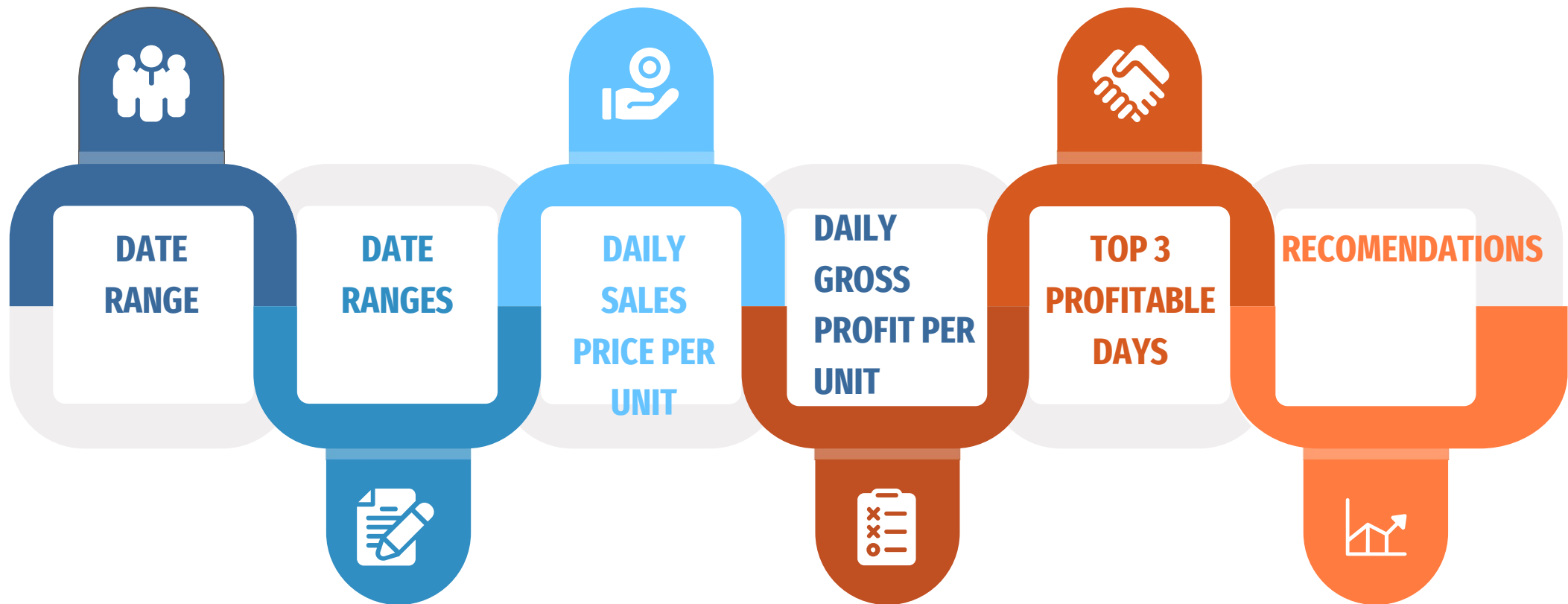
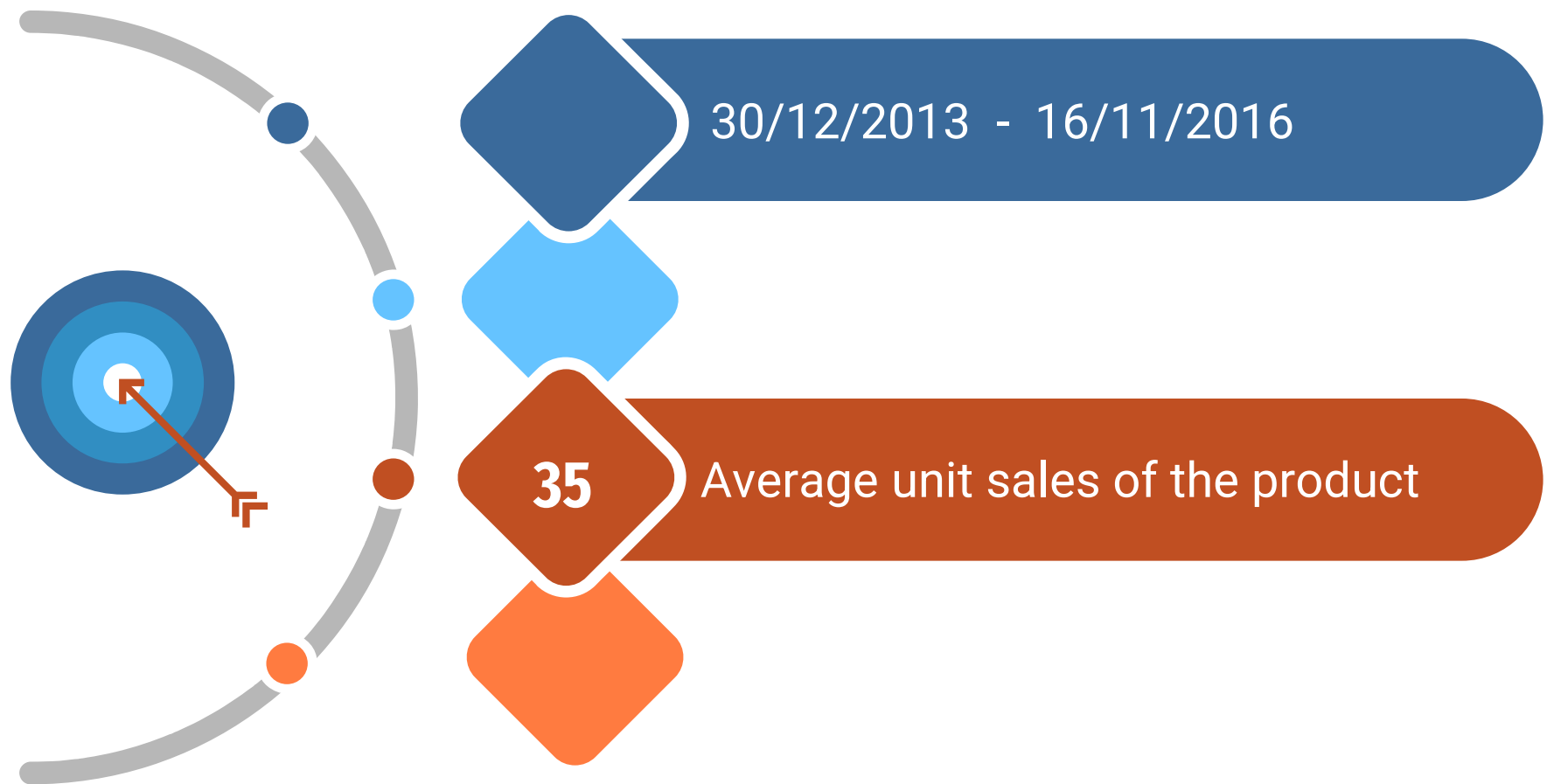
