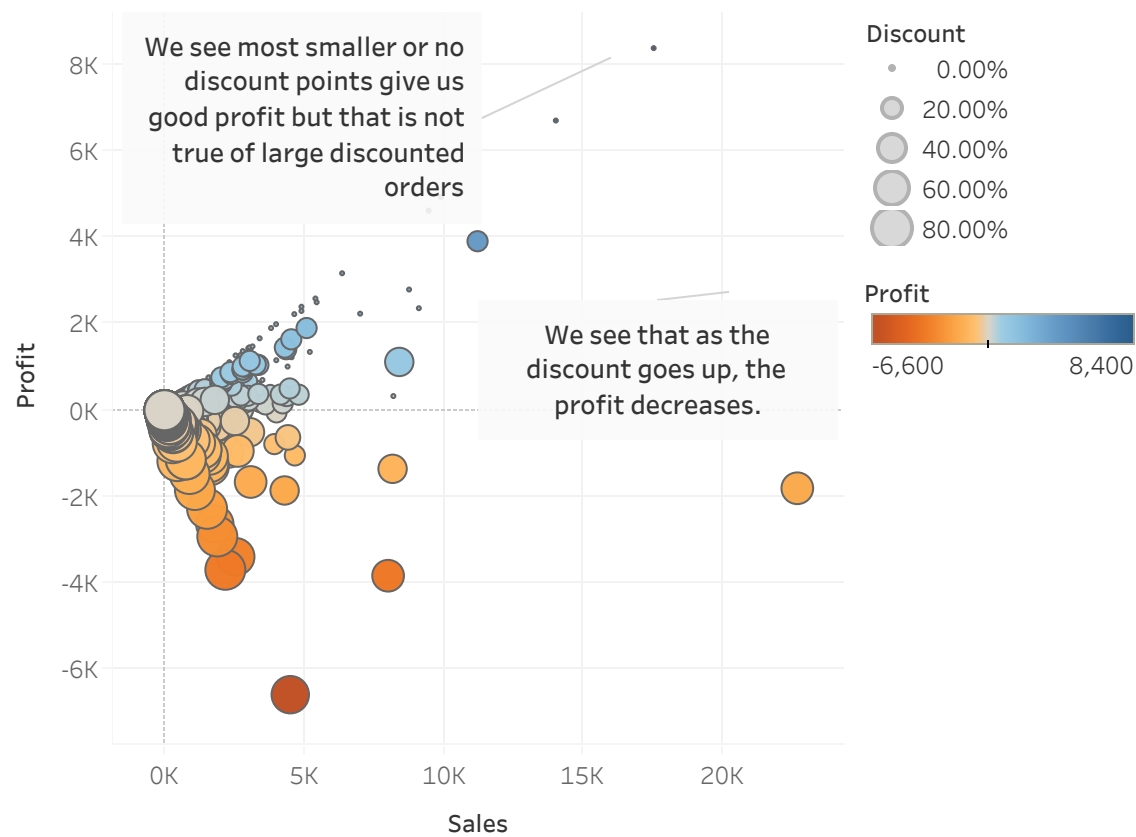
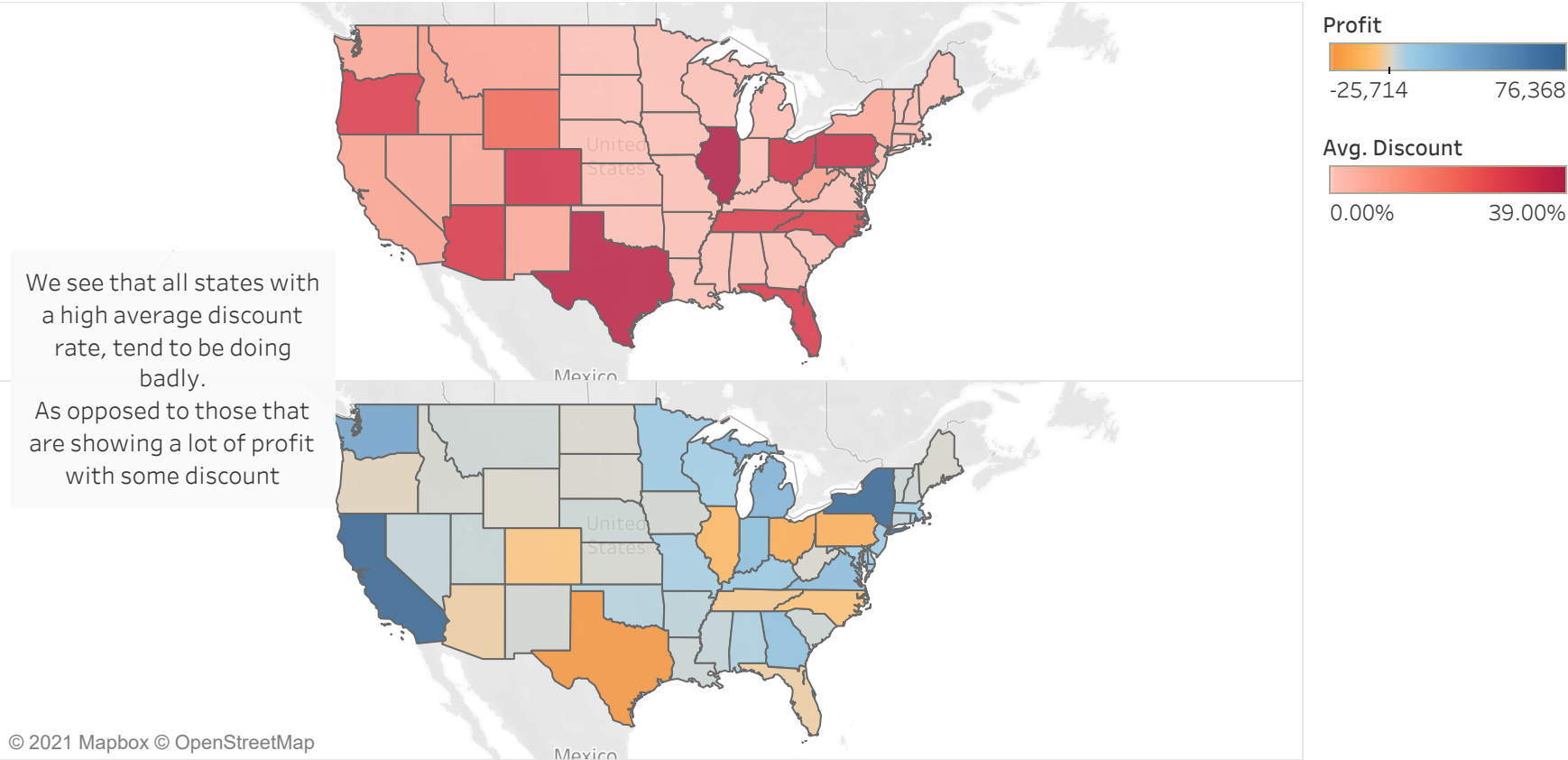


