


Open the file: » **The wholesaler dataset**



	Good	Price (\$)	Cost (\$)	Quantity	Total Income	Total Cost	Net Revenue
	Fresh Vegetable	2,5000	0,7000	5,0000	12,5000	3,5000	9,0000
	Mozzarella	1,9000	1,1000	13,0000	24,7000	14,3000	10,4000
	Rice	1,7000	1,1000	8,0000	13,6000	8,8000	4,8000
	Rice	1,7000	1,1000	31,0000	52,7000	34,1000	18,6000
	Bread	1,0000	0,2000	13,0000	13,0000	2,6000	10,4000
	Pasta	1,8000	1,1000	19,0000	34,2000	20,9000	13,3000
	Turkey	4,2000	2,1000	6,0000	25,2000	12,6000	12,6000
	Chicken	3,4000	2,0000	25,0000	85,0000	50,0000	35,0000
	Rice	1,7000	1,1000	26,0000	44,2000	28,6000	15,6000
	Fresh Vegetable	2,5000	0,7000	6,0000	15,0000	4,2000	10,8000
	Turkey	4,2000	2,1000	12,0000	50,4000	25,2000	25,2000
	Bread	1,0000	0,2000	22,0000	22,0000	4,4000	17,6000
	Fresh Vegetable	2,5000	0,7000	17,0000	42,5000	11,9000	30,6000
	Mozzarella	1,9000	1,1000	30,0000	57,0000	33,0000	24,0000
	Chicken	3,4000	2,0000	23,0000	78,2000	46,0000	32,2000
	Water	1,3000	0,1000	7,0000	9,1000	0,7000	8,4000
	Sugar	0,5000	0,0500	29,0000	14,5000	1,4500	13,0500
	Frozen Vegetable	6,7000	1,0000	32,0000	214,4000	32,0000	182,4000
	Pasta	1,8000	1,1000	18,0000	32,4000	19,8000	12,6000
	Sugar	0,5000	0,0500	9,0000	4,5000	0,4500	4,0500
	Frozen Fish	8,9000	6,4000	32,0000	284,8000	204,8000	80,0000
	Pasta	1,8000	1,1000	5,0000	9,0000	5,5000	3,5000
	Sugar	0,5000	0,0500	25,0000	12,5000	1,2500	11,2500
	Frozen Vegetable	6,7000	1,0000	23,0000	154,1000	23,0000	131,1000

Good 	Sum of Net Revenue
Bread	1932,8
Carrots	1806,7
Chicken	3584
Eggs	3435,2
Fresh Vegetable	4581
Frozen Fish	5522,5
Frozen Vegetable	16552,8
Milk	1818,6
Mozzarella	1893,6
Pasta	1366,4
Rice	1680,6
Sugar	1107,9
Turkey	4924,5
Water	3420
Grand Total	53626,6

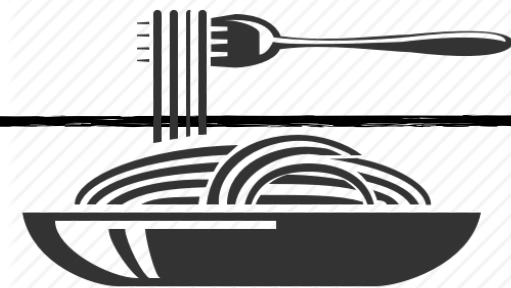
The owner of the company seeks to increase total net revenues.

Using the data, she wants to test the following strategy.

Increase the price of **chicken of 50%** and assume that this produce a **decrease of 20% of chickens sold.**



Decrease the price of pasta **of 50%** and assume that this produce an **increase of 20% of pasta sold.**





Questions



- 1) Is this a good strategy? In other words: does the value of total revenues increase after the adjustment?
- 2) How total revenue of chicken and pasta change after applying the strategy?
- 3) Which are the answers to questions number 2) and 3) if the strategy is applied two times consecutively?



