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| international notion distributors |

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| **To:** | Ms. Smith |
| From: | Yusuf Saadu |
| CC: | Sameh Shamroukh |
| Date: | 9/9/2023 |
| Re: | Order Sales Data Analysis and Recommendation |
| Comments: | Good day Ms. Smith, Upon analysis of the company’s data it has come to my attention that our manufacturing plants have major inconsistencies in the time it takes to fulfill orders that come in. This is regardless of sales channel, region or product, our order processing time is very inconsistent. With a poor average of about 24-25 days to fulfill orders and ship them out, I believe this presents a serious hidden danger in terms of customer satisfaction. We want our fulfillment time to be low and consistent but the recent data shows that it can take as long as 50 days for an order that came in to be shipped out. An investigation needs to be conducted looking into our order processing procedures and pipelines to iron out any inefficiencies that could be causing this inconsistency on average long fulfilment time. My analysis also found that despite the large amount of sales some of our products showcase, possibly due to manufacturing costs or prices, these products don’t bring in as much profit or have as high a profit margin compared to the Household, Office Supplies and Cosmetic products. I recommend that going forward we should invest producing more of these profit leaders. |