Which orders are making us a profit



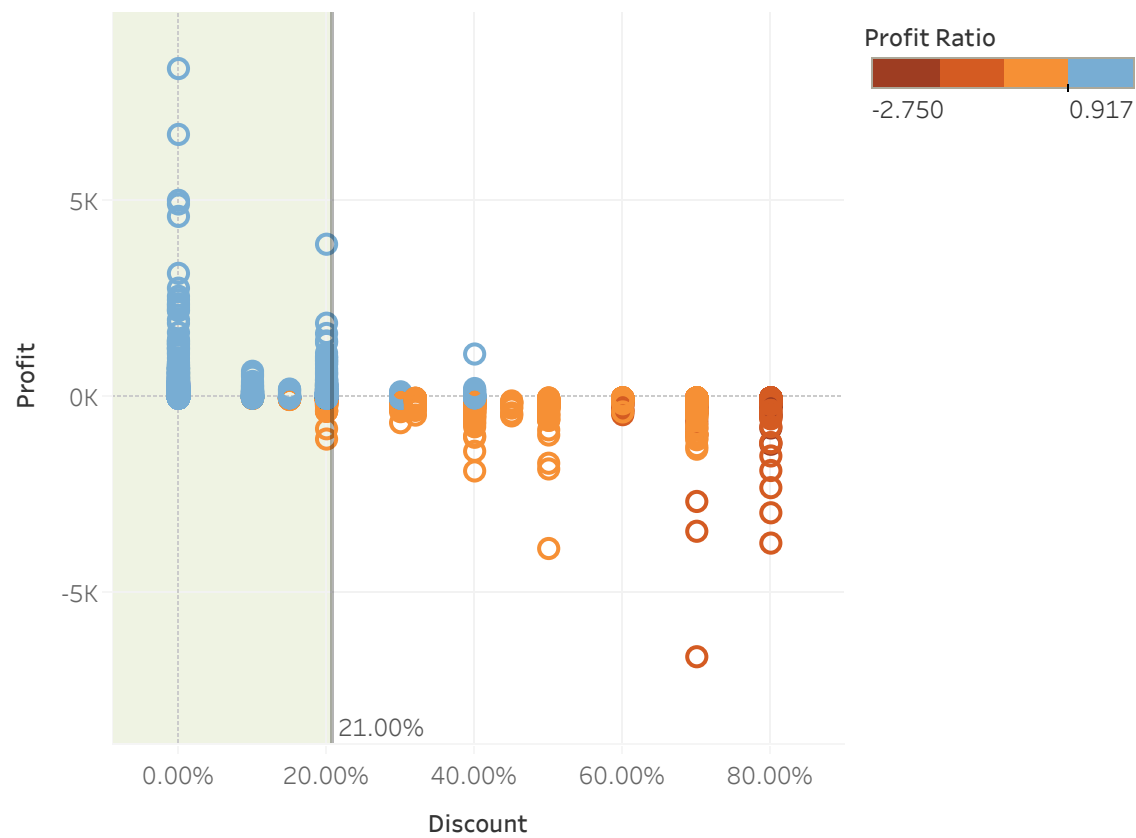
Sales vs. Profit. Color shows Profit. Size shows Discount.

Sheet 2



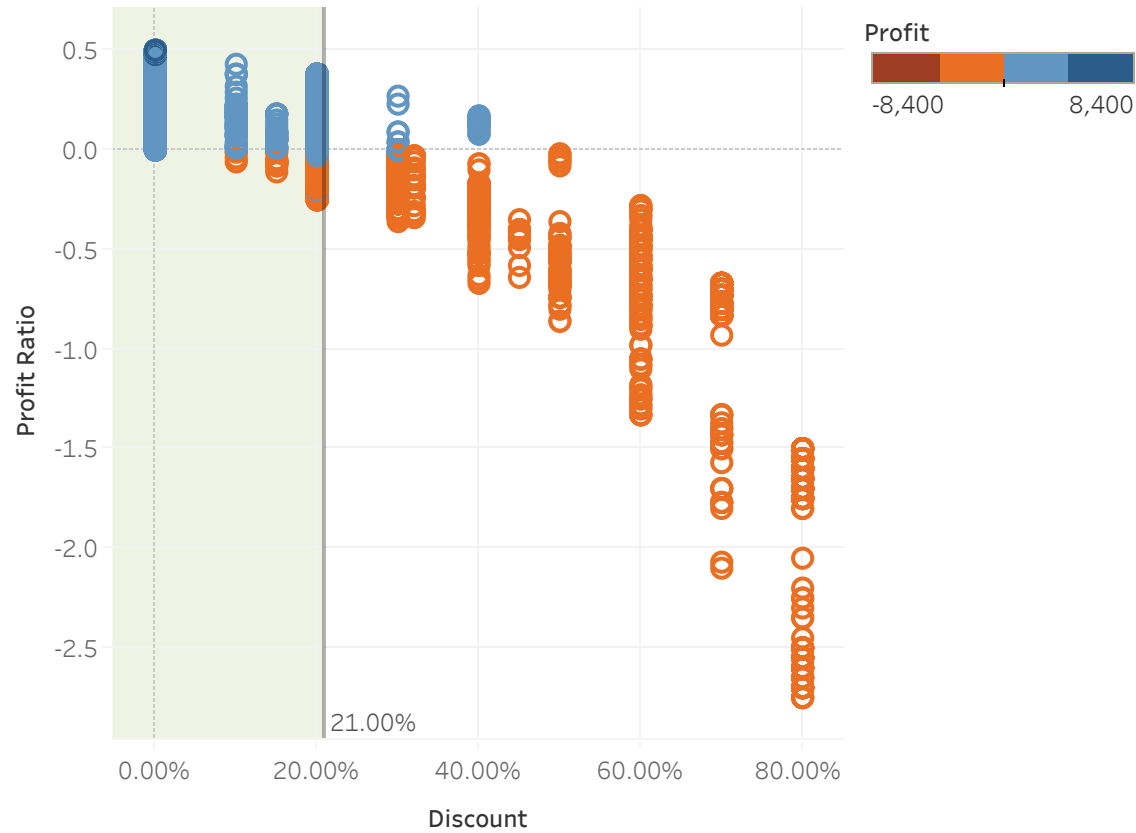
Map based on Longitude (generated) and Latitude (generated) and Latitude (generated). Details are shown for State. For pane Latitude (generated): Color shows average of Discount. For pane Latitude (generated) (2): Color shows sum of Profit.

