

Expected Requirements:

Part 1: Profits & Losses

- Identify the two biggest profit and loss centers using a visualization (pairs of dimensions).
- Identify products to stop selling with a visualization.
- Identify 3 product subcategories to focus on and 3 to stop selling.

Part 2: Advertising

- Identify the 3 best state-month combinations for advertising based on average profit.
- Determine a maximum advertising budget for each state-month based on return on ad spend (1/5 of profits).

Part 3: Returned Items

- Identify products with the highest return rate using a visualization.
- Identify customers with the highest return rate using a visualization.
- Analyze average profit vs. average return rate for a chosen dimension.
- Present a visual argument for continuing or stopping business based on this analysis.

Part 4: Submission