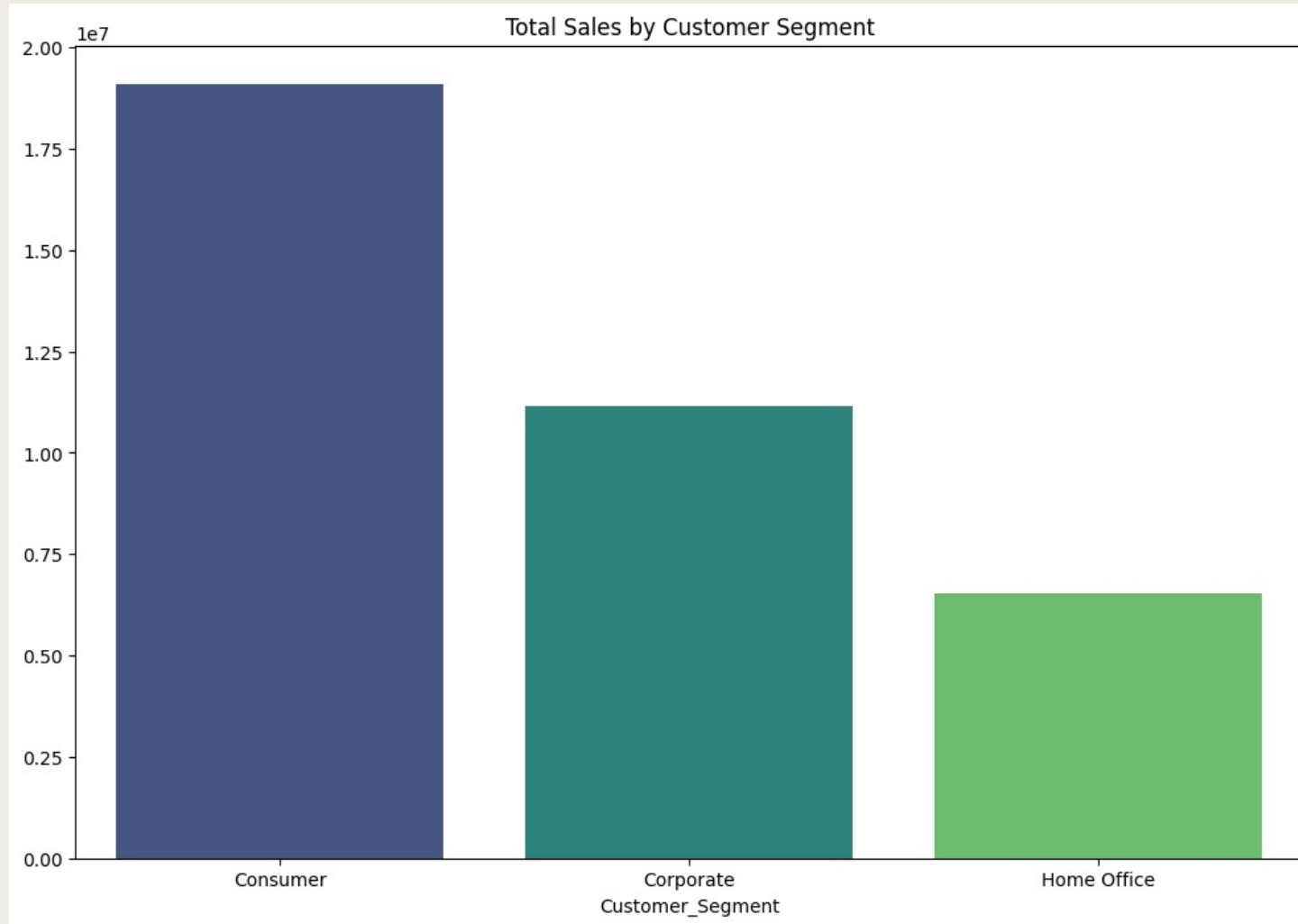


ENHANCING SALES PERFORMANCE: UNVEILING OPPORTUNITIES

Branly Betances



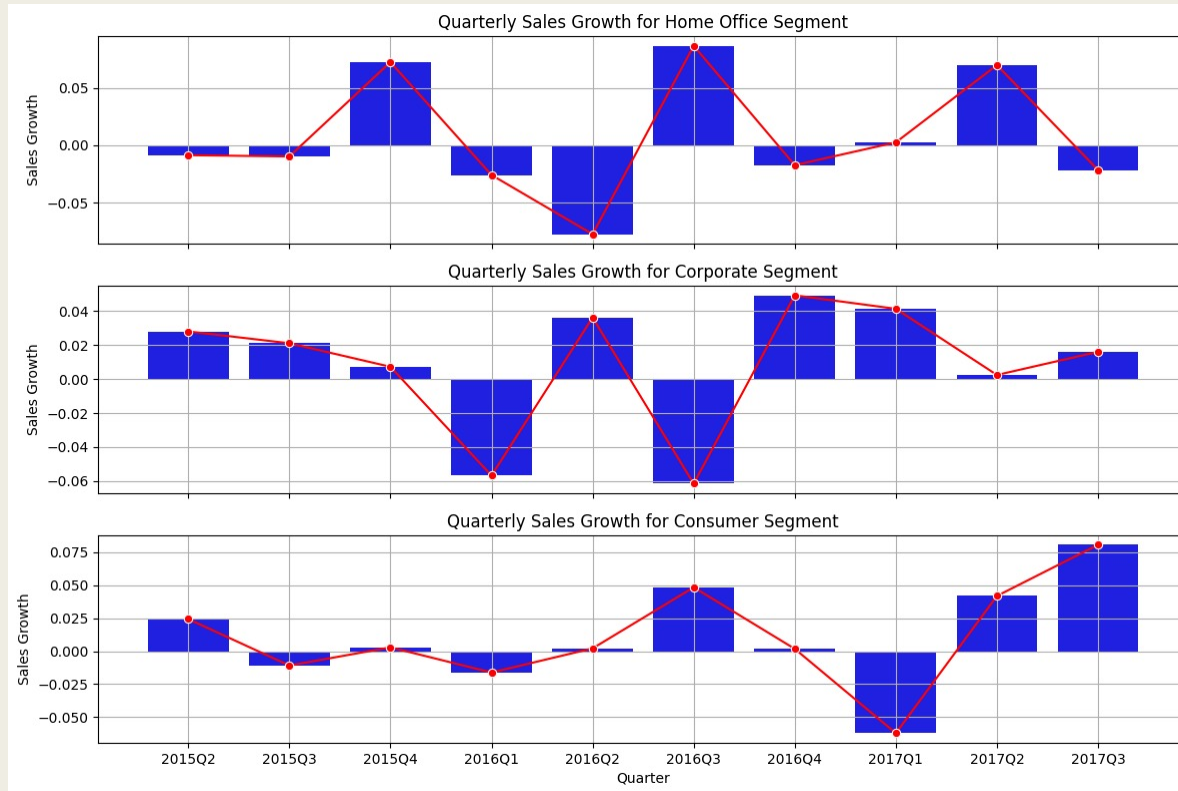
Sales Distribution by Customer Segment



