# Pricing Analysis

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# Total Revenue

## Total revenue by actual sales price by city name

| City | sales_price |
|---|---|
| Union City | $1,975.5558 |
| Woolston | $1,871.437 |
| Fullerton | $564.99 |
| West Sussex | $564.99 |
| London | $492.5862 |
| Milton Keynes | $266.5902 |
| Liverpool | $121.8749 |
| Cambridge | $112.998 |
| Cerritos | $112.998 |
| El Segundo | $112.998 |
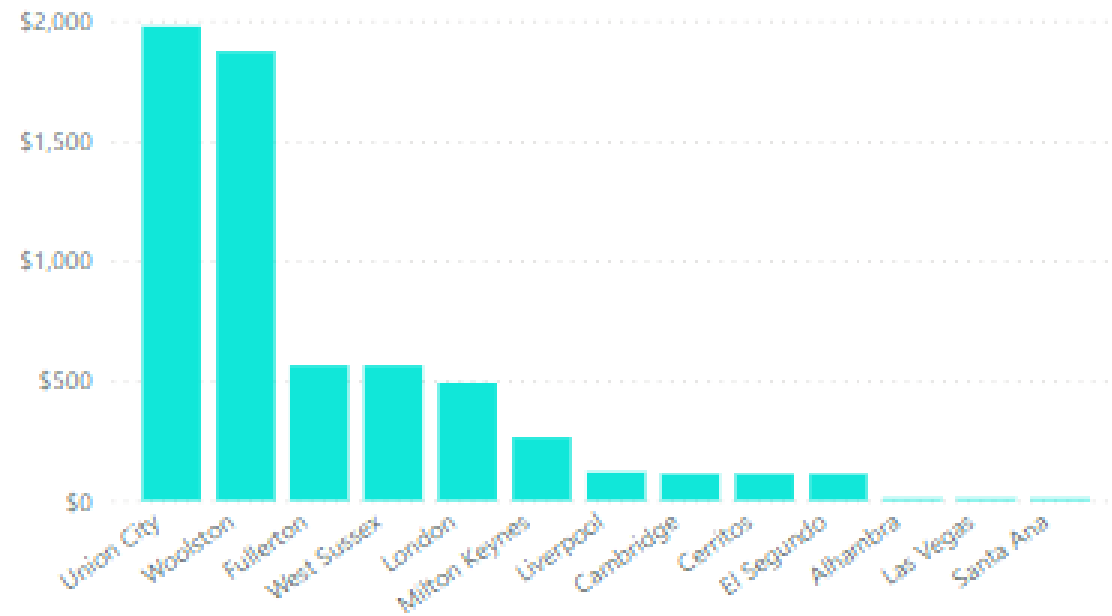
# Total Profit

- Only 3 cities recording revenue.

    1. Alhambra.
    2. Las Vegas.
    3. Santa Ana.

- Across all 13 City, total profit ranged from ($7,139.0613) to $12.2066.

