

# Superstore Sales Analysis Story

File created on: 12/11/2019 5:11:48 PM

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Discounted Orders vs.  
Profits

Profit at various  
Discount Levels

Closer look at  
Discounts

Discounts are not all  
bad

Conclusion

# Discounted Orders vs. Profits

Are discounted orders more or less profitable than  
non-discounted orders?

## Multi Slide Story Point

Discounted Orders vs. Profits	Profit at various Discount Levels	Closer look at Discounts	Discounts are not all bad	Conclusion
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0%	\$320,946
10%	\$10,441
20%	\$79,982
30%	(\$2,390)
40%	(\$25,545)
50%	(\$26,452)
60%	(\$40,089)
80%	(\$30,546)

- As Discounts are increased, overall profit decreases.
- Once discounts exceed 20%, items are sold at a loss.

## Multi Slide Story Point

Discounted Orders vs.  
Profits

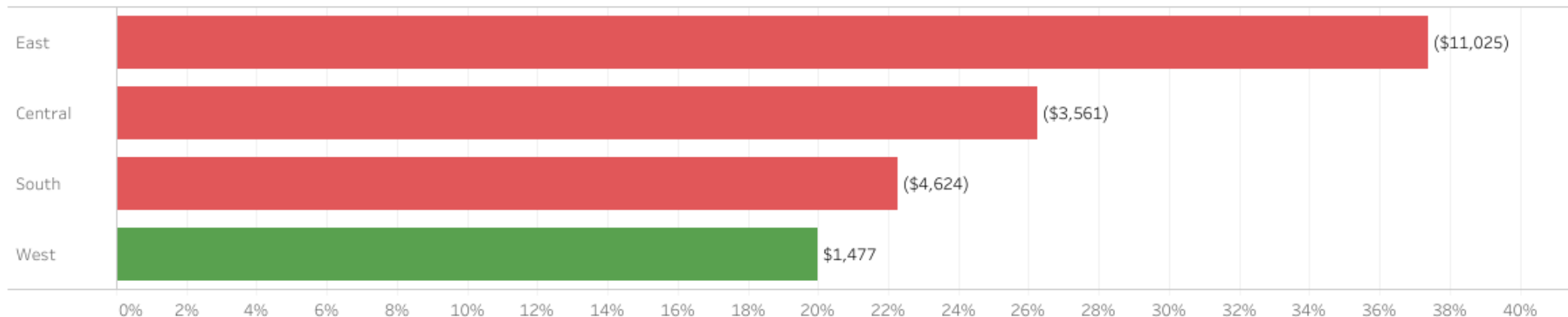
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### Closer look at Discounts - Tables



Tables is one of the least profitable Sub-Categories overall. A closer look shows that the higher the Discount, the worse the profits.

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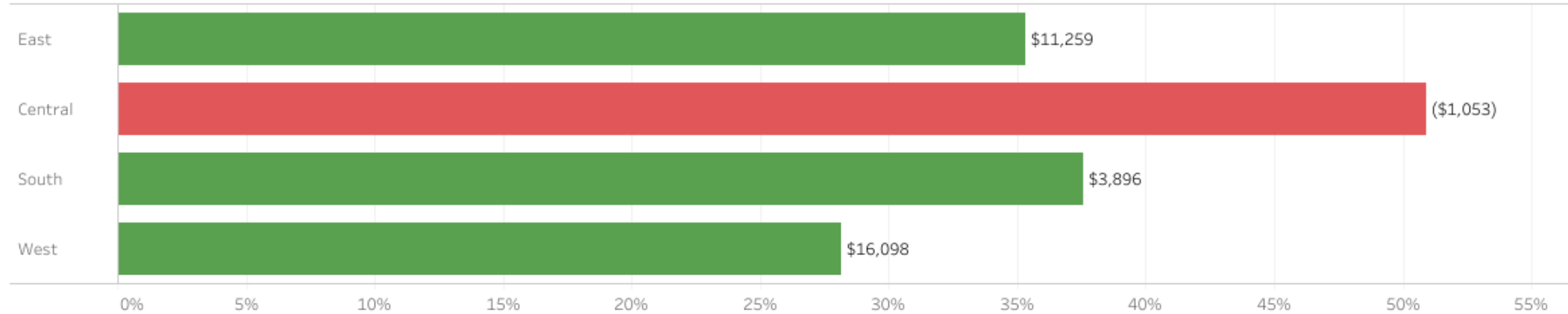
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### Closer look at Discounts - Binders



- Binders do not follow the same pattern as other SubCategories.
- Binders remain profitable until they are heavily discounts > 50%.
- However, less discount still means more profit.

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### Conclusion

- Discounts of up to 20% typically do still allow for profits.
- As Discounts increase, profits will decrease.
- Typically a Discount of  $> 20\%$  will result in selling the product for a loss.
- The policy of allowing Discounts of  $> 20\%$  should be reviewed.