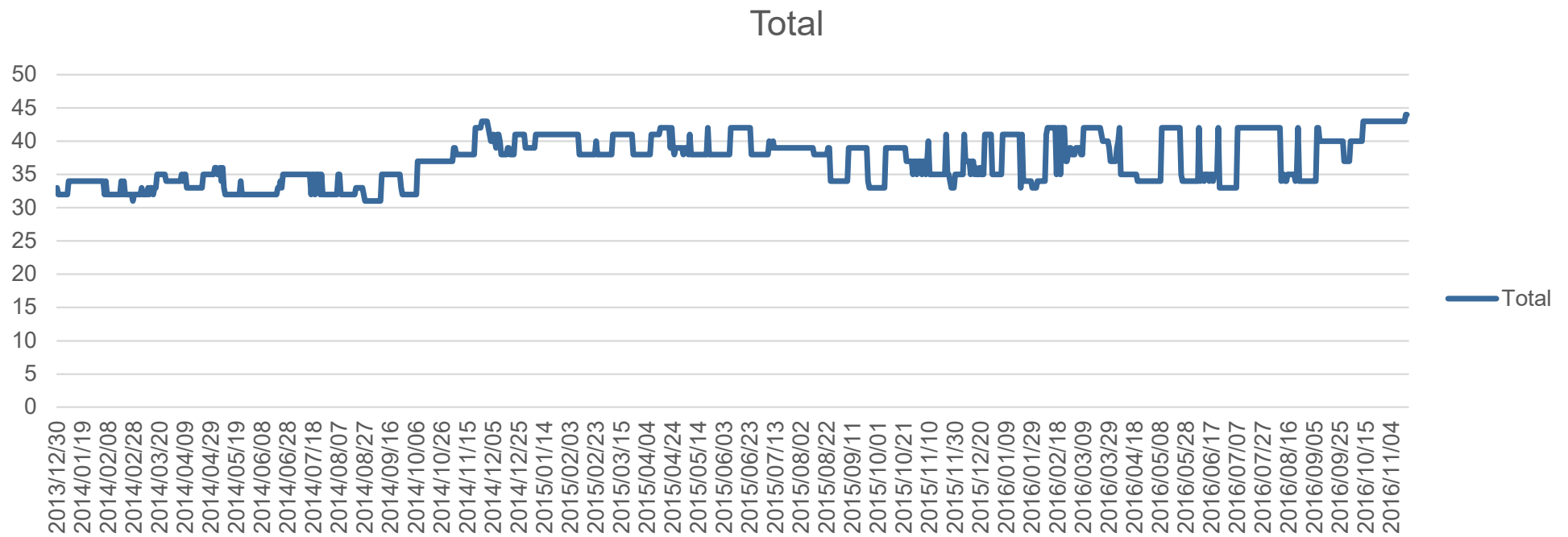


