


The Sparks Foundation

Business Manager Intern






Furniture category: The casebook and tables had a negative profit of 7% of total profit, and the percentage of profit for Furniture was only 6%, despite having 21% of count orders.

Recommendation: Consider re-evaluating the pricing strategy for these items or discontinuing them altogether.






Office supplies category: Supplies made a negative profit, resulting in 0% of total profit, despite having 43% of the profit with 60% of count orders.

Recommendation: Review the pricing strategy for office supplies to improve profitability.





Technology category: Machines made less profit than other items in the same category, despite having the highest percentage of profit at 51% with 18% of count orders.

Recommendation: Consider re-evaluating the pricing strategy for machines or identifying ways to increase sales of other technology items.





Sales by consumer type: Consumers made up the majority of sales with 47% of the profit, followed by Corporate at 32% and Home Office at 21%.

Recommendation: Consider targeting marketing efforts towards consumers to maintain a strong customer base.






Shipping mode: Standard class shipping received the majority of the profit at 57%, followed by Second Class at 20%, First Class at 17%, and Same Day at 6%.

Recommendation: Consider offering incentives for customers to choose more profitable shipping modes.






High Discount Orders: Orders with a discount higher than 20% resulted in negative profit, especially for orders with a quantity of less than 10 items.

Recommendation: Implement a discount strategy that takes into account the order quantity and profit margins to ensure profitability.





Furniture losses: Furniture had the highest losses of all categories, with a loss of 60.94K \$ and the highest number of discounts.

Recommendation: Re-evaluate the pricing strategy and consider discontinuing items with consistently negative profit margins.






Central region losses: The central region had losses of 56.31K \$, which were higher than the losses in other regions.

Recommendation: Re-evaluate the market demand and pricing strategy for this region, and consider redirecting resources to more profitable regions.





Unprofitable states: Several states, including Arizona, Colorado, Florida, Illinois, North Carolina, Ohio, Oregon, Pennsylvania, and Tennessee, did not make any profit or had negative profits.

Recommendation: Re-evaluate the market demand and pricing strategy for these states, and consider redirecting resources to more profitable regions.

