Recommendation Report

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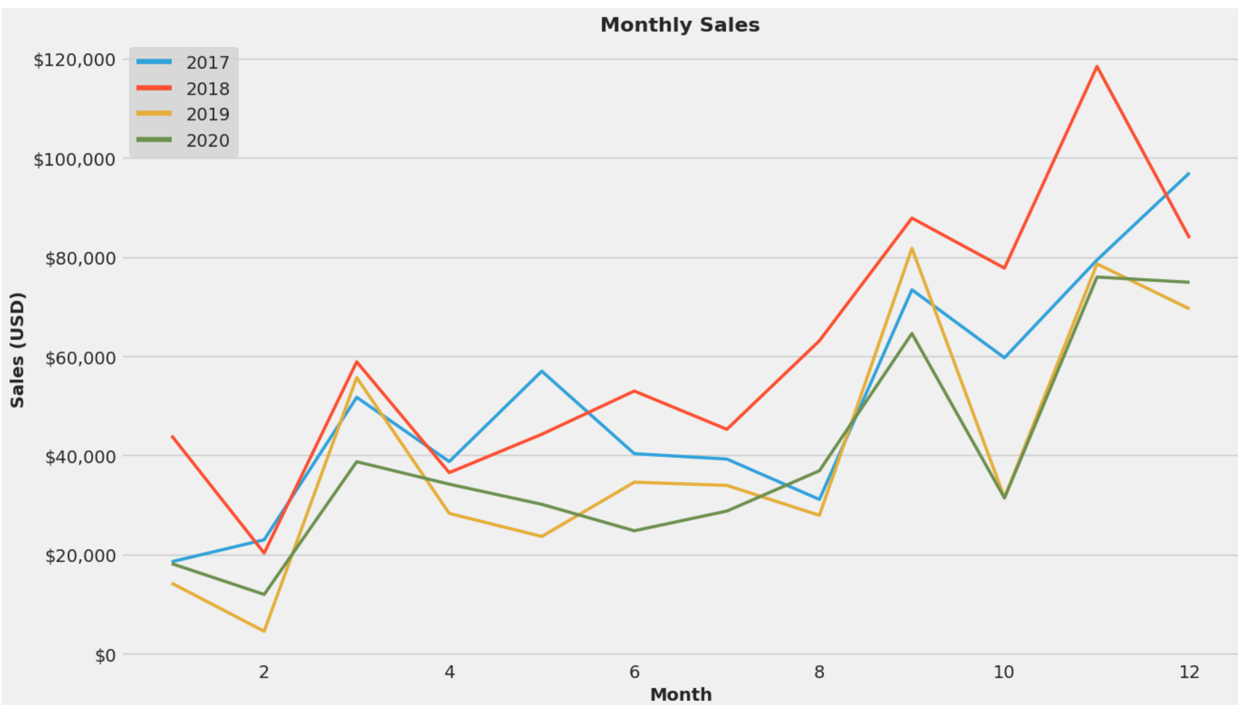
Goal

Deliver meaningful perspectives and propose strategic approaches aimed at enhancing profitability by 20%

Seasonality Analysis

My initial goal was to assess the sales trends over a range of years.



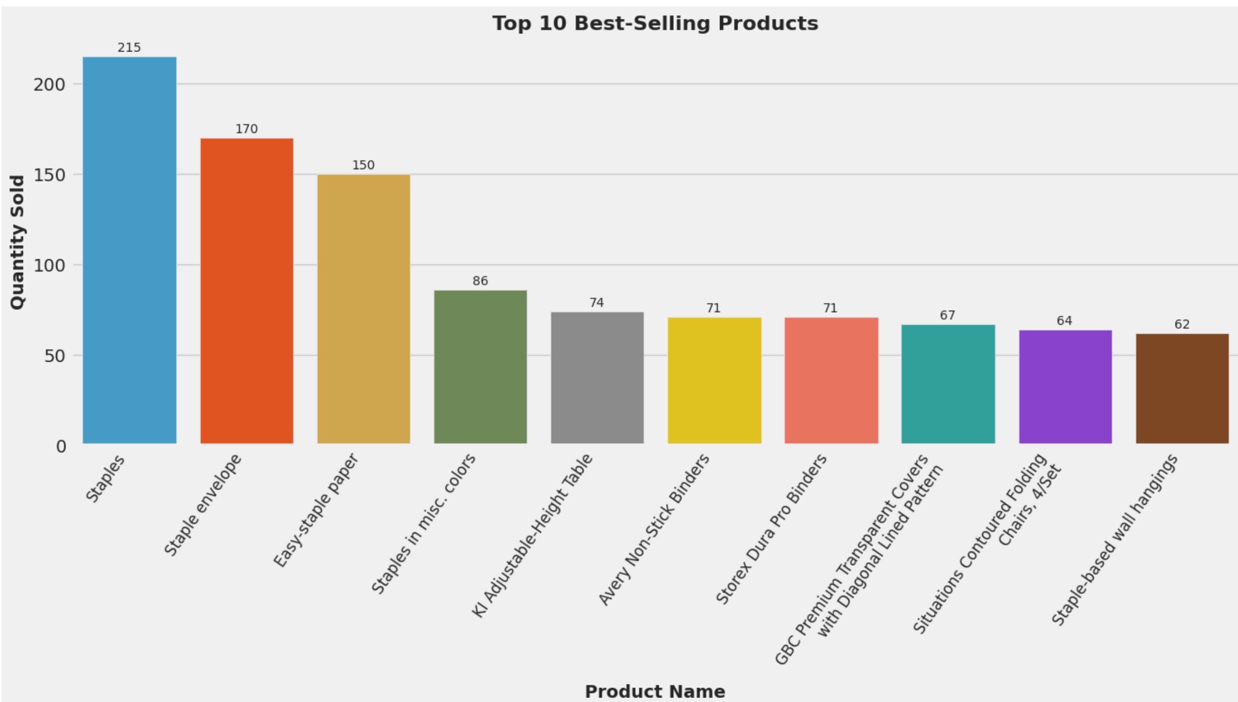
The holiday shopping seasons of November and December saw a notable sales increase of over 109%. As a result, Office Solutions will profit greatly from implementing specific marketing plans during the holiday season to boost sales. This could include holiday-specific discounts or promotions, custom gifts, or boosted advertising.