Sub shock()

End Sub

```
Sub shock()
```

```
For Each cell In Range("A:A")
```

```
Next cell
```

```
End Sub
```

```
Sub shock()
```

```
For Each cell In Range("A:A")
```

```
If cell.Value = "Chicken" Then
```

```
End If
```

```
Next cell
```

```
End Sub
```



```
Sub shock()
```

```
For Each cell In Range("A:A")
```

```
If cell.Value = "Chicken" Then
```

```
cell.Offset(0, 1).Value = cell.Offset(0, 1).Value + 0.5 * cell.Offset(0, 1).Value
```

```
End If
```

```
Next cell
```

```
End Sub
```

Sub shock()

For Each cell In Range("A:A")

If cell.Value = "Chicken" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value + 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value - 0.2 * cell.Offset(0, 3).Value

End If

Next cell

End Sub

Sub shock()

For Each cell In Range("A:A")

If cell.Value = "Chicken" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value + 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value - 0.2 * cell.Offset(0, 3).Value

If cell.Offset(0, 3).Value < 0 Then

End If

End If

Next cell

End Sub

Sub shock()

For Each cell In Range("A:A")

If cell.Value = "Chicken" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value + 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value - 0.2 * cell.Offset(0, 3).Value

If cell.Offset(0, 3).Value < 0 Then

cell.Offset(0, 3).Value = 0

End If

End If

Next cell

End Sub

Sub shock()

For Each cell In Range("A:A")

If cell.Value = "Chicken" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value + 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value - 0.2 * cell.Offset(0, 3).Value

If cell.Offset(0, 3).Value < 0 Then

cell.Offset(0, 3).Value = 0

End If

Elseif cell.Value = "Pasta" Then

End If

Next cell

End Sub

Sub shock()

For Each cell In Range("A:A")

If cell.Value = "Chicken" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value + 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value - 0.2 * cell.Offset(0, 3).Value

If cell.Offset(0, 3).Value < 0 Then

cell.Offset(0, 3).Value = 0

End If

Elseif cell.Value = "Pasta" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value - 0.5 * cell.Offset(0, 1).Value

End If

Next cell

End Sub

Sub shock()

For Each cell In Range("A:A")

If cell.Value = "Chicken" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value + 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value - 0.2 * cell.Offset(0, 3).Value

If cell.Offset(0, 3).Value < 0 Then

cell.Offset(0, 3).Value = 0

End If

Elseif cell.Value = "Pasta" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value - 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value + 0.2 * cell.Offset(0, 3).Value

End If

Next cell

End Sub

Sub shock()

For Each cell In Range("A:A")

If cell.Value = "Chicken" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value + 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value - 0.2 * cell.Offset(0, 3).Value

If cell.Offset(0, 3).Value < 0 Then

cell.Offset(0, 3).Value = 0

End If

Elseif cell.Value = "Pasta" Then

cell.Offset(0, 1).Value = cell.Offset(0, 1).Value - 0.5 * cell.Offset(0, 1).Value

cell.Offset(0, 3).Value = cell.Offset(0, 3).Value + 0.2 * cell.Offset(0, 3).Value