Ideal Discounts?

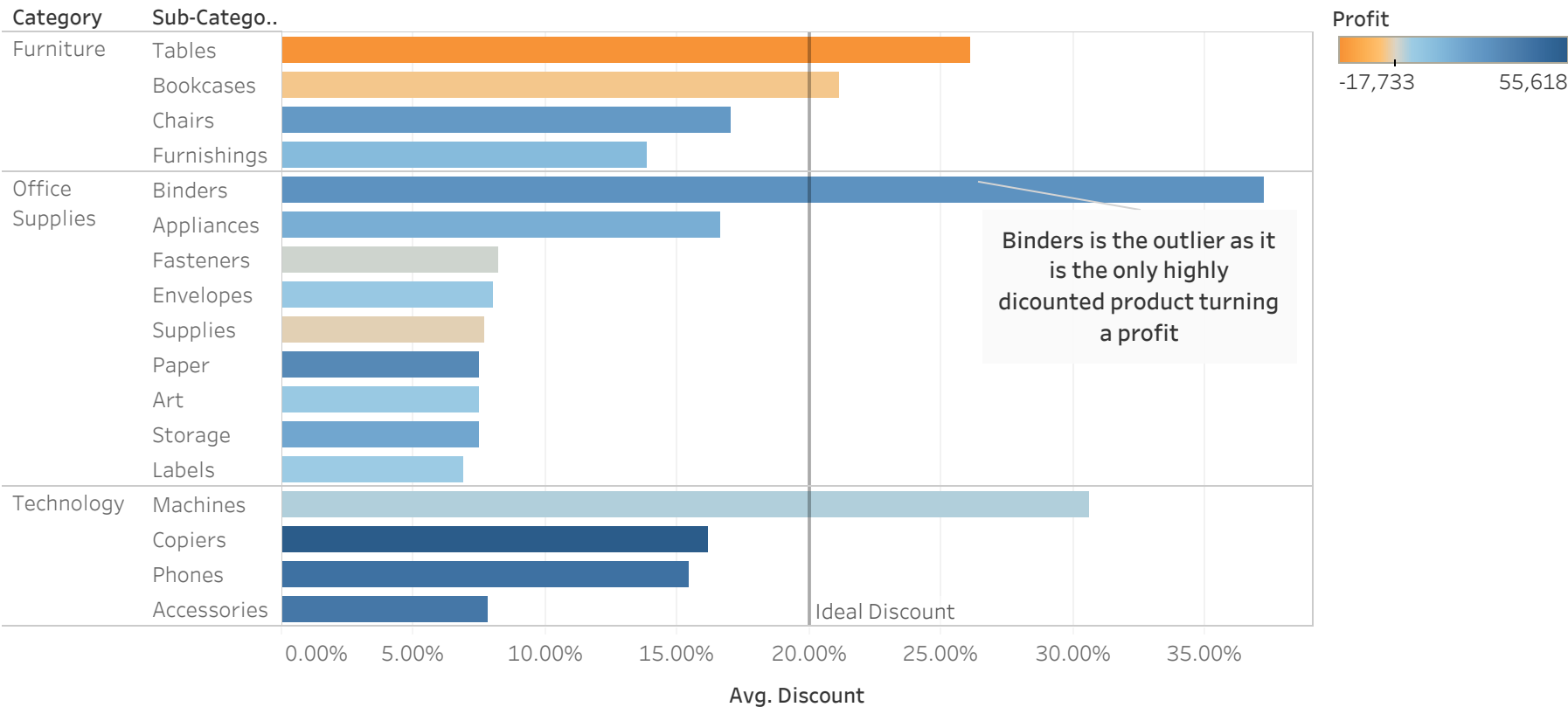


Discount vs. Profit. Color shows Profit Ratio.

Ideal Discounts - PR?