Office Solutions should plan ahead to adequately meet the increased demand during these peak months and perhaps reduce stock during lean times. In addition to lowering storage costs, this would lessen the chance that goods would go unsold.

Office Solutions may find it advantageous to reconsider its staffing plans during times of high demand in order to effectively handle an influx of new clients. This might entail changing up the work schedules or hiring seasonal workers. Finally, during less busy months, the organization could contemplate introducing strategies such as off-season sales or promotions to stimulate sales.

Product Analysis

Subsequently, my focus shifted towards examining the performance of various product categories. The technology category emerged as the most profitable, followed by office supplies, with furniture trailing considerably. My investigation then proceeded to the individual products to identify the best sellers.

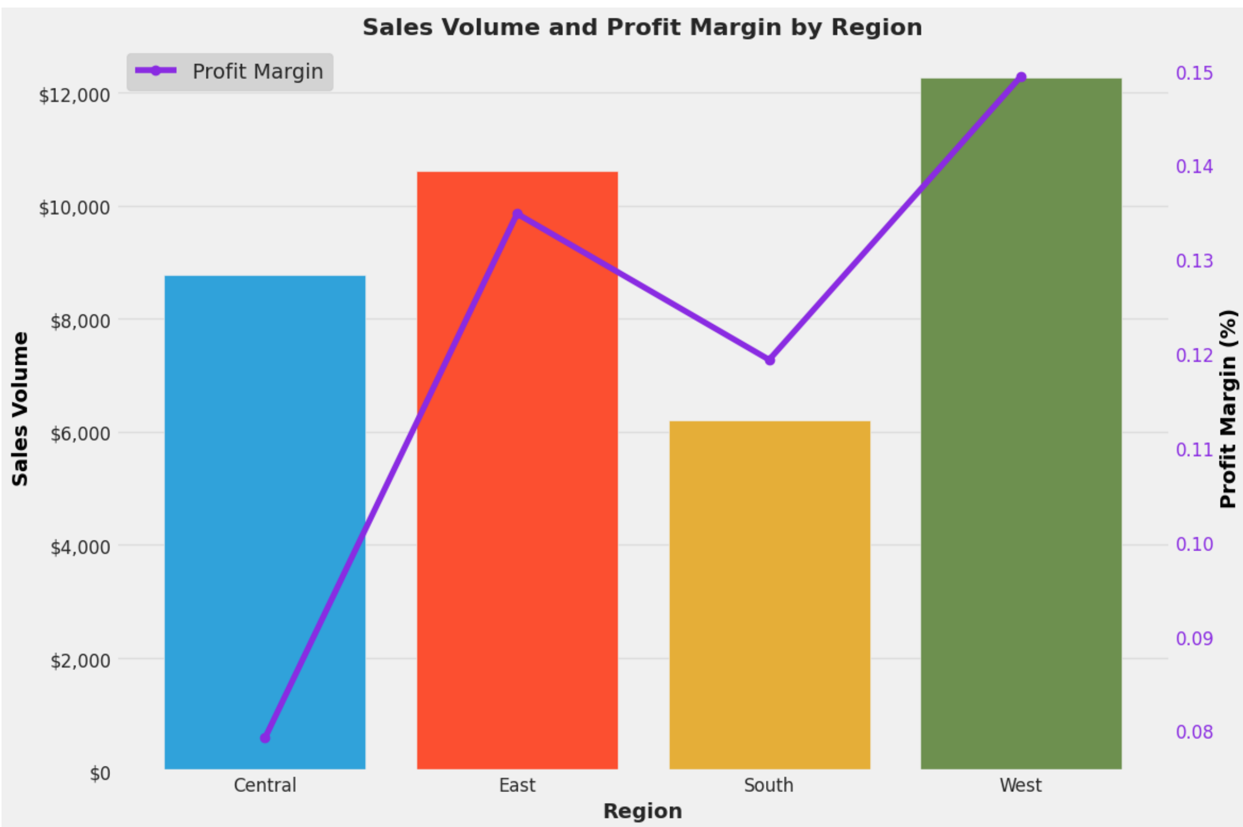


