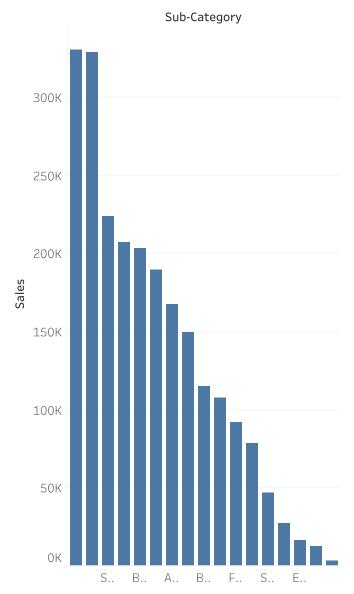
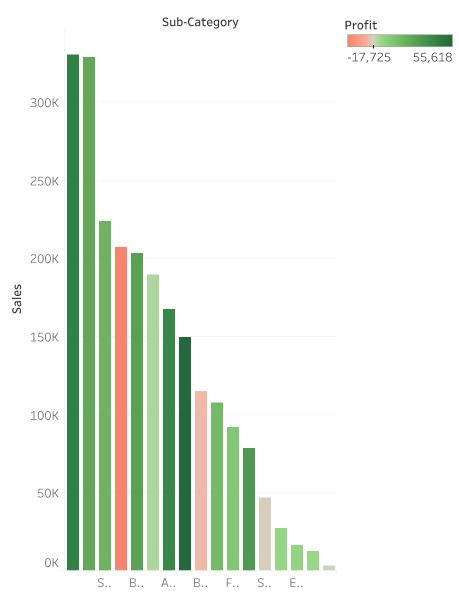
# Sales Mix



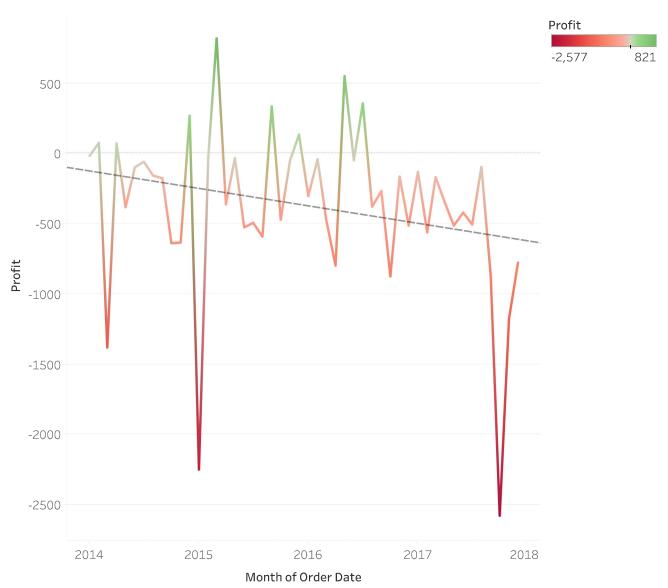
Sum of Sales for each Sub-Category.

# Sales and Profit Mix



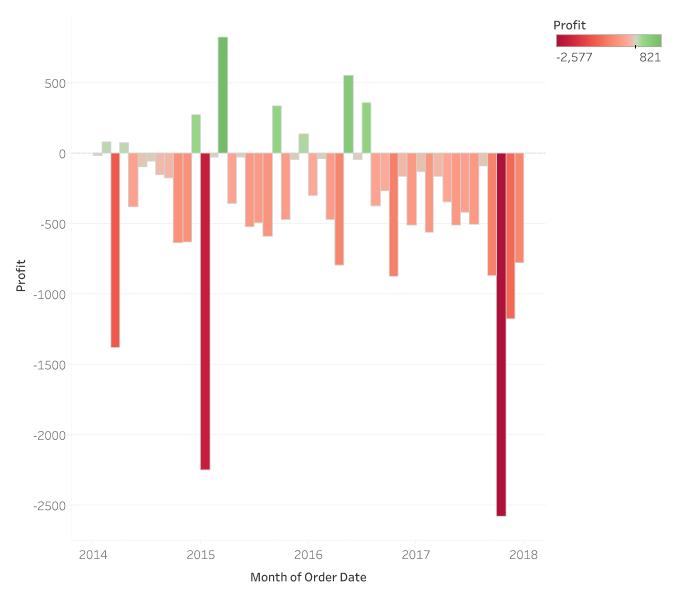
 $\operatorname{Sum}$  of Sales for each Sub-Category. Colour shows  $\operatorname{sum}$  of Profit.

