

E-products

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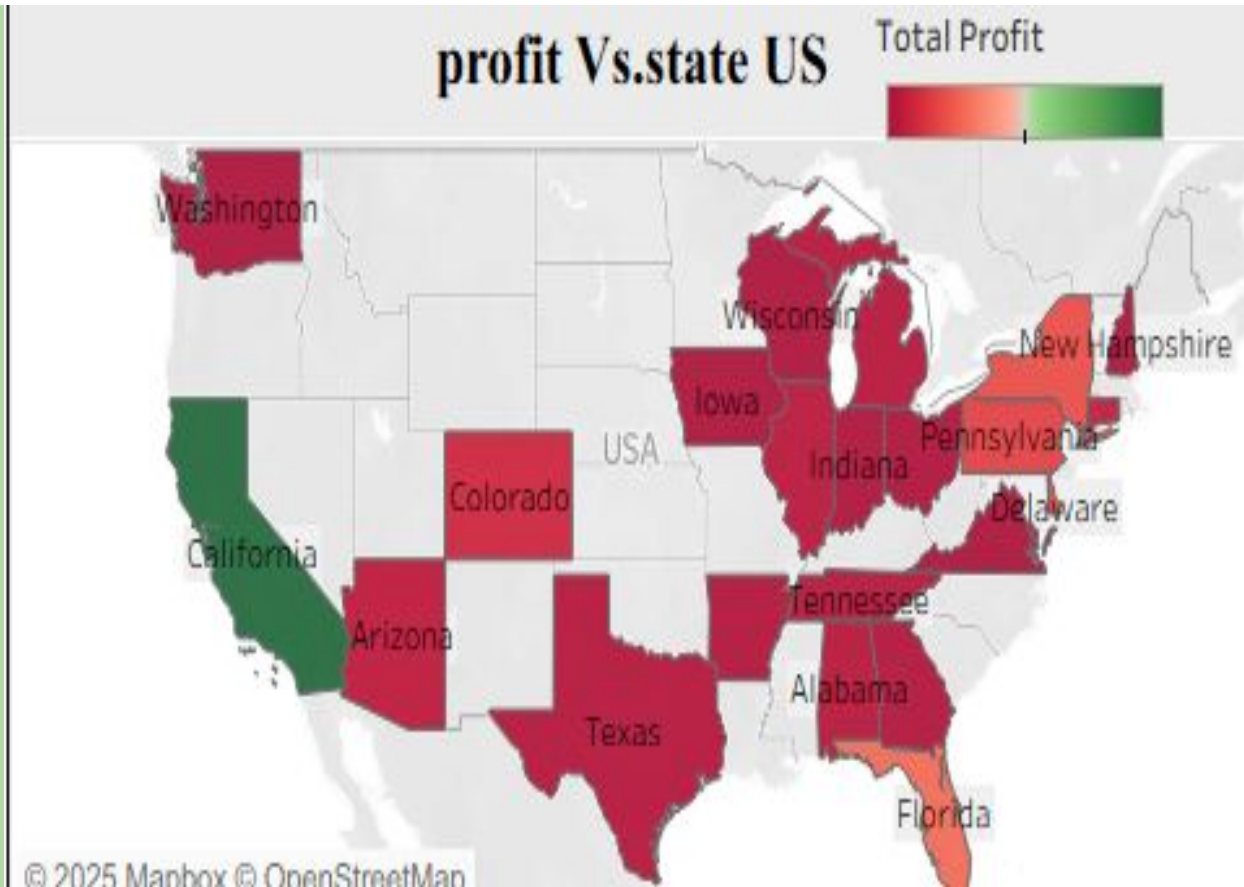
Objective:

- ➡ identify the most profitable product .
- ➡ understand the impact of discount on profit .
- ➡ provide recommendation to reduce cost and increase profitability .

profit in states :

