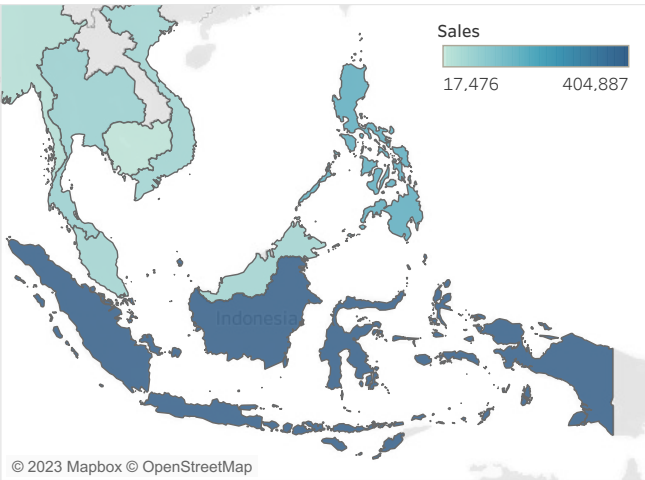


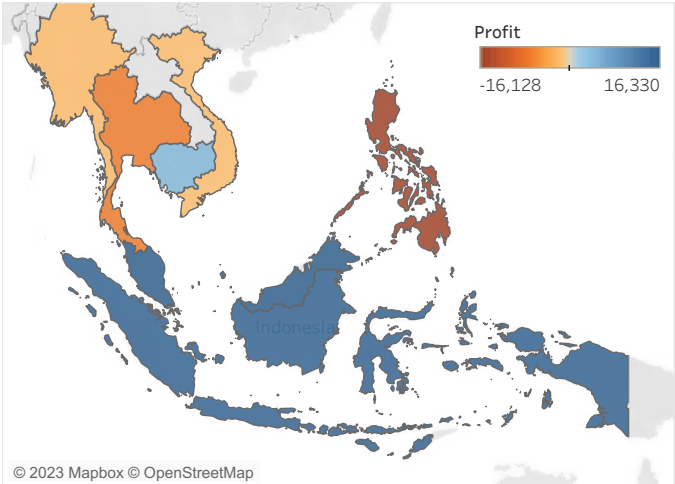
ASEAN Product Sales Story

Shoping Sales in ASEAN	Philippines Product Sales	Manila as a double-edged sword	Where does Manila's profit come from?	The Dsicount!	Suggestion
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ASEAN SALES

