Hello,

In response to your question, I believe that increasing the number of products a store has to offer is the best method of maximizing profit margin. There is a clear relationship between the two factors, and I’ve created a linear regression equation that takes a store’s number of products and predicts an annual profit margin While other factors like state location and low variable costs play a role in affecting profit margin, product innovation is a tangible and achievable priority that can return a meaningful and measurable payoff.

I’ve attached a deck of 2 slides that illustrate the relationship and emphasize the importance of product innovation.

Thank you,

Travis