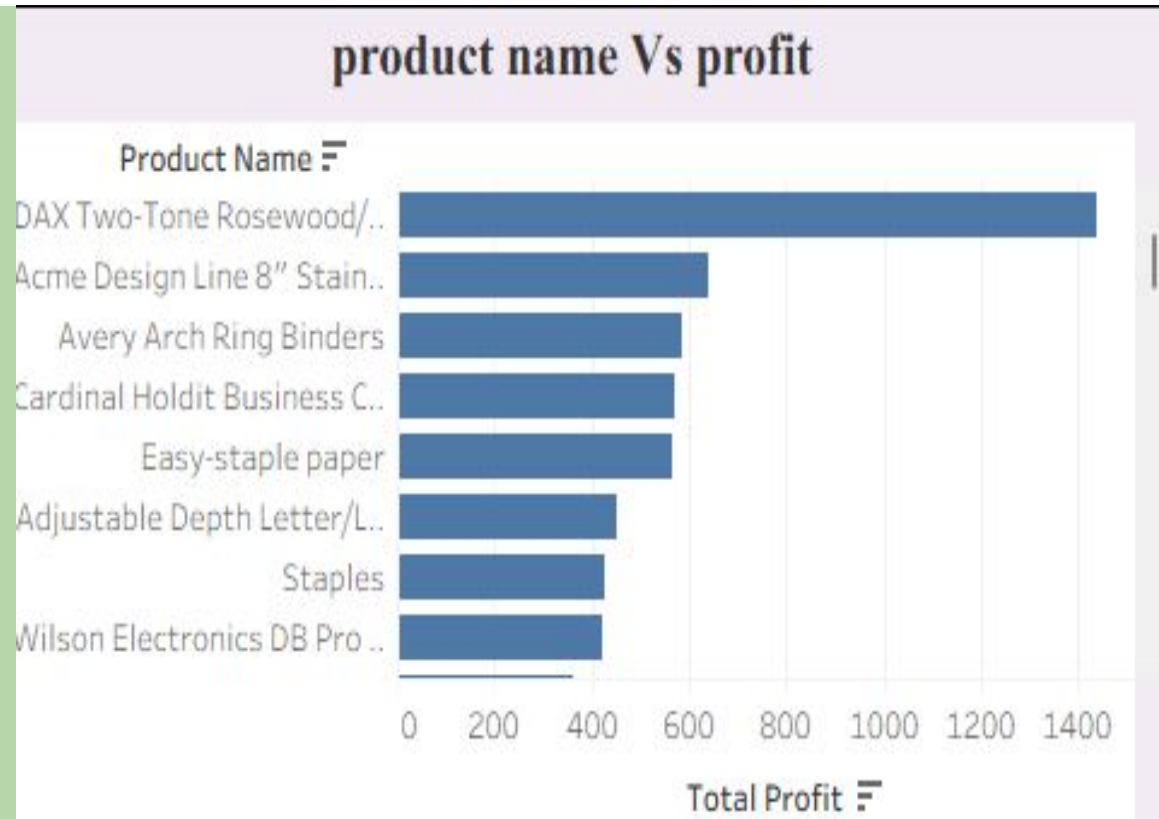
“california” is the most profitable state for economic product and because it has more customer than the rest although it is not largest area.

total profits over the past years for economic product ?11916 \$



profit for E-product :

“Dax Tow-Tone ReoseWood “
is the most profitable product
where the total profits in 2022
amounted to 1440 \$ then
Acme design and so on...



discount on economic product for various institution:

all categories have approximately five-numbers-summary ,but later we notice higher discount for Office-Supplies .

there are some outliers in the avg category which mean there is a clear discount I don't think anniversaries have any thing do with it .