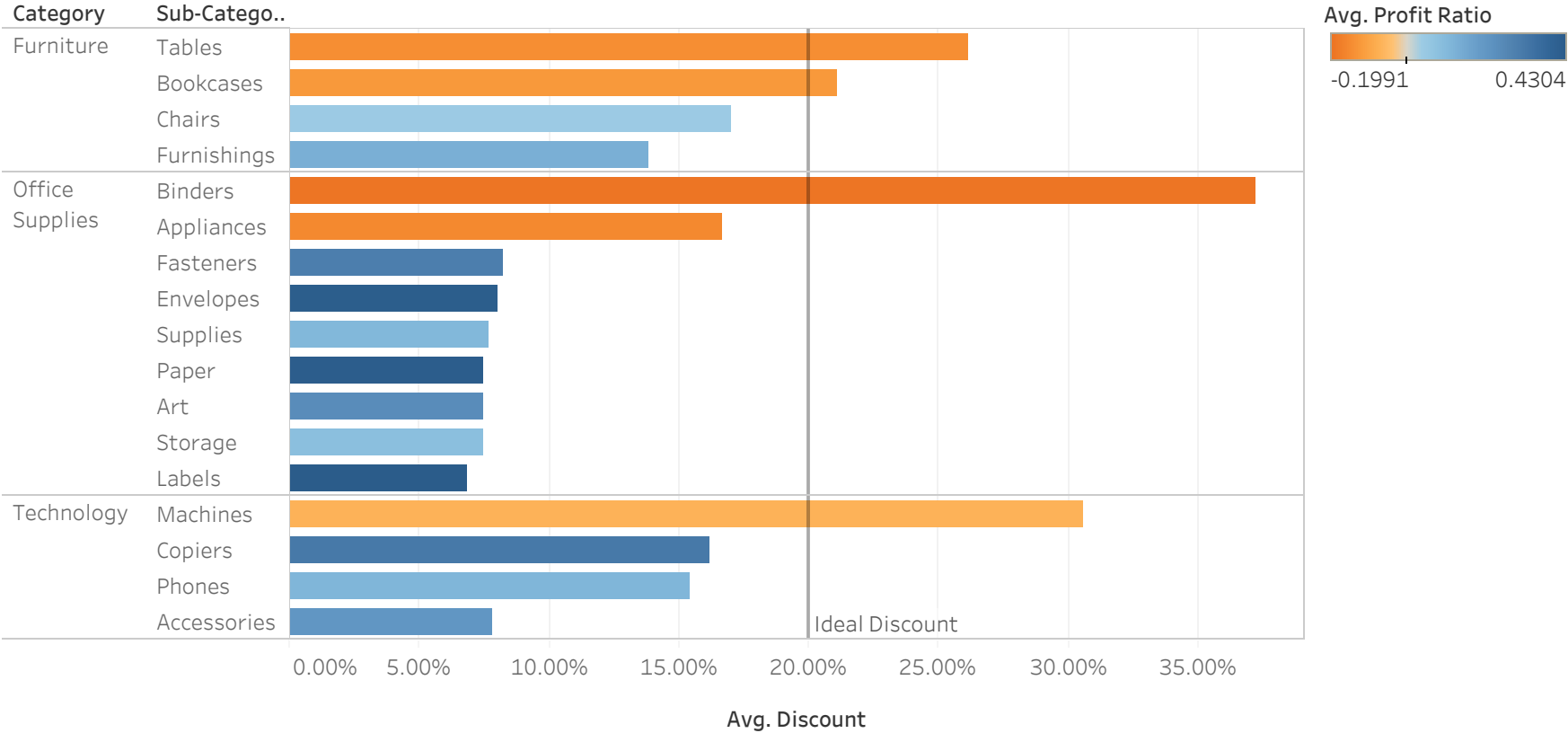


Sheet 6



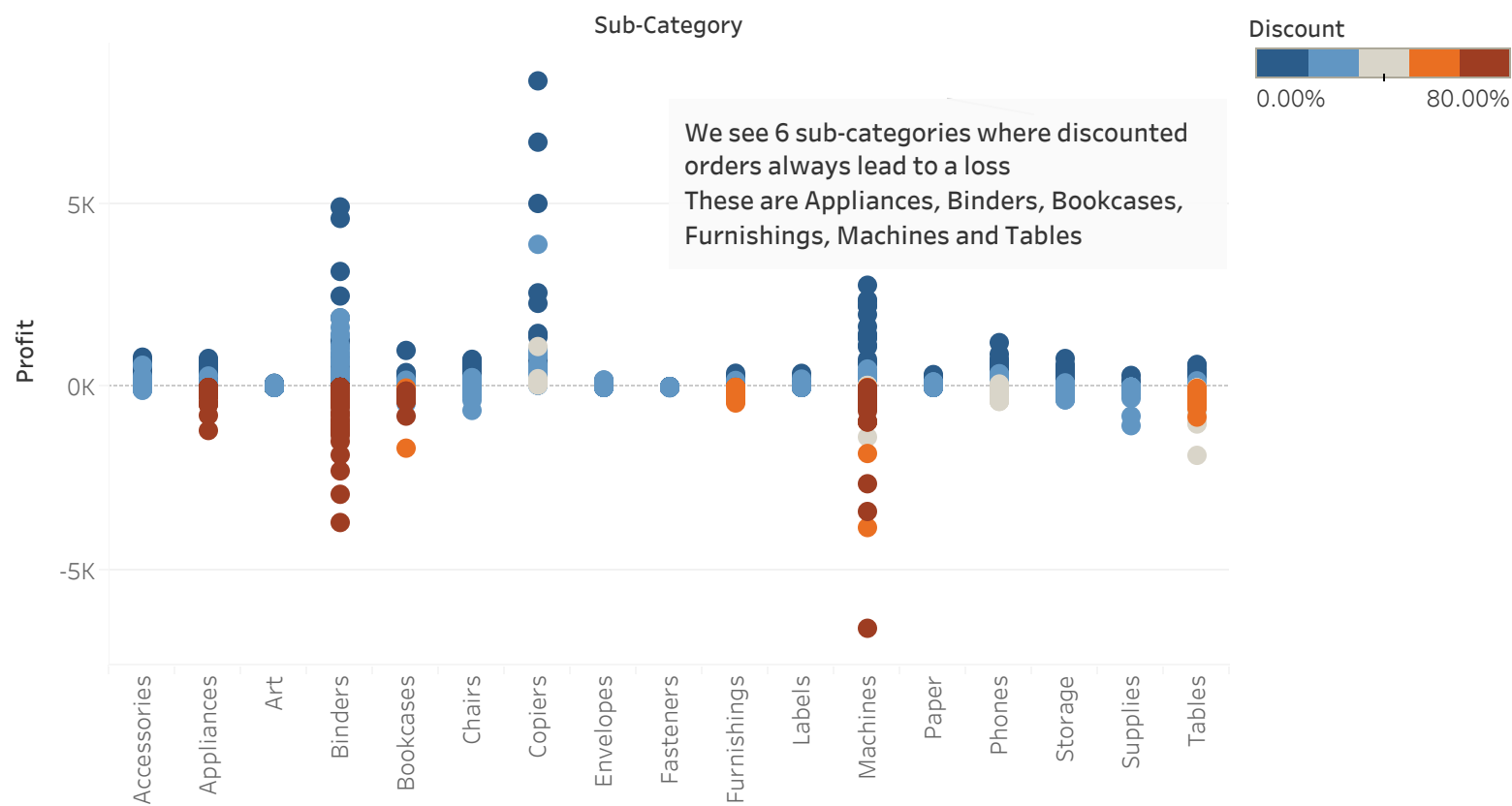
Average of Discount for each Sub-Category broken down by Category. Color shows sum of Profit.