## Profit Trend



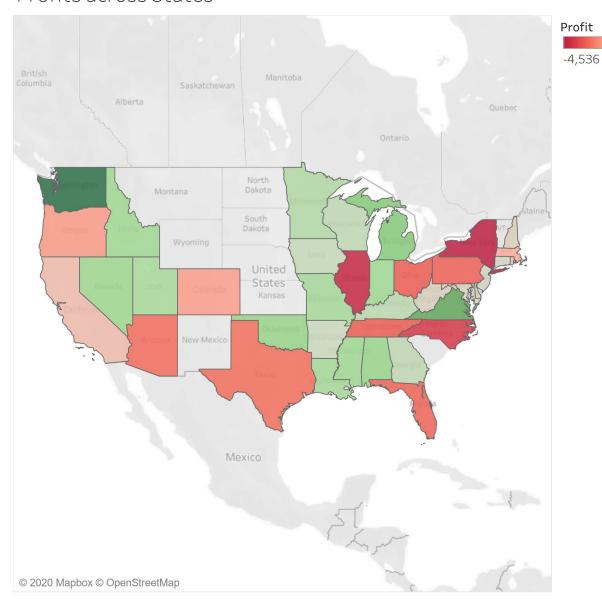
The trend of sum of Profit for Order Date Month. Colour shows sum of Profit. The data is filtered on Action (Sub-Category), which keeps 1 member.

### Profit Values



The plot of sum of Profit for Order Date Month. Colour shows sum of Profit. The data is filtered on Action (Sub-Category), which keeps 1 member.

### Profits across States



4,876

Map based on Longitude (generated) and Latitude (generated). Colour shows sum of Profit. Details are shown for State and Country. The data is filtered on Action (Sub-Category), which keeps 1 member.

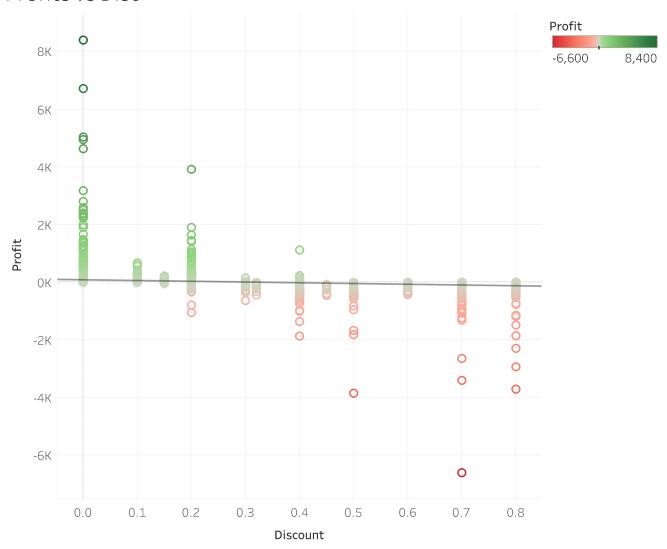
### Profits across Cities



4,304

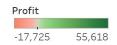
Map based on Longitude (generated) and Latitude (generated). Colour shows sum of Profit. Details are shown for City, Country and State. The data is filtered on Action (Sub-Category), which keeps 1 member.

