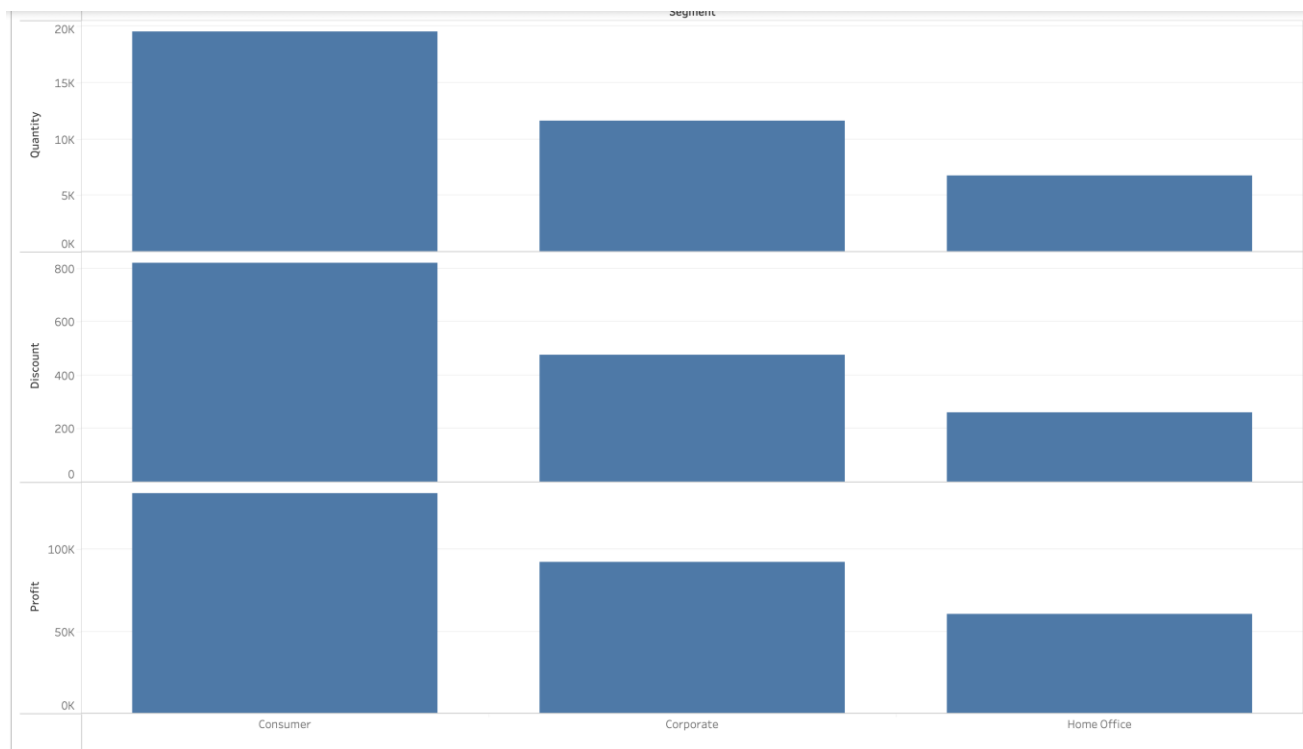


Q2.

- Whether consumer and corporate divisions should be broken into separate ordering systems with different price?
- Whether prices can be raised for consumers to increase profits and if discounts or implementation of contracts for a continuous supply at a fixed price can boost sales?

Analysis:

My initial study was mostly focused on determining whether there is any product that need additional attention in order to increase sales. I discovered that technological products are always selling at a high profit in every market, whether it is consumer, business, or office. In all three sectors, furniture is the most popular. We must concentrate our efforts on office supplies, which have the lowest sales in both the consumer and business markets.



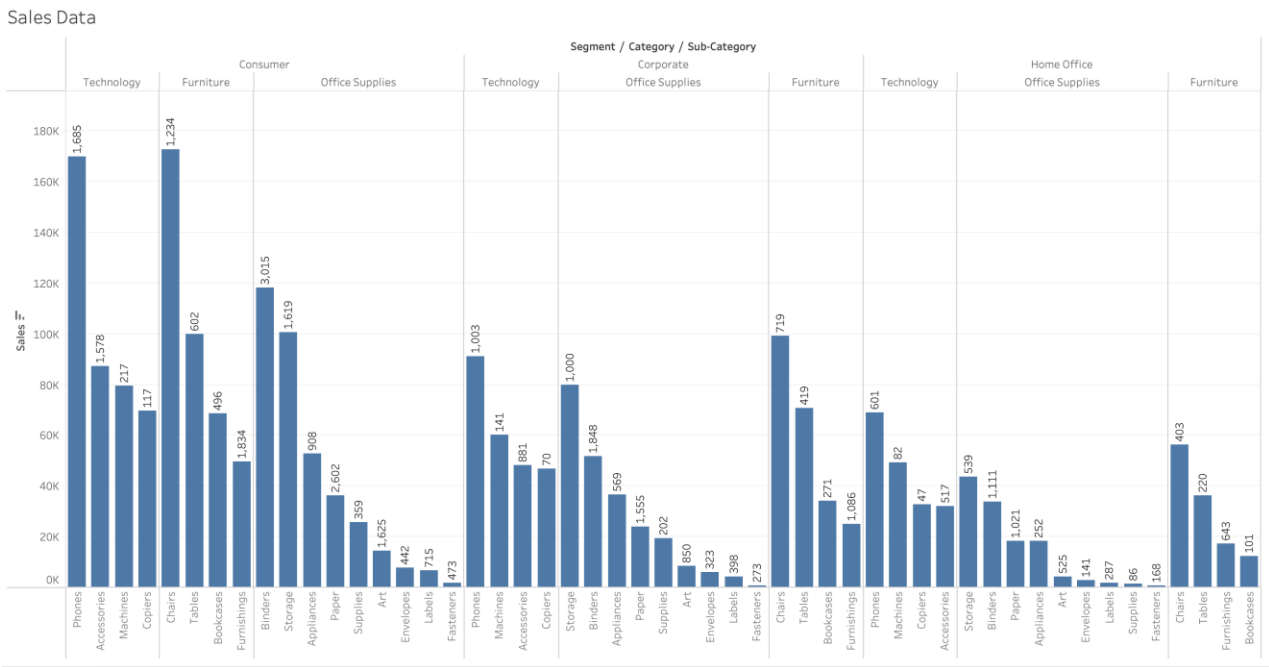
Higher discounts result in more losses, thus provide fewer discounts to make more profit.

When compared to other categories, we can see that the Supplies, Bookcases, and Tables categories have suffered higher losses.

Other products are selling faster. As a result, even a small discount could result in a significant loss.

So, it's best to offer discounts on items that aren't selling well so that they can start selling more.

Here I observe that there are more losses in the furniture category hence we should focus on that.



Fig

Although sales in the consumer category are lower than in other categories, it is the only one that generates the largest profits. So, if we boost sales in this segment by marketing or other means, we will undoubtedly improve earnings.

The question of whether or not we should separate the ordering system with different costs is disputed. There won't be much of a difference between the profit we make now and the profit we will make after segregating if we examine the profit we make now and the profit we will make after segregating.

However, it is a good idea to experiment with different prices, at least for office supplies, in the consumer segment, in order to increase profit.

The main cause of loss is discounting, since some areas result in losses owing to more discounts, while others result in fewer sales due to fewer discounts, therefore it must be rectified.

During festival seasons, it is preferable to provide larger discounts, as this will result in more sales.

The home office component might use some work.

Because certain cities have lower sales due to a lack of awareness, advertising in those cities may assist increase sales.