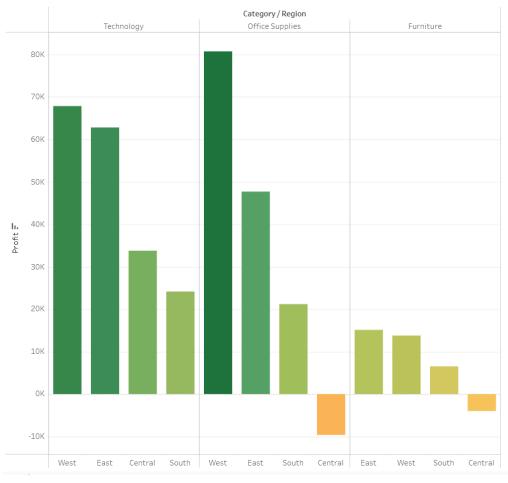


Profit & Loss by Subcategory | Profit & Loss Centers | Product Analysis | Advertising | Product Returns | Customer Returns | Profit by Returns

Profit Centers: Office Supplies and Technology in West Region Loss Centers: Office Supplies and Furniture in Central Region

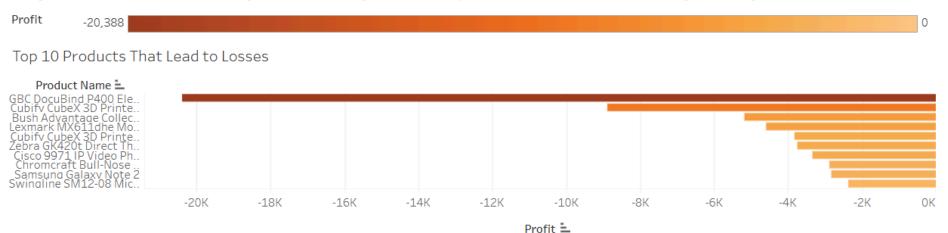




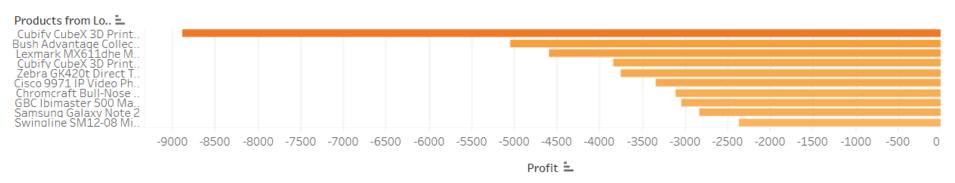
Profit & Loss by Subcategory Profit & Loss Centers Product Analysis Advertising Product Returns Customer Returns Profit by Returns

Products to STOP Selling

While these products may have been valuable in the past, their current performance is hindering our overall financial health. By focusing our resources on more profitable offerings, we can strengthen our market position and achieve our goals. To ensure the long-term sustainability of our business, we recommend discontinuing the following items.