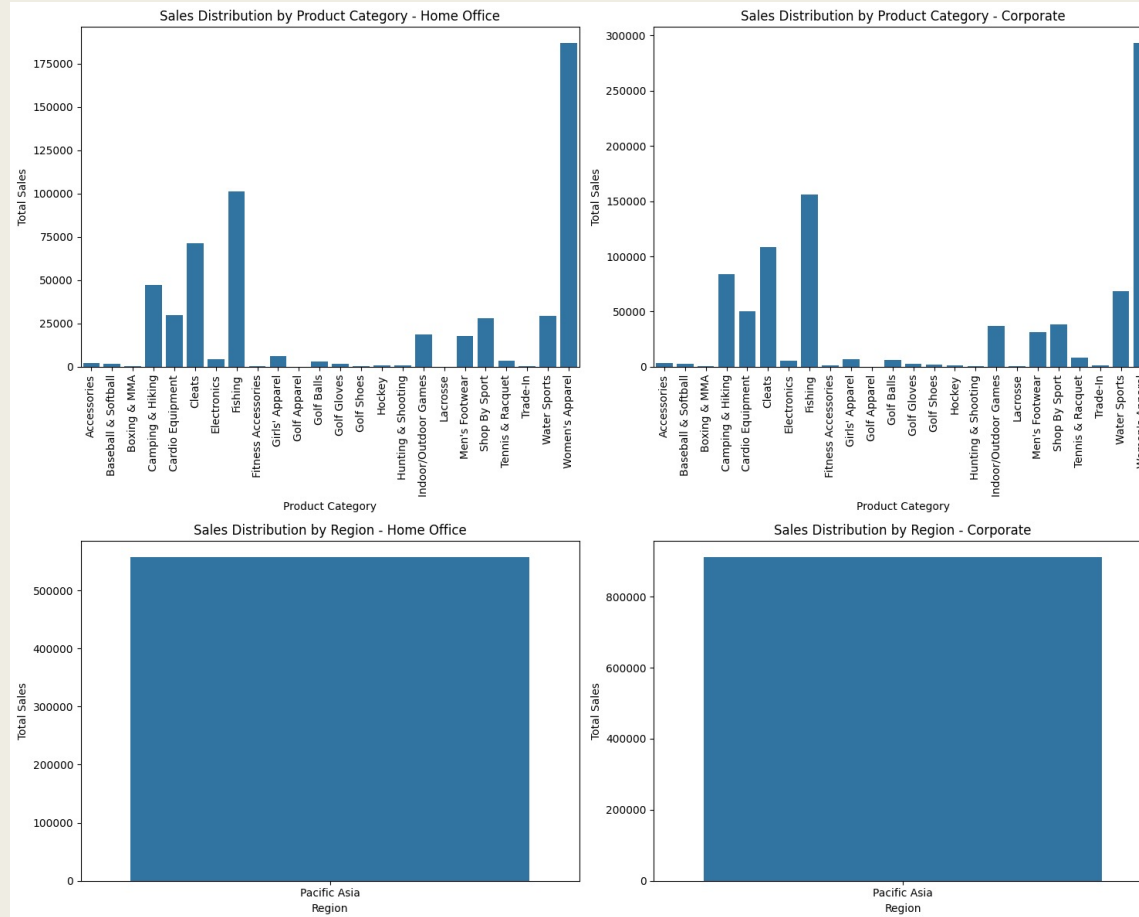
Key Takeaways:

- Consumers lead with \$19 million in sales since 2015.
- Corporate follows with \$11 million, but Home