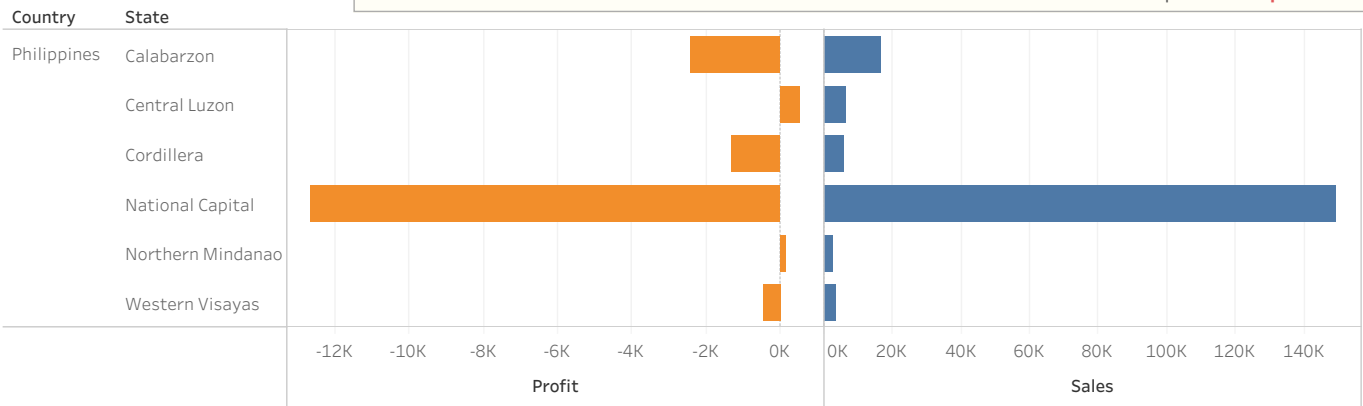


ASEAN Profit



Philippines Sales & Profit

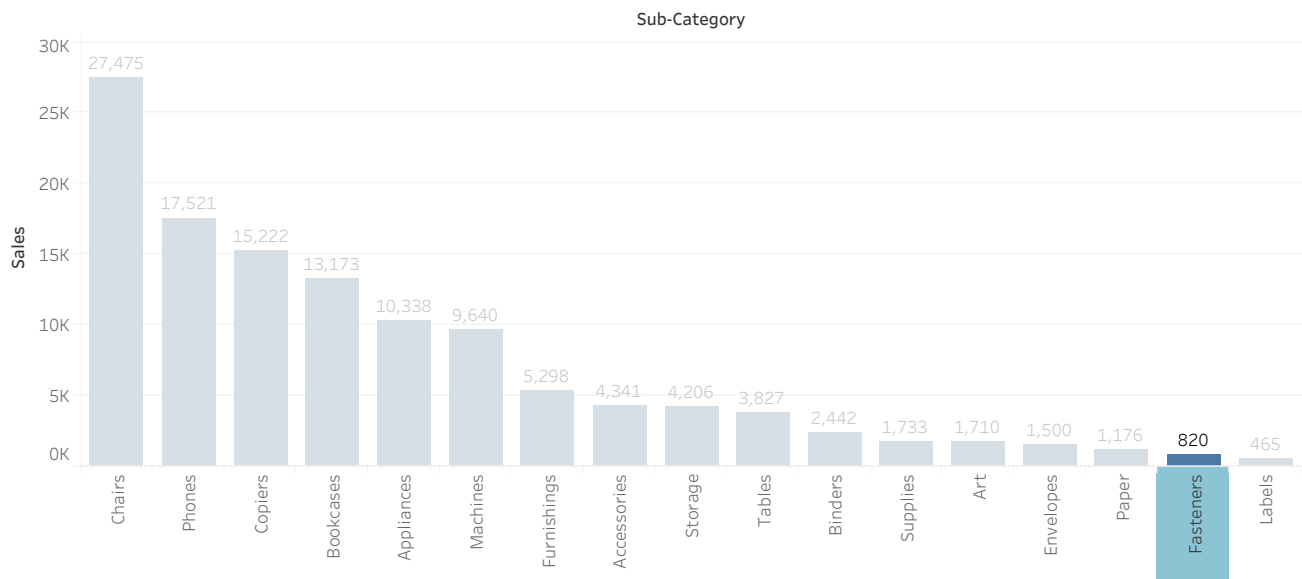
In ASEAN, **Philippines** ranks **second** in terms of product **sales** but **last** in terms of product **profits**.



ASEAN Product Sales Story

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Philippines Product Sales



Trend Sales in Philippines



in Philippines, **Chairs, phones, copiers, bookcases, and appliances** are the most often purchased items.

There was an **improvement** in **sales** from 2011 to 2014.

ASEAN Product Sales Story

Shoping Sales in ASEAN	Philippines Product Sales	Manila as a double-edged sword	Where does Manila's profit come from?	The Dscount!	Suggestion
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Philippines Higest Sales

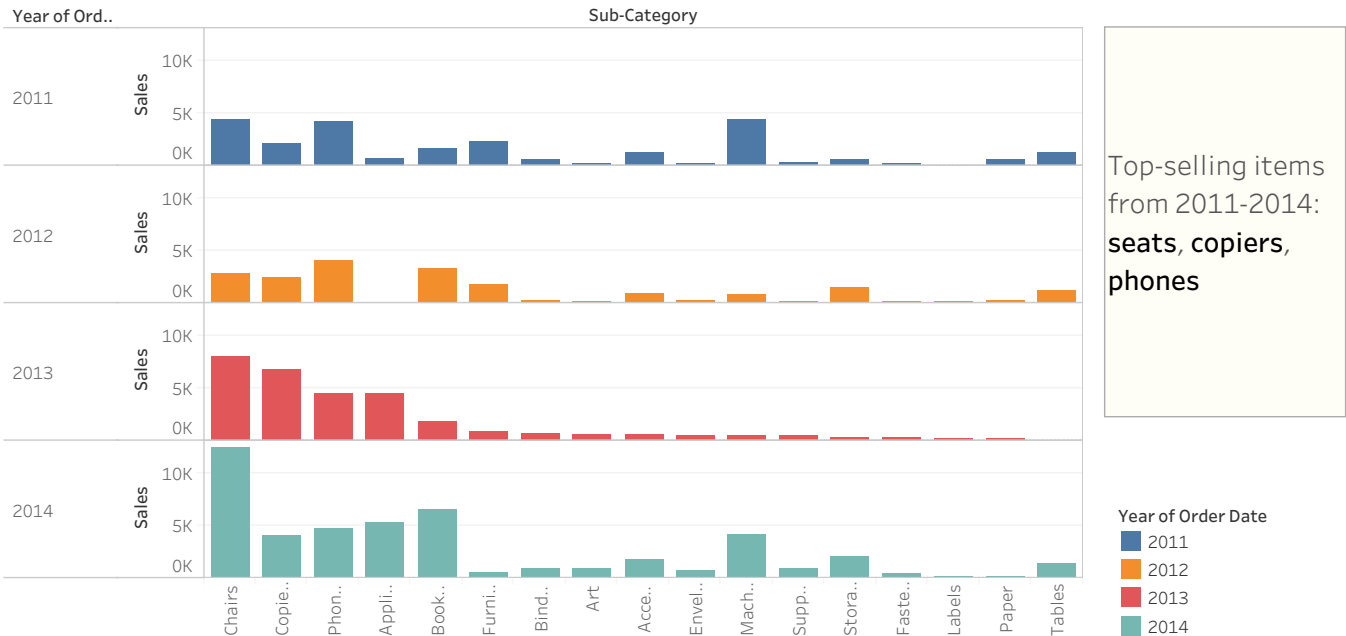
Country	State	City	
Philippines	National Capital	Manila	120,887

