Multi-Scenario Prescriptive Sales Analysis

Customer Insights – Platinum Layer

Generated on: 2025-06-28 00:46

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Scenario A: Reduce Discount (%) by 10%

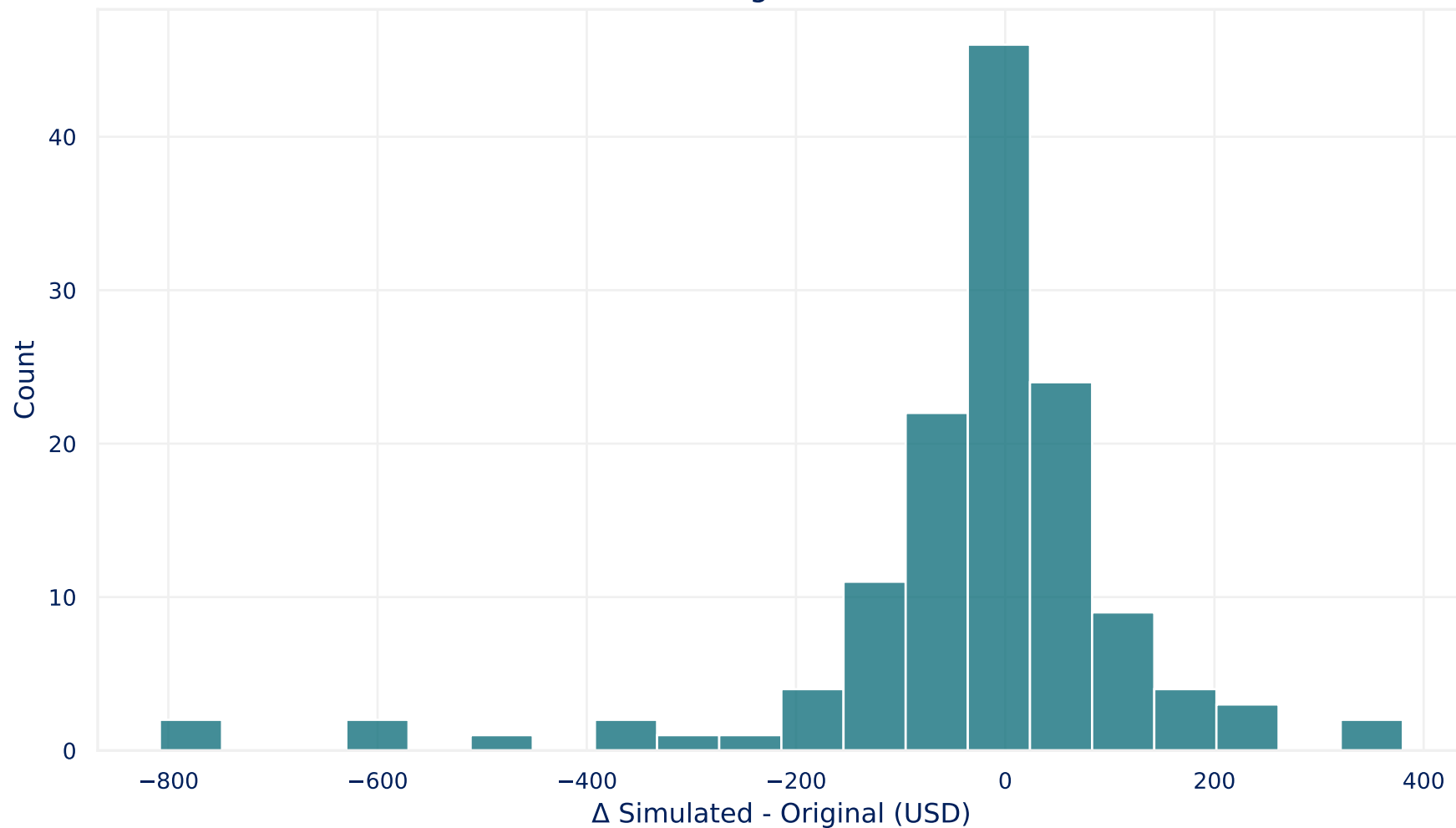Simulates reducing all discounts by 10%, maintaining product price and volume constant.