The top 10 items were quite diverse, with office supplies making up the majority of the list. It's interesting to note that no products from the Technology category made it into the top 10, suggesting that technology products may have higher profit margins. I calculated the profit ratios for each product category to confirm this hypothesis, and the results showed that technology did indeed top the list with a profit margin that was nearly 2% higher than office supplies.

The data also revealed the predominance of staples-related products among the top four items, which is another intriguing pattern. This may indicate that buying staples frequently involves buying related goods. As a result, using suggestive selling methods or bundling some of these products may prove advantageous.

Regional Analysis

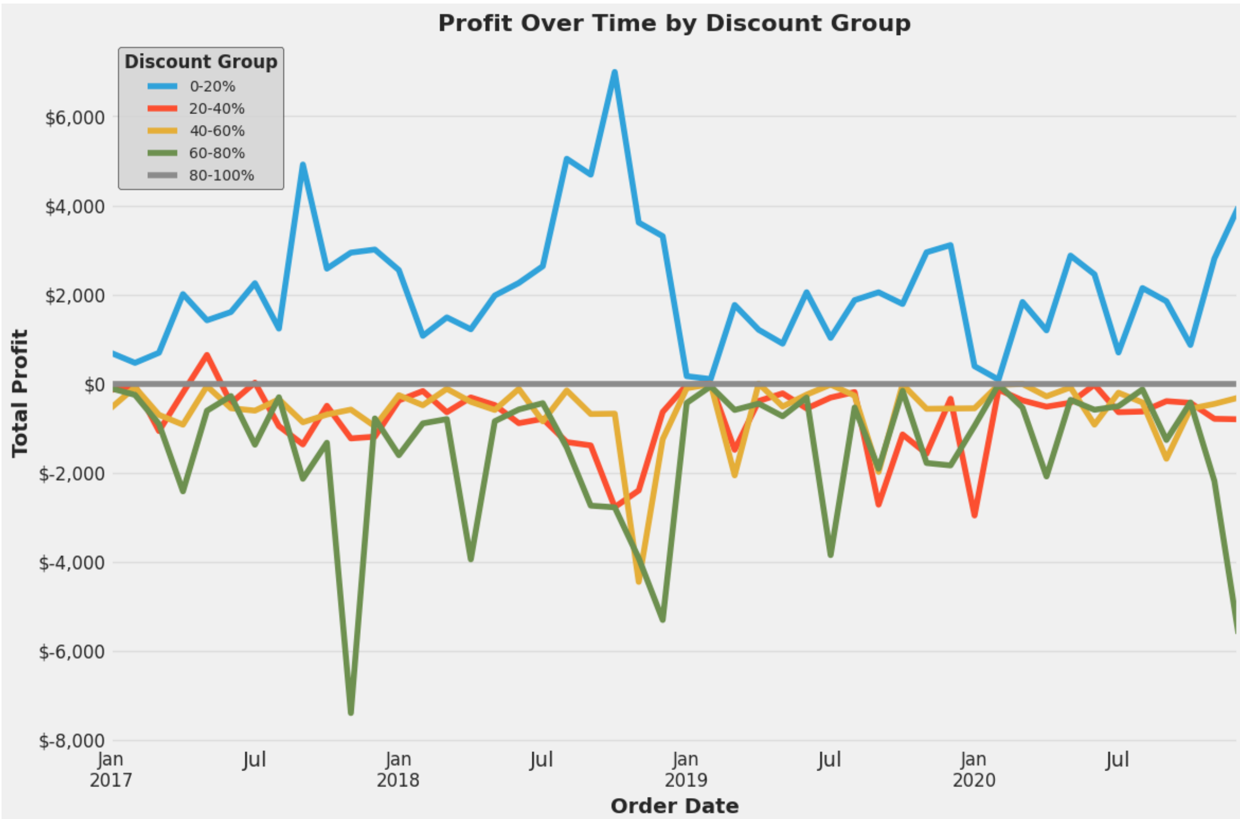
Analysis of the various regions revealed that, with the exception of the central region, every region had a profit ratio that was greater than zero. The next thing I did was analyze the relationship between sales volume and profit margin to determine how it affected the profitability of each region. According to the data, the West leads the way in terms of both sales volume and profit margin.



