**[Store Sales Analysis: Power BI Project Documentation]**

**Store Sales Data Analysis: Methodology Applied steps and Findings**

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**Summary**

This document outlines the key steps in the "Store Sales Dataset Analysis" project using Power BI. Over four weeks, the project involved data cleaning and pre-processing, identifying analysis questions, building a Power BI dashboard, and delivering a final report. It provides a detailed breakdown of the data transformations, modelling, and visualization steps taken to prepare the data and generate insights for decision-makers.

**Company Overview: Field Specifications, Customer Segments, and Product Categories**

### **1. Company Specification**

The company operates as a global retail and e-commerce entity, selling a wide variety of products across diverse markets. Based on the dataset provided, the company has a substantial international footprint, with operations spanning over 100 countries including Afghanistan, Australia, Brazil, China, France, Germany, India, the United States, and many others.

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| **Metric** | **Value** |
| **Company Total Sales** | $12,642,501.91 |
| **Company Total Profit** | $1,467,457.29 |
| **Profit Margin (%)** | 11.62% |
| **Total Cost** | $11,175,044.62 |

Key fields in the dataset include:

* **Customer Information**: Customer Name, Customer ID, Segment
* **Order Information**: Order Date, Ship Date, Ship Mode, Sales, Discount, Profit
* **Product Information**: Product ID, Category, Sub-Category, Product Name
* **Geographical Information**: City, State, Postal Code, Region
* **Shipping & Logistics**: Ship Mode (First Class, Same Day, Second Class, Standard Class)

**2. Customer Segments**

The dataset categorizes customers into three segments:

* **Consumer**: Individual buyers purchasing products for personal use.
* **Corporate**: Business buyers who may purchase in bulk or for office supplies and corporate needs.
* **Home Office**: Small business owners or individuals working from home purchasing supplies and technology.

### **3. Product Categories**

The company’s products are divided into three main categories and sub categories:

* **Furniture**: This includes items like chairs, tables, and bookcases.
* **Office Supplies**: Products in this category include everyday office items such as labels, binders, and storage solutions.
* **Technology**: Includes products like phones, computers, accessories, and other tech-related items.

**Key Points Covered:**

* Data Modelling Challenges During the Data Cleaning Stage
* Detailed applied steps in Power BI for data cleaning and pre-processing.
* Identification of analysis questions that address key business insights, such as the impact of product categories and regions on sales performance.
* Data transformation and modeling techniques used to shape the dataset for analysis.
* Creation of a Power BI dashboard to visualize key findings.
* A final report summarizing the project, including the analysis, model development, and insights.
* Data-Driven Insights for Enhanced Performance and Strategic Decisions for Profit Maximization"

1. **Data Modelling Challenges During the Data Cleaning Stage** In the process of modelling the dataset, we faced several challenges during the data cleaning stage, especially related to data duplication and the need for merging columns to create unique identifiers for analysis. Below are the key steps taken to resolve these issues:
2. Challenge: Duplication in Order ID
   * Solution:
     + In Query 1, we inserted a merged column that combined Order ID and Order Priority to create a unique identifier. This was necessary because the Order ID field had duplicates, making it impossible to model the data effectively. The new column ensured every order had a unique combination for tracking.
3. Challenge: Multiple Attributes in Query 4
   * Solution:
     + In Query 4, we added a merged column that combined Order ID, Ship Mode, and Order Priority, creating a new column called New\_Shipdate\_ID. This was critical to avoid duplication and track the shipping details in conjunction with the order information.
4. Challenge: Duplication in Order ID and City in Query 6
   * Solution:
     + In Query 6, we inserted a merged column that combined Order ID and City. This ensured a unique identifier by considering both the order and the location where it was shipped, resolving potential duplication issues.
5. Challenge: Merged Columns in Queries 7 and Beyond
   * Solution:
     + In Query 7, we again merged Order ID and Order Priority for uniqueness.
     + We merged Order ID and City to remove any ambiguities in tracking orders by location.
     + we combined Order ID, Ship Mode, and Order Priority to maintain unique order-tracking columns with shipping preferences and priority.

