**Memo Template**

**To: Senior Management**

**From: Bryce Forseth**

**Date: 3/24/2025**

**Subject: German Data Recommendations**

**Overview:**  
Based on my analysis of Adventure Works sales data, we identified popular products sold online in Germany that are currently unavailable in physical stores. The goal is to drive foot traffic and revenue by strategically introducing these items into physical retail locations. I have categorized these recommendations by top 10 descending total profit for all products (See Table 1). In a separate query, I have a recommendation for products that should be sold in stores in Berlin (See Table 2). These products have been categorized by units descending, which is the request you have me. This list only shows top 10 products by units descending.

**Bonus Task:**

In a separate task, I analyzed and rated our products from both online and retail by a category called Product Score, including the supply chain information. This score is calculated by using the dividing the units sold from the total profit. The higher the score is, the better the product is for our company. I selected the top 15 products for recommendation below (See Table 3).

**Findings:**

**Table 1**

A screenshot of a computer

AI-generated content may be incorrect.

**Table 2**

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**Table 3**

**A screenshot of a data sheet

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I hope this information helps boost our sales across in Germany, and Berlin.

Very Respectfully,

Bryce Forseth

**Appendix:**

Question 1

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Question 2

A screenshot of a computer program

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Question 3

A screenshot of a computer program

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