



# Business Proposal

Fall 2024

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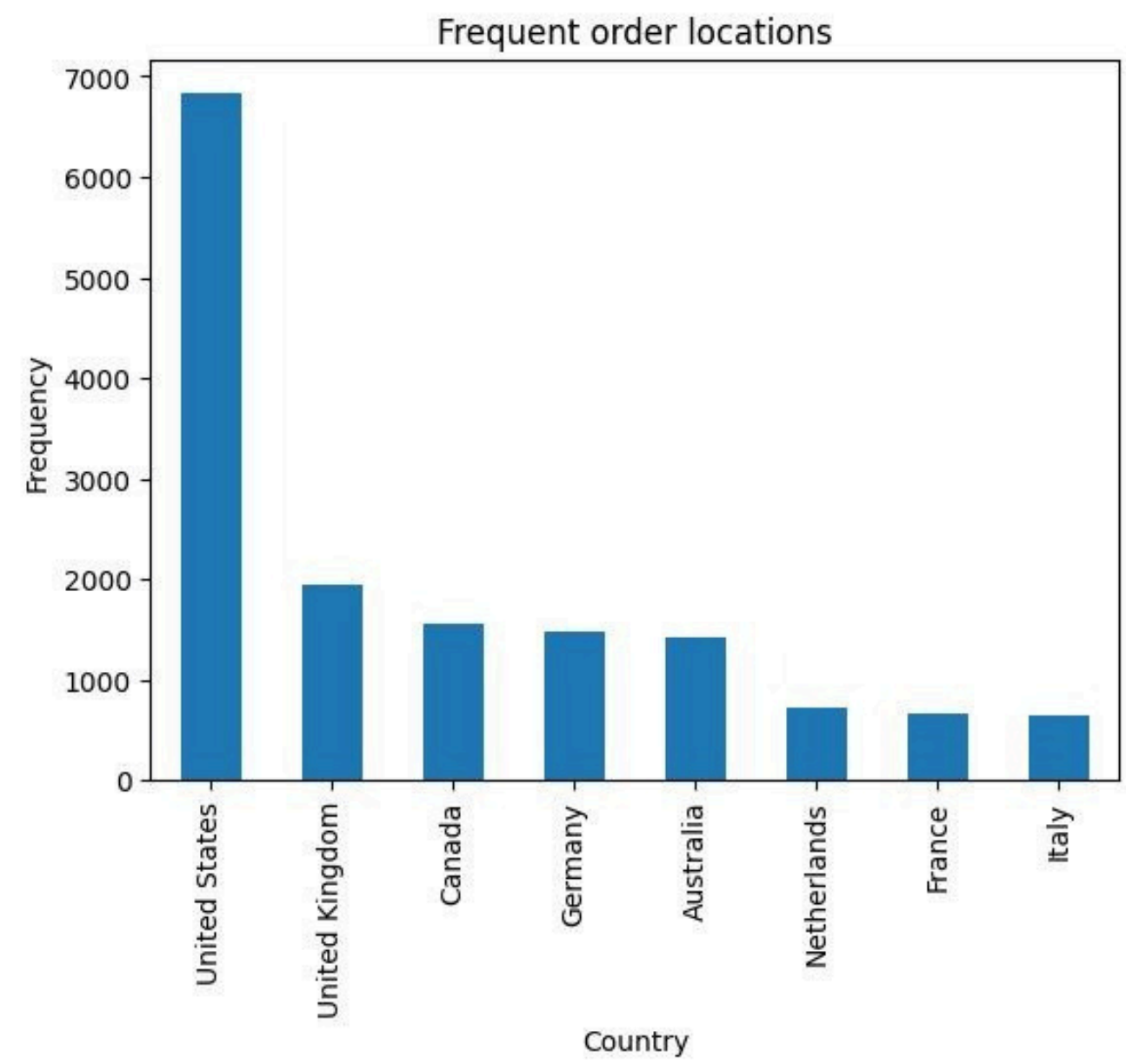
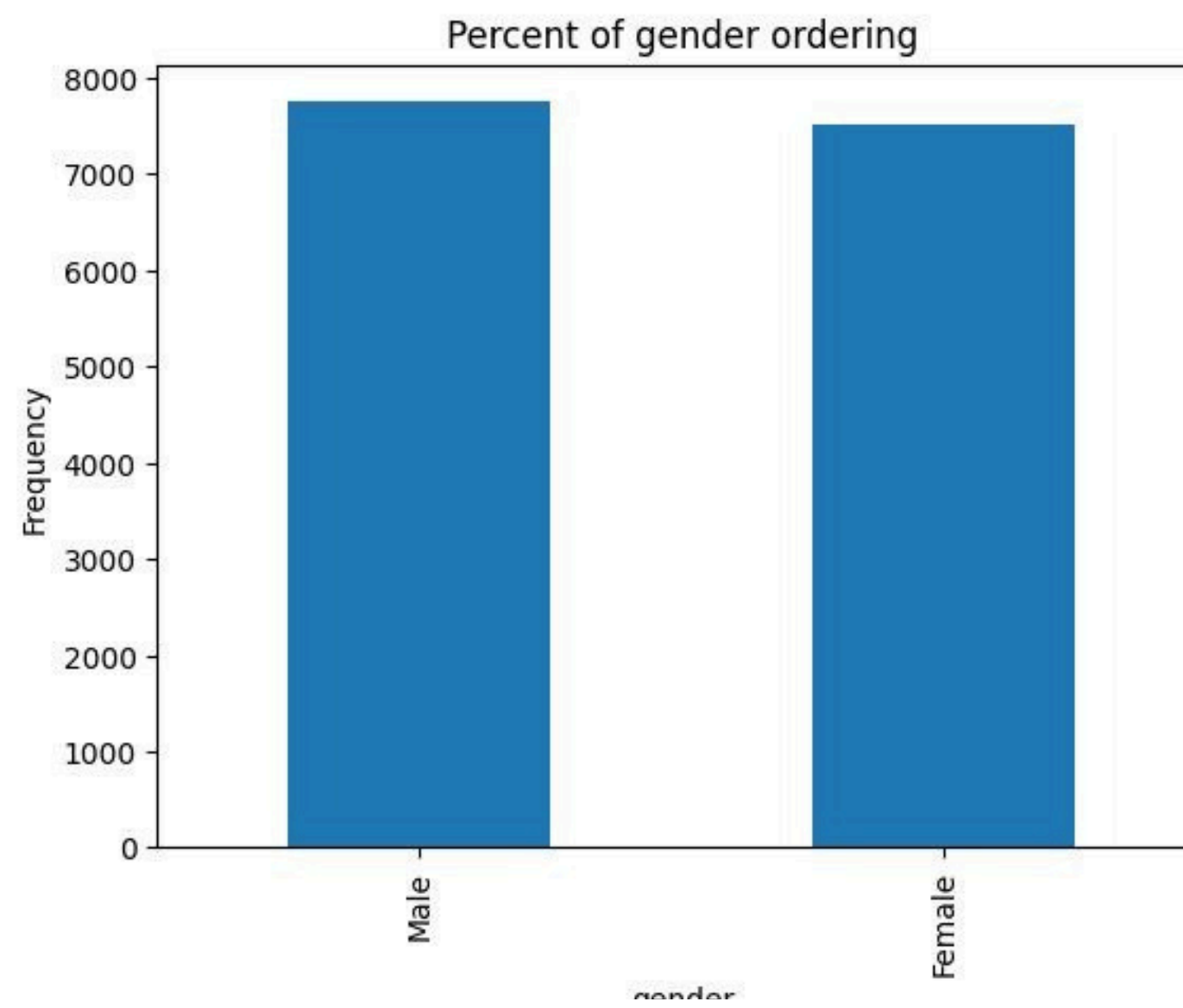