Office lags at \$6 million.
- Opportunity: Improve Home Office sales for overall growth.

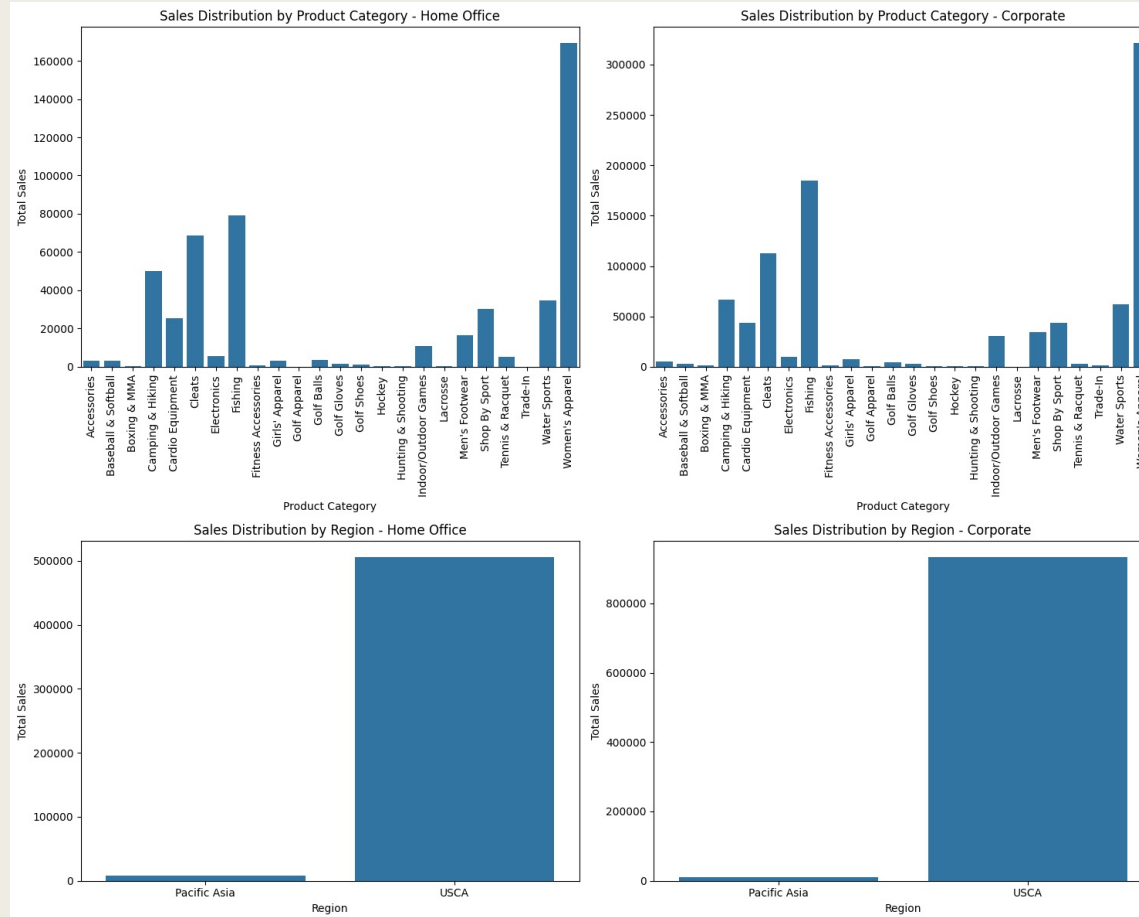
QUARTERLY SALES GROWTH BY CUSTOMER SEGMENT