These steps were crucial in ensuring that each record had a unique key, enabling accurate data modeling and analysis without conflicts or duplication errors.

1. **Detailed applied steps in Power BI for data cleaning and pre-processing.**

We Divided Store Sales Data set into 8 Queries and we use a star schema where the Fact Table acts as the central table connected to different dimensions like Orders, Products, Customers, Location, Order date and shipping date tables the model supports robust reporting across various dimensions (time, product, customer, geography), allowing for detailed insights using the calculated measures in the Measures Table, tables are divided as below:

* **Orders Table**
* **Products Table**
* **Customers Table**
* **Shipping Date Table**
* **Order Date Table**
* **Location Table-**
* **Fact Table**
* **Measures Table**

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| **Category** | **Row Dataset Description** | **Dimension Table Description** |
| **Row Count** | 51290 | - |
| **Order Count** | 25728 | 25745 |
| **Customer Count** | 17415 | 17415 |
| **Product Count** | 3788 | 3788 |
| **Country Count** | 165 | - |
| **Customer Segment Count** | 3 | - |
| **Sub Category Count** | 17 | - |
| **Category Count** | 3 | - |
| **City Count** | 3650 | - |

* **Data Set Components and Company Profile:**
* **Step-by-Step Guide to View and Explain Applied Steps in Queries:**

**Query 1 Orders applied Steps:**

* 1. Promotes the first row of data to become the column headers.
  2. Removed Other Columns: Keep “Order ID and Order Priority” Columns.
  3. Inserted Merged Column: add Merged Column that contains Order ID and Order Priority together.
  4. Removed Duplicates to be 25728 distinct order.

**Query 2 Products applied Steps:**

* 1. Promotes the first row of data to become the column headers.
  2. Change data type:{"Order ID", type text} {"Order Date", type date}, {"Ship Date", type date}, {"Ship Mode", type text}, {"Customer ID", type text}, {"Customer Name", type text}, {"Segment", type text}, {"Postal Code", Int64.Type}, {"City", type text}, {"State", type text}, {"Country", type text}, {"Region", type text}, {"Market", type text}, {"Product ID", type text}, {"Category", type text}, {"Sub-Category", type text}, {"Product Name", type text}, {"Sales", type number}, {"Quantity", Int64.Type}, {"Discount", type number}, {"Profit", type number}, {"Shipping Cost", type number}, {"Order Priority", type text}}.
  3. Remove Columns "Order ID", "Order Date", "Ship Date", "Ship Mode", "Customer ID", "Customer Name", "Segment", "Postal Code", "City", "State", "Country", "Region", "Market", "Row ID".
  4. Duplicate Product Name Column.
  5. Split Product Name Column by Delimiter.
  6. Renamed Product Name Column to identify Brand.
  7. Removed Column "Sales", "Quantity", "Discount", "Profit", "Shipping Cost"

**Query 3 Customers Table applied Steps:**

* 1. Promotes the first row of data to become the column headers.
  2. Removed Other Columns: Keep “Customer ID, Customer Name, "Segment” Columns.
  3. Removed Duplicates in “Customer ID” Columns to be 17415 Unique Customers.

**Query 4 Shipping Date Table applied Steps:**

* 1. Promotes the first row of data to become the column headers.
  2. Change data type: {{"Ship Date", type date}, {"Order Date", type date}}
  3. Removed Other Columns: Keep “Order ID, Ship Date, "Ship Mode and Order Priority” Columns.
  4. Inserted Merged Column that combine [Order ID], [Ship Mode], [Order Priority]} in new column Called New\_Shipdate\_ID.

