What-If Scenario Analysis

- **Output** Boosting Profits with a What-If Planner in Excel Problem:
- Many businesses offer discounts to boost sales but unknowingly hurt their profits.

My Solution:

- ## Built a **What-If Planner** in Excel to simulate pricing, volume, and cost scenarios.
- Users can tweak input values and instantly see impact on profit margins.

Key Insight:

✓ Just a 5% reduction from both pre- and post-invoice discounts, literally turn around A Half-billion-dollar loss (-\$522M) into a

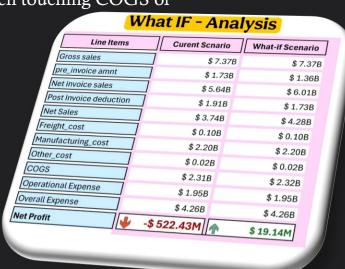
✓ \$19M profit — without even touching COGS or

Operational Expenses!

Lesson: Sales ≠ Profit. Strategy matters.

Tools Used:

- ➤ Data Validation
- ➤ Scenario Manager
- ➤ Conditional Formatting
- ➤ Dynamic Charts



Altiq Hardwares



What IF - Analysis

Cuurent Discount %		Input Discount %		Line Items	Curent Scnario	What-if Scenario
Pre Invoice	23.4%	Pre Inoice	18.4%	Gross sales	\$7.37B	\$7.37B
Post invoice	33.8%	Post imvoice	28.8%	pre_invoice amnt	\$ 1.73B	\$ 1.36B
				Net invoice sales	\$5.64B	\$6.01B
Cuurent COGS %		Input COGS %		Post Invoice deduction	\$ 1.91B	\$ 1.73B
Freight	2.4%	Freight	2.4%	Net Sales	\$3.74B	\$4.28B
Manufacturing cost	51.6%	Manufacturing cost	51.6%	Freight_cost	\$ 0.10B	\$ 0.10B
Other cost	0.4%	Other cost	0.4%	Manufacturing_cost	\$2.20B	\$2.20B
				Other_cost	\$ 0.02B	\$ 0.02B
Total COGS	54.3%	Totral COGS	54.4%	COGS	\$2.31B	\$ 2.32B
				Operational Expense	\$ 1.95B	\$1.95B
Current OpEx %		Input OpEx%		Overall Expense	\$ 4.26B	\$4.26B
45.7%		45.7%		Net Profit	♣ -\$ 522.43M	↑ \$19.14M

Pre Inoice	5.0%	
Post imvoice	5.0%	
Diffrence in COG	S %	
Freight	0.0%	
Manufacturing cost	0.0%	
Other cost	0.0%	
Totral COGS	0%	
Diffrence in OpE	x %	
0.0%		