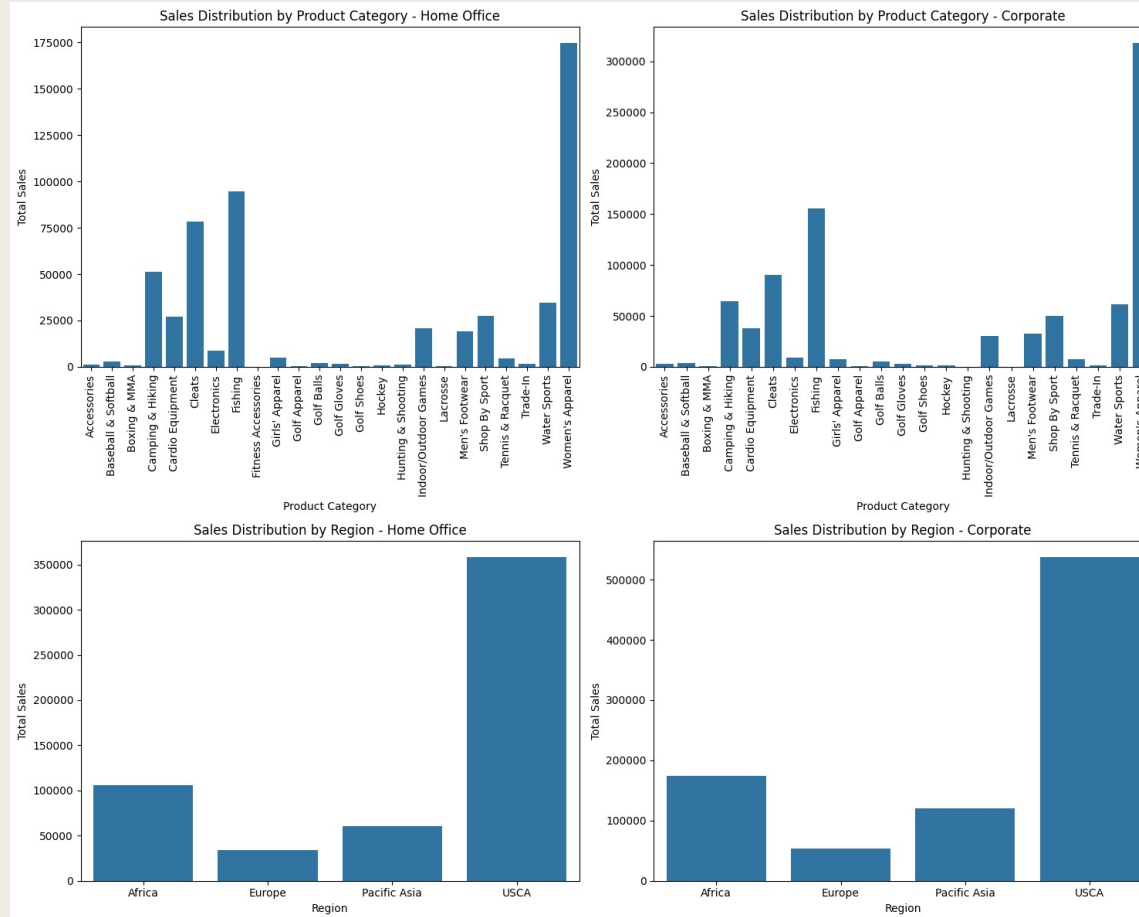
2016 Q1 SALES DISTRIBUTION BY PRODUCT CATEGORY AND REGION

