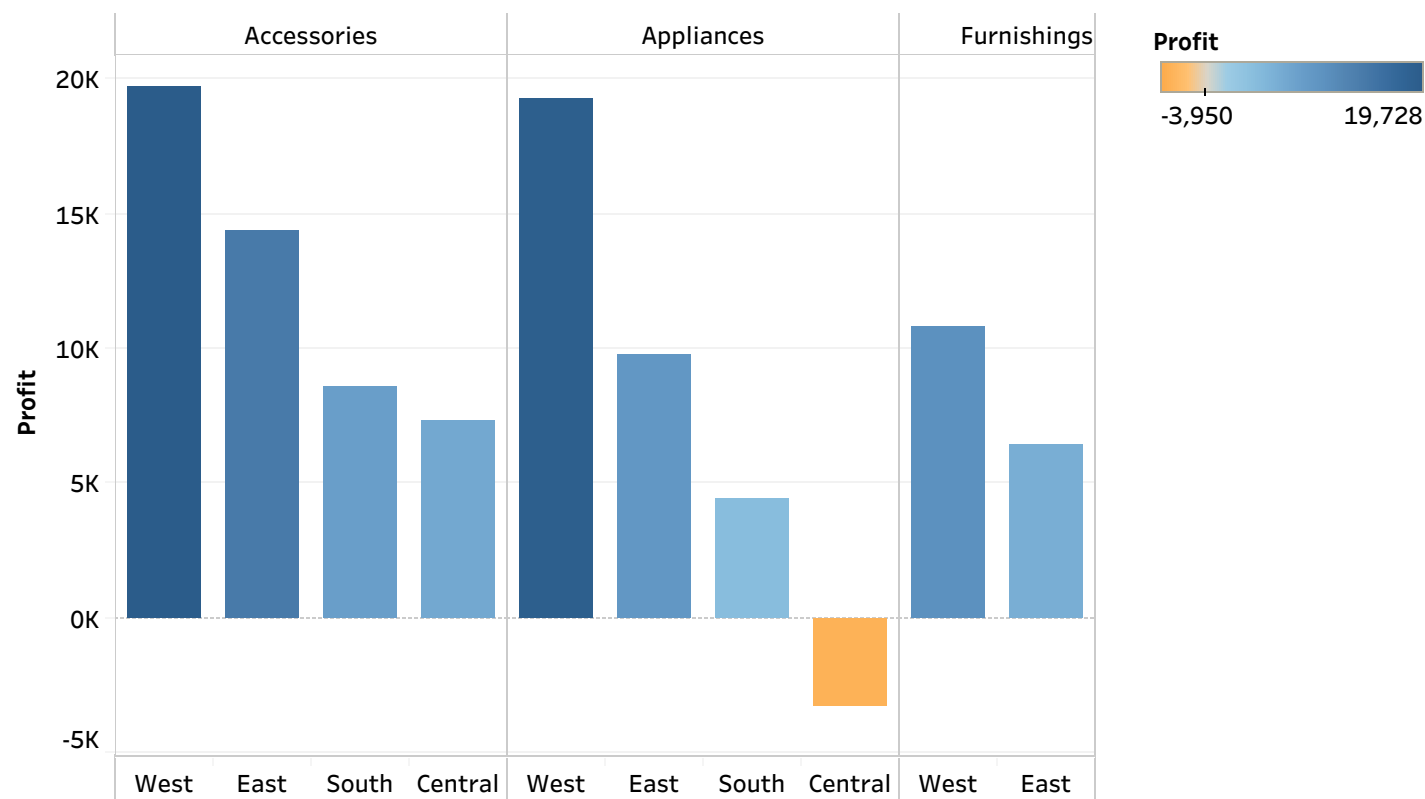
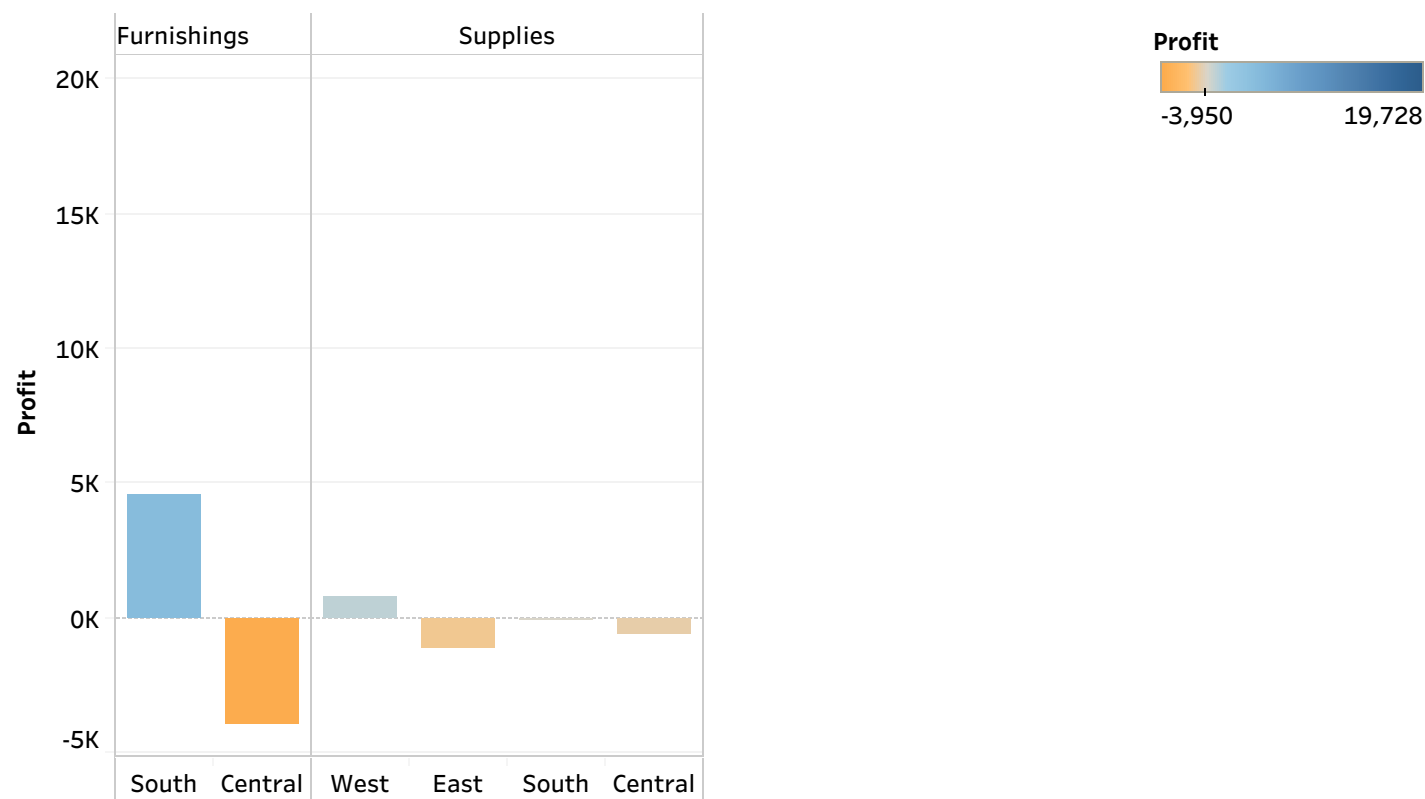