- 10 cites record loss.
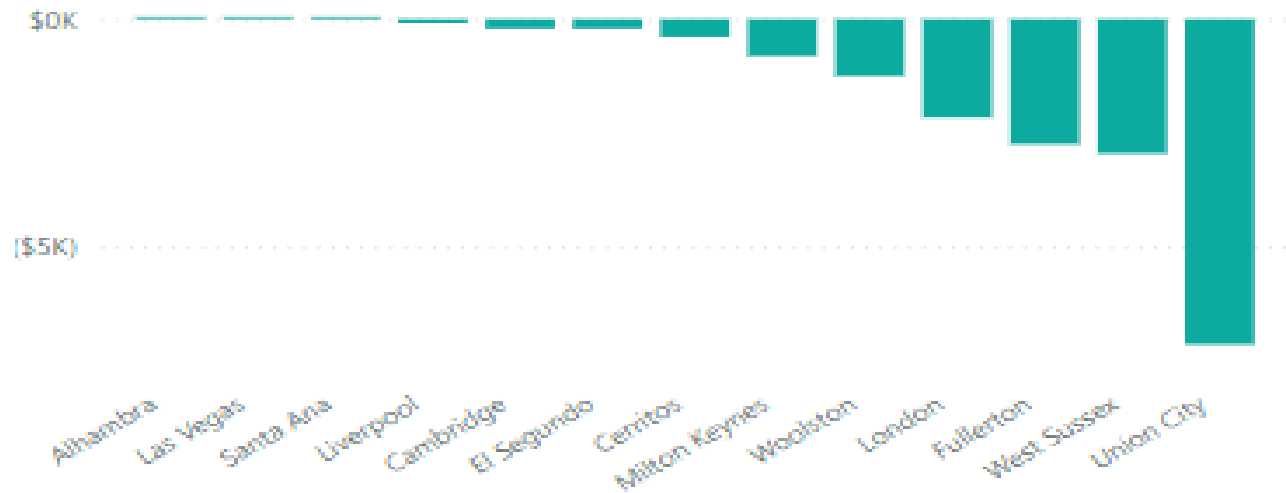
# Total Profit

Profit by Cities.

| City | total_profit |
|---|---|
| Alhambra | $12.2066 |
| Las Vegas | $11.3347 |
| Santa Ana | $9.5909 |
| Liverpool | ($79.56570000000001) |
| Cambridge | ($195.8199) |
| El Segundo | ($195.8199) |
| Cerritos | ($391.6398) |
| Milton Keynes | ($804.4068) |
| Woolston | ($1,241.9077) |
| London | ($2,161.7082) |

Santa Ana $9.5909

Alhambra $12.2066
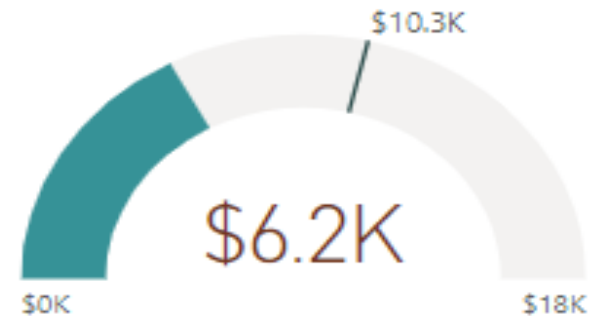
Las Vegas $11.3347
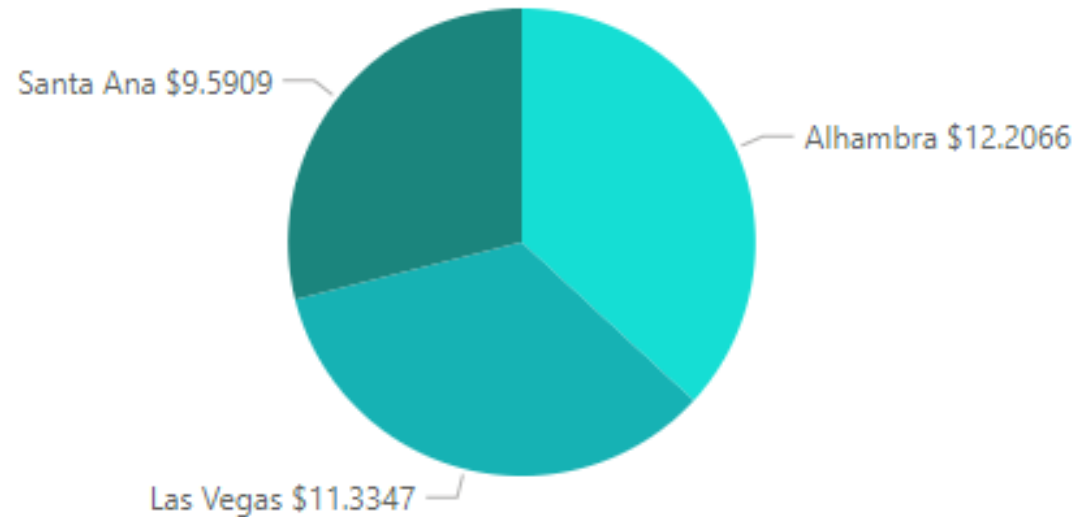
# Loss reason - overview

