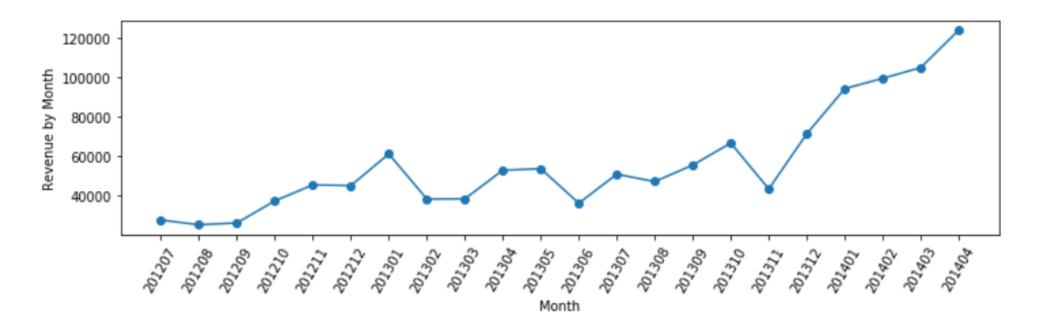
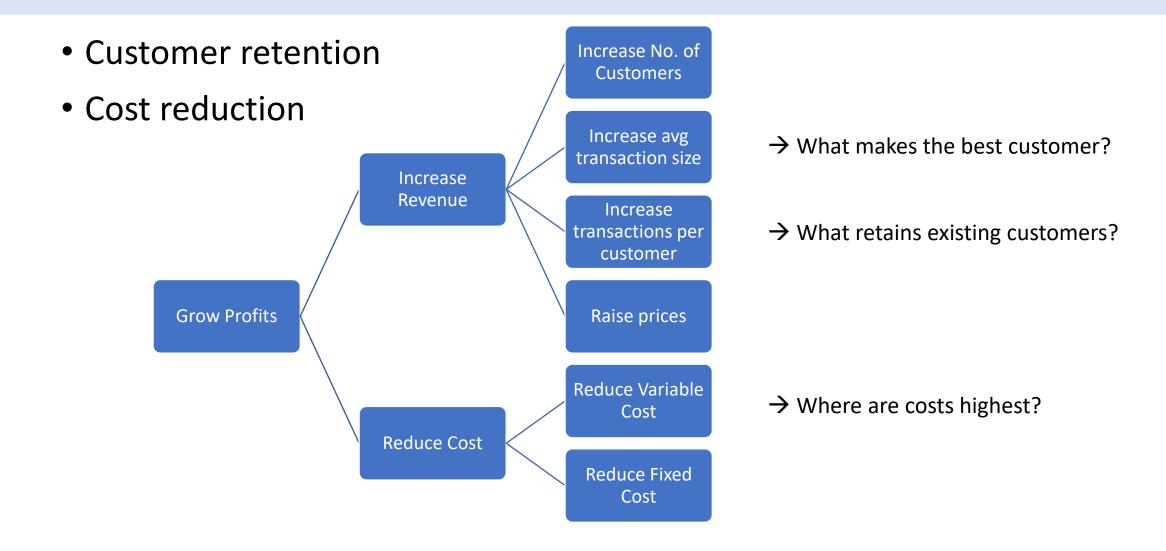


## **Executive Summary**

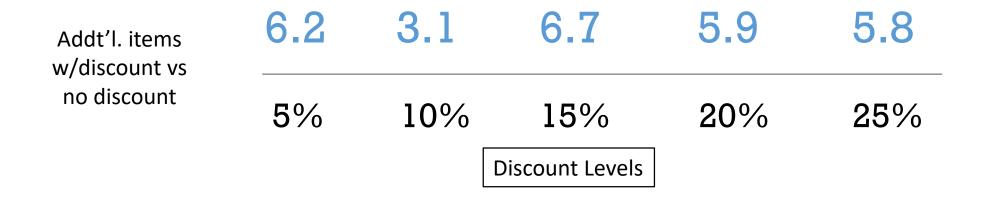
- Recent growth
- Scalability
- Brand recognition



# Goals for analysis



#### Increase Revenue



Discounts boost quantity sold

Offer low discounts

#### Increase Revenue

No. lifetime orders to-date

13.5 orders

Discount on 1st order

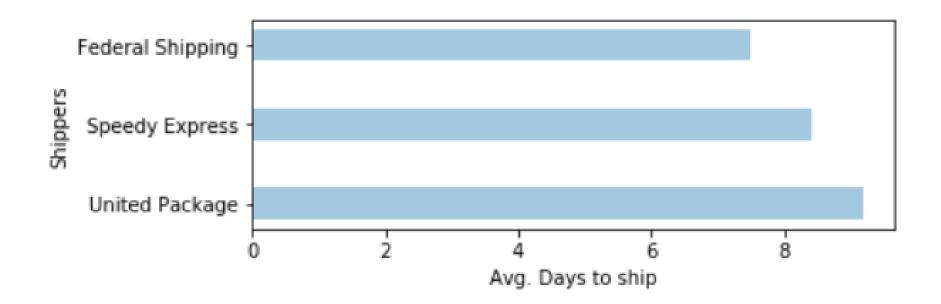
7.2 orders

No discount on 1<sup>st</sup> order

Build lasting client relationships

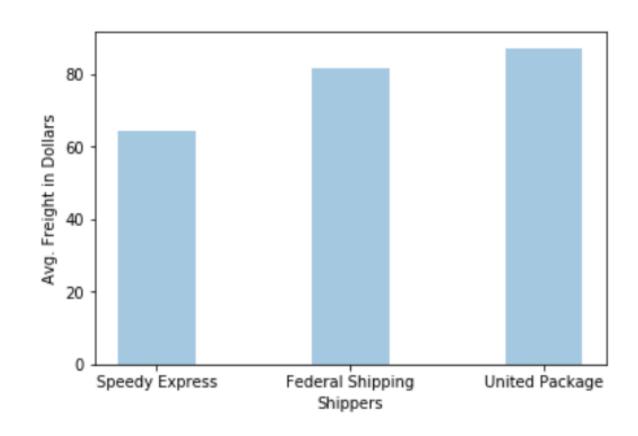
#### Increase Revenue

Processing time for orders differs by shipper



## Reduce Costs

 Average freight cost per order varies with shipper



#### Recommendation

- Offer discounts in a customer's first order
- Continue to offer discounts at a level that makes reasonable sense
  - Additional analysis will determine where the correct discount level is to maximize revenue
- Build better rapport with customers by reducing time to ship
- Reduce variable cost by negotiating better rates with Federal Shipping and United Packaging.

## Future Work

Recent growth

Maximize revenue generation with discounts

Uncover deeper costs of shipping structure

