Increase Sales for FY 2024

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ECO 32500: Python for Business Analytics

Background

Leveraging online markets through marketing and efficient and effective delivery services will help increase company sales for FY 2024

How can we boost the firm's sales for FY 2024?

Proposed Solution 1

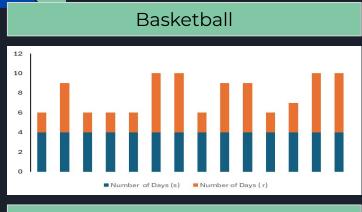**Make shipping services more effective by automating & optimizing the business process and operations**
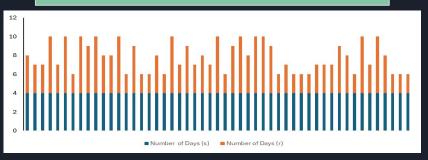
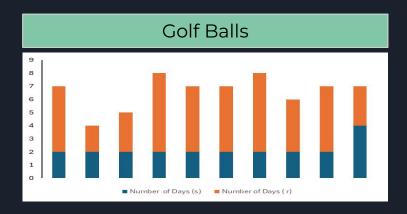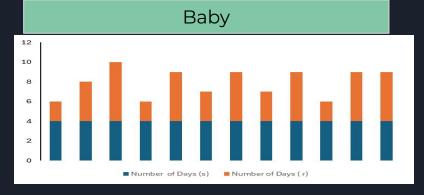# How can we boost the firm's sales for FY 2024?

Proposed Solution 1

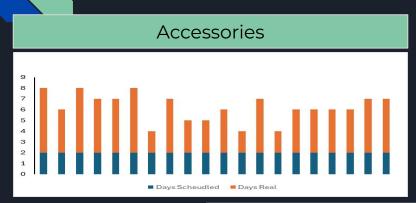**On-Time Delivery and Most Cost**

Effective Routes & Services

Proposed Solution 1

Basketball

Golf Balls

Sporting Goods

Baby

Proposed Solution 1

Proposed Solution 1

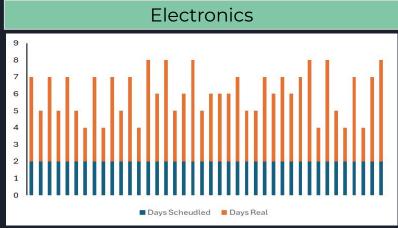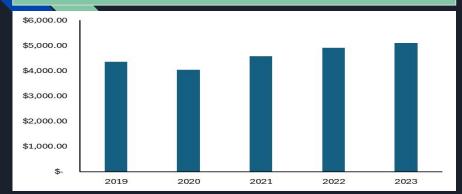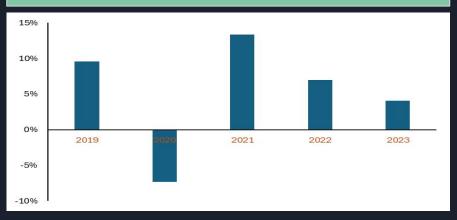**Brick and Mortar Industry Revenue in the US($ in Billions)**

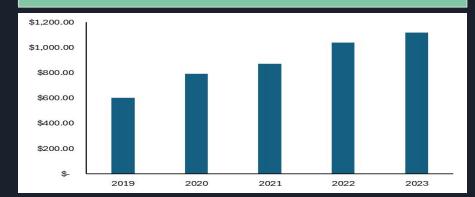**E-Commerce Industry Revenue in the US ($ in Billions)**
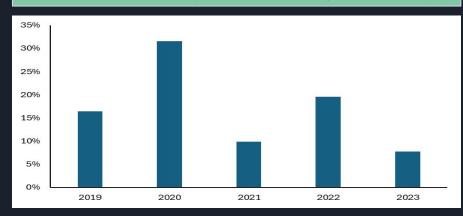
Brick and Mortar Industry Revenue Change in the US (%)

E-Commerce Industry Revenue Change in the US (%)

Proposed Solution 1

Warehouse optimization to help increase efficiency

Package consolidation to help reduce multiple deliveries

Automation for delivery, helping to get the work done faster and more effectively

Negotiating the costs of shipping, communication with potential suppliers, discussing the costs of saving

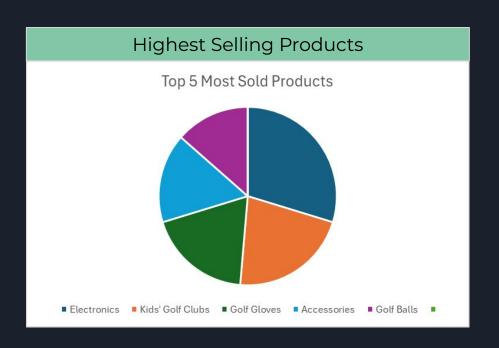# How can we boost the firm's sales for FY 2024?

Proposed Solution 2

Leverage the five most profitable products in the five highest producing countries to attract a larger customer base

Proposed Solution 2

Number of Sales

Proposed Solution 2

Proposed Solution 2

Look at the top 5 most profitable products

Focus on the top selling products in these countries

Increase product sales for these specific products

Increasing the top five selling countries sales would directly boost our firm's sales