Profit Center by Subcategory



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.

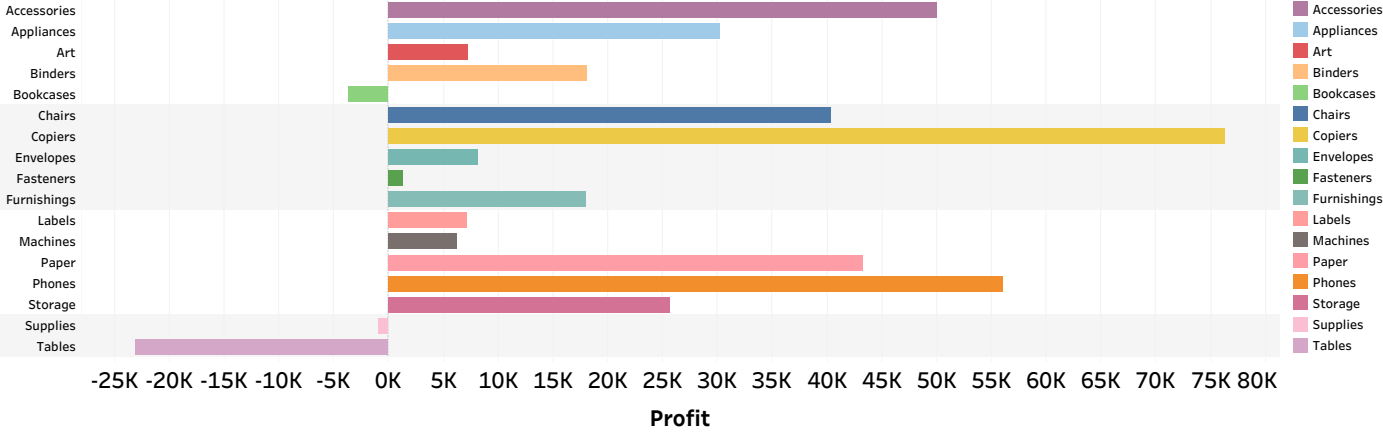
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