

The analysts conducted a deep dive into the Office Solutions sales data to look at the most selling products. As shown in Figure one, the Canon image CLASS 2200 Advanced Copier was the most profitable product in the fall, with \$39,199.89 in sales. Meanwhile, the second most profitable product was the Riverside Palais Royal Lawyers Bookcase, which had \$14,133.30 in total sales in the fall, 36% of the most profitable products. This is a significant difference. Furthermore, looking at the types of products sold in the fall, it is clear that the top five products include copiers, bookcases, binding systems, and printers. What do these have in common? Many students return to school, resulting in a high uptick in office supply sales. (See fall products below)

Top 5 selling products in each season:

Fall:

1. Canon imageCLASS 2200 Advanced Copier: \$39199.89
2. Riverside Palais Royal Lawyers Bookcase, Royale Cherry Finish: \$14113.30
3. Ibico EPK-21 Electric Binding System: \$13985.93
4. Lexmark MX611dhe Monochrome Laser Printer: \$11219.93
5. DMI Eclipse Executive Suite Bookcases: \$10645.83

Moving into spring, the most profitable product is the Cisco TelePresence System EX90 Video Conferencing Unit, which sold at \$22,638.48. The next most profitable product is the Canon image CLASS 2200 Advanced Copier, which had \$22,399.94 in total sales in the spring, which is 98.9% of the most profitable product. Furthermore, it remains the most profitable product by a large margin compared to the fall. (See spring products below.)

Spring:

1. Cisco TelePresence System EX90 Videoconferencing Unit: \$22638.48
2. Canon imageCLASS 2200 Advanced Copier: \$22399.94
3. Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind: \$10167.92
4. 3D Systems Cube Printer, 2nd Generation, Magenta: \$9099.93
5. High Speed Automatic Electric Letter Opener: \$8842.66

Summer is by far the least profitable season of the year, with the most profitable product, the High-Speed Automatic Electric Letter Opener, at \$8187.65. Compared to other seasons, there were more sales from the top-selling product #5 in the spring, which is the most profitable product in the summer. With relatively low sales compared to the other seasons, addressing and fixing this issue through promotions to increase sales this quarter of the year is a good solution to increase sales. (See summer products below.)

Summer:

- 1.High Speed Automatic Electric Letter Opener: \$8187.65
- 2.Samsung Galaxy Mega 6.3: \$7391.82
- 3.GBC DocuBind TL300 Electric Binding System: \$6817.12
- 4.GBC DocuBind P400 Electric Binding System: \$5443.96
- 5.HON 5400 Series Task Chairs for Big and Tall: \$5397.55

Lastly, moving into the winter quarter, the most profitable product is the HP Designjet T520 Inkjet Large Format Printer, at \$15,749.91. Compared to the summer, the highest-selling product is double the summer; there is still a deep concern about sales being considerably lower in fall and spring. It is essential to address this concern with offers that can increase sales for the quarter. (See winter products below.)

To address and analyze which products need better deals and promotions, it is clear that summer and winter are the seasons that aggressively need offers and promotions.

For example, take the national holidays in the summer, Memorial Day and Independence Day, and offer aggressive deals, such as buy one, get one, 50% off, or a flat percentage off the retail price. For the winter, creating a bundle offer for Thanksgiving and Christmas is ideal as they are relatively close in day length. Combine two to three products into a single offering at a discounted price to bring in more sales and profit.

Winter:

- 1.HP Designjet T520 Inkjet Large Format Printer – 24" Color: \$15749.91
- 2.GBC Ibimaster 500 Manual ProClick Binding System: \$12251.78
- 3.Bretford Rectangular Conference Table Tops: \$6657.50
- 4.Chromcraft Bull-Nose Wood Oval Conference Tables & Bases: \$5950.58
- 5.Martin Yale Chadless Opener Electric Letter Opener: \$5829.67