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| [You may wish to include a logo for your consulting company…] |

Memo

To: Northwind Traders

From: Student Name

CC: Instructor

Date:

Re: Revenue Assessment

Thank you for the opportunity to assess your sales data in order to provide recommendations for increasing your sales. The analysis and recommendations below are based on the data you provided, which covers a period from May 2004 through June 2006. The analysis below is based on this data alone. Therefore, our recommendations should be tempered by your knowledge of business realities and your market. Please let us know if we can answer any questions concerning the analysis or the recommendations provided.

ANALYSIS 1 [Provide a Title for this section – For example, Salesperson Performance Analysis]

**Analysis**

[Summarize the findings from your analysis. Provide a chart, graph,or table to illustrate your analysis. The analysis should explain the area you analyzed and point out what you discovered. For example, if you were analyzing sales performance, you might wish to point out the percentage earned by the highest and lowest salespersons.]

**Graphic**

[Copy a graphic representation that graphically depicts the analysis in your spreadsheet – a chart, pivot table, or other summary of the data.]

**Recommendation**

[Provide a recommendation to the company. Based on your analysis, what might they do to improve sales? For example, based on salesperson performance, the company might set a baseline for sales performance and require that all salespersons stay within that baseline in order to keep your job. This might motivate better performance.]

ANALYSIS 2 [Provide a Title]

**Analysis**

**Graphic**

**Recommendation**

ANALYSIS 3 [Provide a Title]

**Analysis**

**Graphic**

**Recommendation**

SELF ASSESSMENT

From completing the Excel project, I learned … [Explain what you learned through completing the Excel project.]