Sheet 6 (2)



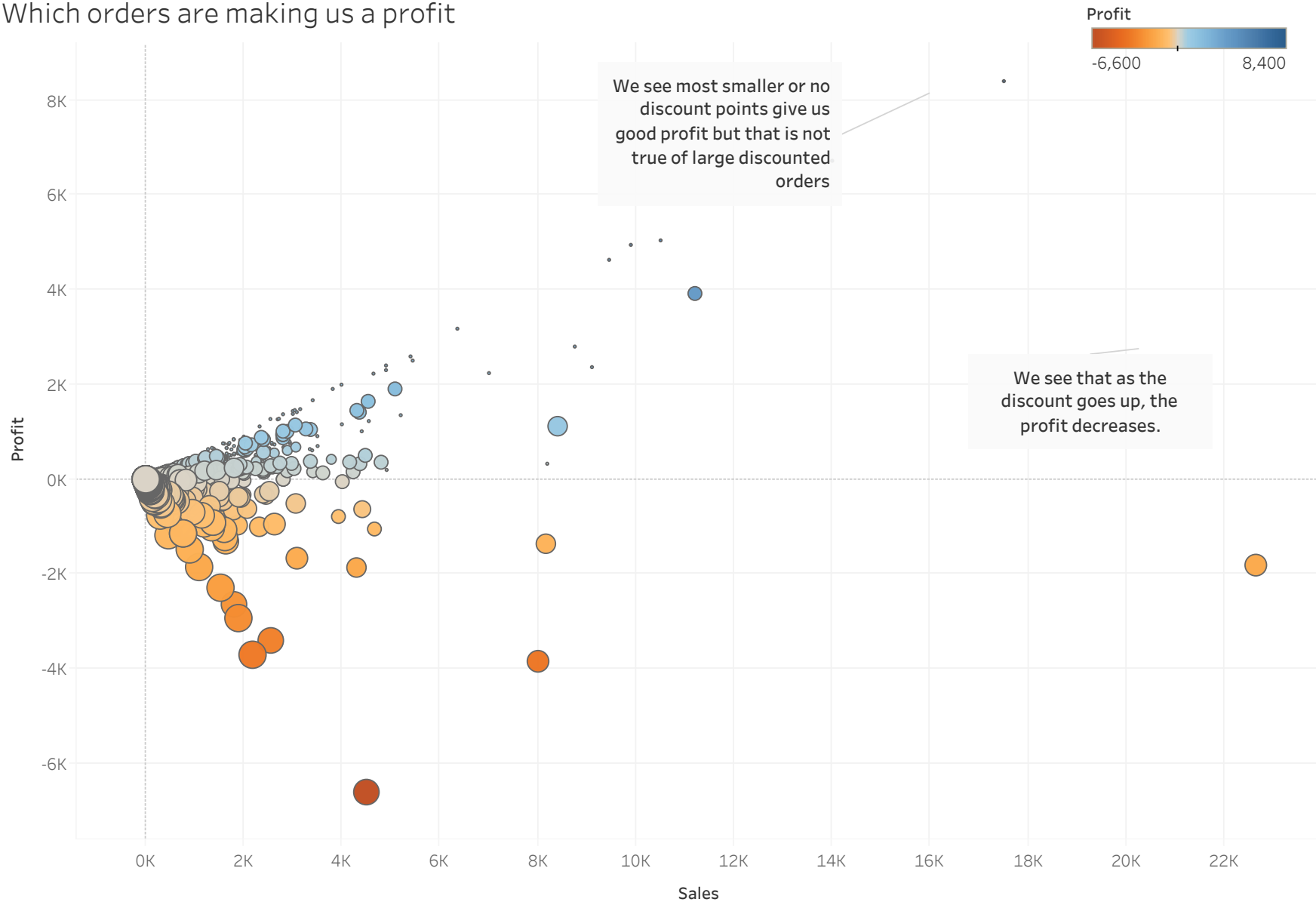
Average of Discount for each Sub-Category broken down by Category. Color shows average of Profit Ratio.

Sub-category profits and discounts



Profit for each Sub-Category. Color shows Discount.

