Problem statement

Reddington Family care provides affordable home and office supplies. So far, they have been very profitable, until the last month, August 2024. They want an overview of their best performing month, July 2017, and see what contributed to the high performance.

**Overview:**

* Reddington family care was unable to meet the monthly target in August 2017. They were only able to meet 83%, which is quite fair. However, based on past performances, it was expected that they perform better.
* The category with the least profit was their meat with just 1.87 million in profit and 13.56 in profit margin. The category with the highest profit margin was the clothing section, with 67.2% and 1.98 million in profit.
* Baby food is the most ordered across the regions and has a considerable high margin (37.55%),
* ·Although not all the regions order clothes, it has the highest margin.

**Recommendations:**

* They might want to consider investing more in baby food.
* Drive sales of clothes in Asia. Clothes have the highest profit margin and Asia is the second most profitable region.
* Boost the sales of cosmetics in Europe and Asia, as cosmetics are the most ordered in those two most profitable regions.
* They could also invest more in their cosmetics, baby food, vegetables, snacks and cereal.
* Make more products available on their online channel, as it has gained popularity and is the most used channel for orders.