**Query 5 Order Date Table applied Steps:**

* 1. Promotes the first row of data to become the column headers.
  2. Removed Other Columns: Keep “Order ID and Order Date” Columns.
  3. Removed Duplicates for Order ID to be 25728 distinct order.
  4. Insert Year, Month, Quarter, Week of year and day columns from order date column.
  5. Change Order Date type to be date Type.
* **Query 6 Location Table applied Steps:**
  1. Promotes the first row of data to become the column headers.
  2. Removed Other Columns: Keep “Order ID, City, State, Country, "Region, Market Columns.
  3. Removed Duplicates for Order ID to be 25728 distinct order.
  4. Inserted Merged Column combines “Order ID and City”.
* **Query 7 Fact Table applied Steps:**
  1. Promotes the first row of data to become the column headers
  2. Inserted Merged Column combines “Order ID and Order Priority”.
  3. Inserted Merged Column combines “Order ID and City”.
  4. Inserted Merged Column combines “Order ID, Ship Mode and Order Priority”.
  5. Inserted Custom Column combines to calculate duration between Order date and Ship date named Shipping Duration.

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| **Measure** | **Description** |
| DISTINCTCOUNT of Orders (Furniture Category) | Calculate distinct count of orders for the Furniture category. |
| DISTINCTCOUNT of Orders (Office Supplies Category) | Calculate distinct count of orders for the Office Supplies category. |
| DISTINCTCOUNT of Orders (Technology Category) | Calculate distinct count of orders for the Technology category. |
| COUNT of Orders of Customers | Calculate total count of orders by customers. |
| DISTINCTCOUNT of Country | Calculate distinct count of countries. |
| DISTINCTCOUNT of Customers | Calculate distinct count of customers. |
| DISTINCTCOUNT of Segment | Calculate distinct count of segments. |
| DISTINCTCOUNT of Orders | Calculate distinct count of orders. |
| DISTINCTCOUNT of Products | Calculate distinct count of products. |
| Total Quantity of Orders in 2012 | Calculate total quantity of orders in the year 2012. |
| Total Quantity of Orders in 2013 | Calculate total quantity of orders in the year 2013. |
| Total Quantity of Orders in 2014 | Calculate total quantity of orders in the year 2014. |
| Total Quantity of Orders in 2015 | Calculate total quantity of orders in the year 2015. |
| Row COUNT of Customers | Calculate row count of customers. |
| Sum Sales of Orders in 2012 | Calculate total sales of orders in the year 2012. |
| Sum Sales of Orders in 2013 | Calculate total sales of orders in the year 2013. |
| Sales of Orders in 2014 | Calculate total sales of orders in the year 2014. |
| Sales of Orders in 2015 | Calculate total sales of orders in the year 2015. |
| DISTINCTCOUNT of Product Sub Category | Calculate distinct count of product subcategories. |
| Sum Quantity | Calculate the sum of quantity. |
| Sum of Sales over Years | Calculate the sum of sales across all years. |

* **Query 8 Measures Table applied Steps:**

1. **Identification of analysis questions that address key business insights, such as the impact of product categories and regions on sales performance**

**Sales Performance:** The analysis aims to understand the impact of product categories and geographic regions on sales performance. Key insights include:

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| **Data Analysis Question** | **Answer** |
| **Sales Performance** | |
| What is the impact of different product categories on overall sales performance? | Technology likely contributes the most to sales due to higher prices, while Office Supplies could have higher volumes but lower sales. Furniture typically falls in between. |
| How do sales and profitability vary across different regions? | Regions with stronger economies (North America, Europe) tend to have higher sales and profitability. Emerging markets (Central America, Africa) might show potential but lower profits. |
| Which customer segments contribute the most to revenue and profit? | Corporate customers typically generate higher sales and profit, followed by Consumers. Home Office may contribute less due to smaller order sizes. |
| What are the top cities and countries in terms of sales and profit? | Major cities like New York, Los Angeles, London, and countries like the USA, UK usually dominate sales and profitability due to larger market sizes and economic power. |
| Which regions have the highest sales performance? | Regions like North America and Europe likely have the highest sales performance. |
| Which states have the highest sales performance? | States like California, New York, and Texas in the USA tend to show the highest sales due to large population and economic activity. |
| Which cities have the highest sales performance? | Major cities like New York City, Los Angeles, London typically lead in sales. |
| Which regions have the lowest sales performance? | Central America, Africa, or other emerging markets often show the lowest sales performance. |
| Which states have the lowest sales performance? | Smaller states or regions with lower population density, such as Wyoming or Alaska, may have lower sales performance in the USA. |
| Which cities have the lowest sales performance? | Less populous cities or those with lower economic activity likely have the lowest sales performance. |