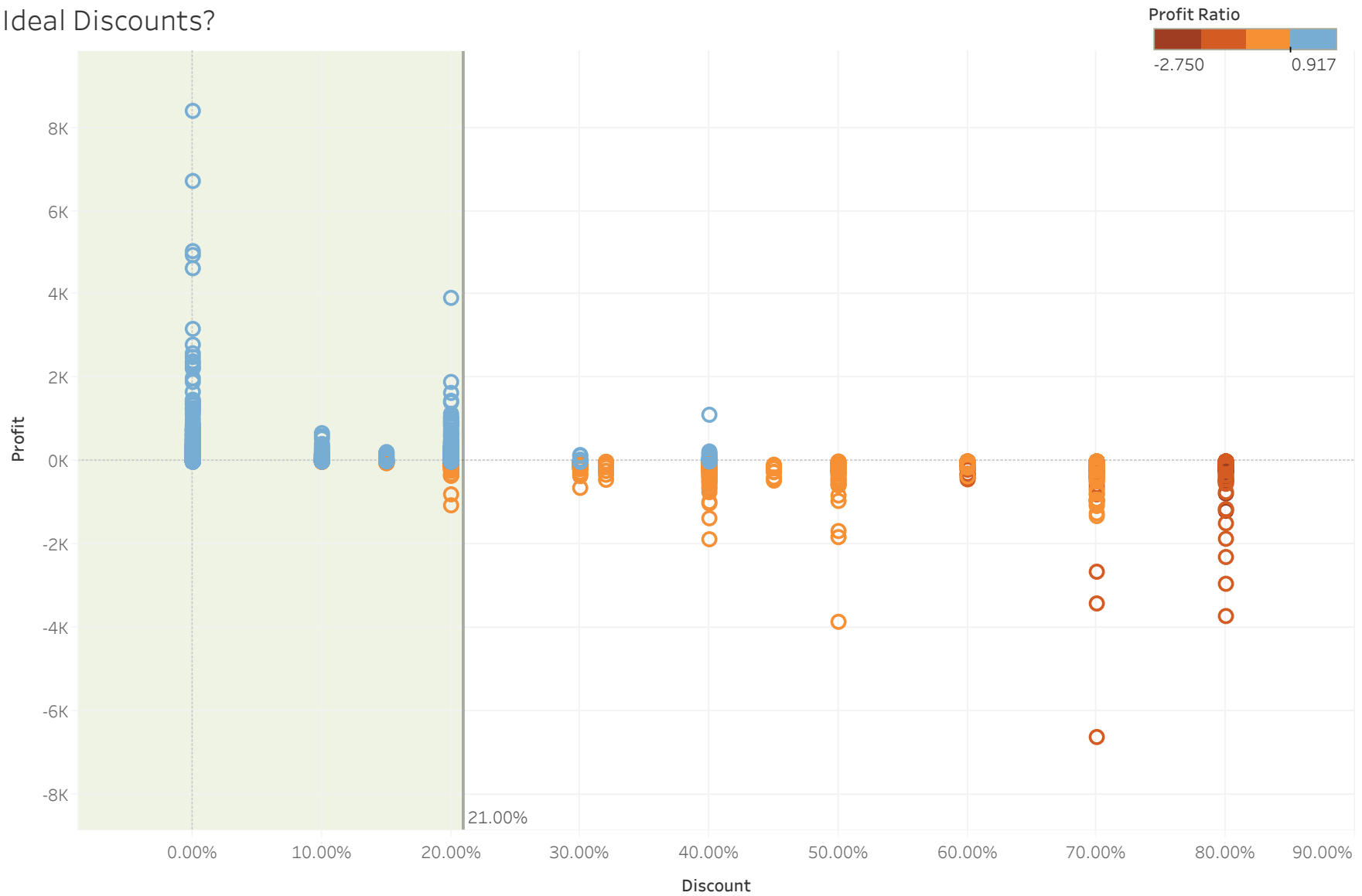
Which orders are making us a profit



We can clearly see that most discounted orders lead to losses, even if there is a large sale.
We can say then that discounted orders are clearly not as profitable as non-discounted orders.

However, we can see that there are some discounted orders that can be profitable, that is there may be a discount rate after which our orders become unprofitable. Call this the 'Ideal Discount'

Ideal Discounts?



Looking at this data, we can see that our most profitable orders come from orders with a discount of no more than 20% .

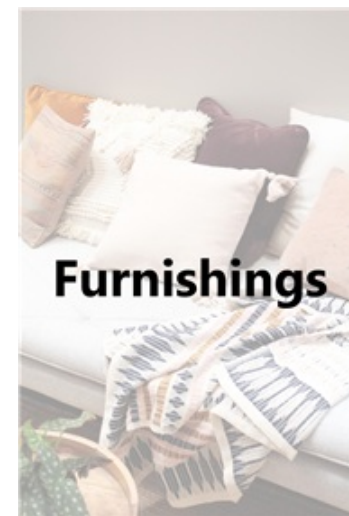
Hence, we can say that Ideal Discount is 20%

We saw that orders with more than 20% discount rate barely made a profit. There were some orders that made a profit at 40%, but those were the minority

Actionable Item: Fix a limit to discounts to around 20% or reduce it down over time to 20%.

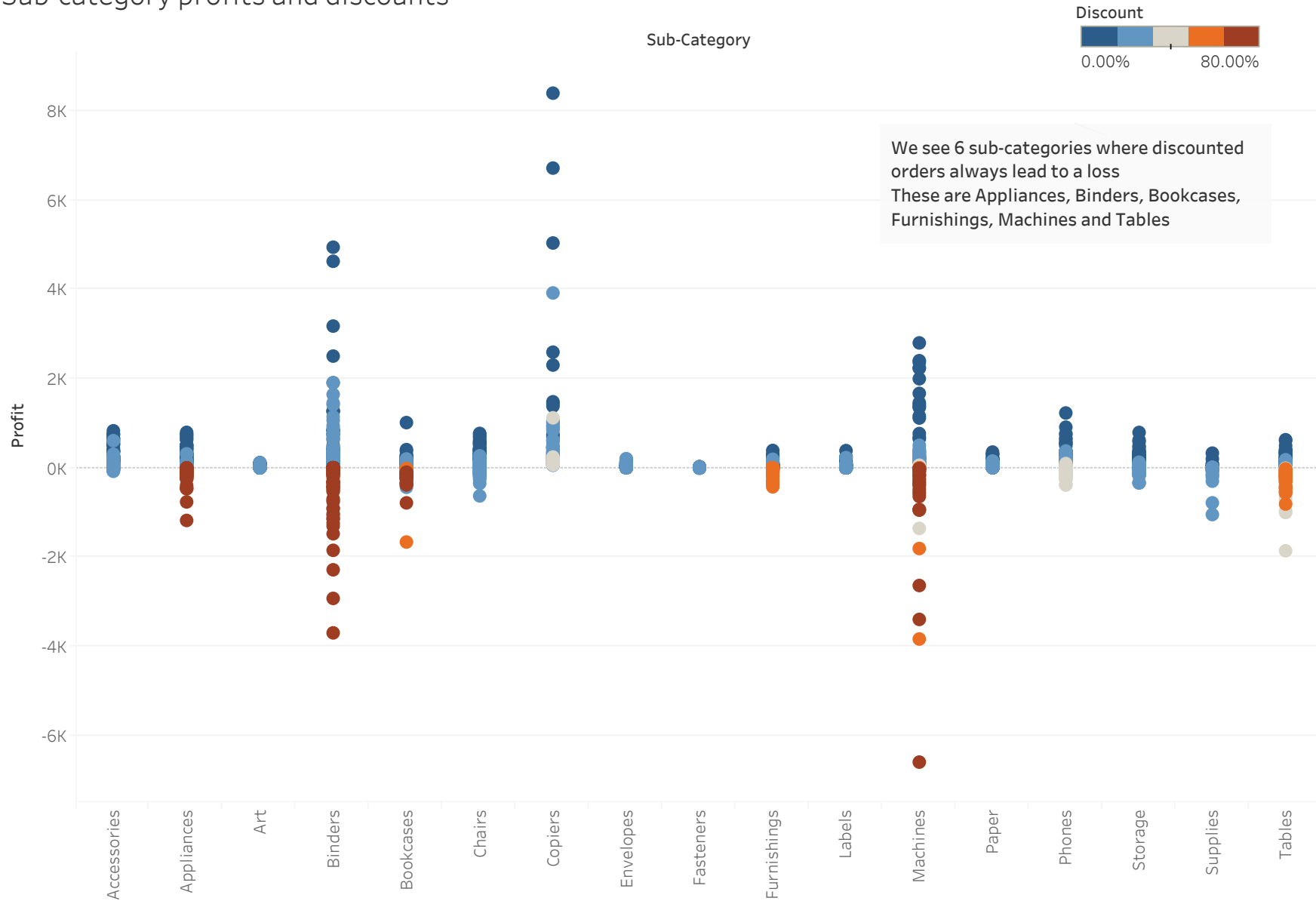
Let's see if there is some sub-category of item that does well or poorly with discounts

We have six categories that need a rigid maximum discount rate of 20%. These being:



Actionable Item: Focus on the above six categories to see maximum improvement in profits.