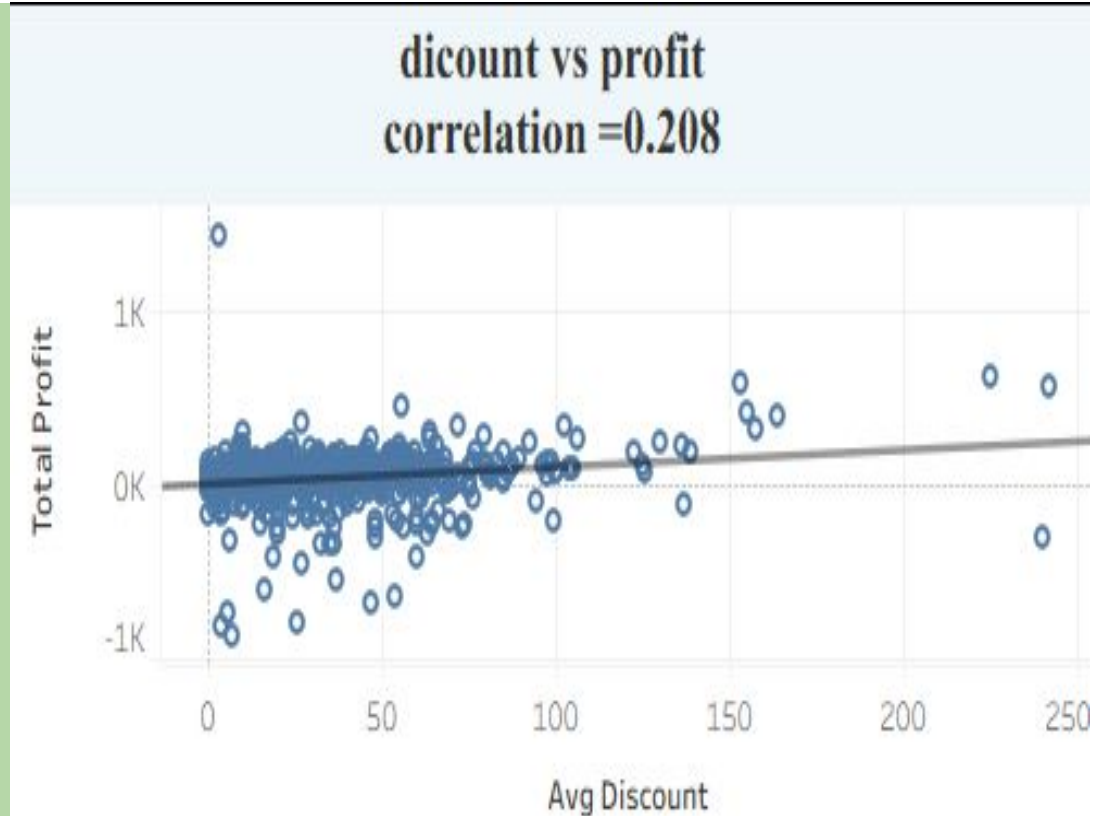


correlation between profit & discount:

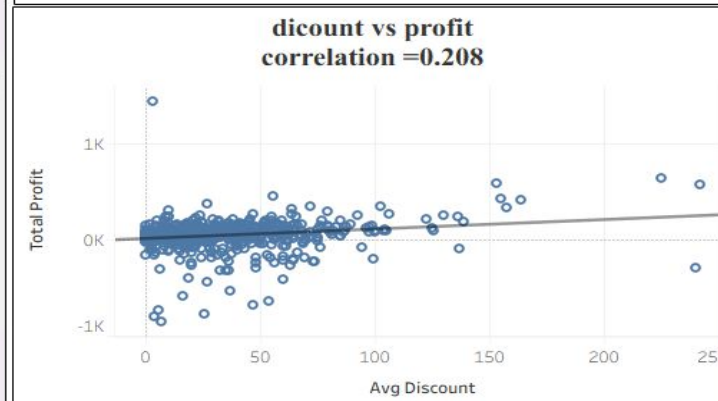
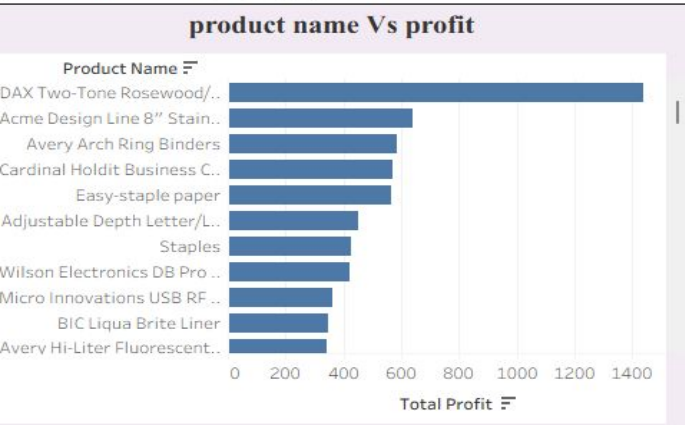
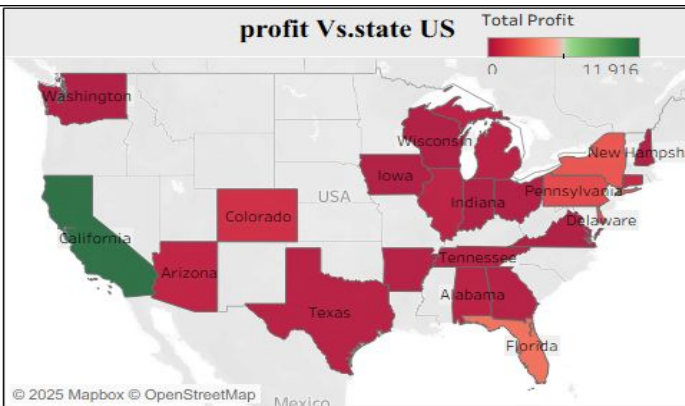
the correlation between discount and profit is 0.208 this is weak which negates the existence of causality .

ex: highest profit does not equal highest discount .

causality: relation between x&y is either inverse or direct in all case



Economic-Sales insight:



total order
1,173
total profit
25,796
Avg dicount
21,408

Conclusion :

Product (D-T-T-**ReoseWood**)generated the highest profit among all products.

Weak correlation (≈ 0.29), indicating that discounts are **not** the main driver of profitability

Recommendation :

Expand the success of Product (D-T-T-**ReoseWood**) to other regions.

Reevaluate the discount strategy, as its impact is minimal.

Focus marketing efforts on high-performing areas like State (california).

try to identify and provide the team with other influencing factors.