

Glow - One click destination for all skincare and bodycare



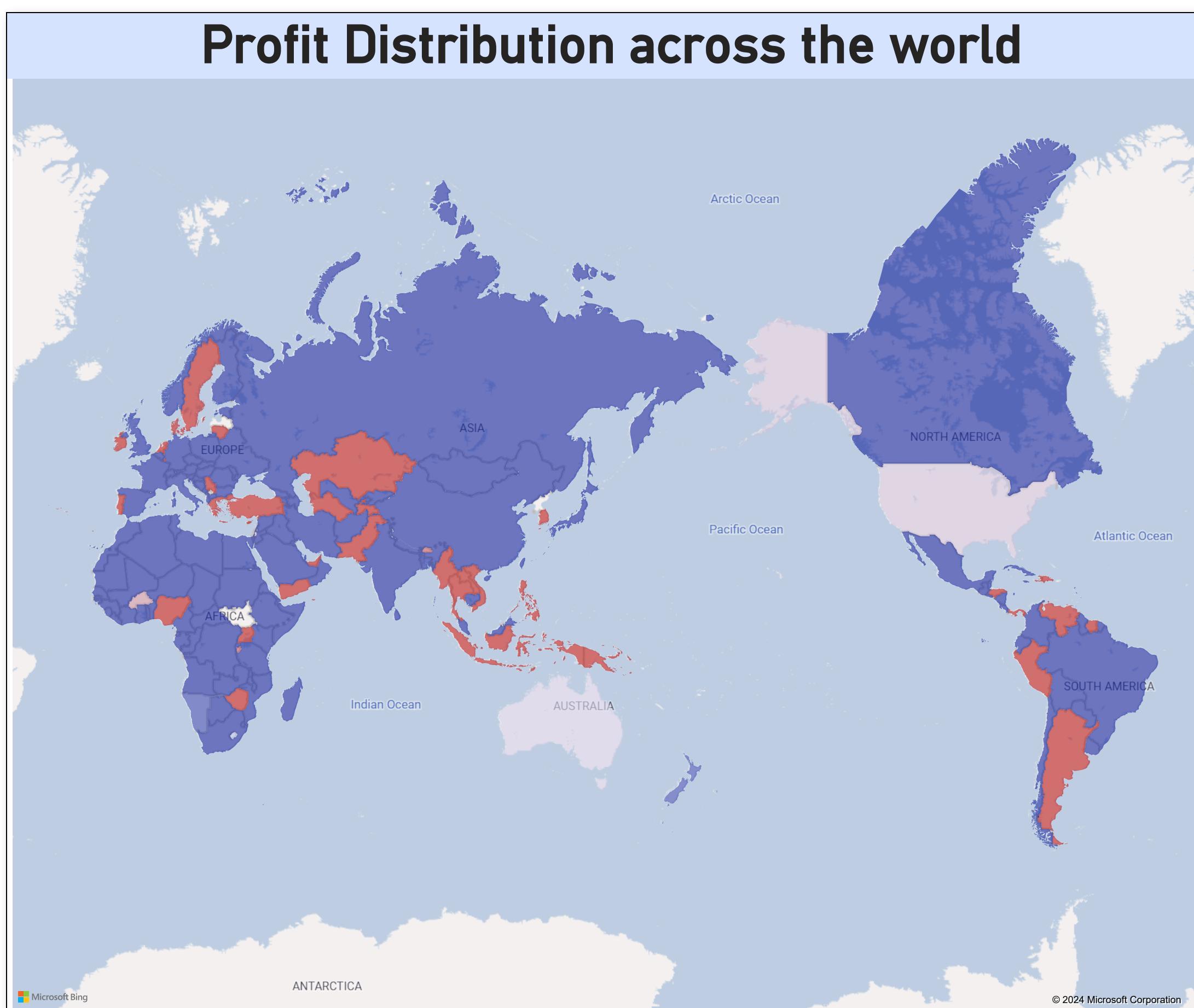
Profit

Growth and Discount

Best Selling

order_year	Africa	Asia Pacific	Europe	LATAM	USCA
2020	13.81	14.00	24.51	19.09	17.82
2021	15.24	14.77	25.12	19.18	18.51
2022	19.79	15.16	25.34	18.30	18.61
2023	13.93	8.70	18.85	13.01	12.61

order_year	Consumer	Corporate	Self-Employed
2022	19.68	18.13	19.55
2021	18.82	19.38	18.21
2020	17.63	18.32	19.15
2023	13.17	12.93	13.67



Average Profit Margins in % by Market:

Average profit margins vary by year, with darker shades indicating higher profitability.

