

Story 1

Introduction and Final Conclusion	Profit-Sales Correlation(All Custo..	Selective Customers Profit And Sales By C..	Avg. Profit Ratio-Avg. Discount Correlation	Selective Customer Discounts By Category
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Business Question:

Are discounted orders more or less profitable than non-discounted orders?

Summary/Conclusion:

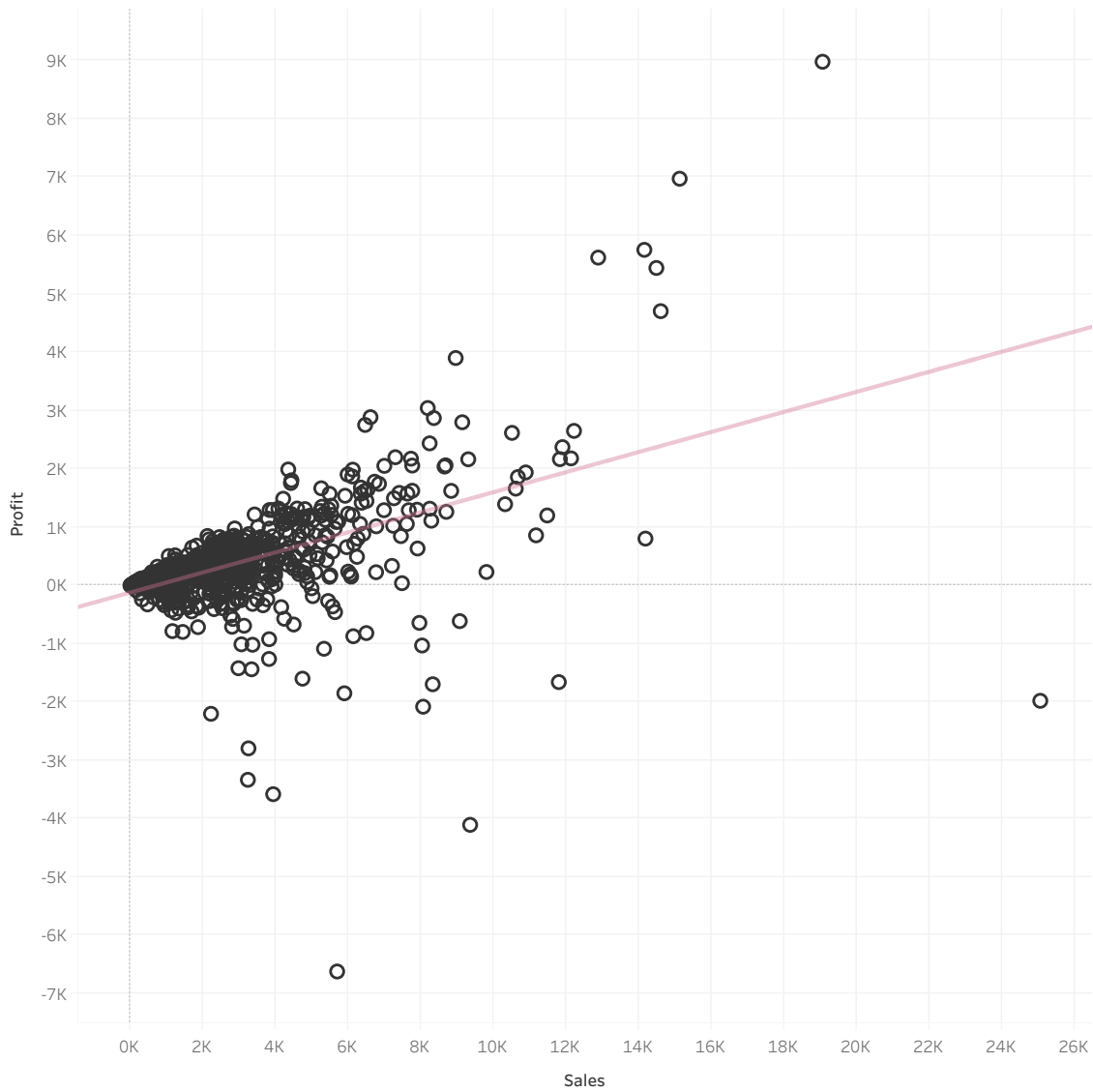
Strong correlation in that greater sales will generally increase profit.

