

## What-if Analysis



## What-if Analysis

Product Mix Optimization

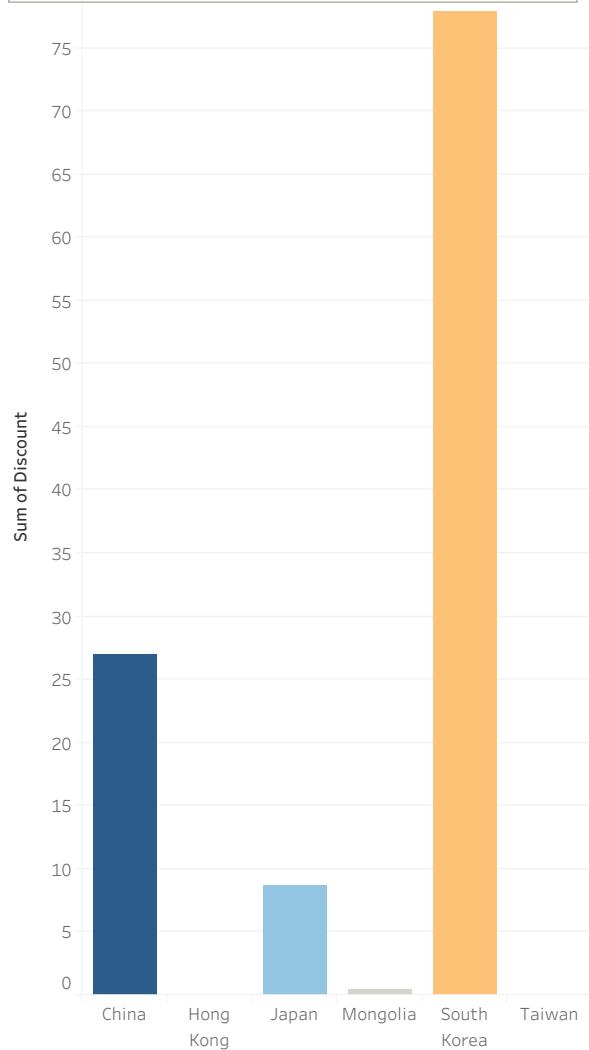
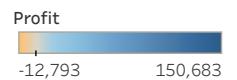
Optimizing Discount Strategy

Improving Shipping Efficiency

Targeting High-Profit Product Categories

Expanding Market Reach and Target Seg..

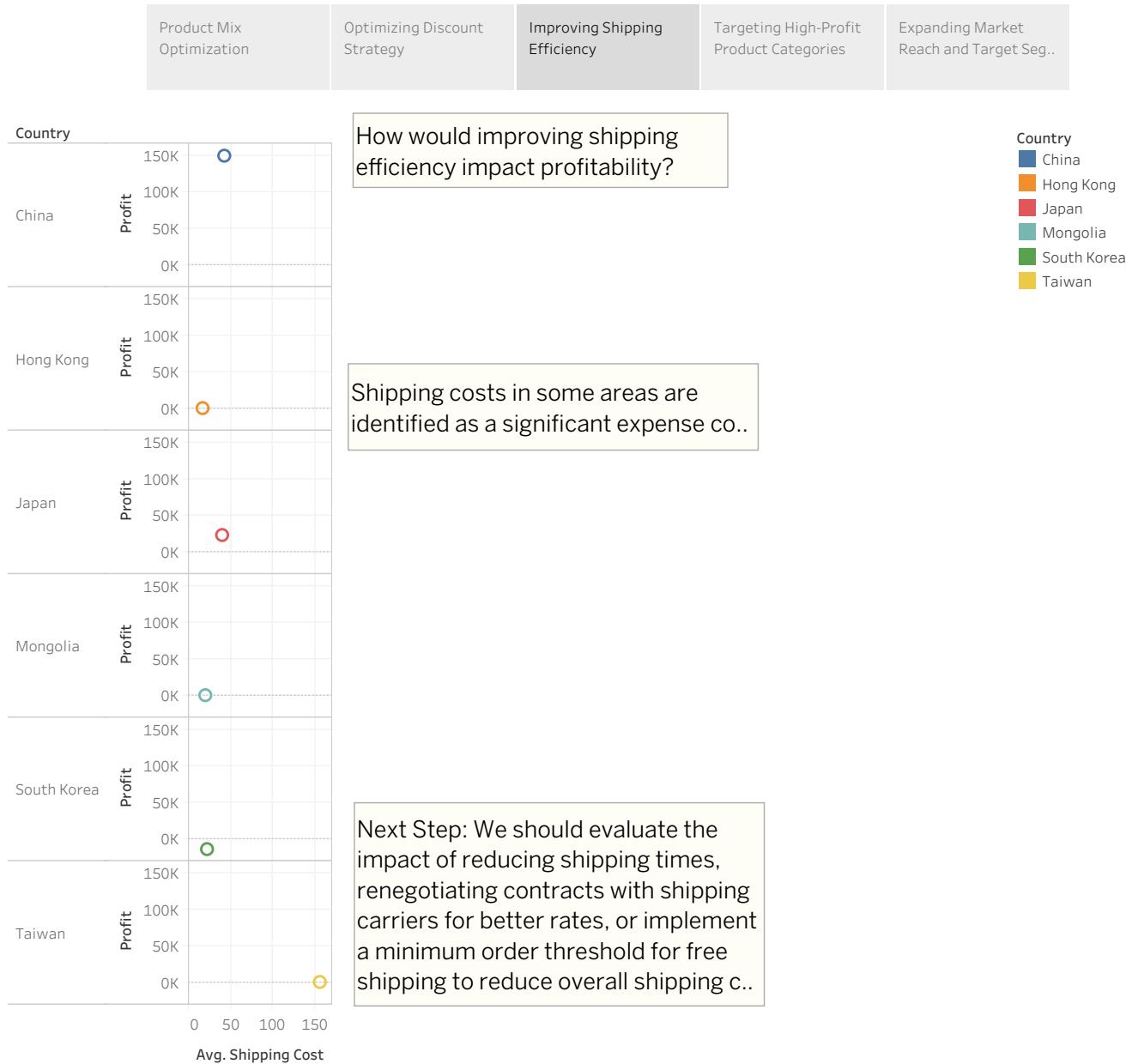
What effect would optimizing our discount strategy have on profitability?



We notice that our current discount strategy might be overly generous, leading to lower profit margins.

Next Step: Explore different discount scenarios, such as adjusting discount rates or offering discounts only for certain products or customer segments, to determine the optimal discount strategy for ..

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