The gap between the list price(recommended price), product cost, & real price(sales price).
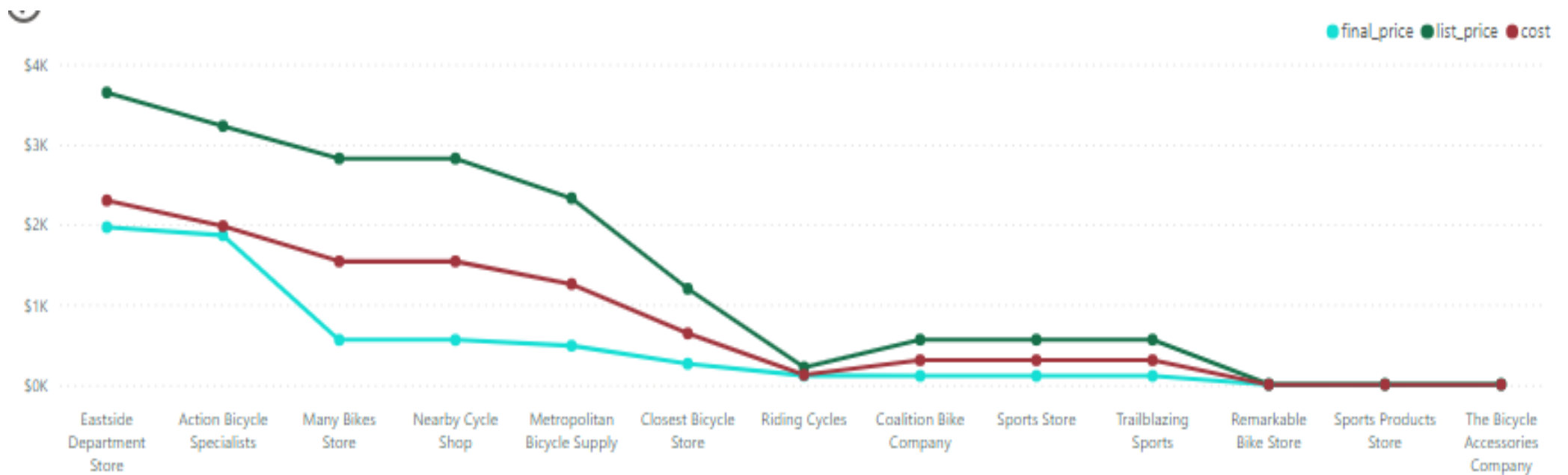
**Total Sales**
**$6.2K**

**Total Cost**
**$10.3K**

**Total List Price**
**$18K**

$10.3K

$6.2K

$0K $18K

- Total sales accounted 50% less than of the List Price.

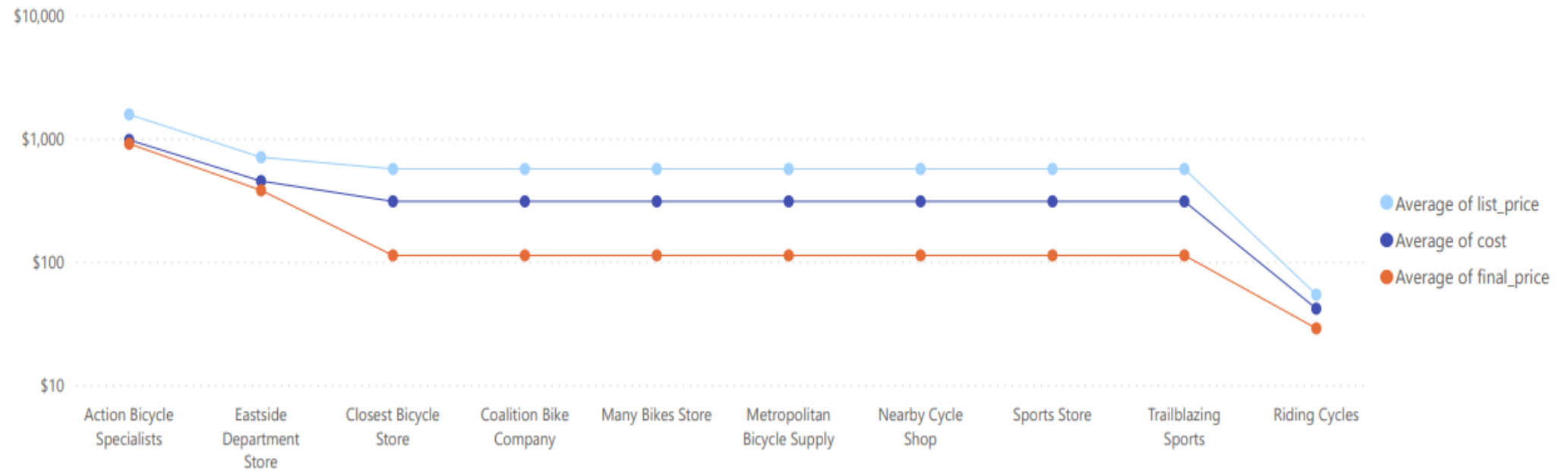- Total sales accounted 70% less than of the cost.