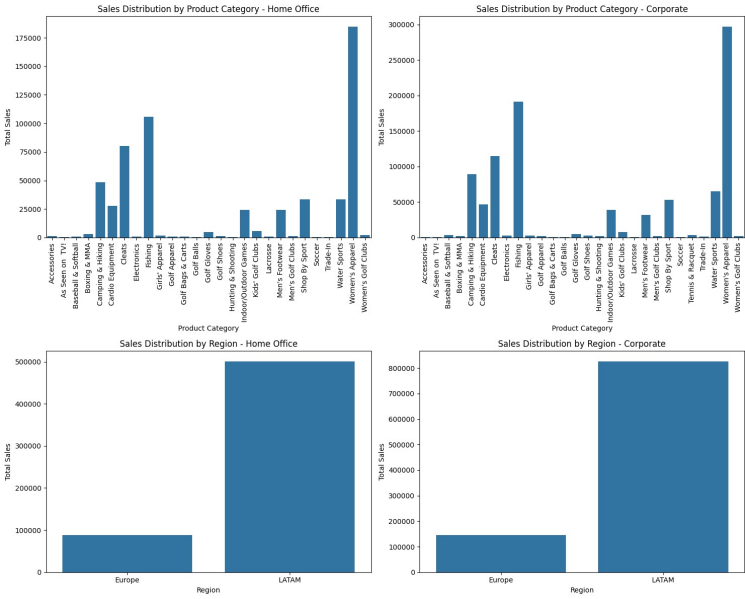
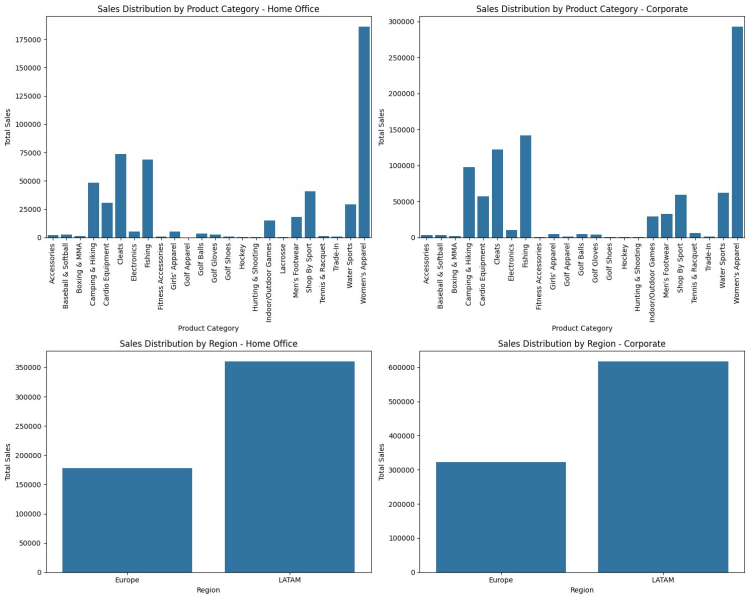
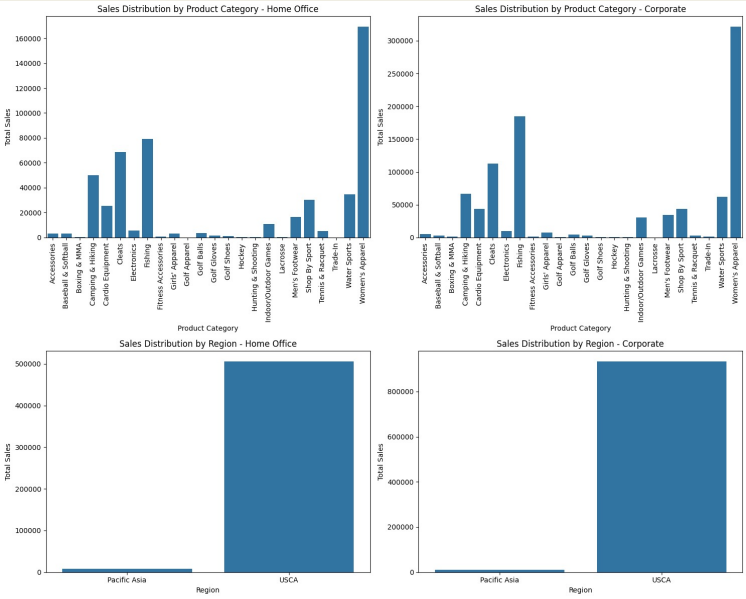