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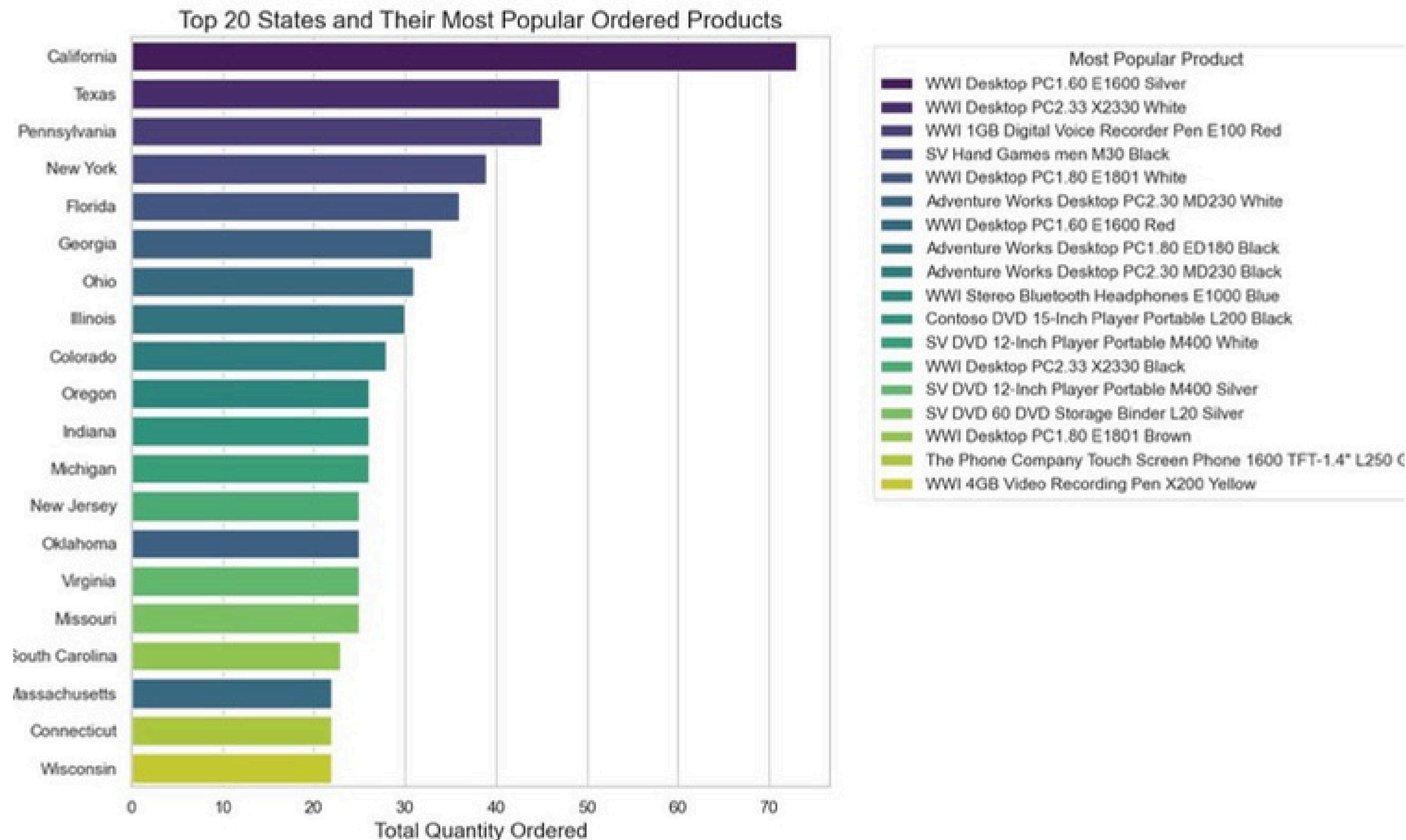