Top Markets:

- 1) **Europe**: Consistently the most profitable.
- 2) **LATAM**
- 3) **USCA**

Areas for Improvement:

Africa and Asia: Require increased focus to boost profitability.

Average Profit Margin%:

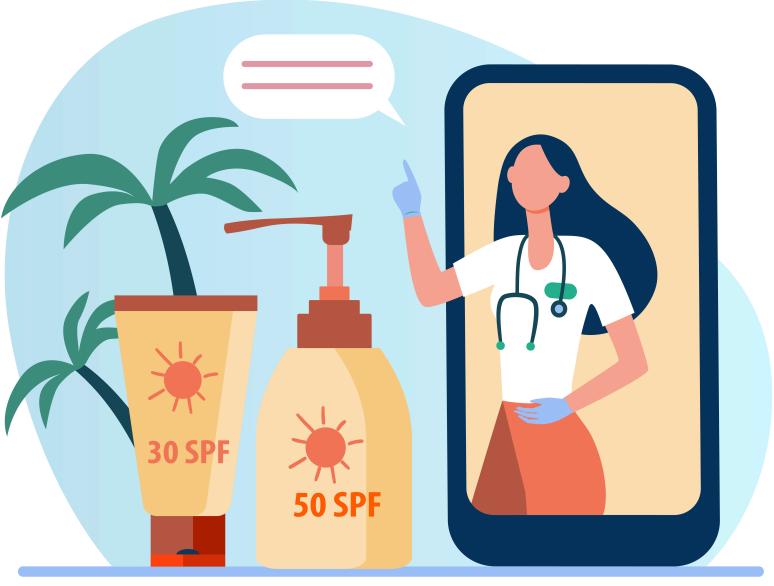
Stable across all segments, consistently above 15%.

Yearly Trends: Minimal changes, but 2023 saw a decline in profit margins across all segments.

Areas for Improvement:

