

Reframe the Question:

What steps can we take to efficiently improve this year's sales?

What do we need to know:

- What the sales of each product sold was in that year
- What are the different products
- What are the profits made on each of those products
- Which products sold the most
- The percentage of products sold to money made

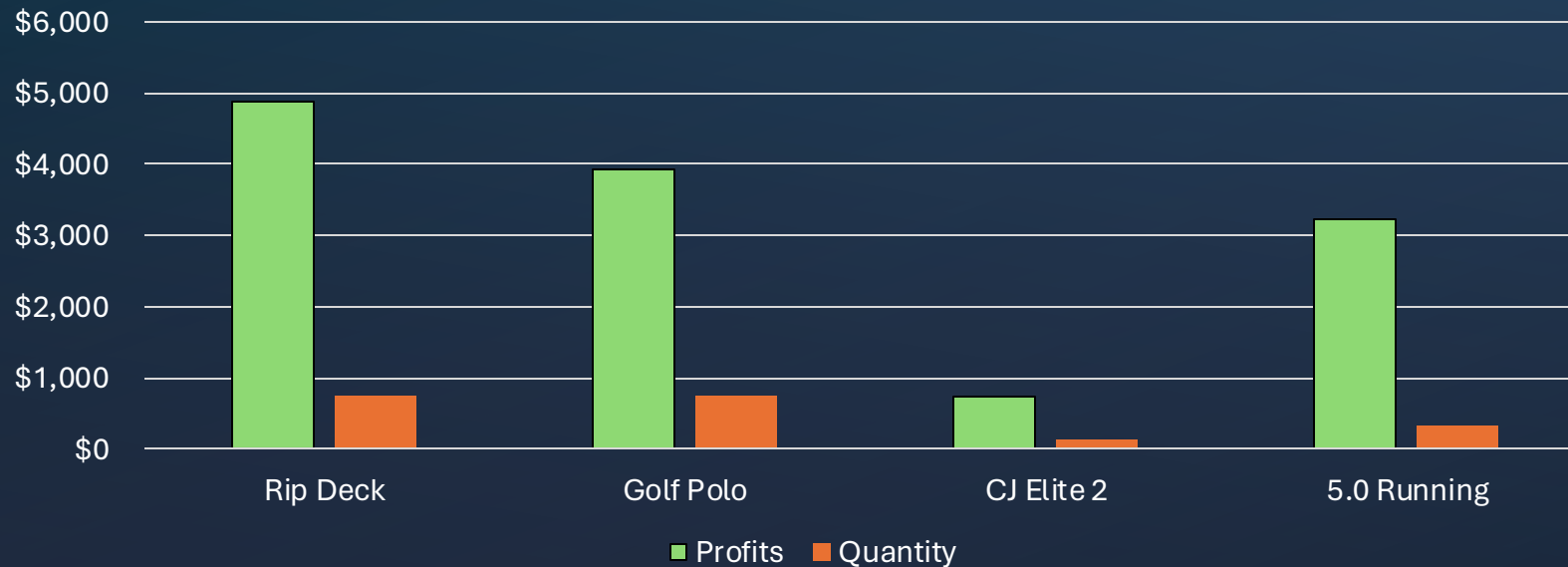
Where do we go to find/collect this data:

- SQL Spring 2024 Database on Azure Data Studio\
- Python Jupyter Notebook

- **Perfect Fitness Perfect Rip Decks - \$6.58 profits made per product sold**
- **Nike Men's Dri-FIT Victory Golf Polos - \$5.27 profits made per product sold**
- **Nike Men's CJ Elite 2 TD Football Cleats - \$5.72 profits made per product sold**
- **Nike Men's Free 5.0+ Running Shoes – \$9.78 profits made per product sold**



Products vs. Profits



- **These results collected in a dataset shows the top products that sold over 100 units for our company**



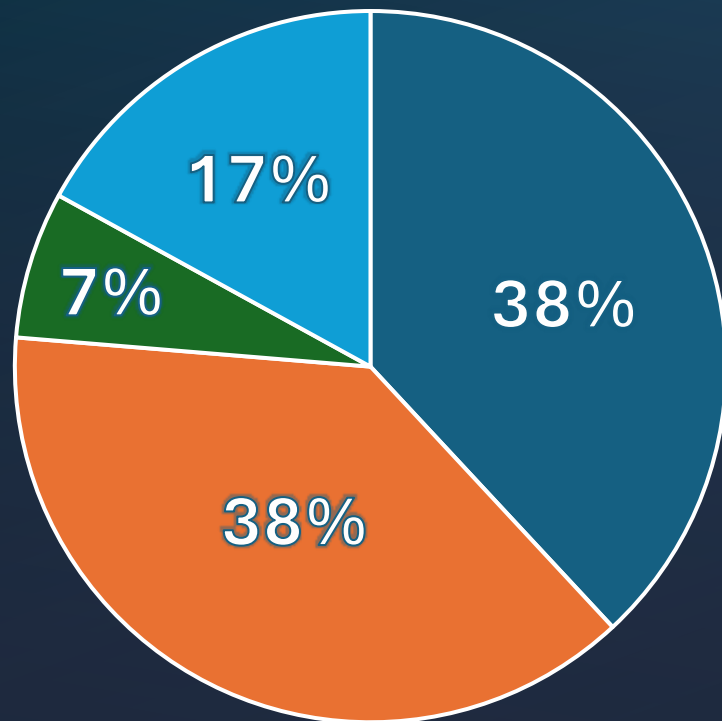


* THE TOP 4 PRODUCTS SOLD WERE ALL SPORTS/FITNESS RELATED. 3 OF THOSE PRODUCTS BEING SHOES *

- Sport products should be pushed more and less of non sport products



Quantity



■ Rip Deck ■ Golf Polo ■ CJ Elite 2 ■ 5.0 Running

- Despite the Rip Deck making the most grossed sales (\$4872) the most profitable product while selling 21% less units is the Nike 5.0 Running Shoes
- Although having the Rip Deck made more money, if we push the 5.0 running shoes with more market it can sell just as much, if not more than the Rip Deck

- This is comparable to selling 10 apples for \$100 and selling 50 oranges for \$200.
- You might have more money selling the oranges, but you won't make as much of a profit