Northwind Traders

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Mr. Johnson
123 manager St
Topland, ST 12345

Dear Mr. Johnson,

Per your request, I have gone ahead and completed and finalized the spreadsheet. Based on the data, I have the recommendations you have requested and can have confidence they are the right choices. To begin with, I have checked how much we would need to increase each product separately to reach a total revenue of $35,000. Here are the results. For product A, it would need an increase from $60 to $123.62. For product B, It would need to increase from $36 to $100.09. Product C would need to increase from $68 to $150.58. Product D would need to increase from $12 to $100.54. Lastly, Product E would need to increase from $58.35 to $153.78.

On the other hand, I went ahead and checked how many they would need to sell of only one of these products to reach a revenue total of $35,000. Here are the results, product A would need to sell 279 units from its original 135. Product B would have to increase from 134 to 373 units. Product C would need to increase from 104 to 231. Product D would need to increase from 97 to a whopping 813. Finally, Product E would need to increase from 90 to 238. I have made a table for both situations whether they want to increase the price or quantity of units below.

Increase Quantity		Increase Price	
Target (Product A)	279	Target (Product A)	$123.62
Target (Product B)	373	Target (Product B)	$100.09
Target (Product C)	231	Target (Product C)	$150.58
Target (Product D)	813	Target (Product D)	$100.54
Target (Product E)	238	Target (Product E)	$153.78

Moving on, I have checked every scenario you have sent me to see which is most profitable and have found that outcome. I first increased product A by $12 which led to a total revenue of $28,031.50. I then increased product B by $7.20 which led to the total revenue equalling $27,376.30. Increasing product C by $13.60 led to a total sales revenue of $27,825.90. Increasing product D by $2.40 led to a total revenue of $26,644.30. Lastly, increasing product E by $11.67 led to a total revenue of $27,461.80. This data can help us choose which scenario we should move forward with to help maximize total revenue. With this, Scenario A is the best option because it leads to the highest total revenue. I have created a scenario summary where you can take a look at the current values and all the different scenarios and their outcomes.

Scenario Summary		Increase product A $12	Increase Product B $7.20	Increase Product C $13.60	Increase Product D $2.40	Increase Product E $11.67
	Current Values:					
Changing Cells:						
Product A	$60.00	$72.00	$60.00	$60.00	$60.00	$60.00
Product B	$36.00	$36.00	$43.20	$36.00	$36.00	$36.00
Product C	$68.00	$68.00	$68.00	$81.60	$68.00	$68.00
Product D	$12.00	$12.00	$12.00	$12.00	$14.40	$12.00
Product E	$58.35	$58.35	$58.35	$58.35	$58.35	$70.02
Result Cells:						
Total Revenue	$26,411.50	$28,031.50	$27,376.30	$27,825.90	$26,644.30	$27,461.80

This scenario summary is very helpful for us to view the data in clean matter and see exactly what is going on. As you can see, increasing product A is the best scenario because it has the highest total revenue. We can also take away that Increasing product D would be the worst scenario because it has the lowest total revenue. This is more than enough data to make your

meeting with them beneficial. If you have any more requests or questions let me know Mr. Johnson, that is what I am here for!

Happy To Help,
Abdullah Subuh