⬜ Metrics:
- Avg. original sale value: $2462.61
- Avg. simulated sale value: $2435.60
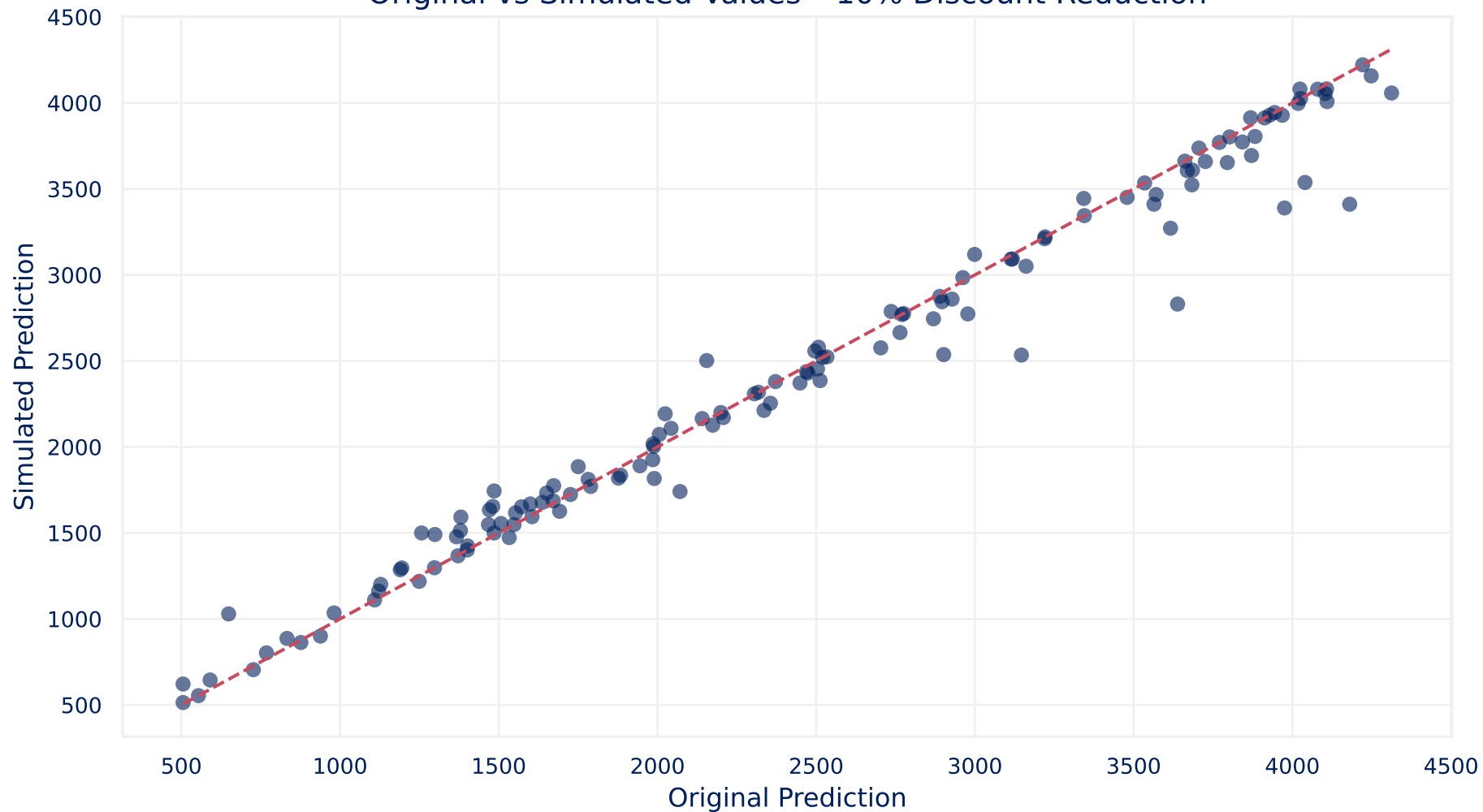- Difference per sale: $-27.02
- Total impact: $-3620.56

⬜ Conclusion:
- Negative impact expected.
- Consider constraints or segmenting better before applying.

