

# PROJECT PROPOSAL

## PROFIT FACTORS ANALYSIS

### AIM

The main objective of this project is to do an extensive analysis of the factors and metrics that are affecting the sales and profit of the organization. This project will definitely help in not only increasing the profit and sales but also minimizing the losses that occur at the company. It's a good proposal from a long-term point of view. But it not only just covers this aim but also will help in covering the needs of the stakeholder goals who is Terrence and also the VP of sales .

### WHY

So the outcomes of this project could be answers to many questions, such as the organization's financial stability, how sales and profit are doing, patterns and trends in sales with other factors, whether or not the discount policy is being abused in the organization, and so on.

### WHO

This project presentation is intended for Sylvia , Terrence and other board members

- Sylvia is VP of sales , she is in her mid 40s and her aim for presentation is use sales data to help make more nimble inventory and distribution decisions , anticipate next moves in sales based on trends and be able to make a case for her sales strategy to her colleagues .
- Terrnece who is board member of organisation is also someone who is focused in this presentation . His educatio background is MBA and his age is 56 . And he wants quick clear and credible updates and wants to ensure financial stability and make company more efficient and also wiishes to end fraud and abuse of company policy

### WHAT

For this proposal we have to use superstore sales data to find out the outcomes . The reason why this is more appropriate here is because our all questions and goals in this project circle around the sales , so use of sales data and comparing it to other metrics will help us in the analysis

### HOW

The duration of the presentation is limited, so details need to be concise and on point . Less slides are necessary, and we need to use less complicated stats calculations and less complicated visuals since presenter isnt very good with stats and numbers . There is also need of use of large fonts because area is big and terrnece also have poor eye sight . Different contrast of colours can be used also in this case of poor eye sight .

Need less focus on theoretical part in presentation since VP of sales is a good sales person so she can handle that part with her communication

## **CHALLENGES**

There could definitely be some challenges that are expected to be faced in this proposal, like first is how data is cleaned, accurate, or updated . The second possibility is that the correlation between two metrics does not indicate causation and we misinterpret it. There should be a deep analysis with a focused mind to avoid all the challenges.