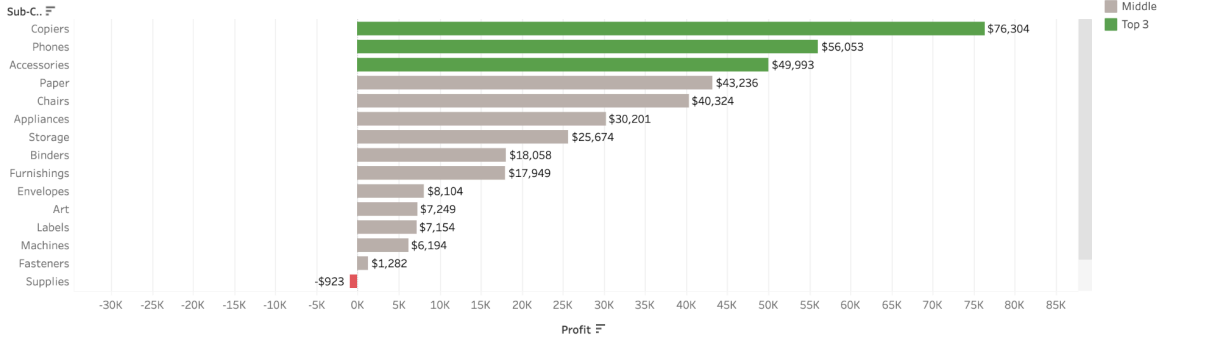


Subcategory by Total Profit



Sub-Categories to Focus On (Top 3 Profit Makers):

Copiers
Phones
Accessories

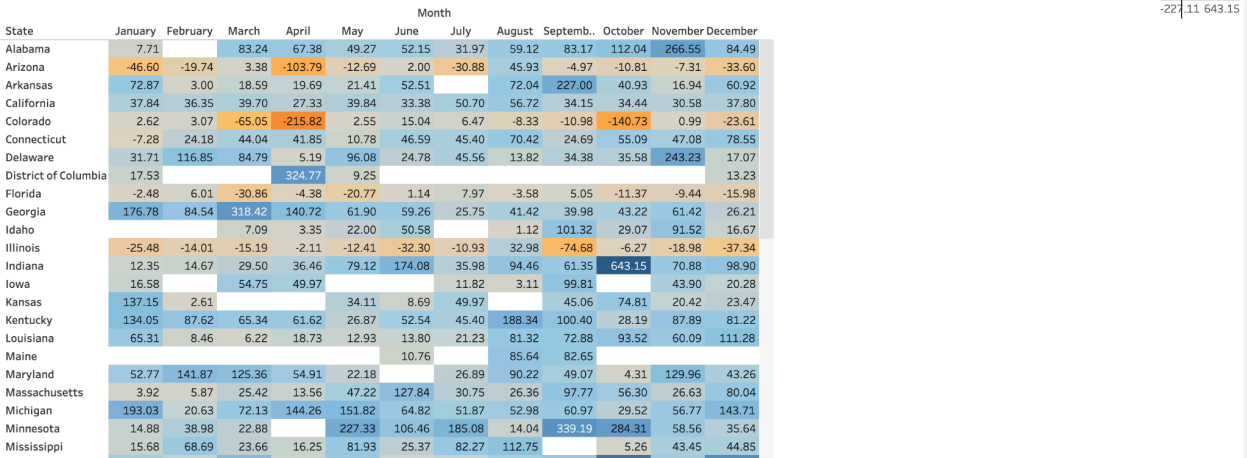
These sub-categories have consistently high profitability and should be prioritized for inventory expansion, promotions, or bundling.