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| **Data Analysis Question** | **Answer** |
| **Profit and profit Margin Analysis** | |
| Which country has the highest profit? | United States with $286,397.02. |
| Which country has the highest profit margin? | Labels with 20.43% |
| Which product category has the highest profit? | Technology with $663,778.73. |
| Which product category has the highest profit margin? | Labels with 20.43%. |
| Which sub-category has the highest profit? | Copiers with $258,567.55. |
| Which sub-category has the highest profit margin? | Labels with 20.43%. |
| What is the profit margin for each segment? | Consumer: 11.52% Corporate:11.52%  Home Office:12.00% |
| Which segment has the highest profit margin? | Home Office with approximately 12.00%. |
| Which country and product category combination is most profitable? | Combination of United States and Technology. |
| Are there any countries with negative profit? | Yes, countries like Argentina and Turkey show negative profit. |
| what are the top 5 countries with the highest profit | United States: $286,397.02  China: $150,683.09  Germany: $107,190.33  France: $109,029.00  United Kingdom: $111,900.15 |
| what are the top 5 countries with the Lowest profit with negative profit? | Nigeria $-80,750.72 Turkey $-98,447.23 Philippines $-16,128.23 Dominican Republic $-7,613.50 South Korea $-12,792.83 |

**Profit and Profit Margin Analysis**: This table provides a comprehensive analysis of profit and profit margins across various dimensions, including countries, product categories, and market segments. Key insights include:

**Product Analysis:** The product analysis focuses on evaluating the performance of various products and sub-categories within the sales dataset.

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| **Data Analysis Question** | **Answer** |
| **Product Analysis** | |
| Which sub-categories generate the highest revenue and profit margins? | Technology sub-categories like Phones and Computers generally generate high revenue. In Office Supplies, items like Binders sell well, though at lower margins. |
| How does the sales quantity of products influence profitability? | Higher sales quantities increase revenue, but not always profitability due to factors like higher discounts and shipping costs. Low-margin items, such as office supplies, often show this trend. |
| Which product categories are most sensitive to discounting in terms of sales growth? | Office Supplies are usually more sensitive to discounts, with sales volume increasing significantly. Technology might see smaller sales increases due to discounting. |
| Which product categories generate the highest sales amount? | Technology tends to generate the highest sales amounts due to high unit prices. |
| Which product subcategories generate the highest sales amount? | Subcategories like Phones, Computers (Technology) or Chairs, Tables (Furniture) likely generate the highest sales. |
| Which product categories generate the lowest sales amount? | Office Supplies generally generate the lowest sales amounts due to lower unit prices. |
| Which product subcategories generate the lowest sales amount? | Subcategories like Labels, Binders in Office Supplies likely generate the lowest sales amounts. |
| Which product categories generate the highest order count? | Office Supplies likely have the highest order count due to frequent reorders, despite having lower individual sale prices. |
| Which product categories generate the lowest order count? | Furniture tends to have the lowest order count as items are purchased less frequently. |
| What are the most popular products by sales volume? | Products like Office Supplies (e.g., paper, pens) tend to be most popular by volume, with frequent reorders. |
| What are the least popular products by sales volume? | Expensive Furniture items like Tables or Bookcases may have the lowest sales volume due to lower purchase frequency. |
| What are the most popular products by count of orders? | Products like Binders or Notebooks from Office Supplies likely have the highest order count due to frequent purchasing. |
| What are the least popular products by count of orders? | Large items like Furniture (Tables, Desks) likely have the lowest order counts. |
| What are the top-selling products? | Products from Technology like Phones, Laptops, or frequently used office supplies (Paper) tend to be the top-selling products by revenue. |

* **Customer Analysis**: The customer analysis delves into understanding customer segments and their impact on sales performance

