc
Ibico Standard Transpare	Abc
KI Adjustable-Height Table	Abc
Global Wood Trimmed Ma	Abc
Staple envelope	Abc

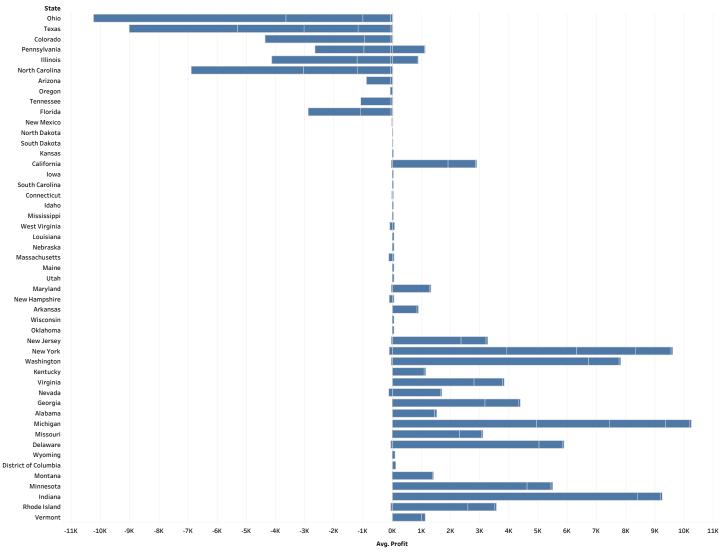
The filter shows 10 of 1,849 products with the highest return rate.

Highest Return by Customer

Customer ID	
HH-15010	Abc
RM-19750	Abc
SG-20080	Abc
JB-15925	Abc
TB-21055	Abc
AY-10555	Abc
SV-20365	Abc
PR-18880	Abc
AJ-10795	Abc
MH-17440	Abc

The filter shows the top 10 customers with the highest return rate.

Do Away With Texas and Ohio



Texas and Ohio produce losses as well as high return rates. The best business practice would be to stop doing business in these two states.

Profit Center by Subcategory-Result Stop Selling By Product- Result Furnishings Accessories Appliances Product Name **F** -10K 10K ОК -20K GBC DocuBind P400 Electric Cubify CubeX 3D Printer Bush Advantage Collection

Binding System

Double Head Print

October

Central

Product Name

GBC DocuBind P400 E...

Cubify CubeX 3D Prin..

Bush Advantage Colle..

\$643.15

Avg. Profit

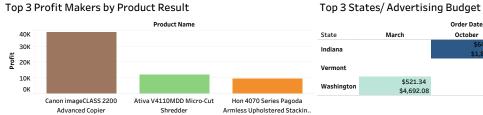
\$521.34

Racetrack Conference Table



West

West



Central