Sub-category profits and discounts



In the 6 categories with the highest discounts, we see that those discounted around 40% tend to losses, whereas even in these categories a discount of around 20% tends to profit.

Discounted Orders are not as profitable as non-discounted orders.

However, with a discount set to a maximum of around 20% we can say that we account for most of our profitable orders.

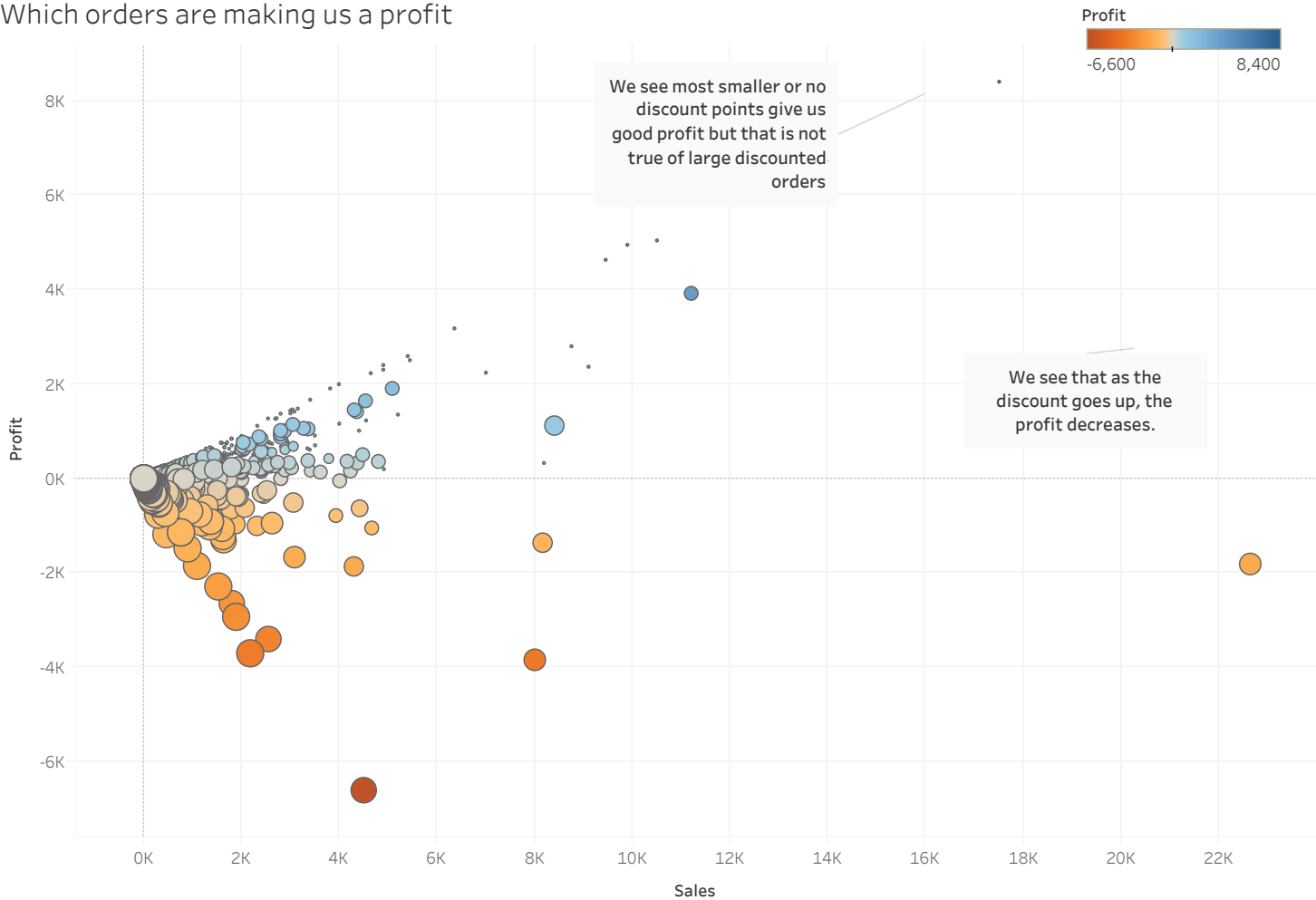
Focusing on reducing discounted orders or setting a limit to the discount rate (of around 20%) will improve our overall profits.

6 sub-categories of products have shown to be major areas of improvement with the use of the above mentioned discount rate.

Story 1

Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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Which orders are making us a profit