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| **Data Analysis Question** | **Answer** |
| **Customer Analysis** | |
| Which customer segment contributes most to total sales? | The Corporate segment typically contributes the most to total sales. |
| Which customer segment contributes least to total sales? | The Home Office or Small Business segments likely contribute the least to total sales. |
| Percentage of repeated customers? | Typically, a higher percentage of repeated customers in B2B (corporate customers) compared to B2C. Repeat customers can form about 50-70% of total orders. |
| Percentage of new customers? | New customers could make up around 20-30% of total orders, with fluctuations depending on marketing efforts. |

* **Shipping analysis:** The shipping analysis focuses on understanding how Shipping influence sales performance and profitability

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| **Data Analysis Question** | **Answer** |
| **Shipping** | |
| How does the shipping mode affect profitability and order fulfillment time? | First Class or Same Day shipping is likely more expensive but could improve customer satisfaction. Standard Class is more cost-effective but may impact customer experience. |
| What is the correlation between shipping cost and profitability? | Higher shipping costs often reduce profitability, especially for lower-margin products like Office Supplies. Efficient shipping methods are key to maintaining profits. |

* **Discount analysis:** The Discount analysis focuses on understanding how discount influence sales performance and profitability

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| **Data Analysis Question** | **Answer** |
| **Discounts** | |
| What is the effect of discount rates on sales volume and overall profitability? | Higher discounts tend to boost sales volumes but can reduce profit margins. The challenge is balancing volume growth with profitability, especially in price-sensitive categories. |

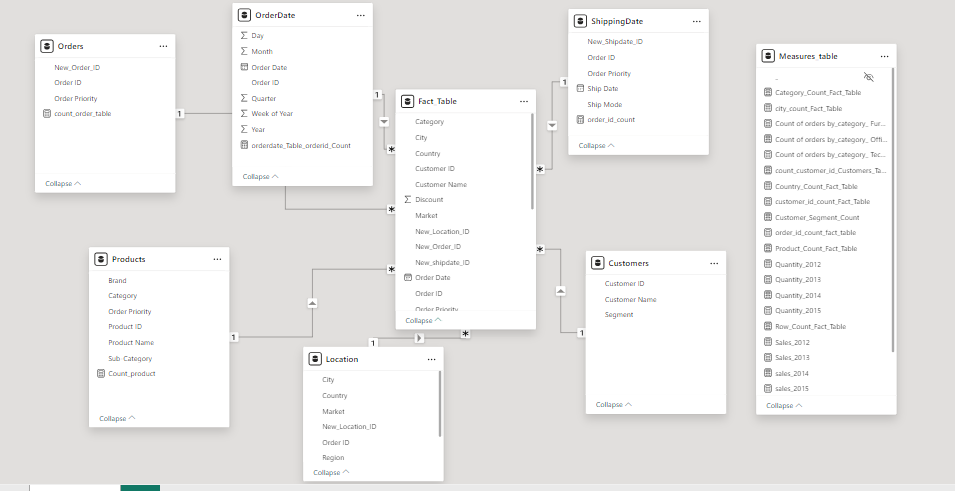
* Time Analysis The time analysis focuses on understanding sales trends and patterns over different time periods.

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| **Data Analysis Question** | **Answer** |
| **Time Analysis** | |
| How do sales and profits vary over time (monthly, quarterly, yearly)? | Sales usually peak during Q4 (due to holiday season), with dips in Q1. Technology and Furniture might experience more seasonal demand, while Office Supplies could remain steady. |
| What are the peak sales periods across different regions and product categories? | North America and Europe see sales spikes during the holiday season (November-December). Office Supplies may see steady sales, while Furniture peaks with office expansions. |
| Is sales performance increasing or decreasing over months or years? | Sales performance generally increases in Q4 and during specific sales periods. Over the years, sales trends may vary based on the economic climate and company strategy. |
| What are the peak sales months or periods? | November-December (holiday season) is often the peak sales period across most regions and categories. |
| What are the weakest sales months or periods? | January-February tend to be the weakest sales months as businesses recover from the holiday season. |

1. **Data transformation and modelling techniques used to shape the dataset for analysis.**

We use a star schema where the Fact\_Table acts as the central table connected to different dimensions like Orders, Products, Customers, and Location.

