

## INTRODUCTION

Through our analysis, we formulated a strategy of how Scholastic can contribute to a more sustainable publishing landscape while increasing their profitability.

## Total Revenue by Channel



1

\$6,919,202

2

\$7,837,662

Channel 2 performs better which leads to further investigation.

## Unique Titles by Channel

7,019

1,838

Channel 2 distributes less titles compared to Channel 1.

## Total Units Sold by Channel



1

826,667

2

1,159,450

Despite having less unique titles, Channel 2 performs better in terms of units sold. This leads us to conclude that Channel 2 has a targeted approach within this distribution channel.

## Average Unit Price by Channel



\$8.37



\$6.76

Channel 2 has a lower average price compared to Channel 1. A lower average price is more beneficial to increase access to books.

## Hardback ratio to paperback



26.8%  
12.5%



Less hardback sales means that the average unit price in this distribution channel is less than Channel 1.

CONCLUSION:

By selling fewer overall titles and fewer hardbacks, Scholastic can make a variety of improvements. First, distributing fewer titles uses less paper and generates less waste. Second, distributing fewer hardbacks lowers average unit price and uses less paper. This allows for a more sustainable future and more affordable books so every child can afford to read.