

PROJECT DESCRIPTION

- ✓ When I analyzed the data, I saw that between 2011 and 2014 there were 3 categories and 13 subcategories.
- ✓ When I examined the Sales Amounts by Product by Year, I saw that the most sales were made in the field of Technology,
- ✓ When I examined the Top Five Countries Ordering the Most Products by Year, I realized that the same countries were actually the same in all years and that the United States always had the largest share,
- ✓ When I analyzed the Five Products with the Highest Profit by Year, I found that they are Paper, Binders, Appliances, Phones, Copiers and finally
- ✓ When I analyzed the graph of Profit Change by Campaign by Year, I observed a noticeable increase in the four categories given in Table-1 (Accessories, Copiers, Machines, Phones).

SUGGESTIONS FOR INCREASING COMPANY PROFITS

- ✓ **Product Bundling:** Increase perceived value by offering products in bundles. For example, combine a software product with hardware sales.
- ✓ **Personalized Sales Experience:** Use data analytics to provide personalized product recommendations. Tailor offers based on customer history and preferences.
- ✓ **Influencer and Content Marketing:** Collaborate with influencers and content creators to promote technology products. Use product reviews and technical features to reach potential customers.
- ✓ **Sales Promotions and Campaigns:** Attract customers with discounts and promotions during key periods. Create special campaigns for events like year-end sales and Black Friday.
- ✓ **Inventory Management:** Optimize stock levels to control costs. Prioritize fast-moving products and minimize low-turnover items.
- ✓ **Data Analytics:** Analyze sales trends and customer behavior to make strategic decisions. Use data analytics tools to forecast market demand and identify top-performing products.
- ✓ **Sales Training:** Educate your sales team on technology products in detail. A well-informed team can provide more effective customer service.
- ✓ **Motivation and Performance:** Implement reward and incentive programs to motivate and enhance the performance of your sales team.
- ✓ **Explore New Markets:** Investigate opportunities in international markets. Expanding into new regions can increase sales. Develop strategies that consider local regulations and customer needs.