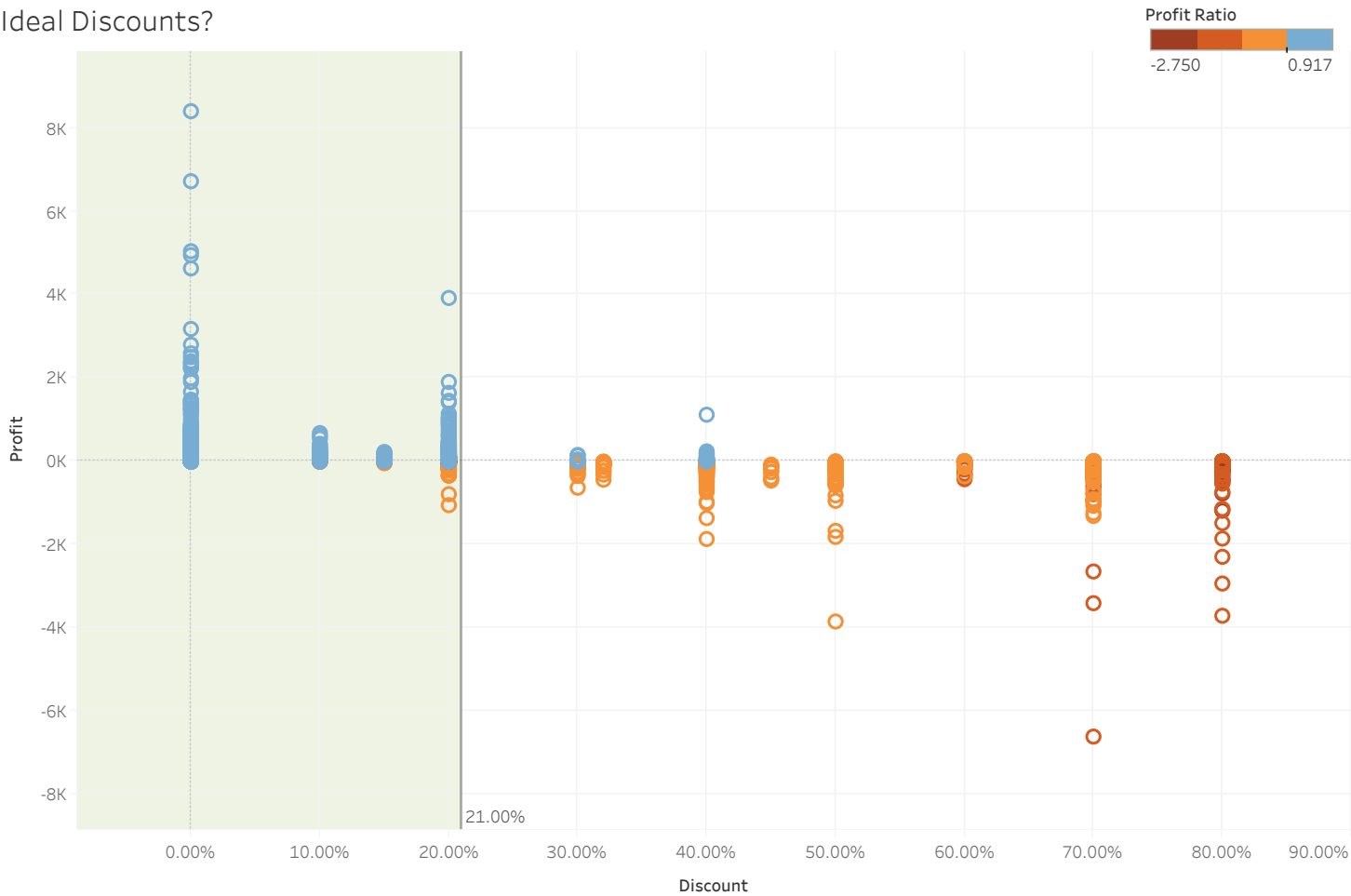
We can clearly see that most discounted orders lead to losses, even if there is a large sale.
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Ideal Discounts?



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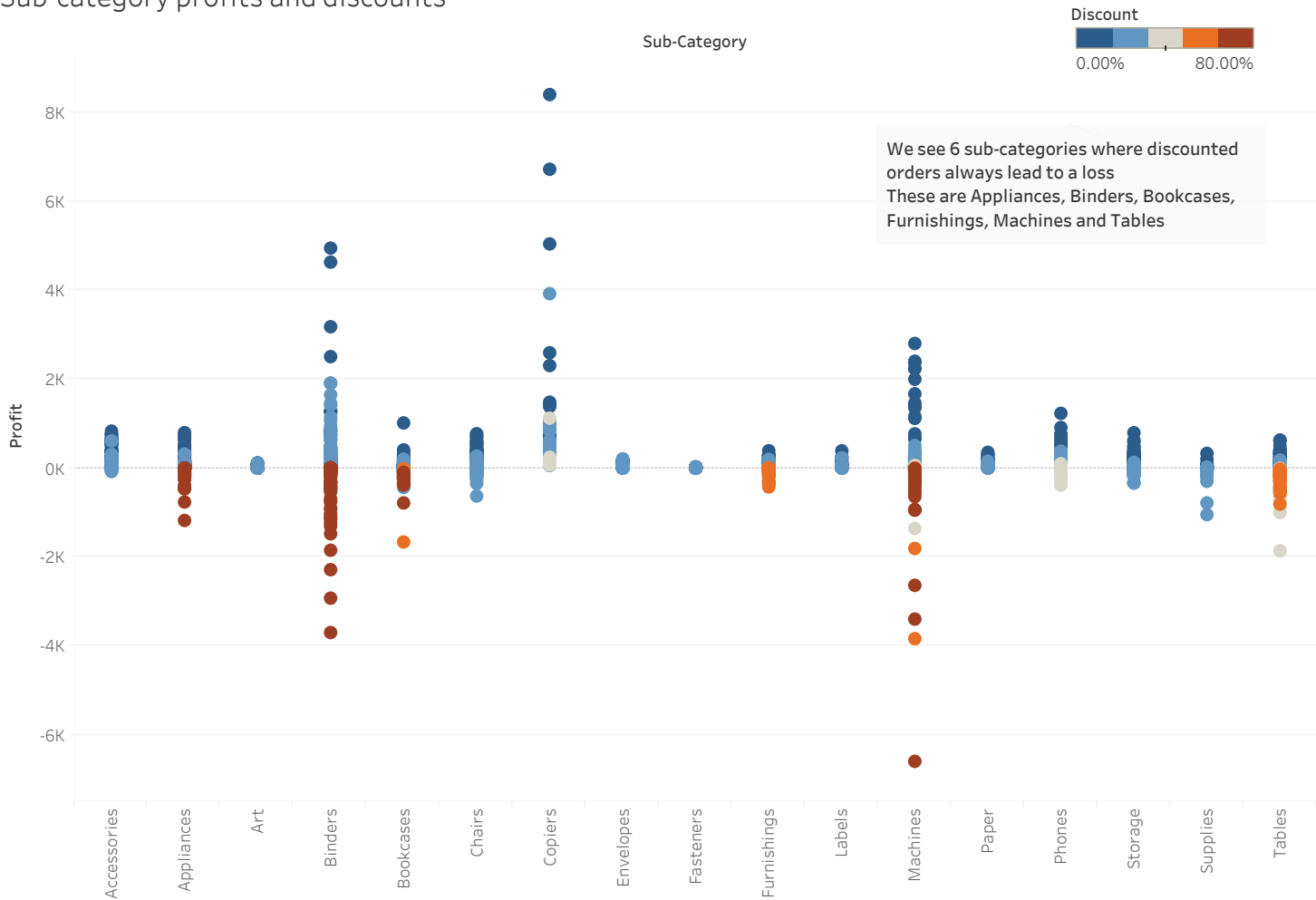
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Actionable Item: Fix a limit to discounts to around 20%.

Story 1

Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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Sub-category profits and discounts



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Where we make money	In search for the Ideal Discount	Action 1	How discounts act on a sub-category	Action 2	Conclusion
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Story 1

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