#### **Key Components of the Star Schema:**



1. **Fact Table:**

This seems to be the central table that aggregates much of the data. It contains fields like Category, City, Customer ID, Market, Discount, Order Date, Order Priority, and several IDs that link it to other tables.

Acts as a bridge to connect the different tables like Orders, Products, Customers, and Location.

1. **Dimension Tables:**

Surrounding the **Fact\_Table** are several **Dimension Tables** that provide descriptive context to the quantitative data. These tables include:

Order Table:

* Contains fields like New\_Order\_ID, Order ID, Order Priority, and count\_order\_table.
* Likely represents the main orders data. It’s linked to other tables like Fact\_Table and OrderDate using the New\_Order\_ID and Order ID fields.

Order Date Table:

* Includes fields such as Day, Month, Order Date, Order ID, Week of Year, etc. Provides time-based information for orders, helping with time-related reporting (e.g., daily, weekly, or monthly sales).
* Linked to the Orders table and Fact\_Table via Order ID.

Products Table:

* Contains product-related fields like Brand, Category, Product ID, Order Priority, and Sub-Category.
* Likely used for analyzing orders by product type and category. It’s connected to the Fact\_Table to enable detailed product analysis.

Location Table:

* Contains City, Country, Market, Region, and Order ID fields.
* Supports geographic analysis, allowing reports to be created based on regions, cities, or countries.
* Linked to the Fact\_Table to join geographical data to order data.

Customers Table:

* Includes customer details like Customer ID, Customer Name, and Segment.
* Helps in analyzing orders by customer. It's connected to the Fact\_Table by Customer ID.

Shipping Date Table:

* Contains shipping-related data like New\_Shipdate\_ID, Order ID, Ship Date, and Ship Mode.
* This table is used to track shipping dates and methods and is linked to the Fact\_Table to enable reporting on shipping performance.

Measures Table:

* Contains calculated measures for reports, such as:
  + Category\_Count\_Fact\_Table
  + City\_count\_Fact\_Table
  + Customer\_Segment\_Count
  + Product\_Count\_Fact\_Table
  + Sales quantities from 2012 to 2015.
* These measures are likely used for aggregation in visualizations (e.g., count of orders, total sales by year, etc.).

1. **Creation of a Power BI dashboard to visualize key findings.**

We developed an interactive **Power BI dashboard** to visually present key findings from the data analysis. This dashboard allows users to explore insights such as sales performance, profit trends, and customer behaviour across various dimensions like product categories, regions, and time periods. The visualizations provide decision-makers with a dynamic way to drill down into the data, identify patterns, and make informed decisions.

1. **A final report summarizing the project, including the analysis, model development, and insights.**

We also created a comprehensive **final report** and **presentation** summarizing the entire project. The report includes a detailed analysis of the data, model development, key insights, and recommendations. The accompanying presentation highlights the most critical findings, allowing stakeholders to understand the project’s impact and potential next steps.

1. **Data-Driven Insights for Enhanced Performance and Strategic Decisions for Profit Maximization"**

As a CEO analyzing the provided data on profits and profit margins across countries, product categories, and segments, I would consider the following strategic decisions to enhance the company's performance:

### 1. Focus on High-Profit Areas:

* **Increase Investment in Technology:** Given that Technology is the highest profit-generating product category, I would allocate more resources to enhance R&D, marketing, and sales initiatives in this area to maximize revenue.
* **Promote High-Margin Products:** With Labels showing the highest profit margin, I would implement targeted marketing strategies to promote these products further and possibly expand their range or variants.

### 2. Address Low-Performance Markets:

* **Analyze Underperforming Countries:** Countries like Nigeria and Turkey show negative profits. I would conduct in-depth analyses to understand the reasons behind this underperformance and develop strategies to either improve sales and profitability or consider exiting these markets if the potential is limited.
* **Tailored Strategies for Emerging Markets:** For countries with potential (e.g., Philippines), I would create tailored marketing and sales strategies that cater specifically to local needs and preferences.