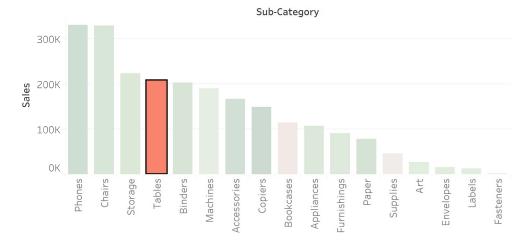
### Profits vs Disc

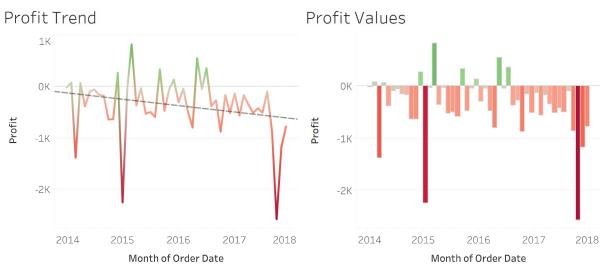


Discount vs. Profit. Colour shows Profit. The data is filtered on Segment and Action (Sub-Category). The Segment filter keeps Consumer, Corporate and Home Office. The Action (Sub-Category) filter keeps 17 members.

### Sales and Profit Mix



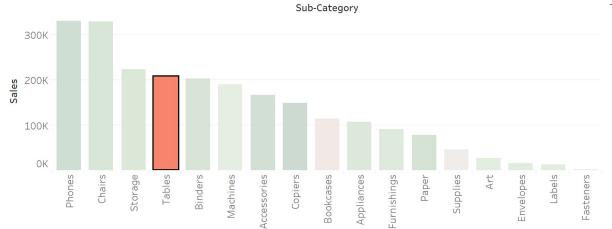






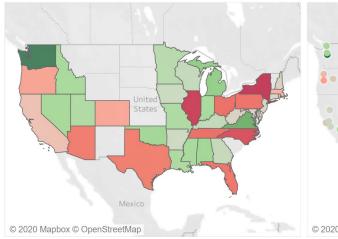
Profit -17,725

55,618

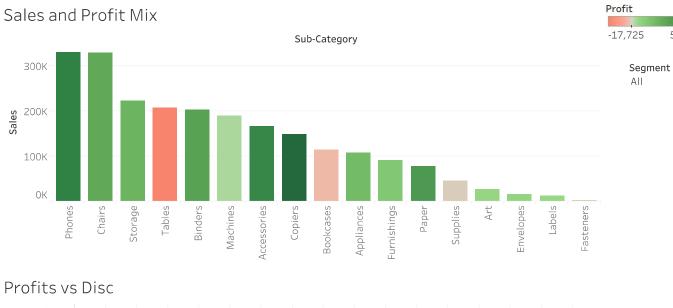


### Profits across States

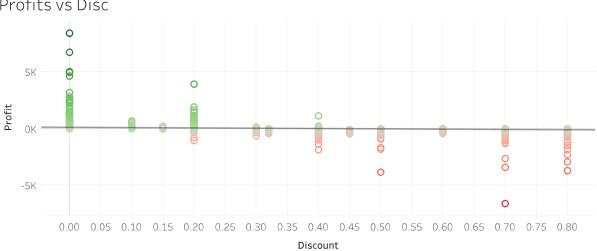
### Profits across Cities







55,618

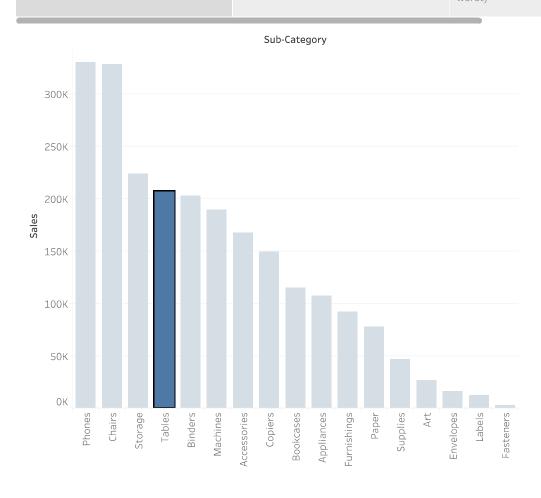


Tables fourth highest interms of Sales.