Philippines Lowest Profit

Country	State	City	
Philippines	National Capital	Manila	-11,159

Although having the **most sales**, Manila has also the **lowest profit** margin.

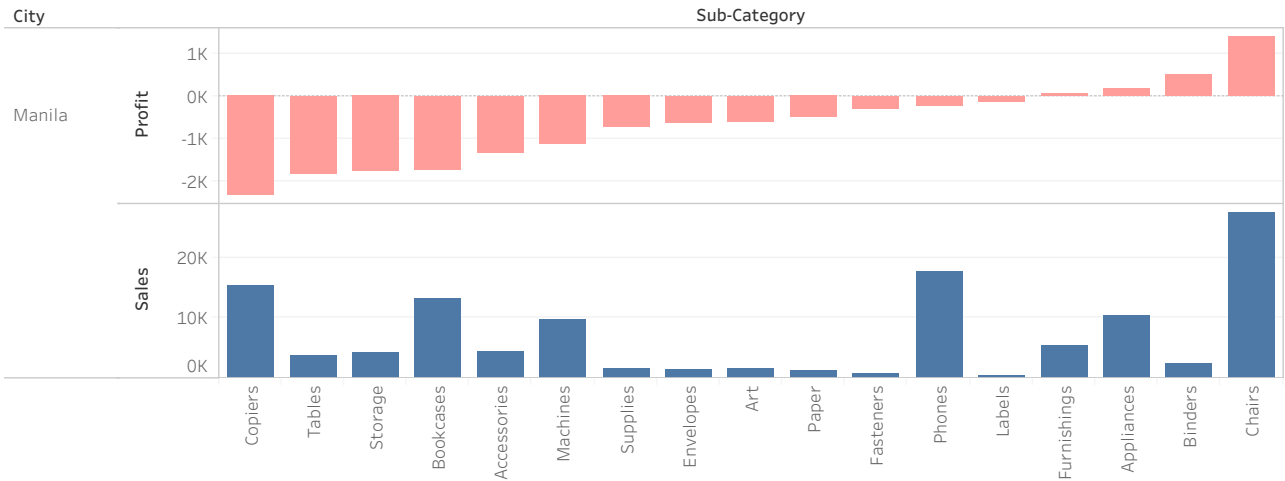
Sales Per Sub Category (2011-2014)



ASEAN Product Sales Story

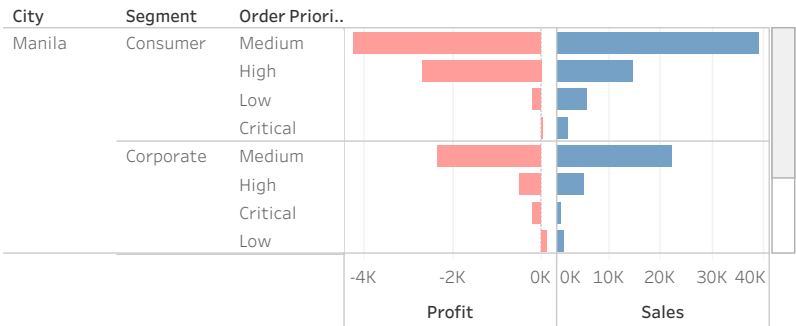
Shoping Sales in ASEAN	Philippines Product Sales	Manila as a double-edged sword	Where does Manila's profit come from?	The Dsicount!	Suggestion
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Manila Profit Per Sub Category