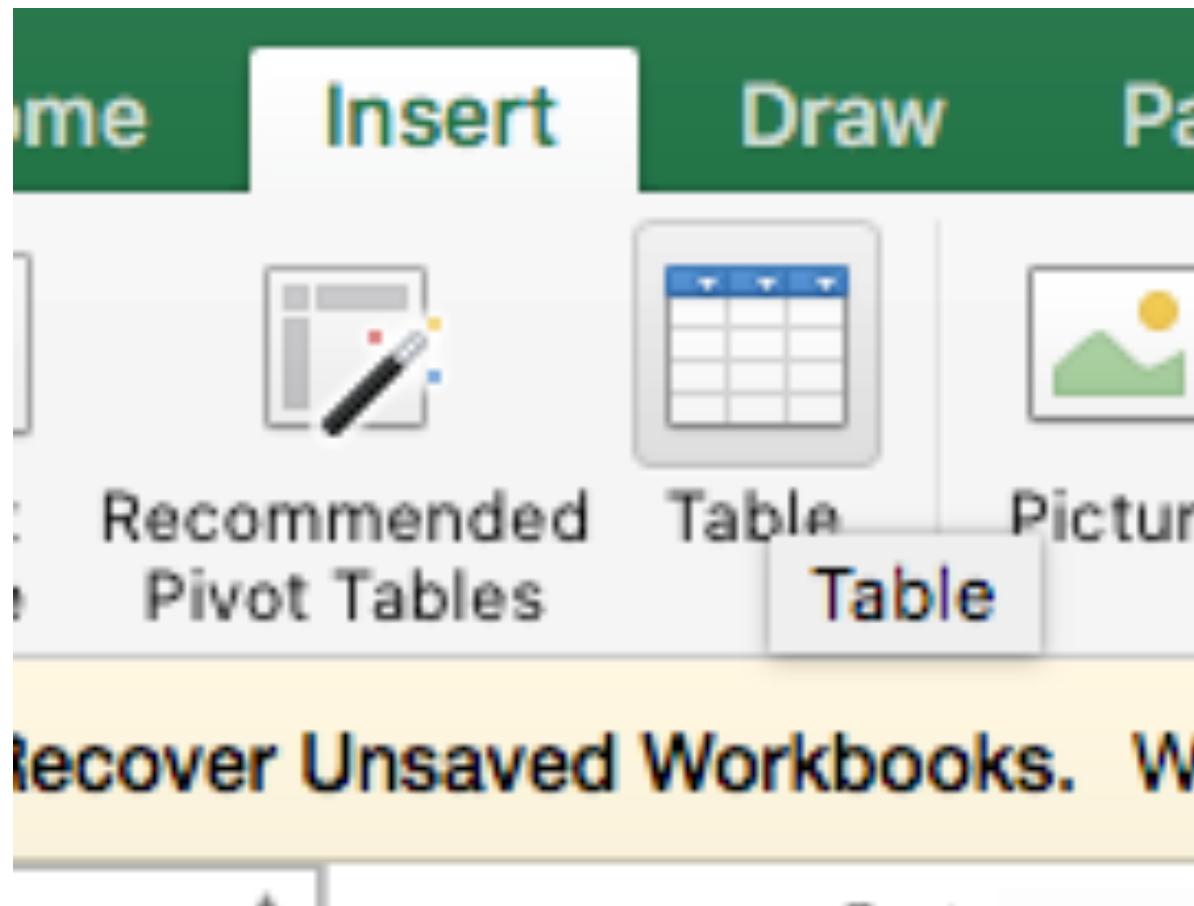
End If

Next cell

End Sub

We should also put a control that the price of pasta does not go below zero. For our exercise this improvement is immaterial.

Before proceeding copy and paste values of Pivot table in a new table, in order to save them apart.



ORIGINAL DATA

Row Labels	Sum of Net Revenue
Bread	1932,8
Carrots	1806,7
Chicken	3584
Eggs	3435,2
Fresh Vegetable	4581
Frozen Fish	5522,5
Frozen Vegetable	16552,8
Milk	1818,6
Mozzarella	1893,6
Pasta	1366,4
Rice	1680,6
Sugar	1107,9
Turkey	4924,5
Water	3420
Grand Total	53626,6