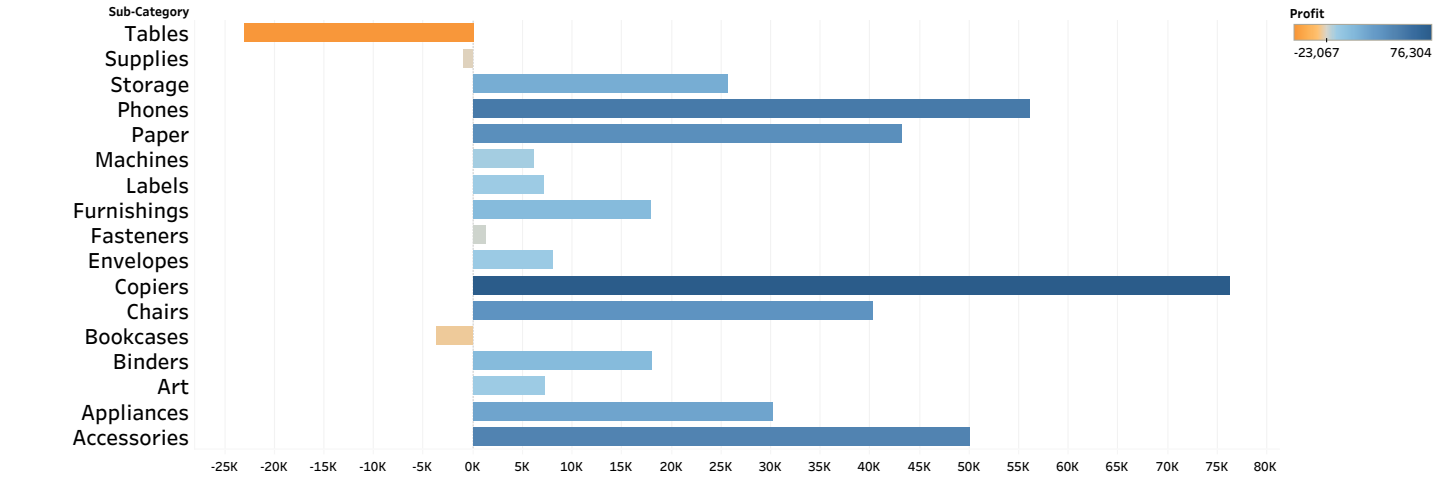
Profit Centers By Subcategory

Sub-C..



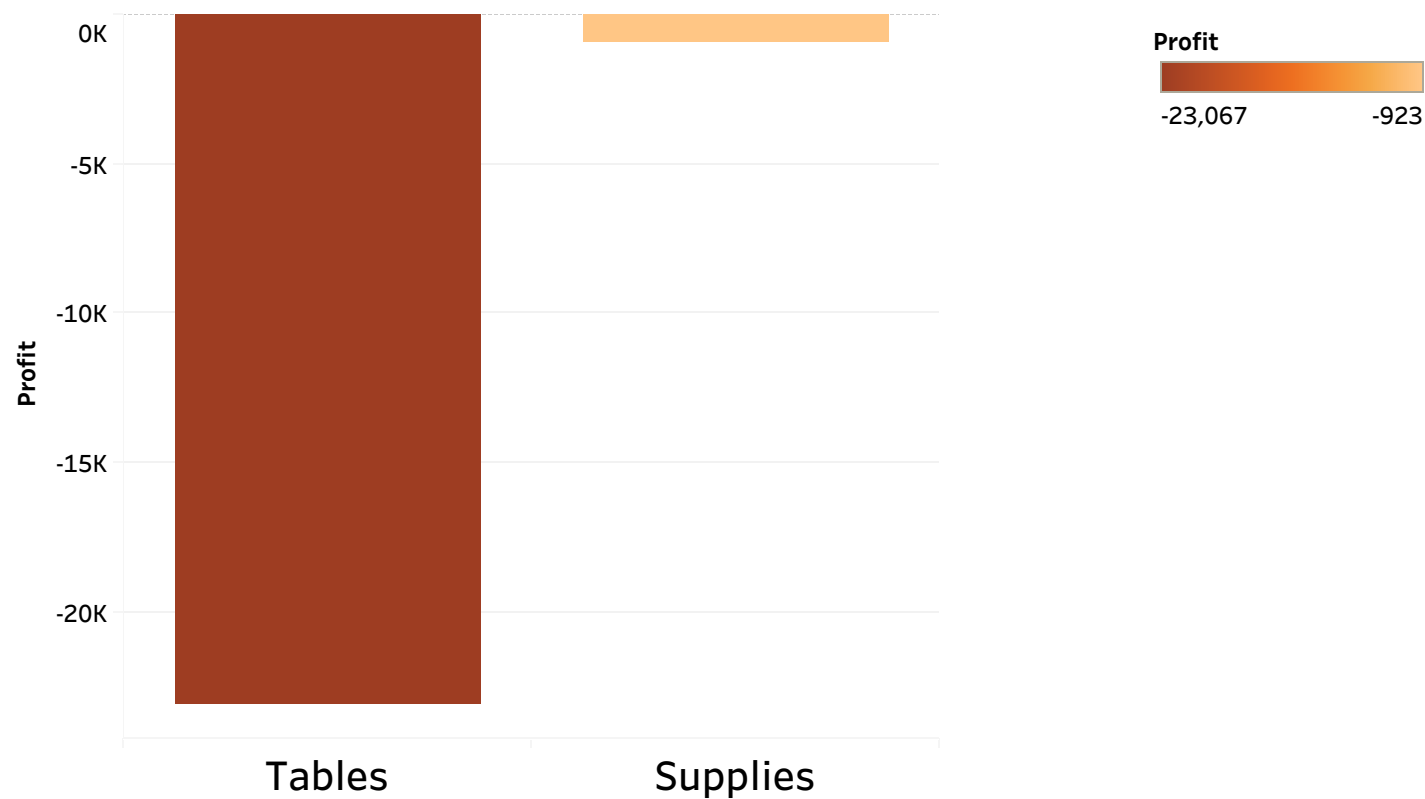
These 3 subcategories are the greatest profit centers.

