**Slide 1:**

* It is important to view the products that are doing well to see what aspects of the company are doing well.
* Here we can see the Canon 2200 generated us the most profit over the years with over 25K in profit.
* I noticed how the big-ticket technology products contribute to most of the profit, presumably due to their high price point.
* Also, it makes sense that the smaller and cheaper items, like staples, are the most sold items in terms of quantity.
* This shows the importance of having a diverse product range for a good foundation.

**Slide 2:**

* I also thought it was interesting that the least profitable and the most profitable product were in the same subcategory.
* Three of the 5 least profitable products are copiers.
* This suggests that we may need to consider different copiers to offer a more competitive range to compete with our top selling copiers.
* I wanted to look at their growth over time so I could investigate why they differed so much.
* In the graph on the right, it shows that copiers have the biggest growth from 2011 to 2015
* This is likely down to the increased need for copiers as technology use in office environments and even at home is becoming more necessary.

**Slide 3:**

* I started to think about how else we could increase profit; what other things can we change to increase efficiency.
* It is hard to see, but in these graphs, the increase of profit is greater than the increase of quantity.
* This means something else had changed throughout the business to increase profitability.

**Slide 4:**

* I investigated what could be contributing to this and how we can implement more change to keep the company’s growth.
* I found that the average discount offered for each order is going down.
* More specifically, even though office supplies haven’t changed; furniture and technology has seen a huge reduction in how much discount is being offered.

**Slide 5:**

* Because of this, I think it is necessary to continue to decrease discounts on furniture and technology products.
* We can see in these graphs how furniture and technology products suffer more in terms of profitability when a discount is offered compared to how much office supplies suffer.
* Office supplies are cheaper products, which is one of the reasons why it shows as not suffering as much comparatively.
* But the larger profit potential on furniture and technology products should be an incentive to give less discount and push these products to make more profit than they already are.