Distribution of Value Changes – 10% Discount Reduction

Original vs Simulated Values – 10% Discount Reduction

Scenario B: Only Use Reps with Tenure > 1 Year

Simulates routing all sales to experienced reps. May reflect better conversion or negotiation results.
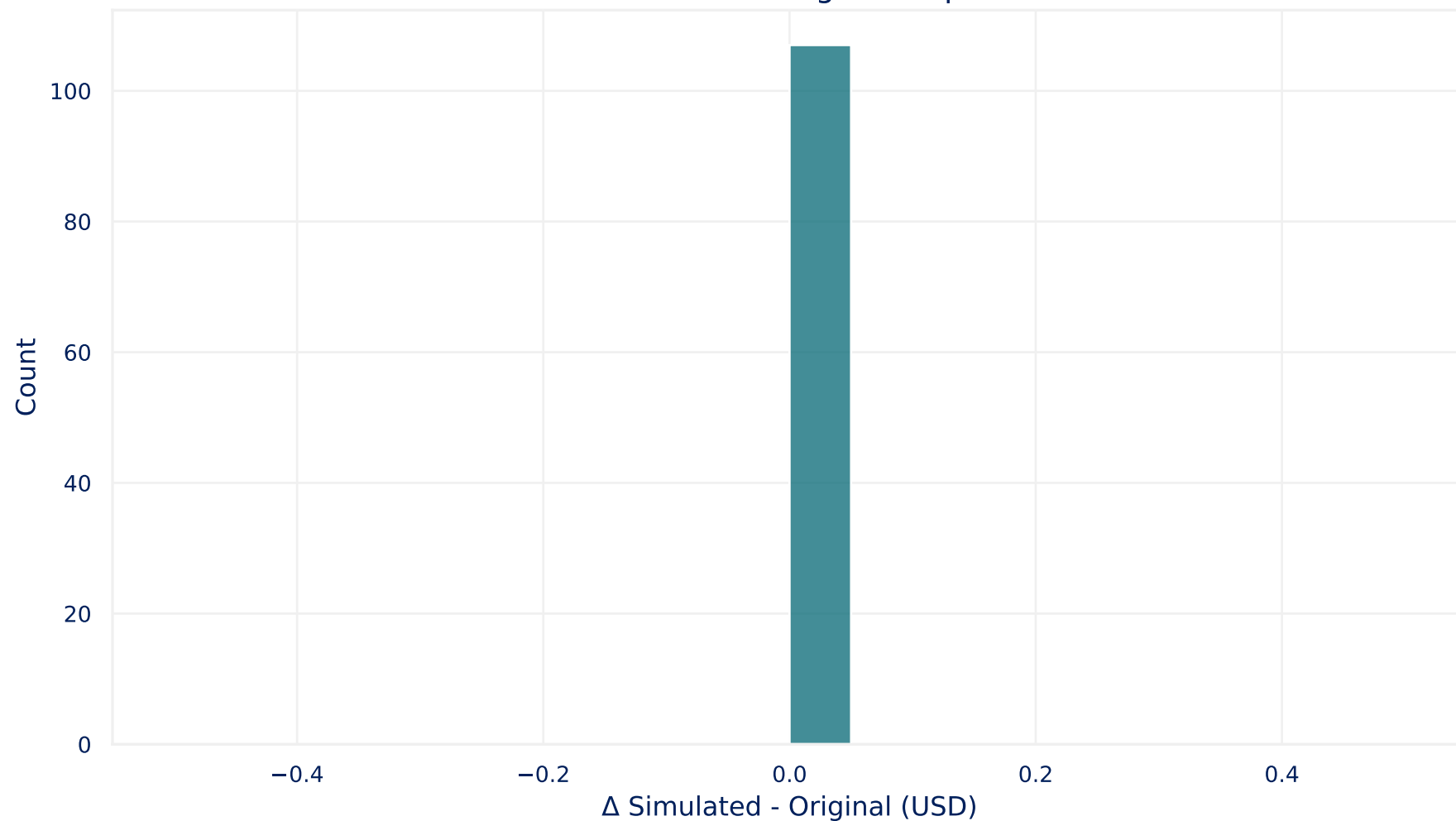
 Metrics:
- Avg. original sale value: $2415.46
- Avg. simulated sale value: $2415.46
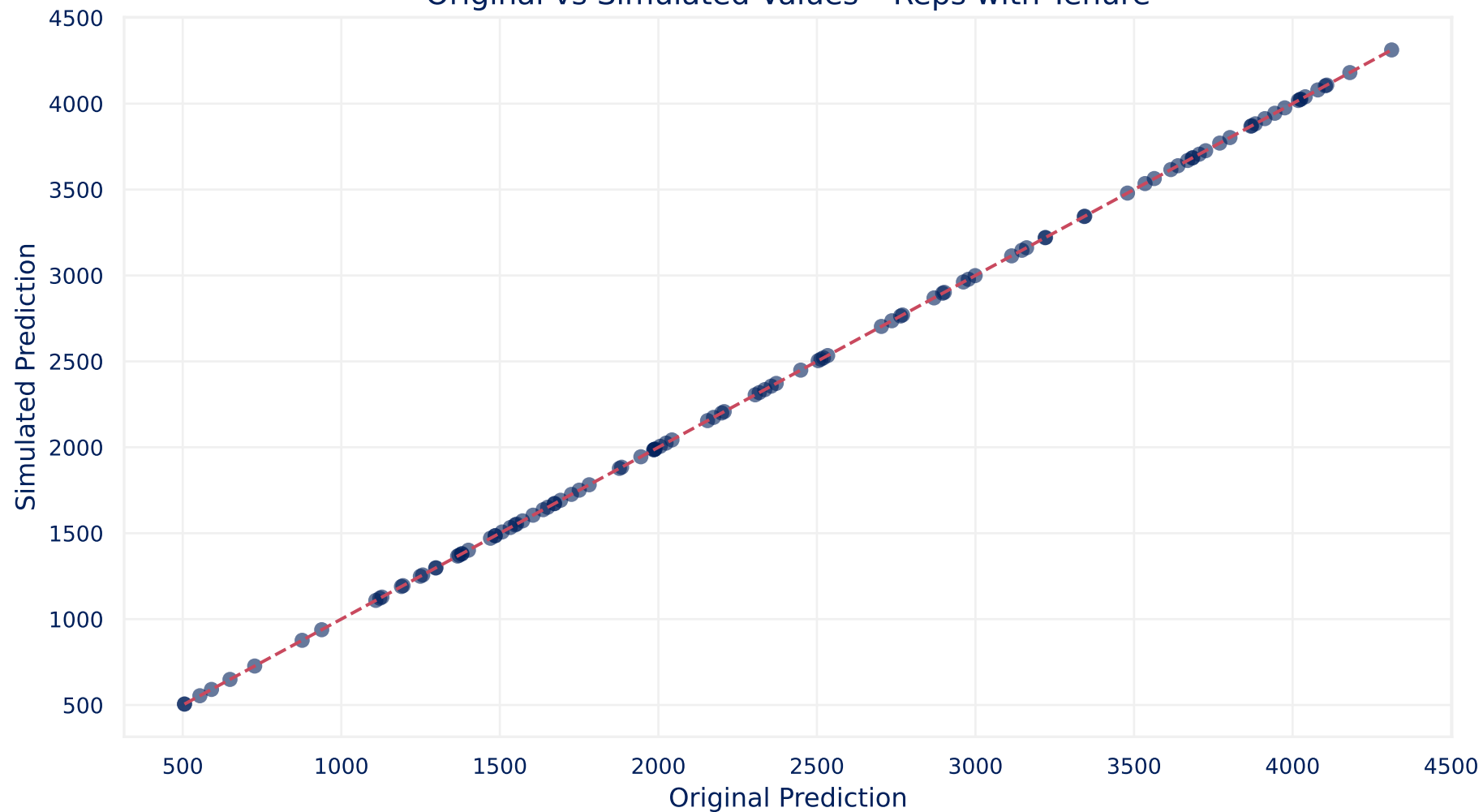- Difference per sale: $0.00
- Total impact: $0.00

