BUS0007 – Midterm Document

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**Sales & Profit Analysis:**

After further analysis, the technology category generates the highest sales and profits, with office supplies as the second best in terms of profits. In particular, the Canon imageCLASS 2200 Advanced Copier has the highest sales and profitability for the technology category.

The underperforming category is Furniture in Profits. However, Furniture is second best in sales, where Office Supplies is last (not by much) out of the 3 categories.

**Customer Segmentation:**

The consumer market leads both in Profit and Sales compared to Corporate and Home Office. In fact, both Sales and Profit have the same ‘leaders tier’ (Consumer, Corporate, then Home Office).

**Geographical Analysis:**

The state of California overall has the greatest Sales and Profits, while New York City has the greatest Sales and Profits for an individual city.

**Discount Analysis:**

Discounts negatively impact profitability. As the discount increases, the profits decrease. Sales with a slight discount were good but seemed to drop off afterwards.

**Time Series Analysis:**

Sales increase in Quarters 3 & 4, as I assume those quarters are located near/on the holiday season(s).

**Product Analysis:**

The Canon imageCLASS 2200 Advanced Copier, Fellowes PB500, and the Cisco TelePresence are the top sellers. The Canon imageCLASS 2200 Advanced Copier has the highest profits.

**Shipping Analysis:**

Standard class shipping carries the greatest number of sales, with second class shipping behind it. Same day shipping doesn’t carry much in sales but reduces shipping costs. It also seems to increase profits, as customers are satisfied.