***Challenges**: Analyze factors behind the 2023 decline.

***Focus**: Assess operational adjustments and market dynamics to enhance efficiencies and optimize costs.



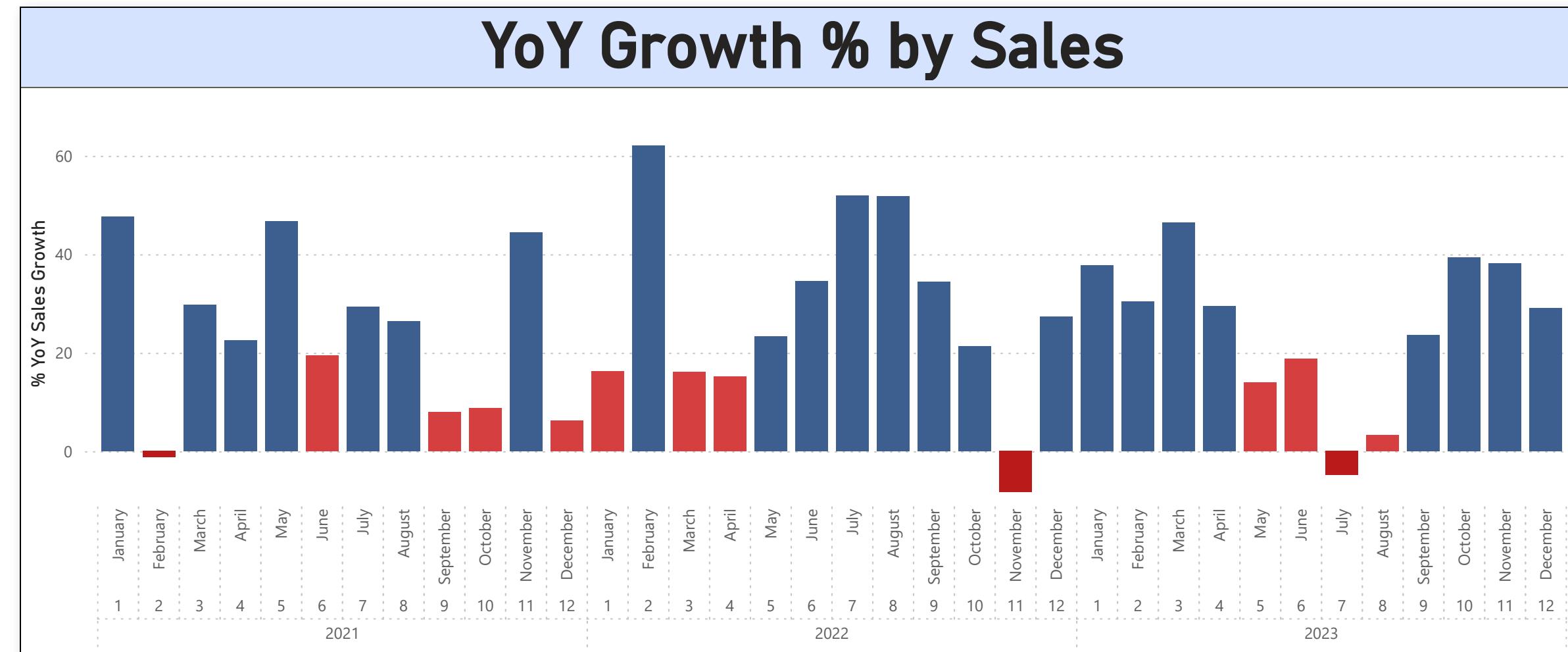
Profit

Growth and Discount

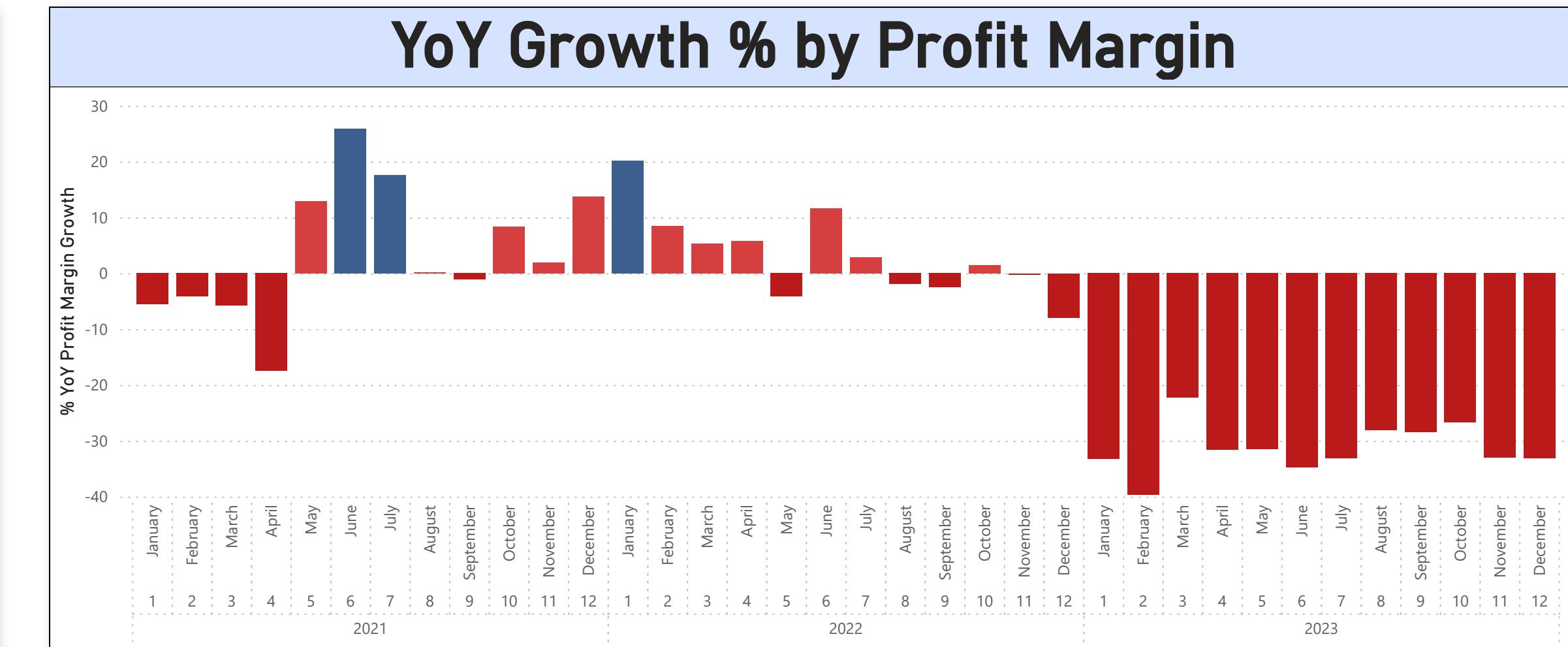
Best Selling

Glow - One click destination for all skincare and bodycare

YoY Growth % by Sales



YoY Growth % by Profit Margin



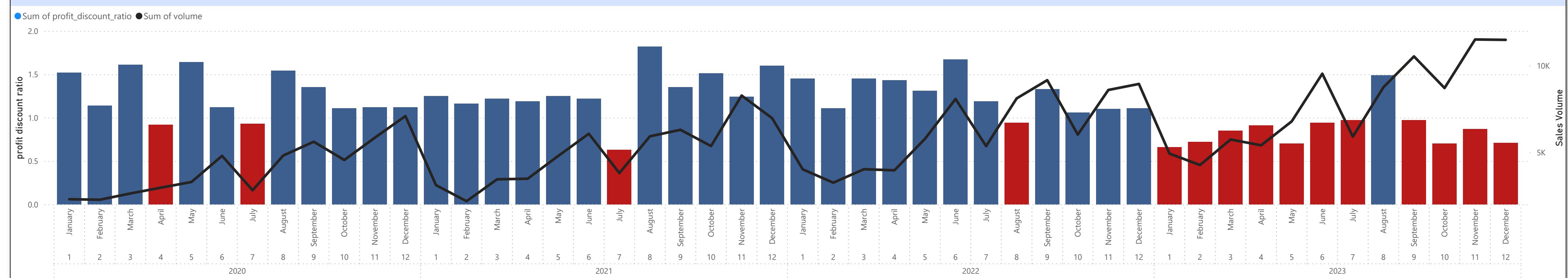
*YoY Sales Growth: Target set at 20%; any growth below this is marked in red.

*Trends: Whenever YoY growth has dropped below 15%, we have consistently increased it in the following years, indicating a commitment to improvement and recovery.

YoY Growth in Average Profit Margin:
Consistently low in 2023, dropping as low as -40%, which is alarming . *Action Items: Review pricing strategies, production costs, and external factors to address this decline

*Profit to Discount Ratio: Consistently above 1, indicating an effective discount strategy, with only one month each year below 1, a positive sign.
*Volume Trends: Gradually increases from January, peaking in June, then in August/September, and reaching the highest in November/December.

Profit Discount Ratio and volume





Profit

Growth and Discount

Best Selling

Glow - One click destination for all skincare and bodycare