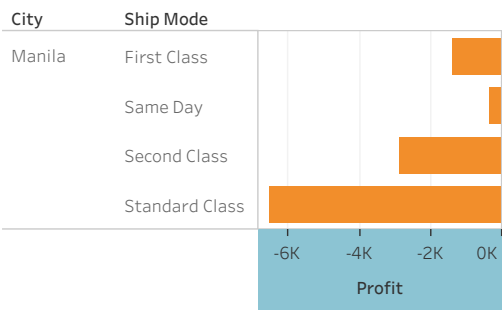
Manila’s smallest profit comes from **copiers**, tables, storage, bookcases, and accessories

Manilla Segment Consumer



Manila’s smallest profit comes from **consumer** with **medium order priority**

Manila Ship Mode

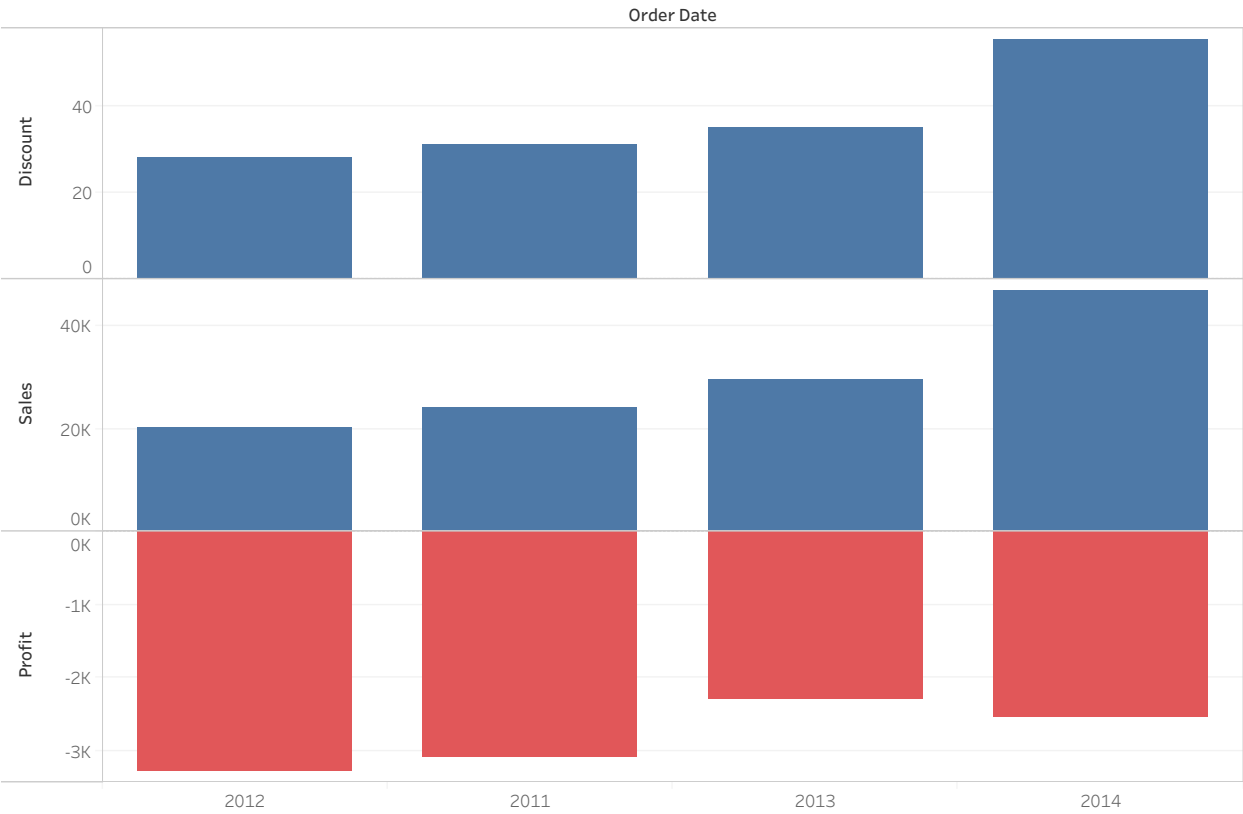


Manila’s smallest profit comes from **standar class** shipping mode

ASEAN Product Sales Story

Shoping Sales in ASEAN	Philippines Product Sales	Manila as a double-edged sword	Where does Manila's profit come from?	The Dsicount!	Suggestion
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Manila Discount



The **bigger** the **discount**, **the higher sales** and **profits** tend to be, vice versa.

ASEAN Product Sales Story

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So my suggestions are:

1. **Increase** sales of **chair** products and **reduce** sales of **copiers**.
2. **Increase marketing** to consumers in the **home officer segment**
3. **Increase** the number of **ship modes** using the **same day instead of the standard** (for example, by providing a fairly cheap price)
4. Try to give more **coupons** or **discounts** to attract new customers

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