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)



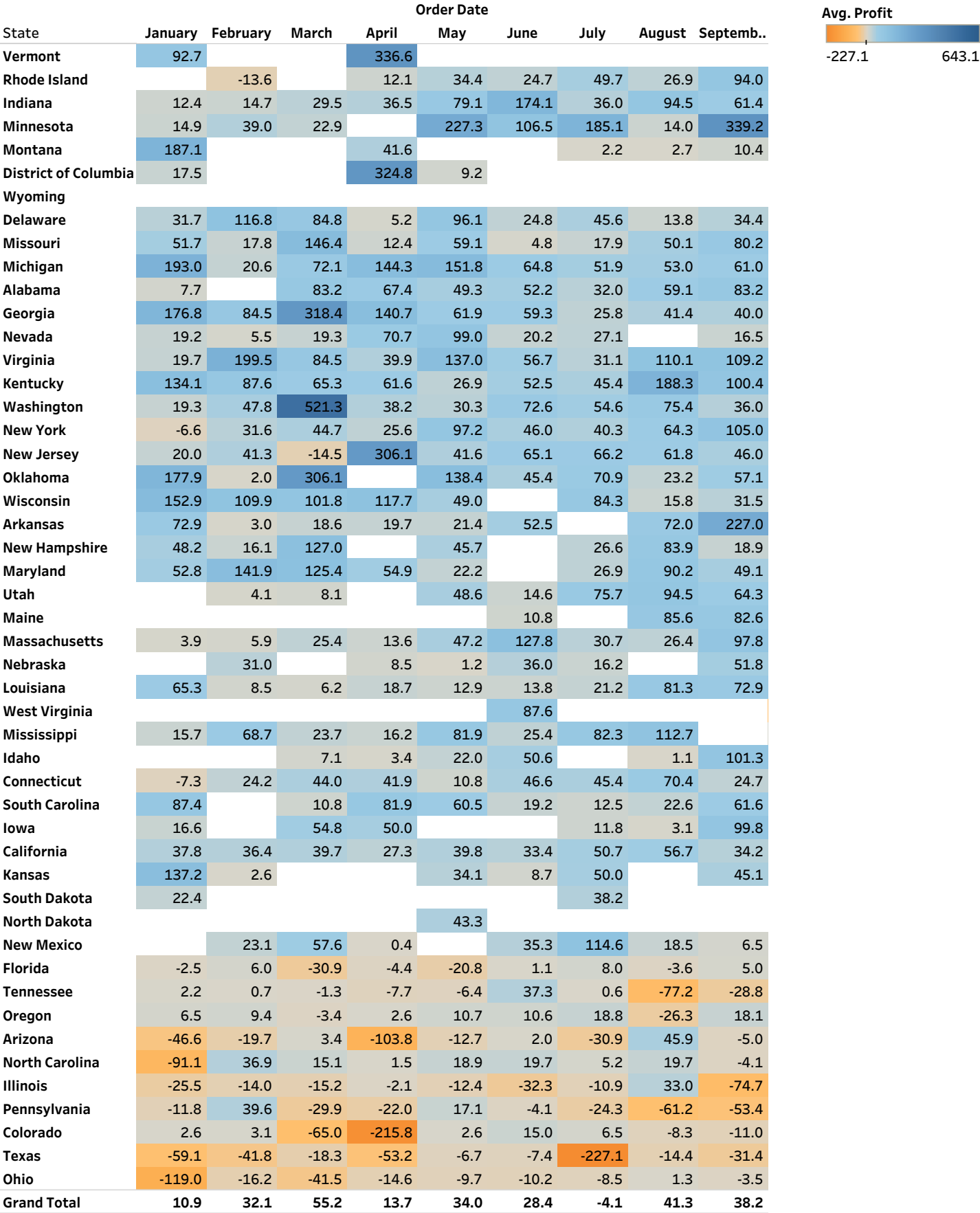
Tables, supplies, and bookcases are creating large profit losses. Best business practice would be to stop selling these 3 subcategories.