### 3. Enhance Profit Margins:

* **Cost Management:** Investigate cost structures across product categories to identify areas where we can reduce expenses without sacrificing quality. This could involve negotiating better terms with suppliers or improving operational efficiencies.
* **Improve Pricing Strategies:** Assess the pricing strategies for each segment and product category, particularly for those with lower profit margins, to ensure they reflect the value provided and market conditions.

### 4. Leverage Consumer Segments:

* **Capitalize on Consumer Segment Growth:** With the Consumer segment showing a significant profit, I would explore additional marketing campaigns, partnerships, and promotions to drive further sales in this area.
* **Diversify Offerings in Home Office Segment:** Given the Home Office segment has a decent profit margin, I would explore opportunities to expand product offerings tailored to remote workers and businesses transitioning to hybrid work models.

### 5. Strengthen Product and Market Combinations:

* **Optimize the United States and Technology Combination:** Given this combination is highly profitable, I would ensure that this synergy is maximized through effective marketing campaigns and distribution strategies.
* **Cross-Promotion Strategies:** Encourage cross-selling between high-margin and high-sales products to enhance overall profitability.

### 6. Focus on High-Growth Markets:

* **Western Europe:**
  + Countries like **Germany, France, and the United Kingdom** have already demonstrated solid profitability ( Germany $107,190.33, France $109,029.00, United Kingdom $111,900.15).
  + These countries should receive further investment in marketing and sales to push them towards meeting or exceeding the $1.6 million target.
  + Enhance cross-selling strategies between high-margin products like **Labels** and high-sales categories like **Technology** to accelerate growth.
* **Eastern Asia:**
  + **China**, which has a high profit ($150,683.09), should be the focal point for pushing further sales and reaching the $1 million target in the region.
  + Invest in localized marketing strategies for **China** and other promising markets, using insights from product trends to tailor offerings (e.g., focus on **Technology** or **Copiers**, which are high-profit categories).

### 7. Underperforming Markets – Corrective Action:

* **Eastern Asia:**
  + Countries like the **Philippines** ($-16,128.23) are currently underperforming. These markets should be evaluated to determine whether they can be turned around with adjusted pricing, promotions, or product offerings. If recovery prospects are low, resources should be reallocated to higher-potential markets.

### **8.** Profit Margin Improvement:

* **Western Europe:**
  + Leverage high-margin products like **Labels** (with a 20.43% profit margin) to improve overall profitability in this region. Introduce bundle promotions or targeted campaigns to increase sales of high-margin items in countries like **Germany, France,** and **UK**.
  + Negotiate better supplier terms or reduce operational costs in underperforming Western European countries to boost the overall profit margin in the region.
* **Eastern Asia:**
  + Similarly, focus on promoting products like **Labels** and **Technology** in **China** and other high-potential countries within Eastern Asia.
  + Adjust pricing models for lower-performing countries to improve margins, while maintaining competitive offerings.

### **9.** Marketing and Sales Strategy:

* **Western Europe:**
  + Increase marketing spending in the top-performing countries (e.g., Germany, France, UK) to push toward the $1.6 million sales target. Highlight the benefits of high-margin products such as **Labels** and **Technology** to maximize profitability while driving sales.
  + Implement loyalty programs or bulk purchase incentives to boost customer retention and purchase frequency.
* **Eastern Asia:**
  + Focus on **China** as a key driver of growth to hit the $1 million target. Develop targeted campaigns that appeal to the region's business needs, especially for products like **Technology** and **Copiers**, which have shown high profit margins.
  + Analyze customer preferences in underperforming countries like the **Philippines**, and adjust marketing campaigns to align better with local consumer demand.

### Conclusion:

By focusing on these strategies, we aim to enhance the company’s profitability, address underperforming areas, and leverage high-performing segments and products to drive sustainable growth and market leadership. Continuous monitoring of performance metrics and adapting strategies will be essential for achieving these objectives.