SALES CASE STUDY



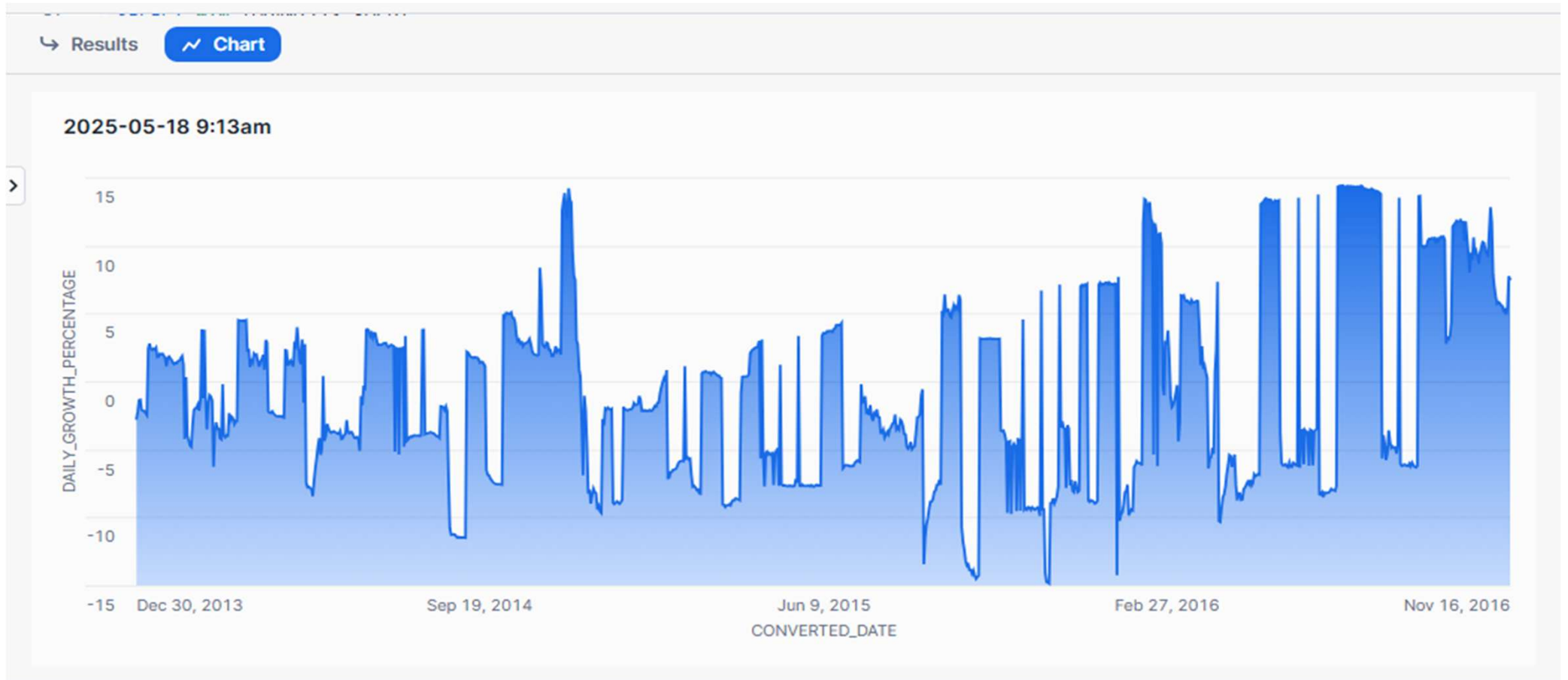


Daily Sales Price Per Unit

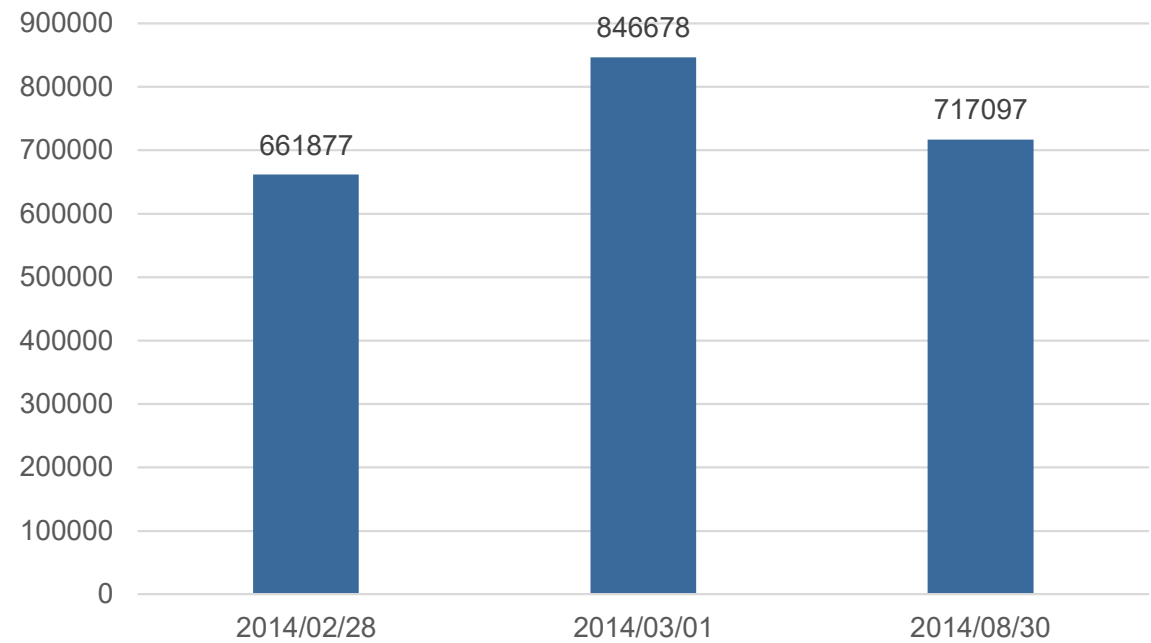
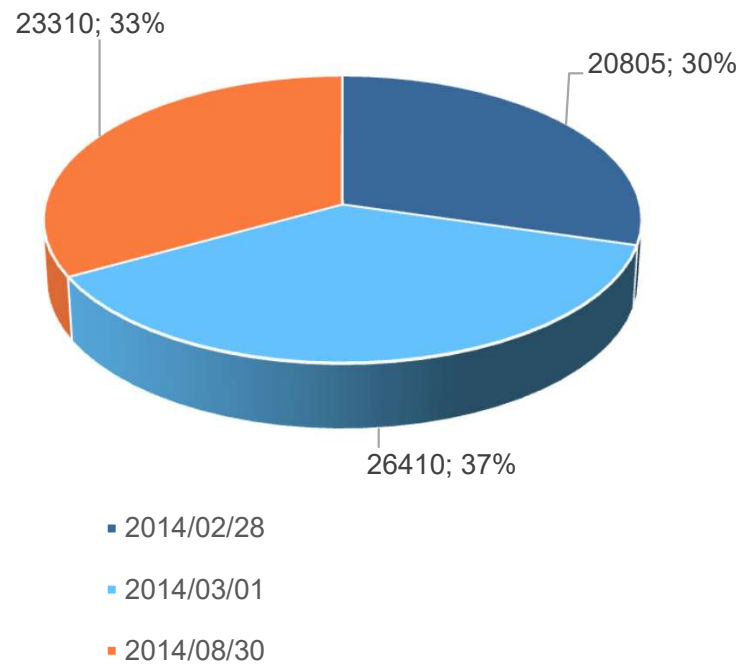


The daily sales price per unit varies from

Daily Gross Profit per Unit



3 Days when products where on promotion



RECOMMENDATIONS

Question : Does this product perform **better or worse** when sold at a promotional price?

When we lowered the price and saw quantity rise by the corresponding 20%, total revenue remained unchanged—so despite selling more units, our topline didn't budge. Because our unit costs stayed the same, those additional sales at a lower margin reduced overall profit. In other words, the promotion drove higher volume but delivered no revenue gain and eroded profitability, making it a volume win but a bottom-line loss.