

Discounted Sales and Profits

Introduction	All Customers	Customer Discount Rank	Select Customers profits, and discounts	Select customers by state	Category and Segment Discount	Recommendations
--------------	---------------	------------------------	---	---------------------------	-------------------------------	-----------------

Summary of Results

1. The data shows discounts can boost sales but at the expense of profits

2. Geography and profits do not seem to have a correlation

3. The data did not show a clear relationship between profits and discounts offered by category

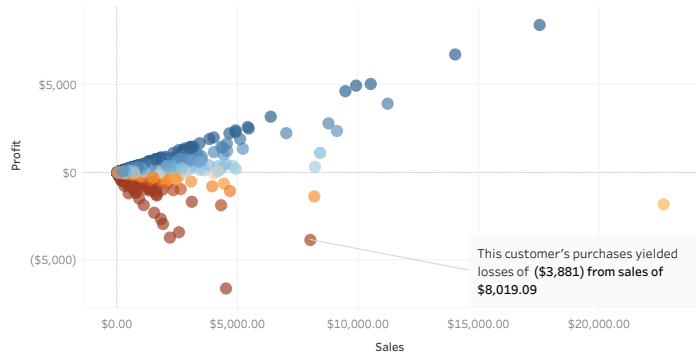
4. Segments profits declined with increasing discount

Discounted Sales and Profits

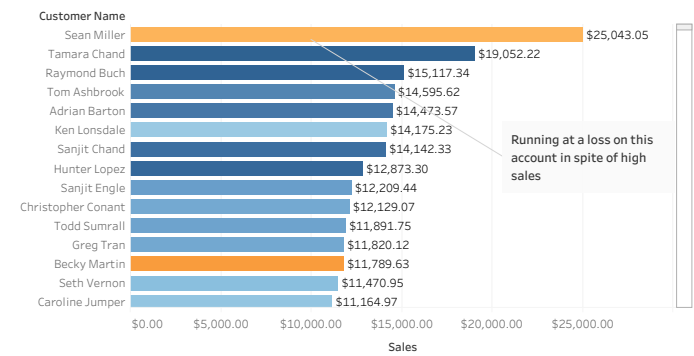
Introduction	All Customers	Customer Discount Rank	Select Customers profits, and discounts	Select customers by state	Category and Segment Discount	Recommendations
--------------	---------------	------------------------	---	---------------------------	-------------------------------	-----------------

This worksheet examines all the company’s customers. On the next two tabs, we see why some customers’ purchases result in losses while others yield profits