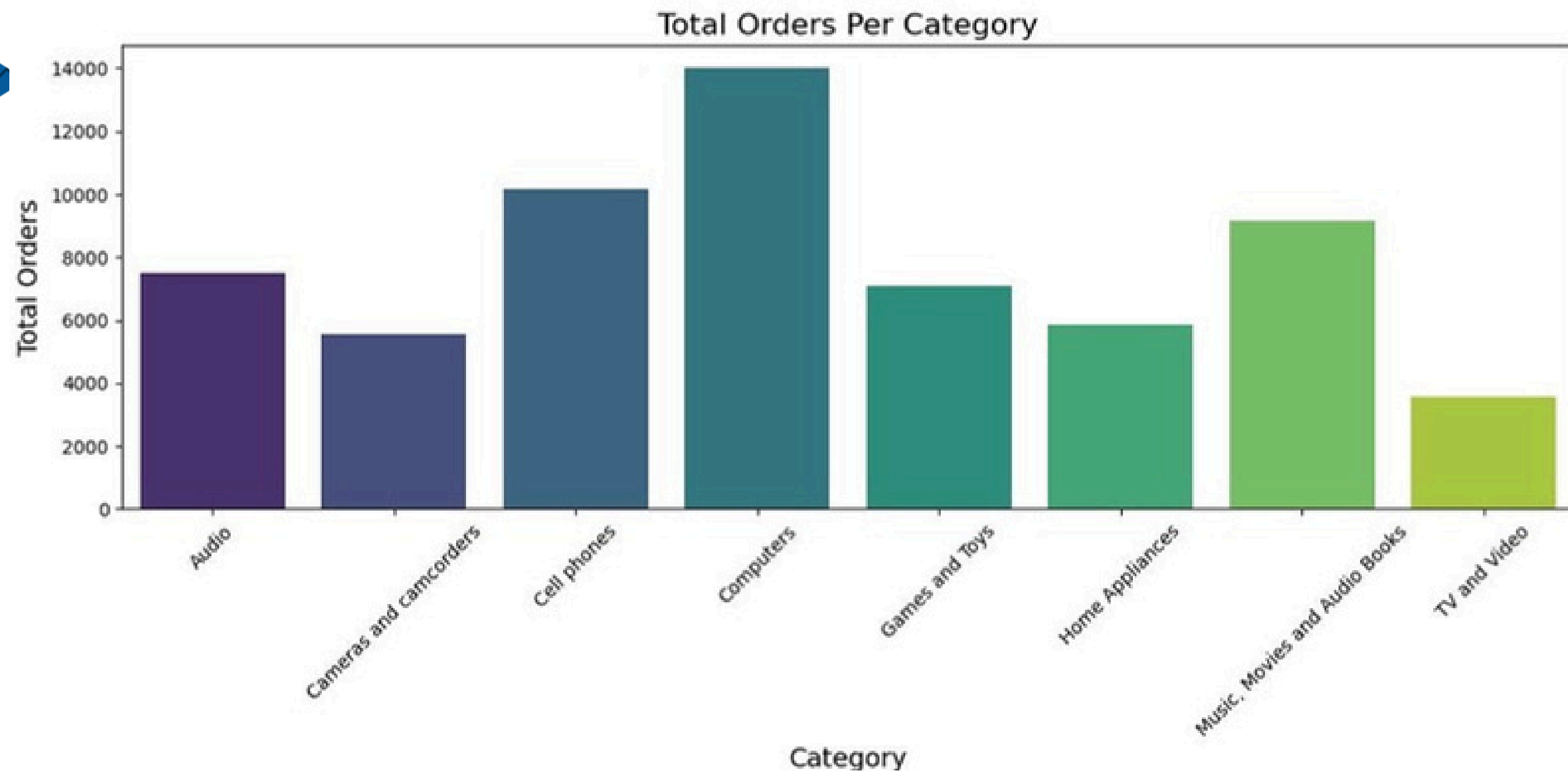
# Introduction

As part of our efforts to drive improvement in sales performance, we have been tasked with identifying strategies to enhance profitability and performance for the upcoming quarter. The sales performance from the previous year did not meet expectations, and the VP of Sales has challenged us to find ways to address this gap. To achieve this, we will focus on identifying opportunities to increase this quarter's profits compared to last year.