2016 Q2 SALES DISTRIBUTION BY PRODUCT CATEGORY AND REGION

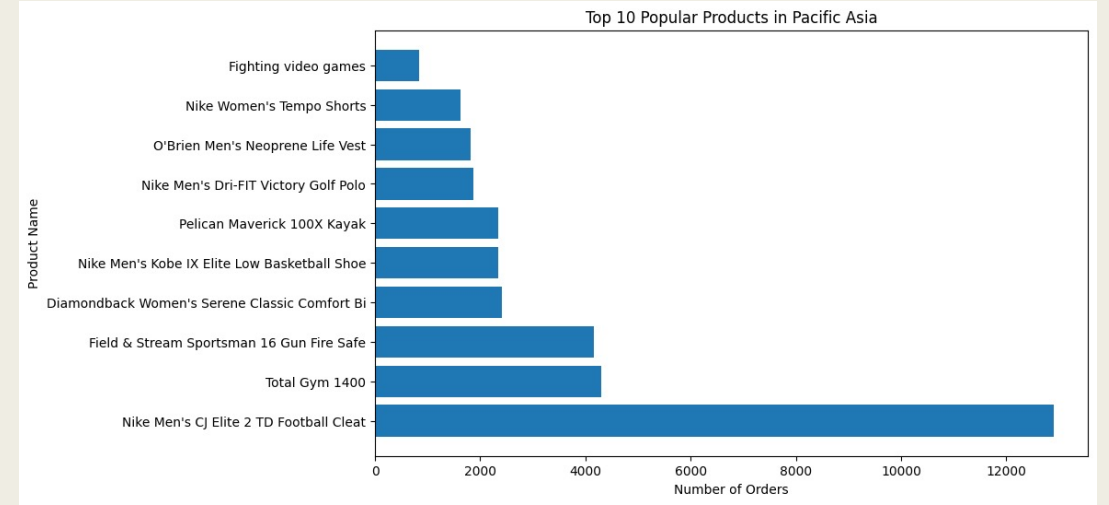
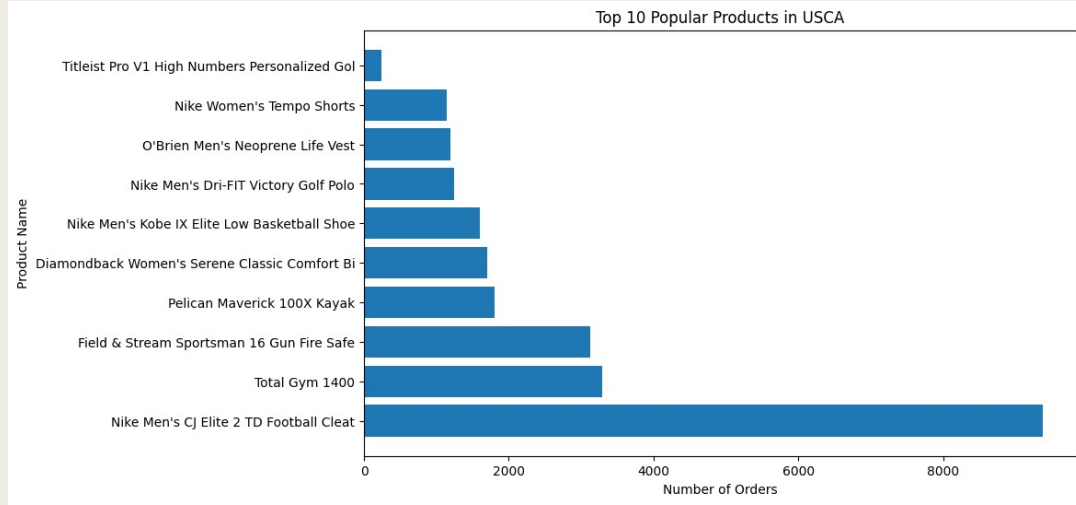