Sub-Categories to Consider Stopping (Bottom 3):

Tables
Bookcases
Supplies

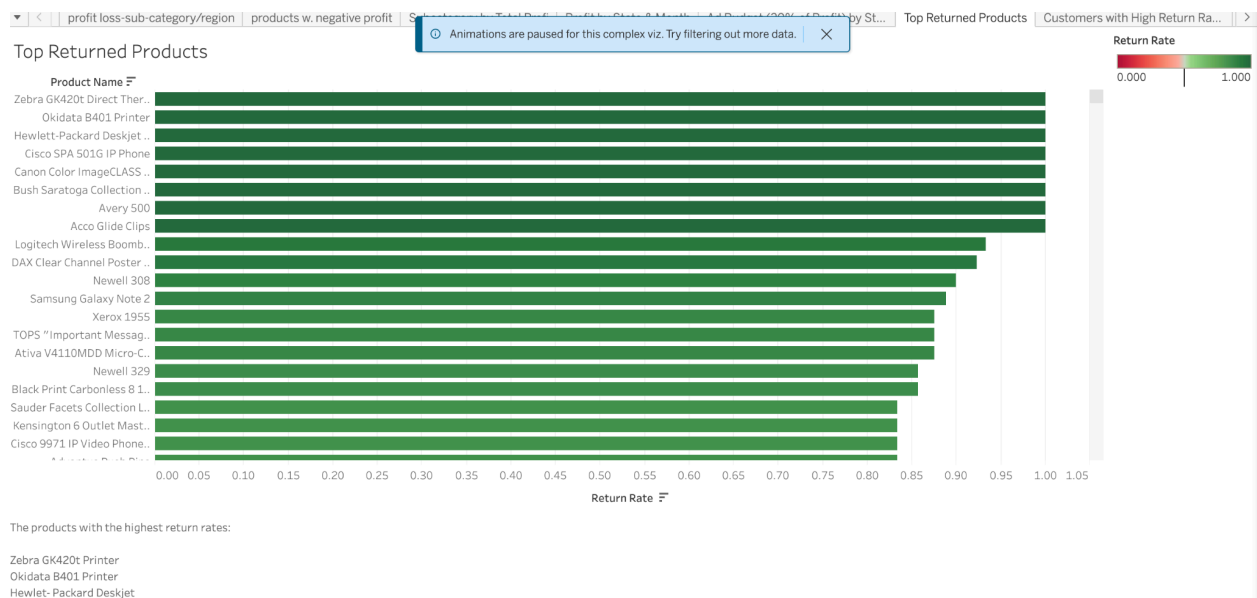
These are unprofitable and may warrant discontinuation.

Profit by State & Month

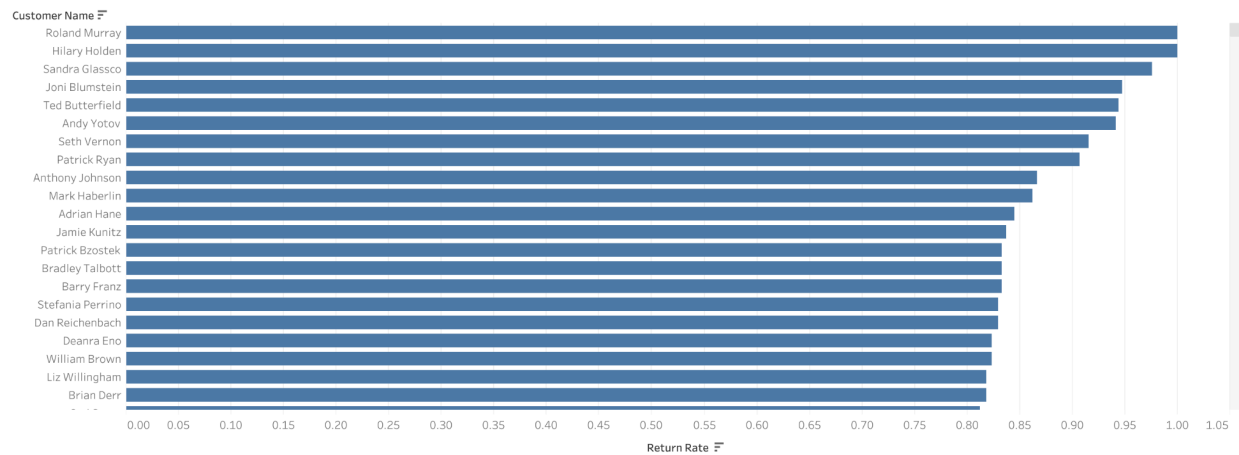


The top three profits for state by month:

Indiana - October
Vermont - November
Missouri - October



Customers with High Return Rates



Customers with the Highest Return Rate:

Roland Murray
Hilary Holden
Sandra Glassco

Avg Profit vs Return Rate by Dimension