order_year		Market	
2020	2022	Africa	LATAM
2021	2023	Asia Pacific	USCA
		Europe	

Best selling categories in every Market

Market	Category	Sum of Volume	Sum of Revenue_Contribution	Sum of Profit_Contribution
LATAM	Body care	16,228.00	40.73	52.78
LATAM	Home and Accessories	8,568.00	21.59	-3.38
LATAM	Make up	6,644.00	20.00	39.73
LATAM	Hair care	5,052.00	12.43	1.17
LATAM	Face care	1,960.00	5.24	9.70

Country	order_year
Bulgaria	2020
Bulgaria	2021
	2022
	2023

% Profit contribution of every category by Market

Country	Category	Profit_Contribution
Bulgaria	Body care	2.95
Bulgaria	Face care	86.96
Bulgaria	Hair care	2.07
Bulgaria	Home and Accessories	2.32
Bulgaria	Make up	5.71

NOTE: ALL THE NUMERICAL VALUES ARE IN %

Profit contribution is tracked across all categories in every country; feel free to filter by country and year for detailed insights.

Best-Selling Market: The category with the highest sales volume is assumed to be the best-selling category, contributing the most to overall market revenue and profit.

Market Variation: Best-selling categories vary significantly across markets. Users are encouraged to filter by market and year to identify the top-selling categories along with their % profit contributions, % revenue contributions to market profit and market revenue respectively.