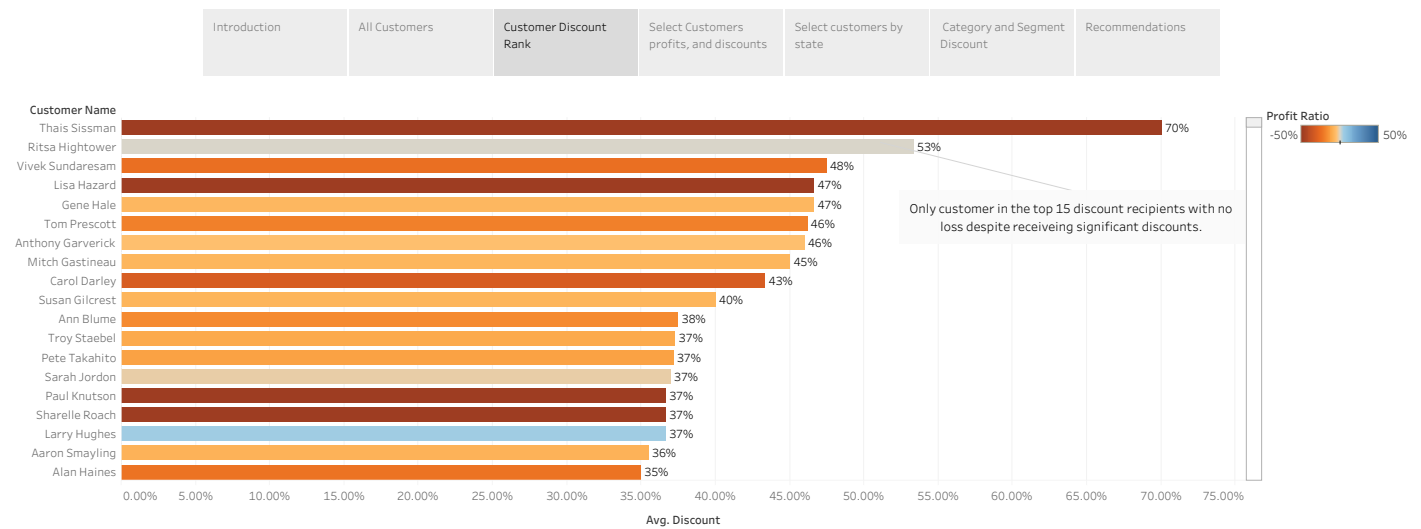
Customer Sales and Profit



Customer Ranking



Discounted Sales and Profits



Discounted Sales and Profits

Introduction	All Customers	Customer Discount Rank	Select Customers profits, and discounts	Select customers by state	Category and Segment Discount	Recommendations
--------------	---------------	------------------------	---	---------------------------	-------------------------------	-----------------

Customer Profit

Category	Sean Miller		Becky Martin		Grant Thornton		Tamara Chand		Raymond Buch	
Furniture		\$55		(\$7)		(\$347)				\$25
Office Supplies		(\$212)		(\$336)		\$78		\$397		\$174
Technology		(\$1,824)		(\$1,317)		(\$3,840)		\$8,584		\$6,778

The customers on the left saw most losses from Technology category. The two on the right saw most of their profits in the Technology category

Customer Discount

Category	Sean Miller		Becky Martin		Grant Thornton		Tamara Chand		Raymond Buch	
Furniture		13%		17%		40%				10%
Office Supplies		23%		16%		15%		14%		9%

The customers with substantial losses obtained higher amounts of discounts than the others

Discounted Sales and Profits

Introduction		All Customers		Customer Discount Rank	Select Customers profits, and discounts	Select customers by state	Category and Segment Discount	Recommendations
State	Category	Sean Miller	Becky Martin	Grant Thornton	Tamara Chand	Raymond Buch		
Alabama	Office Supplies				49%			
	Technology				37%			
California	Furniture					33%		
	Office Supplies	49%	28%			33%		
	Technology					11%		
Florida	Furniture	15%						
	Office Supplies	30%						
	Technology	-8%						
Indiana	Furniture	6%						
	Office Supplies				43%			
	Technology				48%			
New York	Furniture		18%	-35%				
	Office Supplies		9%	33%	44%	20%		
	Technology		44%			26%		
North Carolina	Office Supplies	34%		9%				
	Technology			-48%				
Ohio	Office Supplies					9%		
	Technology					30%		
Pennsylvania	Office Supplies	-28%						

There is no obvious state-level difference in profit between customers that made profits versus those that resulted in losses

Discounted Sales and Profits

Introduction	All Customers	Customer Discount Rank	Select Customers profits, and discounts	Select customers by state	Category and Segment Discount	Recommendations
--------------	---------------	------------------------	---	---------------------------	-------------------------------	-----------------

Category Discount



There does not appear to be a direct correlation between the profitability of the different categories and the discounts o..

Segment Discount



The segments with the highest dscount resulted in losses, with the lower discounted segments tieling profits

### Discounted Sales and Profits

Introduction	All Customers	Customer Discount Rank	Select Customers profits, and discounts	Select customers by state	Category and Segment Discount	Recommendations
<p style="text-align: center;">Recommendations</p> <ol style="list-style-type: none"> <li>1. Discounts offered to all customers should be reduced since the data shows customers with the highest discounts do not yield profits.</li> <li>2. Selective discounts can be offered by the category as there was no clear relationship between the profits and the discounts offered.</li> <li>3. Discounts should be reduced by the segment to increase profits as increased discounts resulted in high losses</li> </ol>						