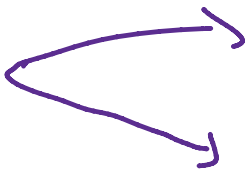1. in case of Profit and loss, the relation is generated between CP and SP.

it 25% Profit accused on an article, its mean

→ 100% represent Cost Price (CP)

→ 125% represent selling Price (SP).

→ 25%   "   Profit or gain

i.e.   Profit 25% ⟨ → 100% (CP)
                    → 125% (SP).

it 15% loss accused on article Its mean

→ 100% → represent C.P.

→ 85% →   "   S.P.

→ 15% → .   "   Loss.

i.e. Loss 15% ⟨ → 100% (CP)
                → 85% (SP).

2. In the case of discount, the relation is

generated bet^n SP/MP.

it 20% discount accured on an article,
it means:

→ 100% → represent marked price (MP)

→ 80% → " selling price (SP)

→ 20% → " discount.

i.e. Discount 20% ⟨ → 100% (MP)
→ 80% (SP).