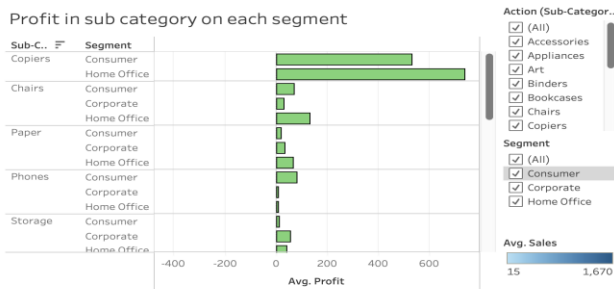


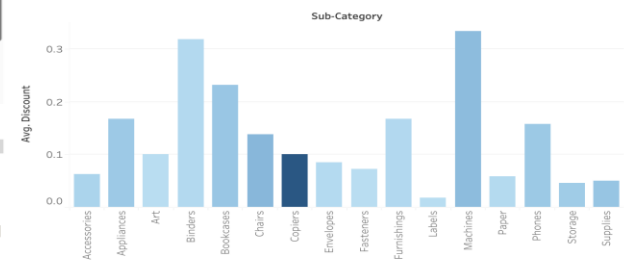
A1: Simulation: Data-Driven Strategic Recommendations and Business Report

Authors: Tangina Parvez
05/04/2023

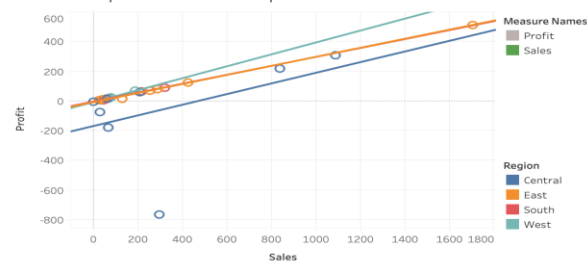
Profit in sub category on each segment



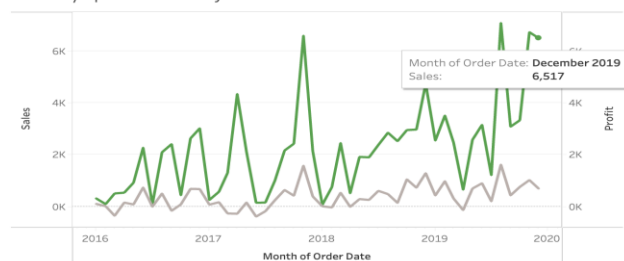
Orders and discounts



Relationship between sales & profit



Sales v/s profit in each year

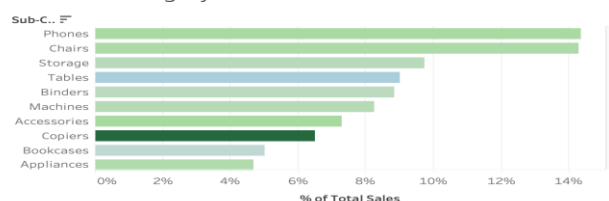


After analyzing the sales data of our company's products, I would like to present my findings to the management team for budget approval. My main focus was on the sub-category's sales situation, and I have used the database to create visualizations that highlight key insights and provide recommendations for boosting sales and profitability.

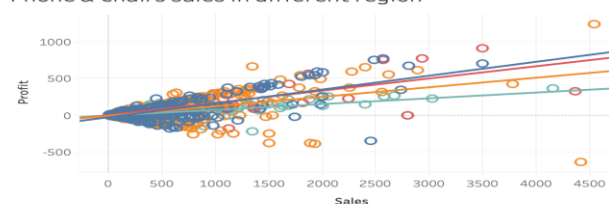
Sales Situation:

Our sales data shows that Wyoming and Vermont are the two states with highest average sales. The sub-category with the highest sales is "Phones," followed by "Chairs", "Storage" and "Tables". "Phones" accounts for 14.88% of our total sales, "Chairs" account for 14.30%, "Storage" accounts for 9.74% and "Tables" has 9.01% of overall sales. "Binder" was the most ordered and highest discount product, followed by Phone and Furnishings. From a profit point of view, Copiers and Phones are the most profitable, followed by Accessories.

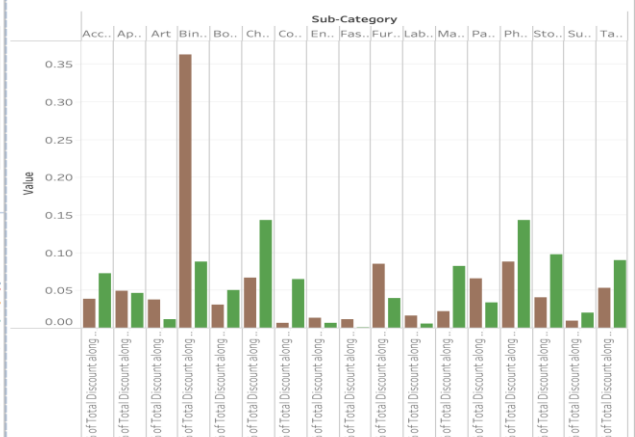
Most sold category



Phone & Chairs sales in different region



Sales & discount %



Business Insights:

- The consumer segment is the most profitable. The sub-category with the highest sales is Phones and Chairs indicating that this is a popular and lucrative area for our business.
- Phones and Copiers are significant sub-categories, representing substantial growth and potential revenue areas. The phone has had a stable profit throughout the years, whereas Copiers has generated 200% growth in recent years.
- Our company was giving heavy discount on "Binders" sales, which could make us vulnerable to market shifts or increased competition in this area. Also, Table sales got the highest negative revenue in profit, and Accessories profit increased by over 100% from 2016 to 2019.

Recommendations:

- While Phones and Chairs are our strongest sub-category in sales, we should not ignore the potential for growth in Accessories and Appliances. We should consider investing in advertising campaigns focusing on these areas to expand our customer base and increase sales.
- We should also explore diversifying our product offerings to reduce reliance on "Binders" sales. This could include expanding our "Art" and "Supplies" product lines or introducing new sub-categories altogether.
- We should closely monitor market trends and competitive threats to ensure we are well-positioned to adapt to changing conditions and maintain our competitive edge.
- Also, Fasteners is the products with a lower order volume but a higher discount rate, and we need to consider discontinuing these products.

Conclusion:

Based on our sales data analysis, we recommend focusing our advertising efforts on "Accessories" and "Appliances" to increase sales and revenue. Additionally, we should consider diversifying our product offerings to reduce our reliance on "Phone" and "Chairs" sales—also, consideration on adding new products. By staying proactive and aware of market trends and competitive threats, we can continue to thrive and succeed in the marketplace.