**Slide 1:**

* It is important to view the products that are doing well.
* Here we can see the Canon 2200 generated us the most profit over the years.
* I noticed how the big-ticket technology products have the highest profit margin, presumably due to their price point.
* Also, it makes sense that the smaller and cheaper items, like staples, are the most sold items in terms of quantity.

**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 bottom 5 profitable products are copiers.
* I wanted to look at their growth over time so I could investigate why they differed so much.
* You can see in the graph on the right that copiers have the biggest growth so far.
* This is likely down to the increased need for copiers as technology use across the board is always going up.

**Slide 3:**

* I started to think about how else we could increase profit.
* 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.
* I found that the average discount is going down.
* More specifically, office supplies haven’t changed; yet furniture and technology has decreased a lot.

**Slide 5:**

* 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 office supplies.
* The fact that office supplies will typically be cheaper products is a contributing factor.
* But we should be capitalizing on our big-ticket products having larger profit margins.