The business owner of the retail firm has to focus more on central region as it brings less profit to firm as compare to other regions. The consumer and corporate segment alone give 75% of sales. In all the cases when discount of 50% or above is given company faces loss. In order to generate more profit, the company should give discount below 50%.

Ten states where firm is facing loss. We have to reduce giving discount in these states as these states generate 40% of our sales.

1. Arizona
2. Colorado
3. Florida
4. Illinois
5. North Carolina
6. Ohio
7. Oregon
8. Pennsylvania
9. Tennessee
10. Texas

States where we need to increase our sales quantity. Right now, these states contribute only 1% to the total sales. Marketing need to be done in these states in order to increase firm profit.

1. District of Columbia
2. Idaho
3. Kansas
4. Maine
5. Montana
6. North Dakota
7. South Dakota
8. Vermont
9. West Virginia
10. Wyoming