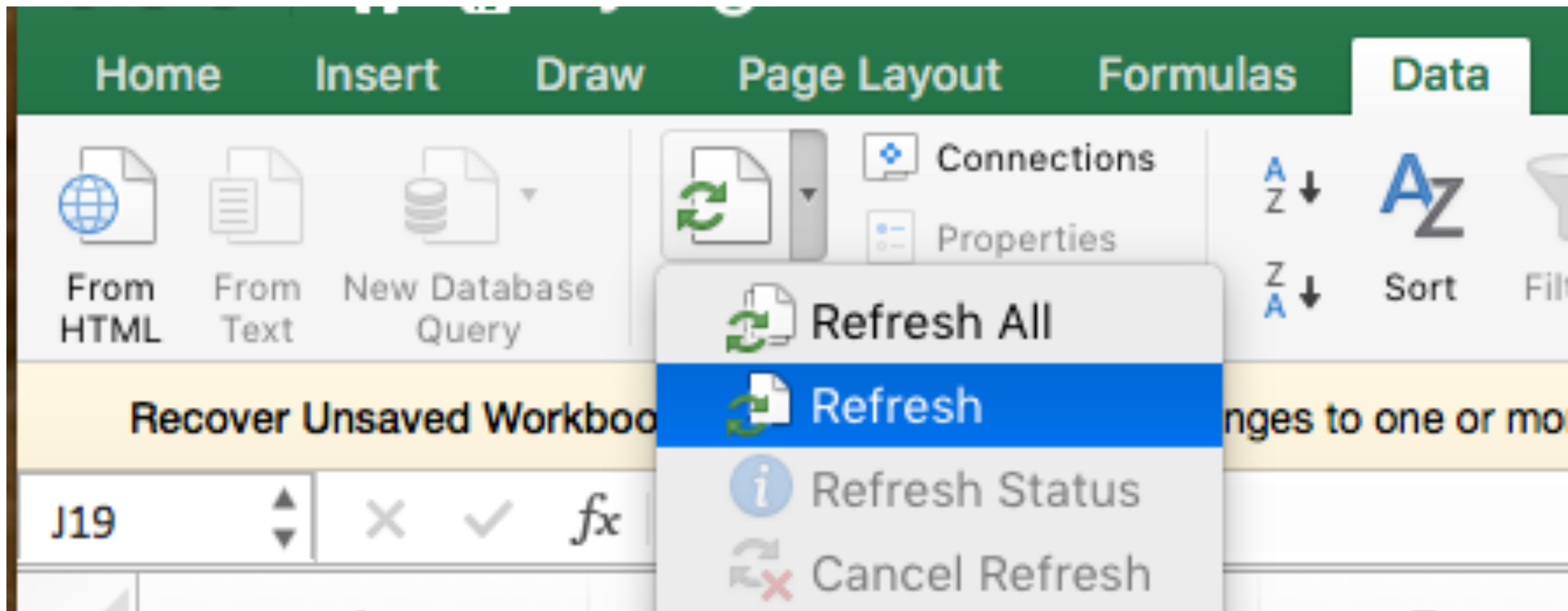
Run the macro with a button

Run the macro with a button

Click on the Pivot table and then on the “Data” tab ...