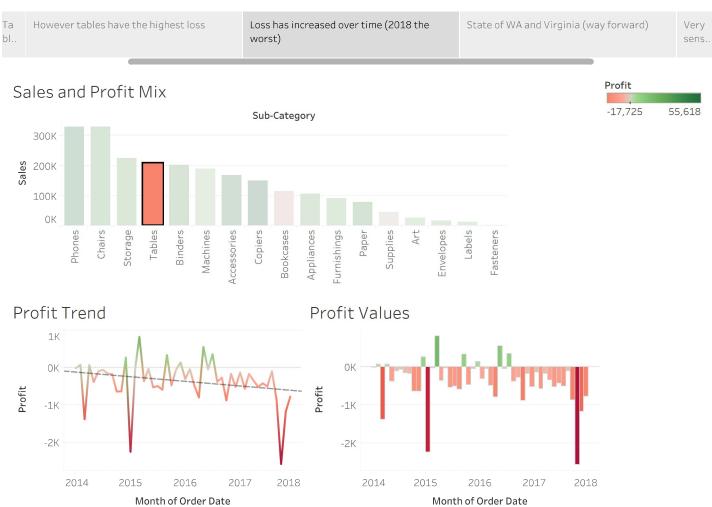
However tables have the highest loss

Loss has increased over time (2018 the worst)

State of WA and Vi..



Tables fourth highest interms of Sales. However tables have the highest loss Loss has increased over time (2018 the State of worst) WA and Vi.. Sub-Category Profit -17,725 55,618 300K 250K 200K Sales 150K 100K 50K 0К Labels Storage Machines Copiers Chairs Tables Paper Art Phones Accessories Bookcases Appliances Furnishings Supplies Envelopes Fasteners



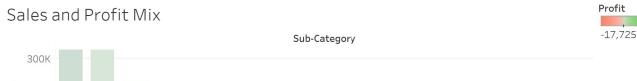
However tables ha..

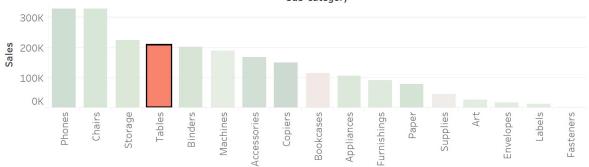
Loss has increased over time (2018 the worst)  $\,$ 

State of WA and Virginia (way forward)

Very sensitive to discounts so stop any discounting

55,618

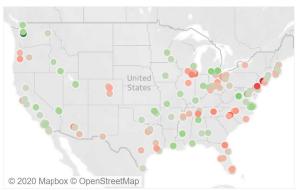




### Profits across States

# © 2020 Mapbox © OpenStreetMap

### Profits across Cities



However tables ha..

-2K

0.00

0.05

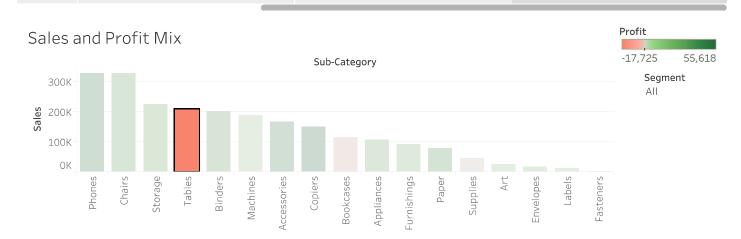
0.10

0.15

Loss has increased over time (2018 the worst)  $\,$ 

State of WA and Virginia (way forward)

Very sensitive to discounts so stop any discounting



0

0.40

0.45

0.50



0.25

Discount

0.30

0.35

0.20