Stop Selling by Subcategory (2)



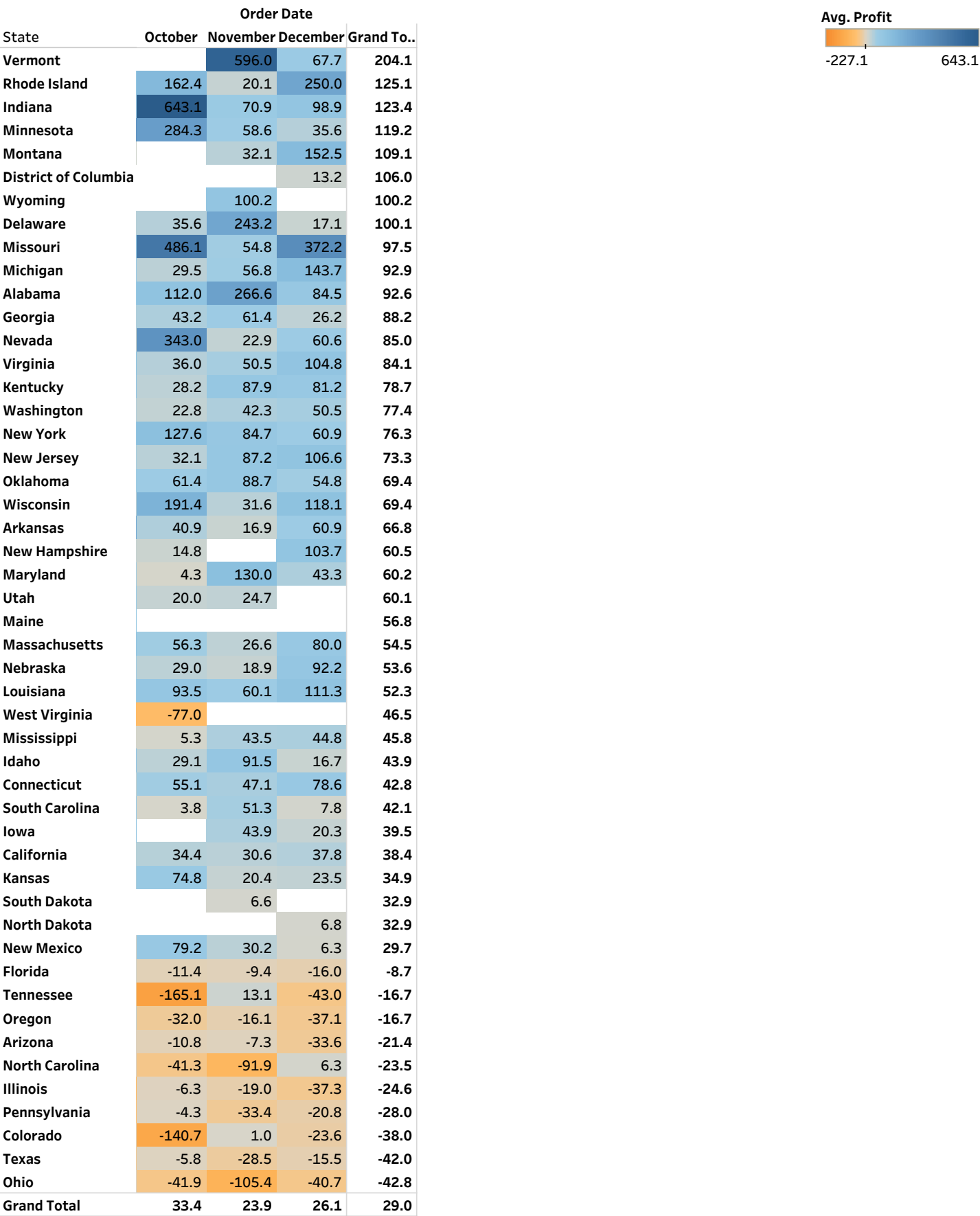
Tables, supplies, and bookcases are creating large profit losses. Best business practice would be to stop selling these 3 subcategories.