Strong correlation that greater discounts generally has a lower profit ratio and in turn a lower profit than less discounted or non-discounted orders.

Thus, discounted orders are generally more profitable than non-discounted orders along with greater sales

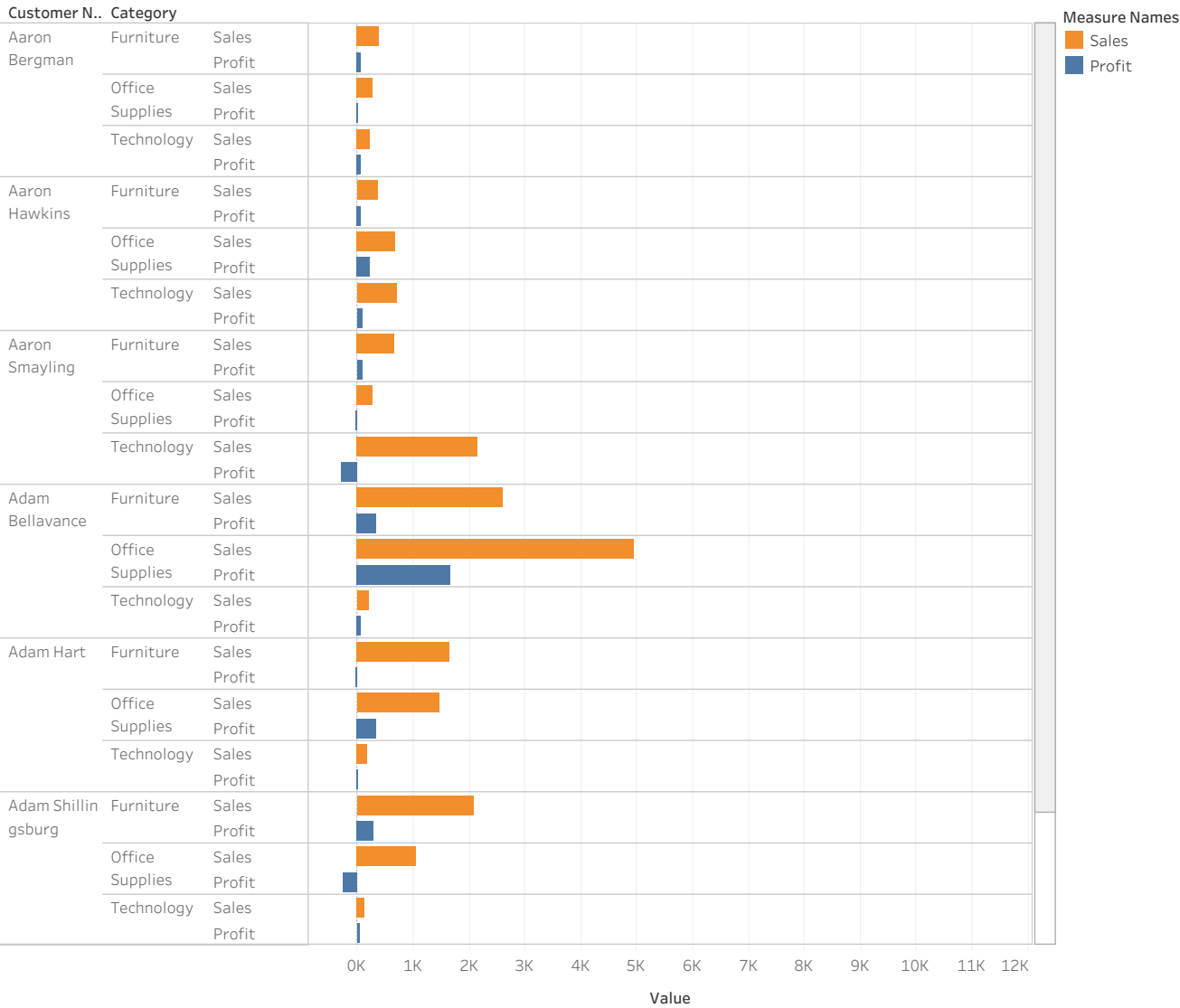
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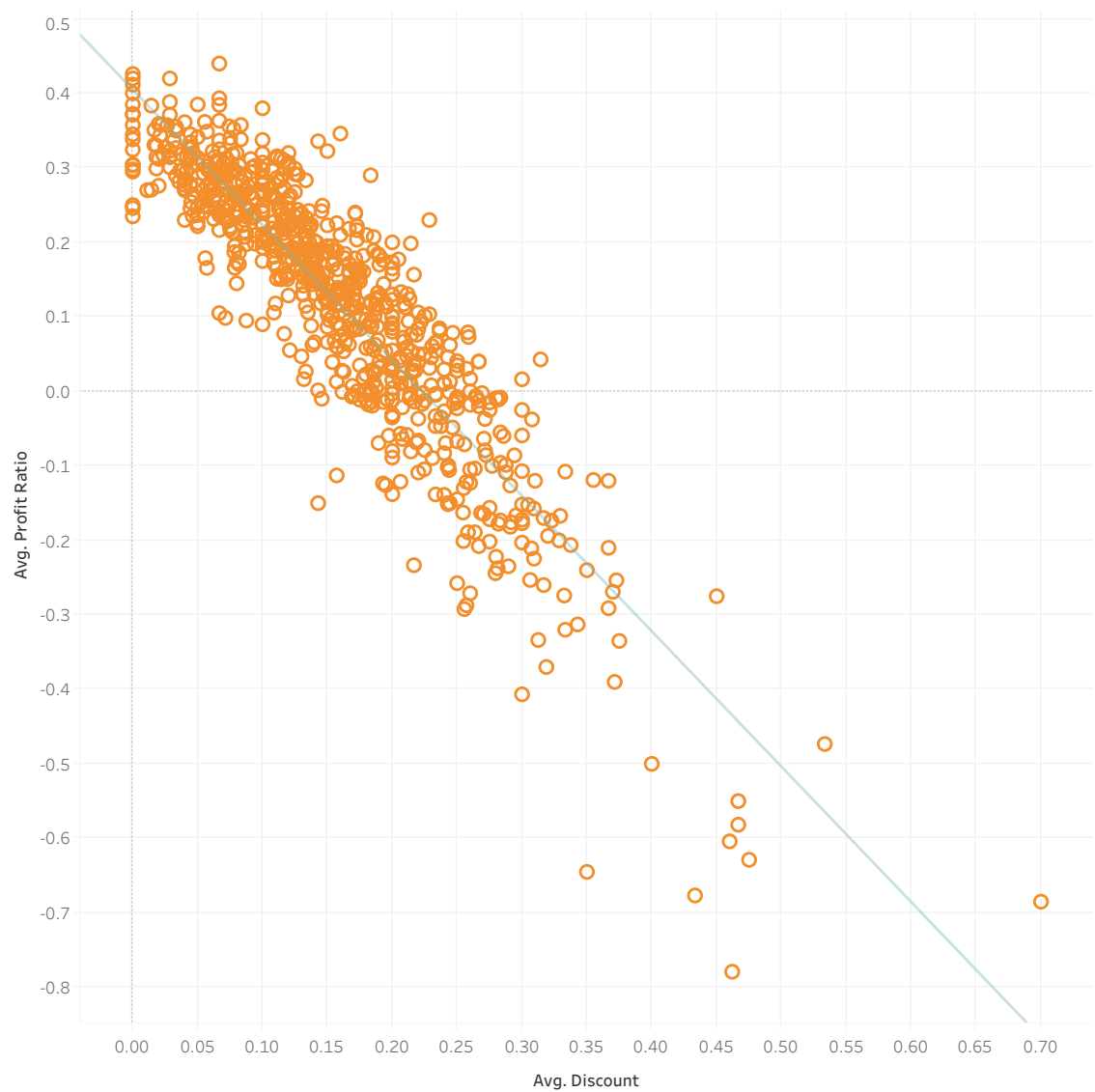
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