**Profit/Loss Analysis Report**

# **Objective**

To understand which products/services are making money and which are losing money and find ways to improve profits or reduce losses.

# **Steps Taken**

## **Data Cleaning**

1. Removed rows with missing values.  
 2. Removed duplicate entries.  
 3. Standardized product names for consistency.

## **Profit/Loss Analysis**

1. Created charts to compare product sales.  
2. Identified products that are making money (profitable) and those that are losing money.

## **Predicting Future Profits**

1. Used models to predict future profits based on current data.  
2. Looked at what factors (like sales numbers and prices) affect profits the most.

## **Loss Mitigation Strategies**

1. Studied why certain products are losing money.  
2. Came up with ideas to reduce these losses.

# **Findings**

* **Profitable Products:**  
  - These products are selling well and making good money.  
  - Examples include Product A, Product B, and Product C.
* **Loss-Making Products:**  
  - These products are not selling well or are too costly to produce.  
  - Examples include Product X, Product Y, and Product Z.

# **Recommendations**

## **For Profitable Products**

**-Boost Sales:** Increase marketing and advertising efforts.  
-**Optimize Prices:** Check if prices can be adjusted for better profits.

## **For Loss-Making Products**

**-Understand Customers:** Conduct surveys to know what customers want.  
-**Promotions:** Offer discounts or bundle with popular products.  
-**Adjust Production:** Reduce production costs or improve product quality.