Top 3 States/Months Heatmap



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



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Top 3 States/ Advertising Budget

State	Order Date			Avg. Profit	
	March	October	November		
Indiana		\$643.15		\$521.34	\$643.15
		\$1,800.82			
Vermont			\$595.96		
			\$238.39		
Washington	\$521.34				
	\$4,692.08				

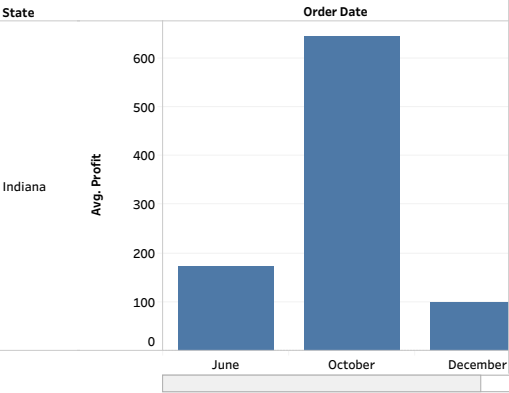
The top 3 states and months for advertising are shown above. The average profit made within that month is shown on top, and the amount of advertising to be spent within that month is shown below. The budgegt i calculated by the sum of average profit times .2 (1/5 the amount of profit made within that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

Advertising Argument

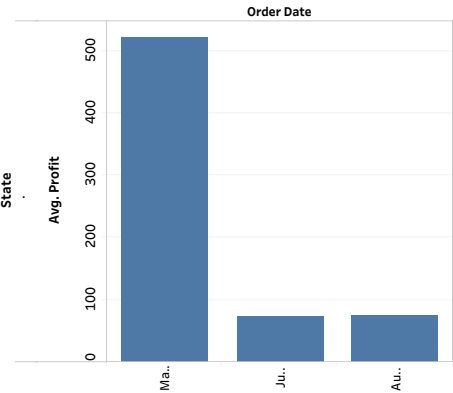
Vermont Advertising



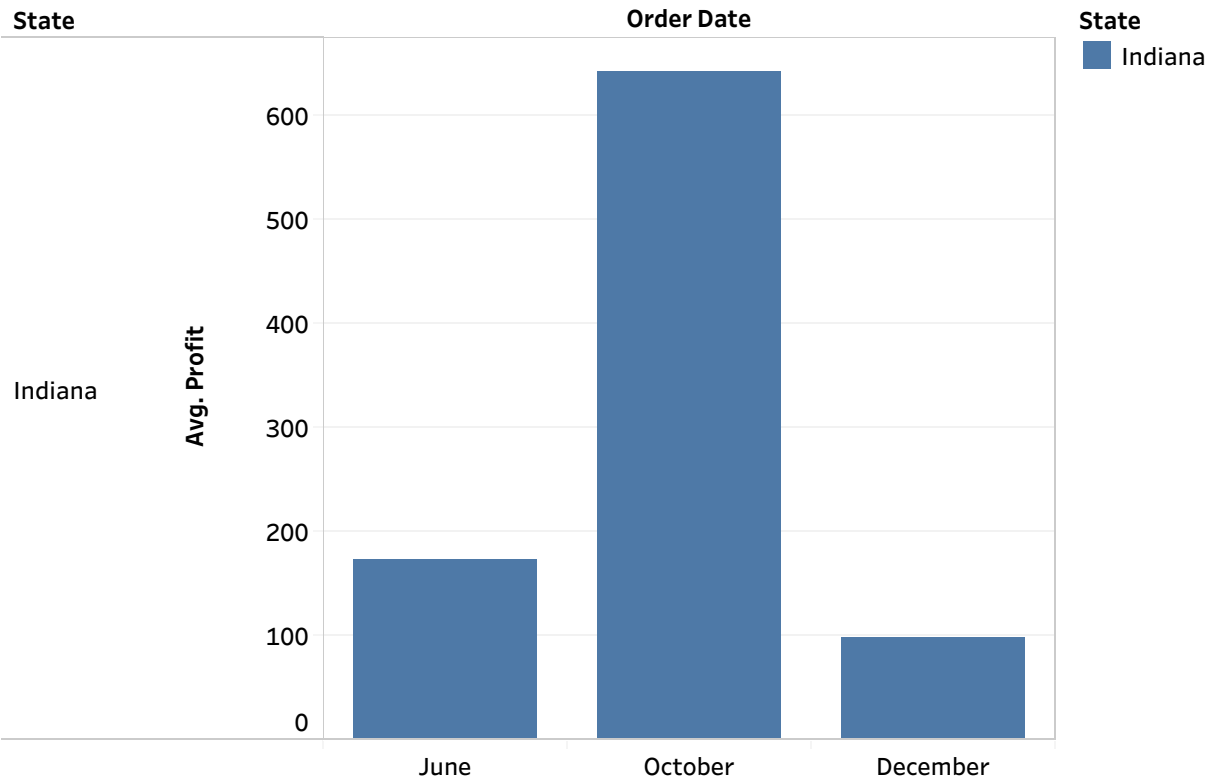
Indiana Advertising



Washington Advertising

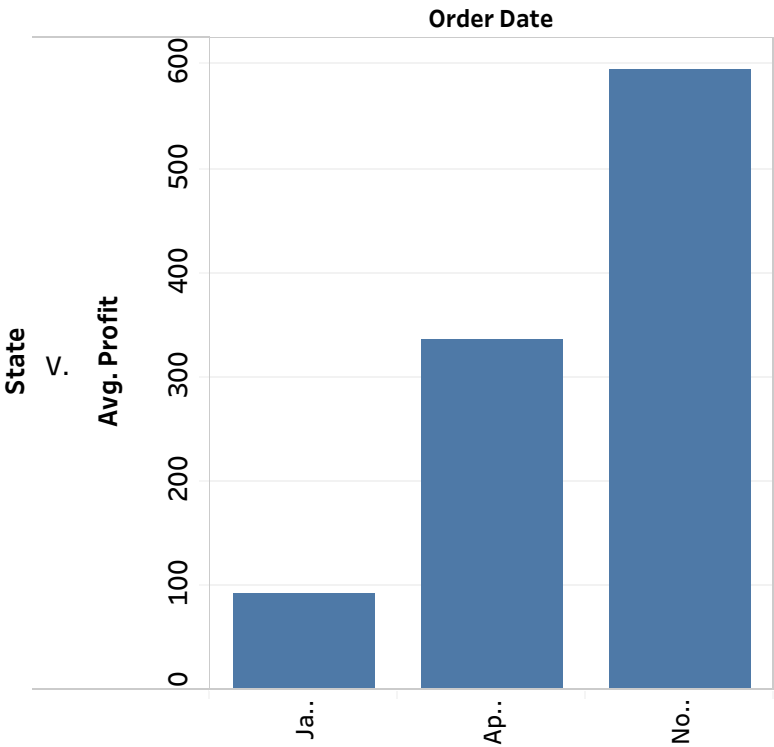


Indiana Advertising



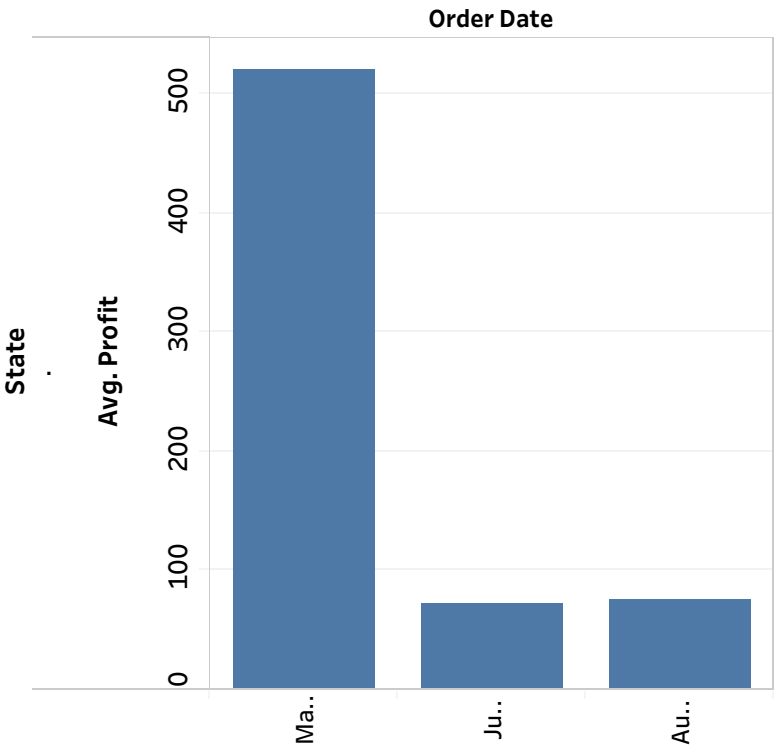
The months June, October, and December create the highest average profit in Indiana. It would be best business practice to advertise the most in these 3 months.

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	
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

