

Natasha has stated a goal of increasing corporate sales by 10% this year. One way to accomplish this goal is to further market a top-selling product towards corporate clients. Presented down below is an analysis of the top-selling copier, the Canon imageCLASS 2200 Advanced Copier.

- The Copiers sub-category was ranked highest in profit in four years with \$55,618, however the Phones sub-category was ranked highest in sales with \$330,007. In this approach, the analysis decided to investigate the Copiers sub-category as a high-ranking profitability may present an opportunity for higher sales.
- As it had turned out, the most-sold copier was the Canon imageCLASS 2200 Advanced Copier, as it had dominated in sales with \$61,600 in 20 units. In comparison to the second-highest selling copier, the Hewlett Packard LaserJet 3310 Copier, the leading competitor only sold for only \$18,840 in 38 units. This suggests that even with a high price point, the demand for the imageCLASS 2200 is rising and should be taken into consideration.
- More findings about the Canon imageCLASS 2200 Advanced Copier:
 - It was the most frequently purchased under Consumer segments, with \$32,900 in sales and 11 units sold.
 - In the Corporate segment, the imageCLASS 2200 Copier only sold a little more than half of that of the Consumer segment, with only \$17,500 in sales and 5 units sold.
- A prediction model was calculated to predict a decision of marketing the copier to 18 Corporate clients who had purchased a copier in the last four years. Assuming that each client purchased an average of 4 units of the imageCLASS 2200, and that the average margin per unit is \$5,040/unit, the projected profit in the Corporate segment would reach at an estimated \$90,720 or 20% higher than the sales goal of the Corporate segment (\$70,615).

	Profit	Discount
Product Name		
Canon ImageCLASS 2200 Advanced Copier	25199.9280	0.120000
Hewlett Packard LaserJet 3310 Copier	6983.8836	0.200000
Canon PC1060 Personal Laser Copier	4570.9347	0.150000
Hewlett Packard 610 Color Digital Copier / Printer	3124.9375	0.142857
Canon Imageclass D680 Copier / Fax	2799.9600	0.200000
Canon PC940 Copier	2092.4535	0.200000
Sharp AL-1530CS Digital Copier	2064.9587	0.250000
Canon PC1080F Personal Copier	1973.9671	0.050000
Canon Image Class D660 Copier	1691.9718	0.100000
Sharp 1540cs Digital Laser Copier	1649.9700	0.171429
Canon PC-428 Personal Copier	1469.9265	0.200000
Brother DCP1000 Digital 3 in 1 Multifunction Machine	1154.9615	0.142857
Hewlett Packard 310 Color Digital Copier	839.9720	0.133333

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18 Potential Customers
Average Units: 4
72
Projected Sales is: $25199.27999999997
Projected Profits are: $90719.74079999999

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Recommendation: Marketing the Canon imageCLASS 2200 Advanced Copier to corporate clients is an opportunity to increase corporate sales, exceeding its intended goal of 10%.