 Conclusion:
- Negative impact expected.
- Consider constraints or segmenting better before applying.

Distribution of Value Changes – Reps with Tenure

Original vs Simulated Values – Reps with Tenure

Scenario C: Raise Product Price 5% for Hospitals

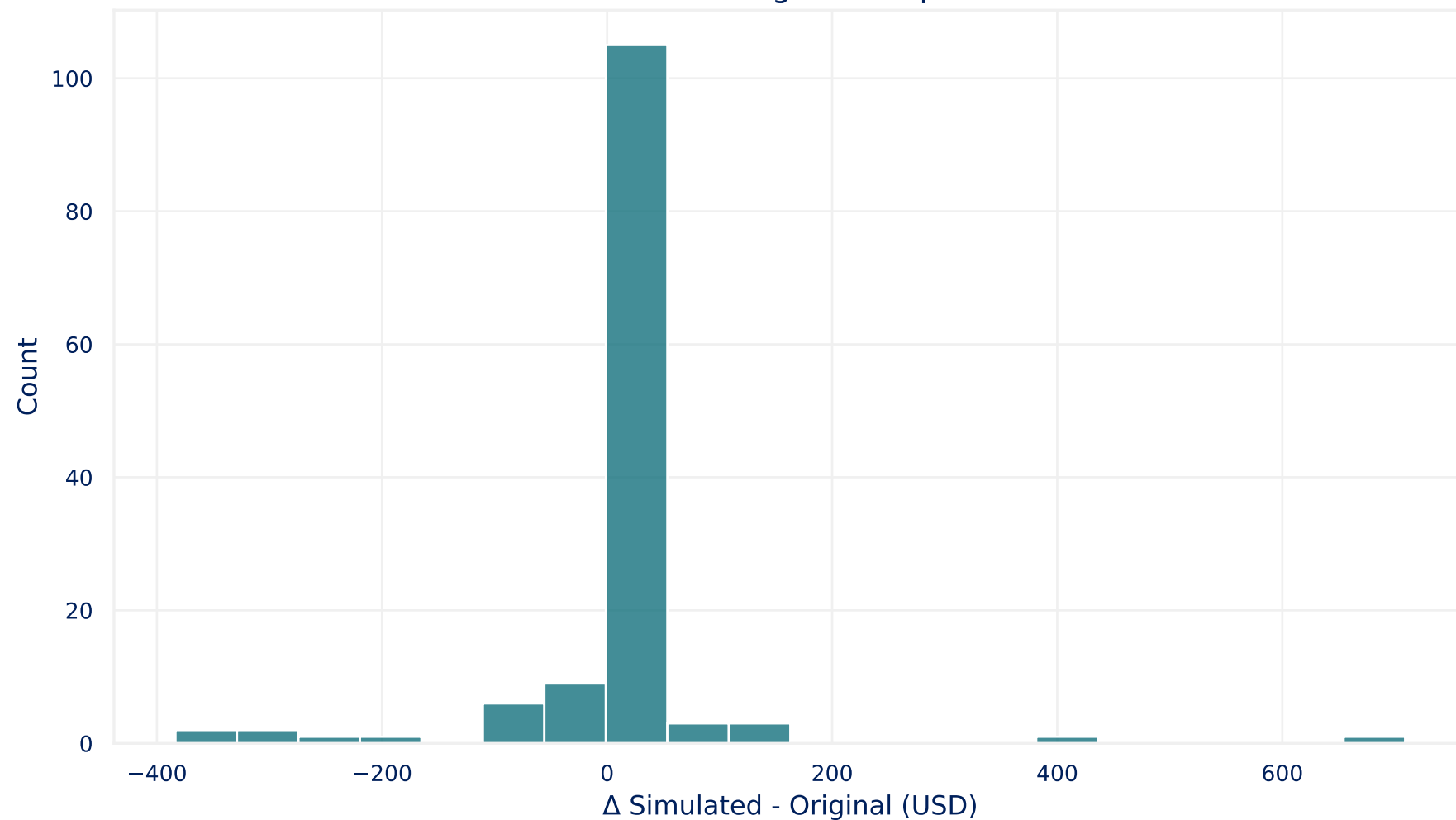Evaluates pricing strategy by increasing product price 5% only for hospitals.

 Metrics:
- Avg. original sale value: $2462.61
- Avg. simulated sale value: $2458.48
- Difference per sale: $-4.14
- Total impact: $-554.41

 Conclusion:
- Negative impact expected.
- Consider constraints or segmenting better before applying.

Distribution of Value Changes – Hospital Price Increase

Original vs Simulated Values – Hospital Price Increase