What-If Analysis Tasks – Watches Sales Dataset

Task 1: Goal Seek – Target Profit

Find the selling price that would make a specific watch model reach a target profit of ₹20,000.

Insight:
 Understand the minimum price point required to meet desired profitability for a product.

Task 2: Scenario Manager – Demand & Discount Planning

Create three scenarios (High Demand, Medium Demand, Low Demand) by varying price and quantity. Compare total sales under each.

Insight:
 Identify which demand condition generates the most revenue and which one is least risky for planning production.

Task 3: One-Variable Data Table – Price Sensitivity

Analyze how changing the price affects profit for a selected product.

Insight:
 Determine the price range where profit grows fastest and recognize the point beyond which higher pricing reduces sales potential.

Task 4: Two-Variable Data Table – Price vs Quantity

Examine combined changes in price and quantity to evaluate their impact on total sales.

Insight:
 Reveal the balance between price and volume that maximizes revenue — critical for strategic pricing decisions.

Task 5: Break-Even Analysis

Find the number of units that must be sold so total profit becomes zero.

Insight:
 Shows the minimum sales volume required to recover cost — helpful for production and budgeting plans.

Task 6: Profit Forecast

Forecast next month's profit if selling prices increase by 10 % and costs by 5 %.

Insight:
 Quantifies how cost inflation and price adjustments will affect upcoming profits — supports pricing strategy reviews.

Task 7: Regional Discount Impact

Evaluate total sales after applying regional discounts (different % per region). Compare with current totals.

Insight:
 Highlights which regions respond most positively to discounts and where reductions erode profitability.

Task 8: Monthly Profit Target

Determine the average selling price required to maintain ₹25 lakh total monthly profit.

Insight:
 Identifies the pricing threshold the company must sustain to achieve overall profit goals.

Task 9: Brand Performance Under Cost Changes

Simulate a 10 % increase in manufacturing cost for all brands. Assess the effect on profit margins.

Insight:
 Shows which brands remain resilient when costs rise and which need cost control or re-pricing.

Task 10: Product Mix Optimization

Model how shifting 10 % of production volume from low-margin to high-margin brands affects overall profit.

Insight:
 Helps determine the optimal mix of products to maximize company-wide profitability.