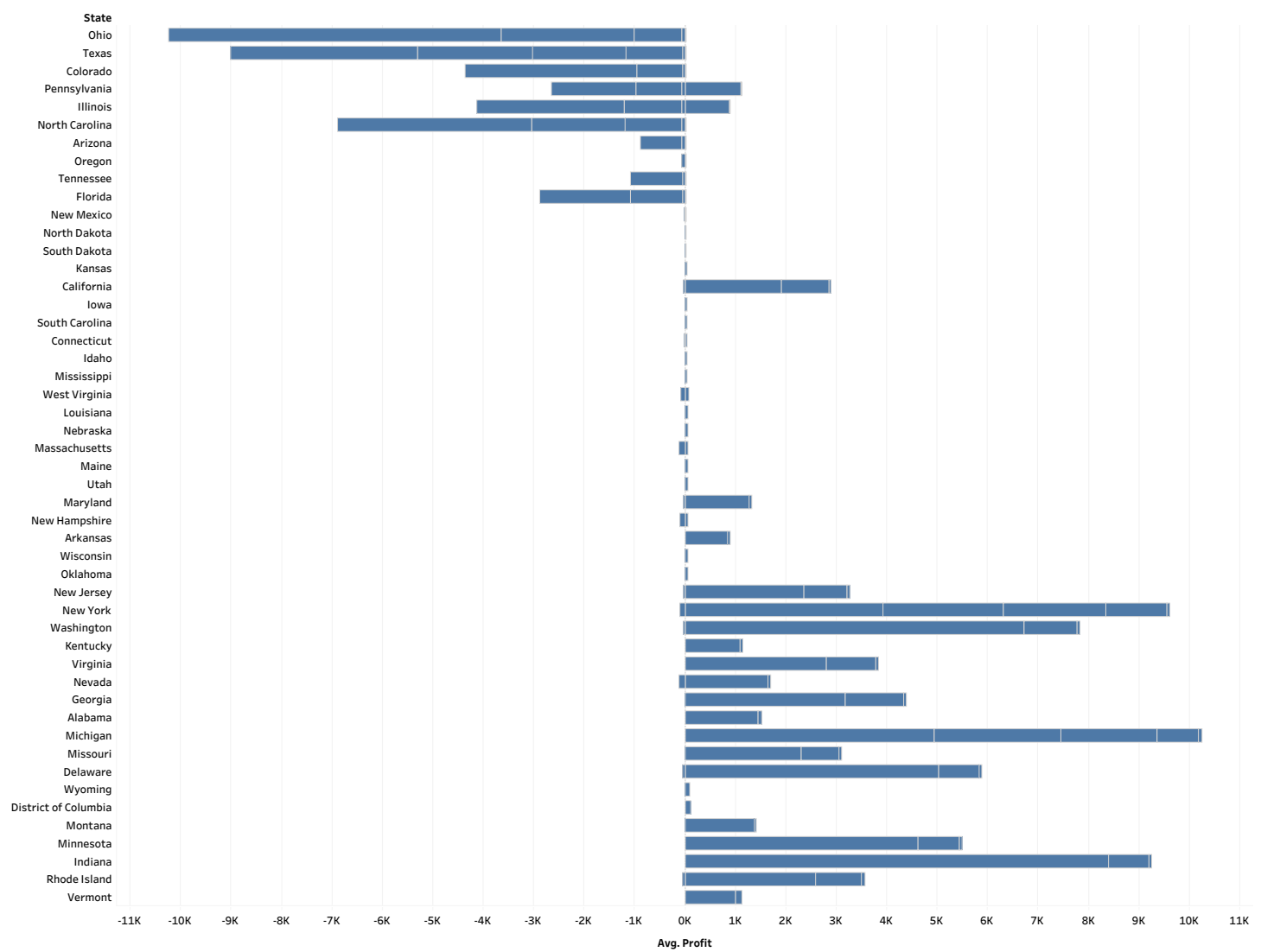
The filter shows 10 of 1,849 products with the highest return rate.

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

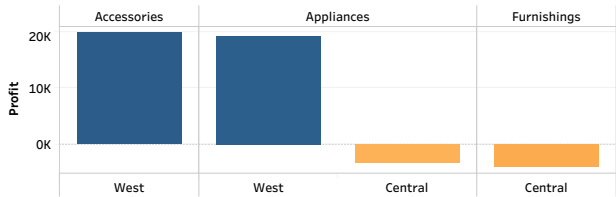
The filter shows the top 10 customers with the highest return rate.

Do Away With Texas and Ohio

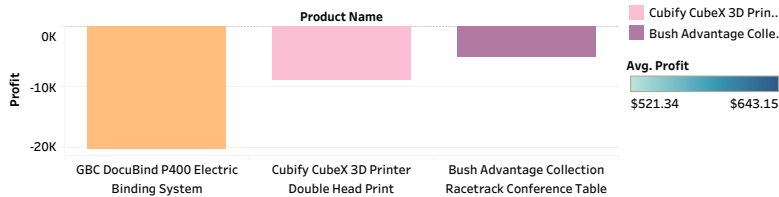


Texas and Ohio produce losses as well as high return rates. The best business practice would be to stop doing business in these two states.

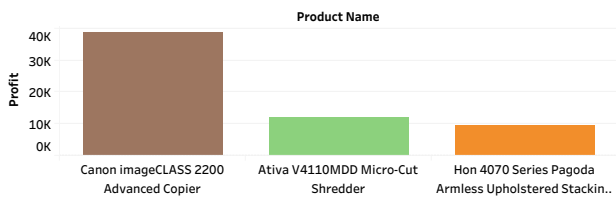
Profit Center by Subcategory-Result



Stop Selling By Product- Result



Top 3 Profit Makers by Product Result



Top 3 States/ Advertising Budget