# Loss reason – Sales accounts

The gap between the list price(recommended price), product cost, & real price(sales price).
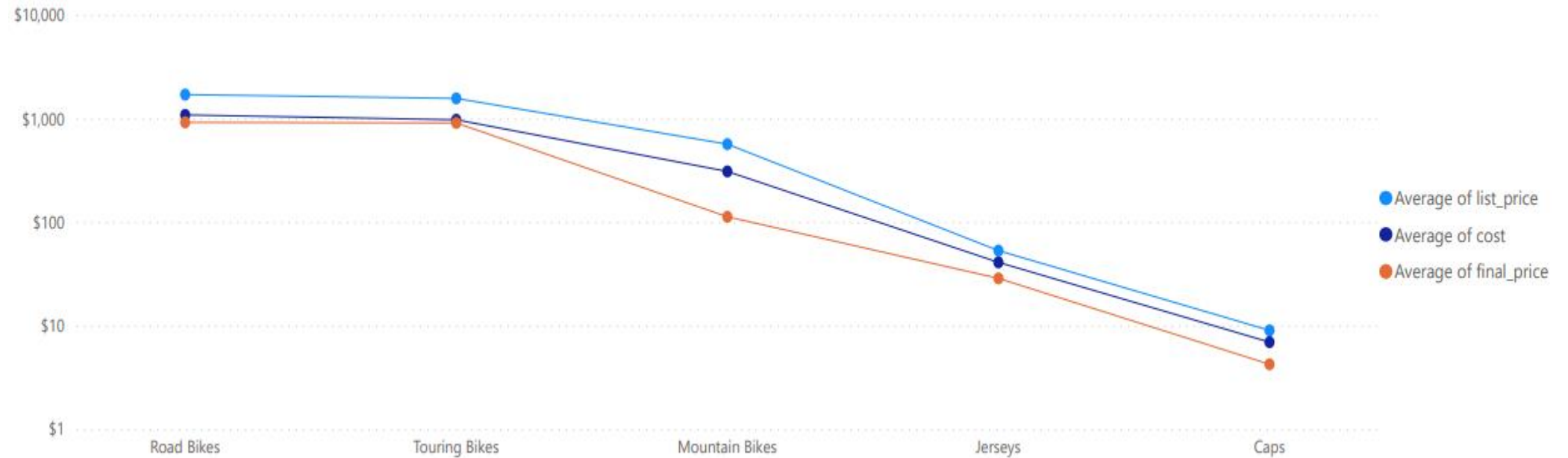
# Loss reason – Sales accounts

Sales accounts buying with price less than cost or list price

# Loss reason – Products

Products has been sold with price less than cost or list price

# Findings:

- 5 products need to be repriced according to the cost of production (Road Bikes, Touring Bikes, Mountain Bikes, Jerseys, Caps)

- Reconsider the discount policy.

Dashboard:

https://app.powerbi.com/links/-9F4tc_cUh?ctid=d567dc12-ad00-4ab1-a100-2d406a710d49&pbi_source=linkShare&bookmarkGuid=d0c75b83-7f2e-41ad-a759-1ea36d1ca95b