However, a striking observation was the central region's position - third in sales volume but distinctly lagging in terms of profit margin. This discrepancy could potentially stem from issues such as pricing, elevated costs, the product mix, discounting and return policies, or even intensified competition.

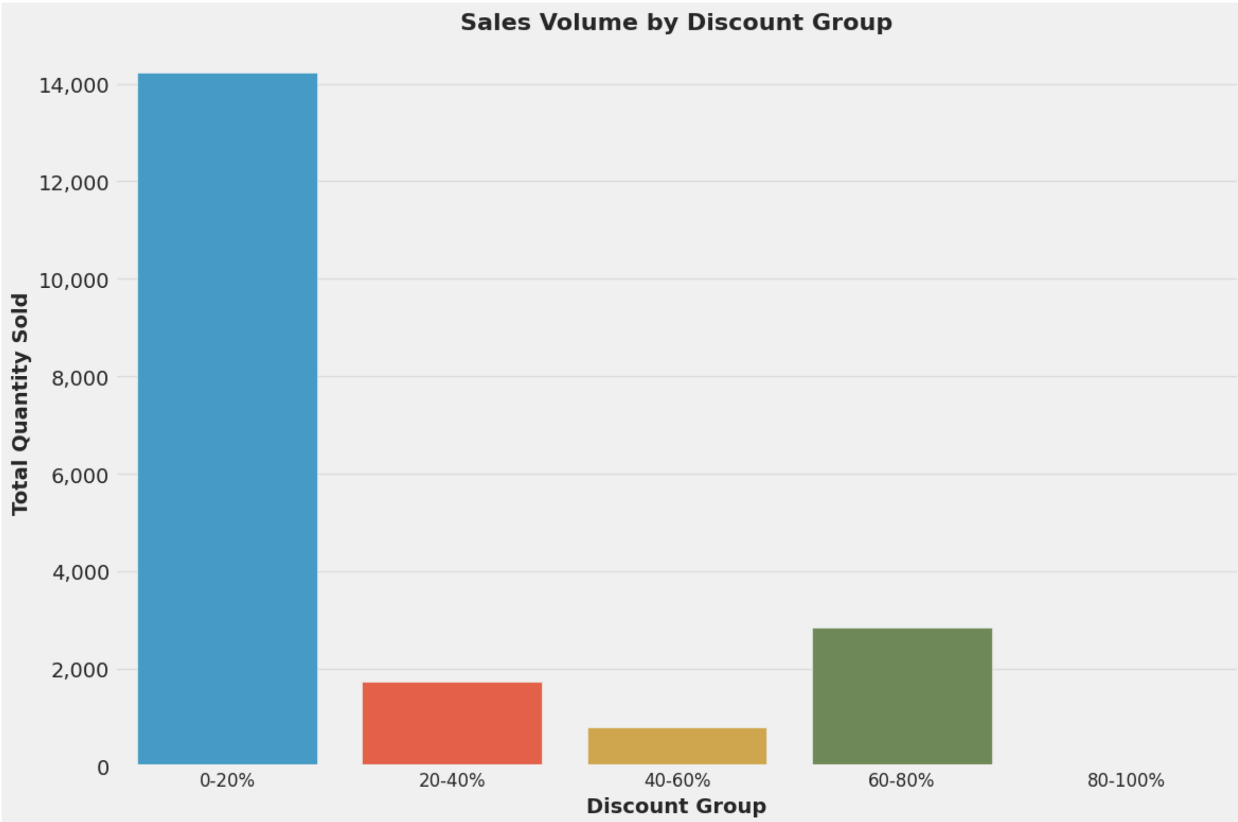
Discount Analysis

In assessing the discount sales data, I classified them into discount brackets, or 'bins,' at 20% intervals.



The 0-20% discount range is the sole bracket that has consistently yielded profits over the past four years. All other discount ranges have resulted in losses, indicating that such discount levels may not be economically justifiable.

I also made the decision to examine the quantity of goods sold within each range of discounts.



The majority of sales take place between discounts of 0 and 20%, which suggests that customers are more likely to make purchases between these two ranges. The sales volumes for the other discount ranges are significantly less. These deeper discounts might no longer be commercially viable given the corresponding decline in both volume and profit.

Additionally, I created an Executive Summary Dashboard for Office Solutions that you can view by clicking [here](#).

Access the complete code used for this report by clicking [here](#).