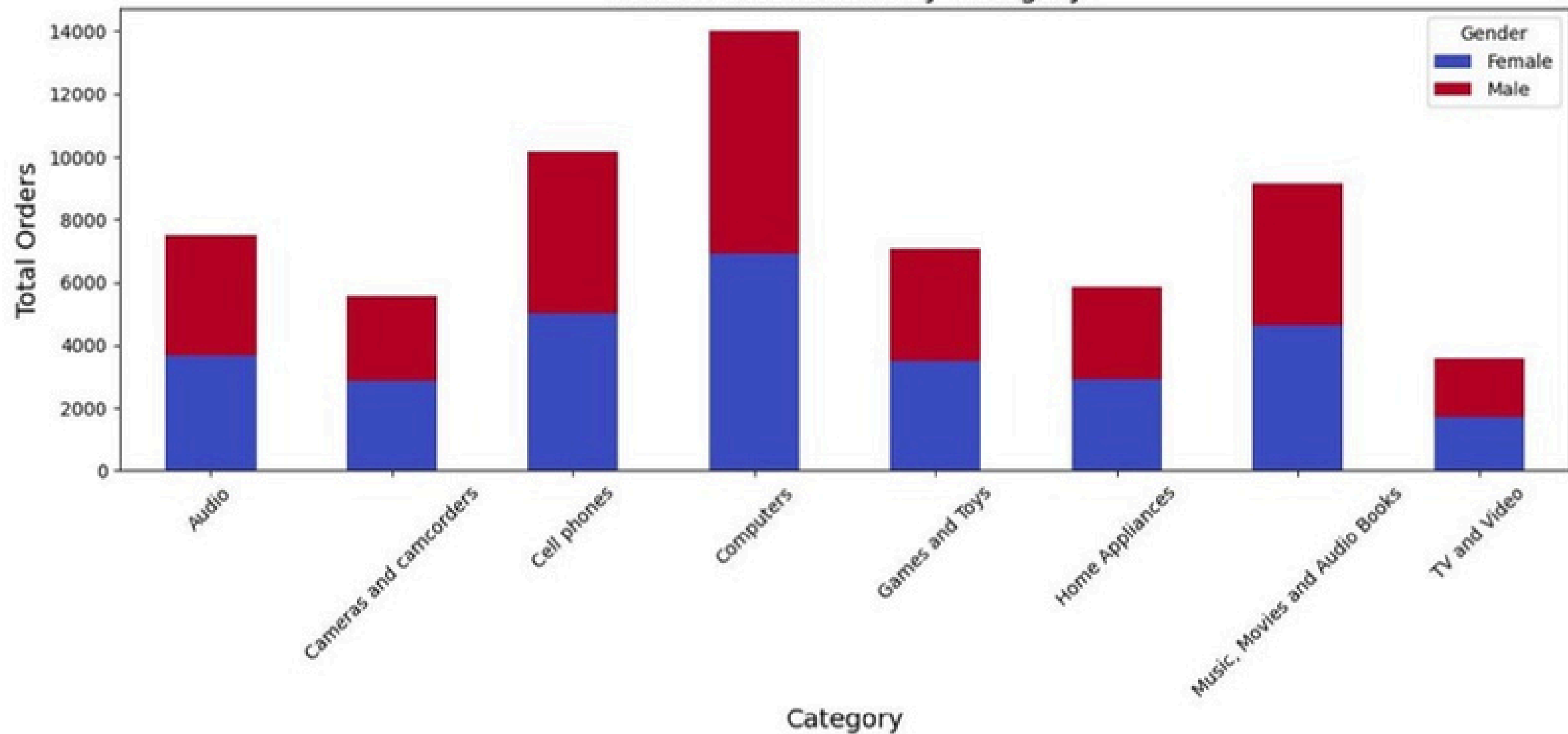
# CUSTOMER DEMOGRAPHICS:

