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**REC CORP ANALYSIS: INSIGHTS OBTAINED FROM THE DATA**

1)Is there any trend in the sales of all four products during certain months?

- February had the lowest sales in all the years for all the products

- From July to December the sales revenue is relatively constant with minor differences between the months.

2) Out of all four products, which product has seen the highest sales in all the given years?

- P1 has the highest unit sales out of all the products in all the years.

- P3 has the highest sales revenue in all the years, which might be due to factors such as product price.

3) The company has all its retail centers closed on the 31st of December every year. Mr:

Hariharan, the CEO, would love to get an estimate on no: of units of each product that could be

sold on 31st of Dec, every year, if all their retail centers were kept open.

P1- 4188 units

P2 - 2120 units

P3 - 3076 units

P4 - 1111 units

4) The CEO is considering an idea to drop the production of any one of the products. He wants

you to analyze this data and suggest whether his idea would result in a massive setback for the

company.

The product that could be dropped and has contributed the least revenue over the past 10 years is product P4 with a total revenue of 36,648,050.27 and the loss per year would be about 3,664,805.027 on average.