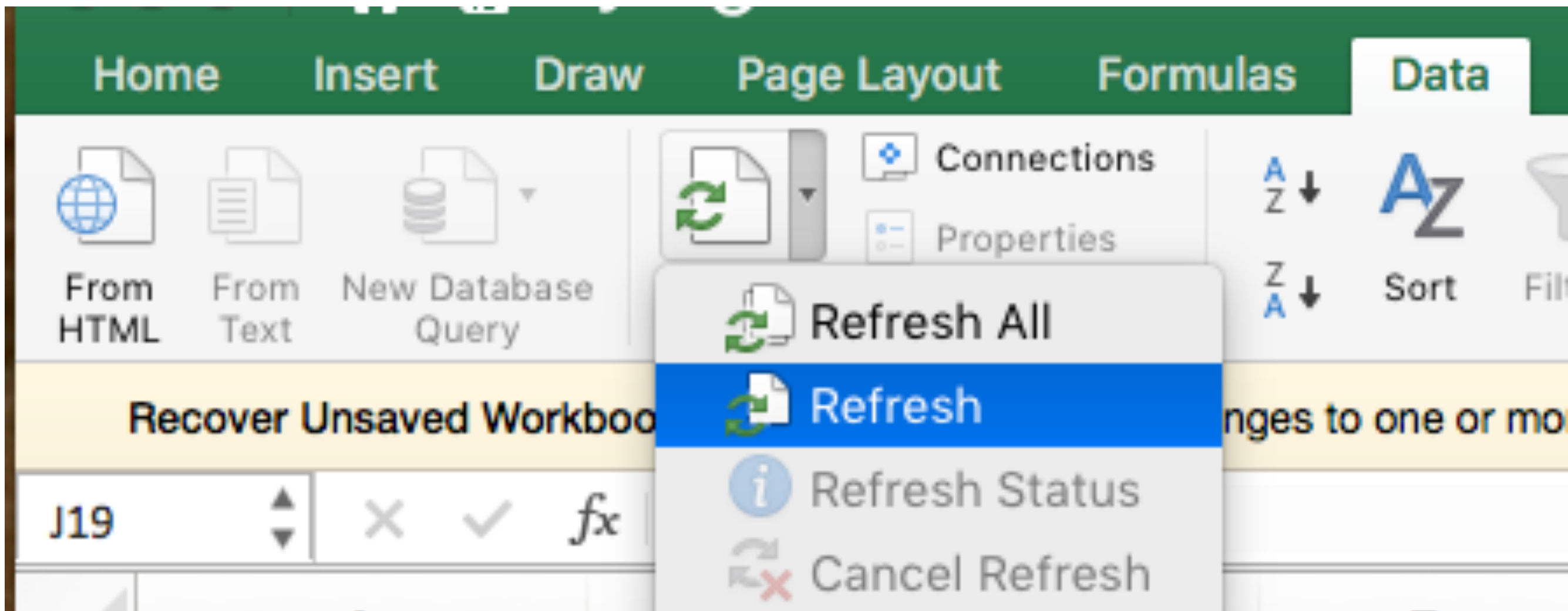
Run the macro with a button

Click on the Pivot table and then on the “Data” tab ...



Run the macro with a button

Click on the Pivot table and then on the “Data” tab ...



Copy and paste values of the updated Pivot table aside the values previously stored.

ORIGINAL DATA

Row Labels	Sum of Net Revenue
Bread	1932,8
Carrots	1806,7
Chicken	3584
Eggs	3435,2
Fresh Vegetable	4581
Frozen Fish	5522,5
Frozen Vegetable	16552,8
Milk	1818,6
Mozzarella	1893,6
Pasta	1366,4
Rice	1680,6
Sugar	1107,9
Turkey	4924,5
Water	3420
Grand Total	53626,6

AFTER ONE SHOCK

Row Labels	Sum of Net Revenue
Bread	1932,8
Carrots	1806,7
Chicken	6348,8
Eggs	3435,2
Fresh Vegetak	4581
Frozen Fish	5522,5
Frozen Vegeta	16552,8
Milk	1818,6
Mozzarella	1893,6
Pasta	-468,48
Rice	1680,6
Sugar	1107,9
Turkey	4924,5
Water	3420
Grand Total	54556,52

Repeat the procedure one more time....

Repeat the procedure one more time....

ORIGINAL DATA

Row Labels	Sum of Net Revenue
Bread	1932,8
Carrots	1806,7
Chicken	3584
Eggs	3435,2
Fresh Vegetable	4581
Frozen Fish	5522,5
Frozen Vegetable	16552,8
Milk	1818,6
Mozzarella	1893,6
Pasta	1366,4
Rice	1680,6
Sugar	1107,9
Turkey	4924,5
Water	3420
Grand Total	53626,6

AFTER ONE SHOCK

Row Labels	Sum of Net Revenue
Bread	1932,8
Carrots	1806,7
Chicken	6348,8
Eggs	3435,2
Fresh Vegetab	4581
Frozen Fish	5522,5
Frozen Vegeta	16552,8
Milk	1818,6
Mozzarella	1893,6
Pasta	-468,48
Rice	1680,6
Sugar	1107,9
Turkey	4924,5
Water	3420
Grand Total	54556,52

AFTER TWO SHOCKS

Row Labels	Sum of Net Revenue
Bread	1932,8
Carrots	1806,7
Chicken	9256,96
Eggs	3435,2
Fresh Vegetab	4581
Frozen Fish	5522,5
Frozen Vegeta	16552,8
Milk	1818,6
Mozzarella	1893,6
Pasta	-1827,072
Rice	1680,6
Sugar	1107,9
Turkey	4924,5
Water	3420
Grand Total	56106,088