

Analysis Of A Company's Sales And Profit By Products

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Week 4: Company Brochure

As a customer, a good website is a detailed and clear website that is easy to view, and the most needed information can be found on the first page. The website should have a home page, products and services, links for guidance, and other relevant information. Therefore, a manager or a company should include links to other information, such as "About tap", "Products and Services", "Support tap," and a scroll bar at the end to give customers an easy time browsing the website. It is important to offer an online chat to answer questions which customers might have as they browse through the website. The 24/7 online chat can be automated to ensure that various questions regarding the services and products of a company are properly answered. Based on research and analysis of several websites, the components that should be included in the company's websites are things about the company, which include the board members, staff, and the entire organizational chart. A company website should contain details about the company's products and services it offers to the market and a link where customers can chat or interact directly with the company; if it is a purchase or online store, there should be a purchase link and payment as well. A good website should provide navigating links at the top and should be clear and detailed with a few pictures. The navigation links should be arranged on the top left of the website, and there must be a bar link that gives customers links to the company and other information they might need.

Week 4: Web Page

It is appropriate to note the company's website was built through "Bluehost.com". Bluehost.com is a self-web build site where individuals can use templates to design and build a good website without having any problems. I choose to use "Bluehost.com" because it is a simple and free site for building a website as long as the hosting has been paid and the URL for the company is given. (Kotler & Armstrong, 2018) However, some of the problems experienced when creating a website are gathering the right information for the website, getting the right hosting company, making the website comply with website accessibility standards, and improving the user's experience.

In order to cover the challenges, JQuery was used to improve the efficiency and usability of the website so that even people with disability can use the site. The detailed information was gathered and analysed to make sure that the correct and only appropriate information was uploaded to the site. Research was also conducted on several hosting companies through feedback to make sure that

a reliable and effective company are chosen as the hosting firm. I did not know how to link the social media page of a company with a website and how they can be used simultaneously for the benefit of the company. Through practising, I have learned that I can properly link different social media pages and make them interactive and engaging to customers.

Week 8: Assignment

Task 1: In Access, create one query and then a port that summarizes the sales and profits made by the agent (Susan, Karen, Bart, Connie, and Tony).

Total Sales for all orders placed during the period for each agent

The total sales placed during the period of each agent are; the total sale for Susan's \$ 32,968.00, Karen is \$ 54,352.75, Connie is \$ 34,065.00, Bart's \$ 99,812.25, and Tony is \$ 77,718.75. Based on this analysis, it is evident that Bart had the highest total sales among the five agents. (Porter, 1980)

Average of all total sales for all orders placed during the period for each agent

The average total sale for Susan is 4709.71, Karen is 6039.19, Connie is \$4,258.13, Bart is \$9,073.84, and Tony is \$8,635.42.

Total Profit for all orders placed during the period for each agent

The total profit for Susan is \$ 4,118.00, Karen is \$ 7,157.75, Connie is \$ 5,290.00, Bart, \$ 15,662.25, and Tony is \$ 9,518.75.

Average Profit of all orders placed during the period for each agent

The average profit for Susan is \$588.29, Karen is \$795.31, Connie is \$661.25, Bart is \$1,423.84, and Tony is \$1,057.64.

Task 2: In Access, create a query and then a report that provides the following information for the product (juicer, toaster,

microwave, can opener, mixer, blender).

The sum of all Quantities sold by the product

The total number of blenders sold is 560, the Juice are 1587, the Toasters are 910, the Microwave is 380, the Opener is 714, and the number of mixers sold is 241.

Total Sales for all orders placed during the period for each product

The total sales for all orders during the period are can opener is & 14,331.25, Blender is \$ 27,963.00, \$ 66,603.25, Microwave is \$ 110 512.50, and Mixer is 20 950.50. Toaster is \$ 52, 620.00.

Average of all total sales for all orders placed during the period for each product

The average sales for blenders are \$ 5,592.60, can openers are \$ 2,895.36, juicers \$ 6,054.84, microwaves \$ 15,787.50, mixers \$ 4,190.10, and Toasters \$ 5,846.67.

Total Profit for all orders placed during the period for each product

The total profits for all orders are as follows Blender is \$ 2,763, the can opener is \$ 2417.50, the Juicer is 9735.25, the microwave is \$ 15 512.50, the Mixer is \$ 2,875, and the toaster is \$ 7,120.00.

Average Profit of all orders placed during the period for each product

The average profit for a blender is \$ 5,040.00, a can opener is \$ 2,550.00, a Juicer is \$ 5,049.55, a microwave is \$ 13,571.43, a mixer is \$ 3,615.00, and a Toaster is \$5,055.56.

References

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