Top 10 Products in Loss Centers that Lead to Losses



Profit & Loss by Subcategory		gory	ry Profit & Loss Centers				Product Analysis			sing	Product Returns		Cus	tomer Returns	Profit by Returns
							Order	Date							
State	-	January	February	March	April	Маў	June	July	August	September	October	November	December		
Vermont	-	92.7			336.6							596.0	67.7		
Rhode Island		92.7	-13.6		12.1	34.4	24.7	49.7	26.9	94.0	162.4	20.1	250.0		
Indiana		12.4	14.7	29.5	36.5	79.1	174.1	36.0	94.5	61.4		70.9	98.9		
Minnesota		14.9	39.0	22.9	30.5	227.3	106.5		14.0	339.2		58.6	35.6		
Montana		187.1	35.0	22.5	41.6	221.3	100.5	2.2	2.7	10.4		32.1	152.5		
District of Columbia		17.5			324.8	9.2		2.2	2.7	10.4		32.1	13.2		
Wyoming		17.3			324.0	5.2						100.2	13.2		
Delaware		31.7	116.8	84.8	5.2	96.1	24.8	45.6	13.8	34.4	35.6	243.2	17.1		
Missouri		51.7	17.8	146.4	12.4	59.1	4.8	17.9	50.1	80.2		54.8	372.2		
Michigan		193.0	20.6	72.1	144.3	151.8	64.8	51.9	53.0	61.0		56.8	143.7		
Alabama		7.7	20.0	83.2	67.4	49.3	52.2	32.0	59.1	83.2		266.6	84.5		
Georgia		176.8	84.5	318.4	140.7	61.9	59.3	25.8	41.4	40.0		61.4	26.2		
Nevada		19.2	5.5	19.3	70.7	99.0	20.2	27.1	71.7	16.5		22.9	60.6		
Virginia		19.7	199.5	84.5	39.9	137.0	56.7	31.1	110.1			50.5	104.8		
Kentucky		134.1	87.6	65.3	61.6	26.9	52.5	45.4	188.3	100.4		87.9	81.2		
Washington		19.3	47.8	521.3	38.2	30.3	72.6	54.6	75.4	36.0		42.3	50.5		
New York		-6.6	31.6	44.7	25.6	97.2	46.0	40.3	64.3	105.0		84.7	60.9		
New Jersey		20.0	41.3	-14.5		41.6	65.1	66.2	61.8	46.0		87.2	106.6		
Oklahoma		177.9	2.0	306.1	000.1	138.4	45.4	70.9	23.2	57.1		88.7	54.8		
Wisconsin		152.9	109.9	101.8	117.7	49.0	10.1	84.3	15.8	31.5		31.6	118.1		
Arkansas		72.9	3.0	18.6	19.7	21.4	52.5		72.0	227.0		16.9	60.9		
New Hampshire		48.2	16.1	127.0		45.7		26.6	83.9	18.9			103.7		
Maryland		52.8	141.9	125.4	54.9	22.2		26.9	90.2	49.1		130.0	43.3		
Utah			4.1	8.1		48.6	14.6	75.7	94.5	64.3		24.7			
Maine							10.8		85.6	82.6					
Massachusetts		3.9	5.9	25.4	13.6	47.2	127.8	30.7	26.4	97.8		26.6	80.0		
Nebraska			31.0		8.5	1.2	36.0	16.2		51.8	29.0	18.9	92.2		
Louisiana		65.3	8.5	6.2	18.7	12.9	13.8	21.2	81.3	72.9	93.5	60.1	111.3		
West Virginia							87.6				-77.0				
Mississippi		15.7	68.7	23.7	16.2	81.9	25.4	82.3	112.7		5.3	43.5	44.8		
Idaho				7.1	3.4	22.0	50.6		1.1	101.3	29.1	91.5	16.7		
Connecticut		-7.3	24.2	44.0	41.9	10.8	46.6	45.4	70.4	24.7	55.1	47.1	78.6		
South Carolina		87.4		10.8	81.9	60.5	19.2	12.5	22.6	61.6	3.8	51.3	7.8		
Iowa		16.6		54.8	50.0			11.8	3.1	99.8		43.9	20.3		
California		37.8	36.4	39.7	27.3	39.8	33.4	50.7	56.7	34.2	34.4	30.6	37.8		
Kansas		137.2	2.6			34.1	8.7	50.0		45.1	74.8	20.4	23.5		

Avg. Profit

643.1

 $\label{thm:colors} \textbf{Average Profit by Order Month vs. State. Colors and marks show average Profit.}$

 $Advertising\ efforts\ should\ be\ reserved\ for\ the\ top\ three\ Month/State\ combination\ using\ a\ Spend-on-Ad\ ratio\ of\ 1/5th.$

Indiana in Octobers: Profit = \$643.10 Budget = \$128.60 Vermont in Novembers: Profit = \$596.00 Budget = \$119.20 Washington in March: Profit = \$521.30 Budget = \$104.3





Profit by Returns