|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Retail Price** | **Profit Percent** | **Cost Price** | **Profit** | **Discount** | **Sales Price** | **New Profit** | **New Profit Percent** |
| 2000 | 16 | 1724.14 | 275.86 | 10 | 1800 | 75.86 | 4.39987472 |
| 2500 | 20 | 2083.33 | 416.67 | 10 | 2250 | 166.67 | 8.0001728 |
| 3500 | 20 | 2916.67 | 583.33 | 15 | 2975 | 58.33 | 1.999883429 |
| 4500 | 15 | 3913.04 | 586.96 | 10 | 4050 | 136.96 | 3.500092 |
| 6000 | 25 | 4800 | 1200 | 15 | 5100 | 300 | 6.25 |
|  |  |  |  |  |  | **Average** | 4.83000459 |

* The cost price of each National shoes fitness brand was found using the profit percent and retail price.
* While listing on the digital platforms, mode and median from the 5 competitors were used to calculate the discount that can be offered on various NS Fitness brands online.
* Sales price for e-commerce were calculated after applying the appropriate discounts and the individual profit values and percents were calculated.
* Since, we were working with equal volumes of data, average of the individual profit percentages was taken as the projected profit.
* Hence, the projected digital profit percent is 4.83%.