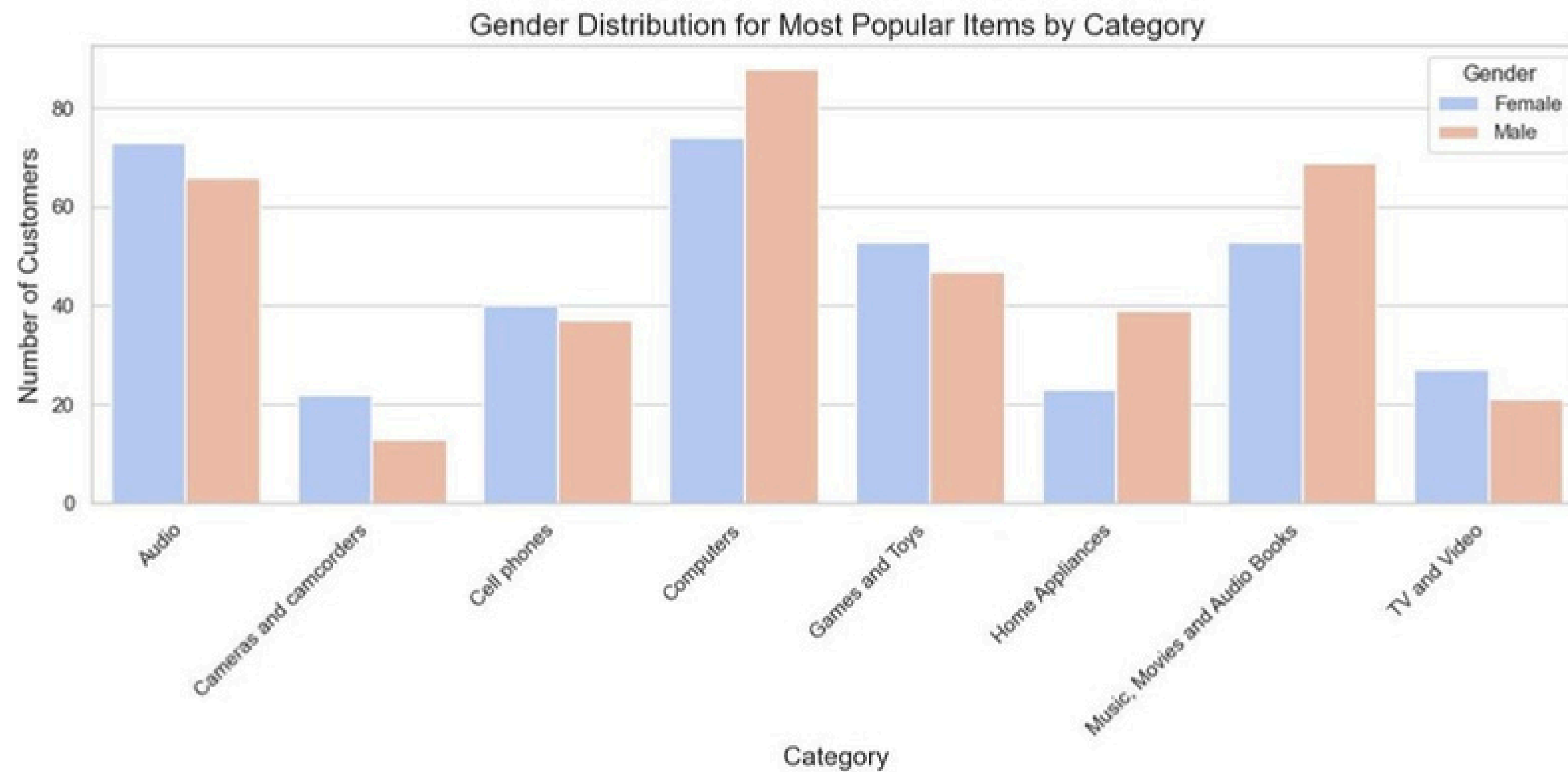






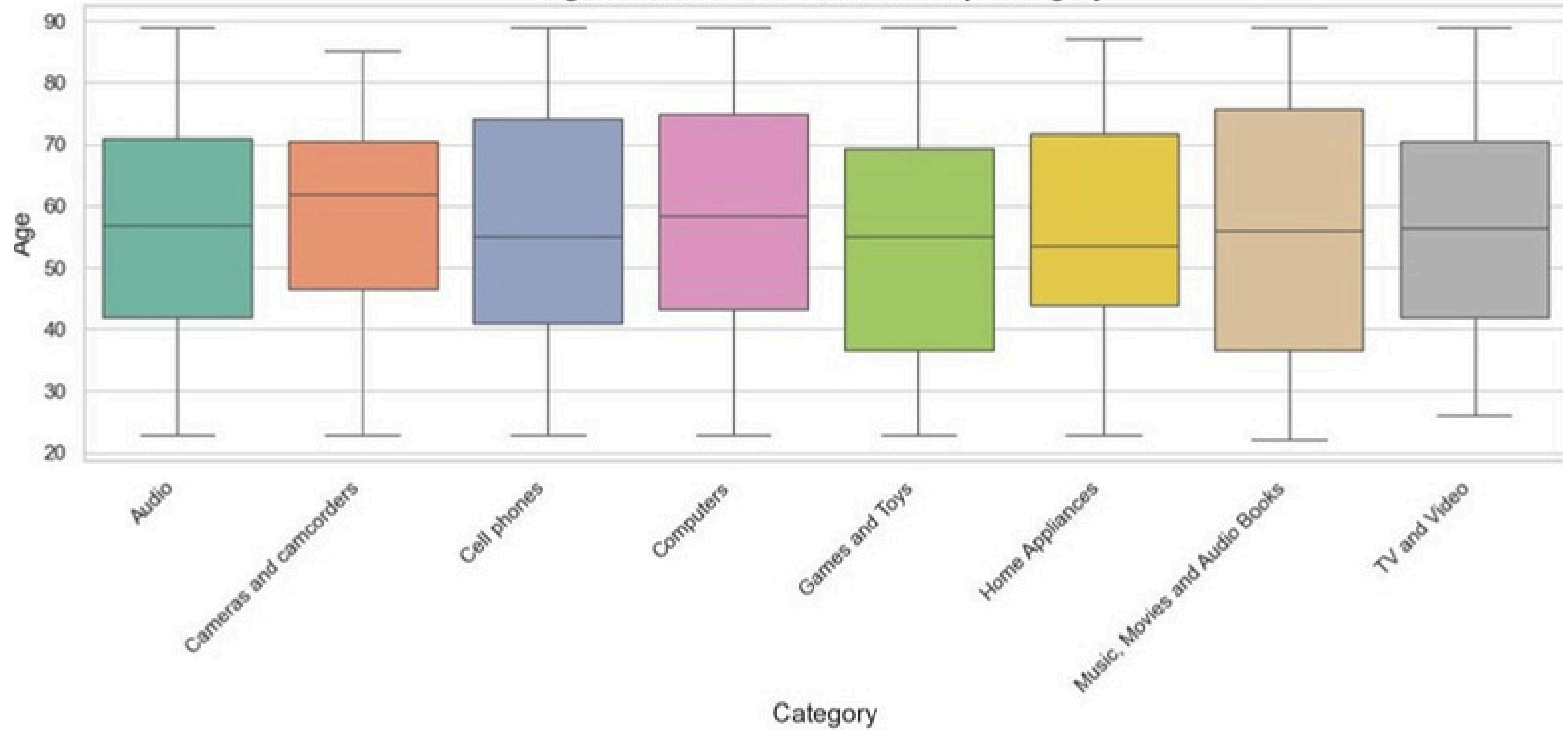
Gender Distribution by Category







Age Distribution of Customers by Category



# CONCLUSION

To drive sales improvement and profitability for the upcoming quarter, we will focus on key strategies:  
Customer Demographics: We need to focus on targeting female customers and expanding our reach into underperforming regions.

Product Analysis: Identifying opportunities to enhance products and push sales in areas of weakness.  
With this knowledge in hand, we want to make up for the performance gap that occurred last year and perform better this quarter.



The image features a central text element 'THANK YOU' in a bold, blue, sans-serif font. The text is flanked by abstract geometric patterns on both the left and right sides. These patterns consist of various shades of blue (light blue, medium blue, and dark blue) forming cubes and triangles, some of which are overlapping. A faint, repeating pattern of the word 'Canva' is visible in the background of the geometric shapes.

**THANK  
YOU**