2016 Q3 SALES DISTRIBUTION BY PRODUCT CATEGORY AND REGION

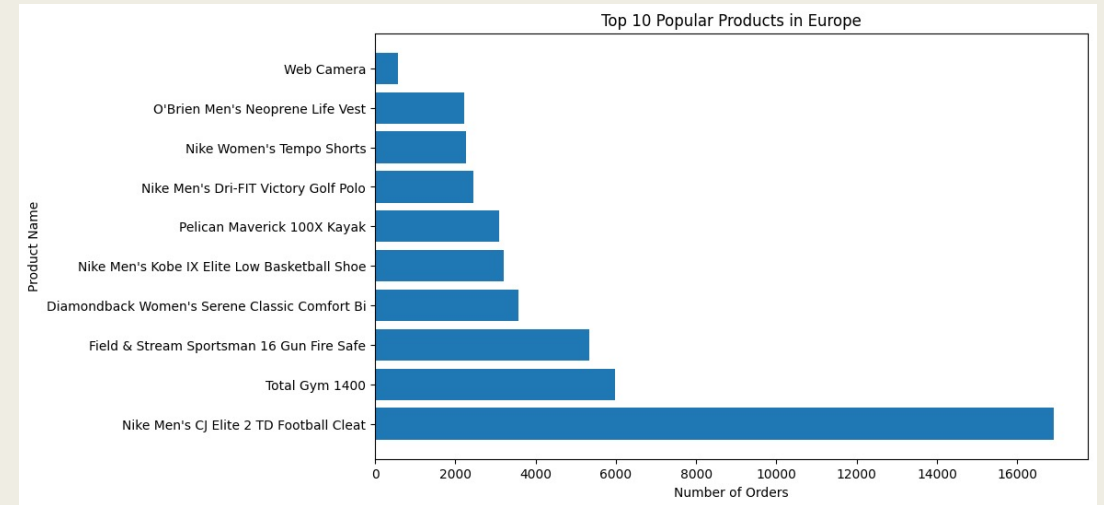
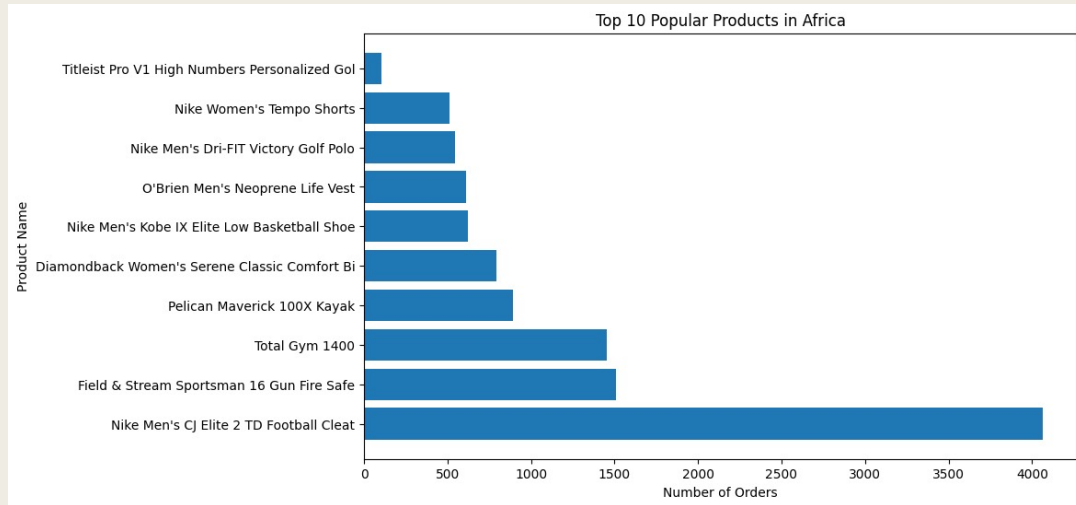




Q2 SALES GROWTH 2015-2017

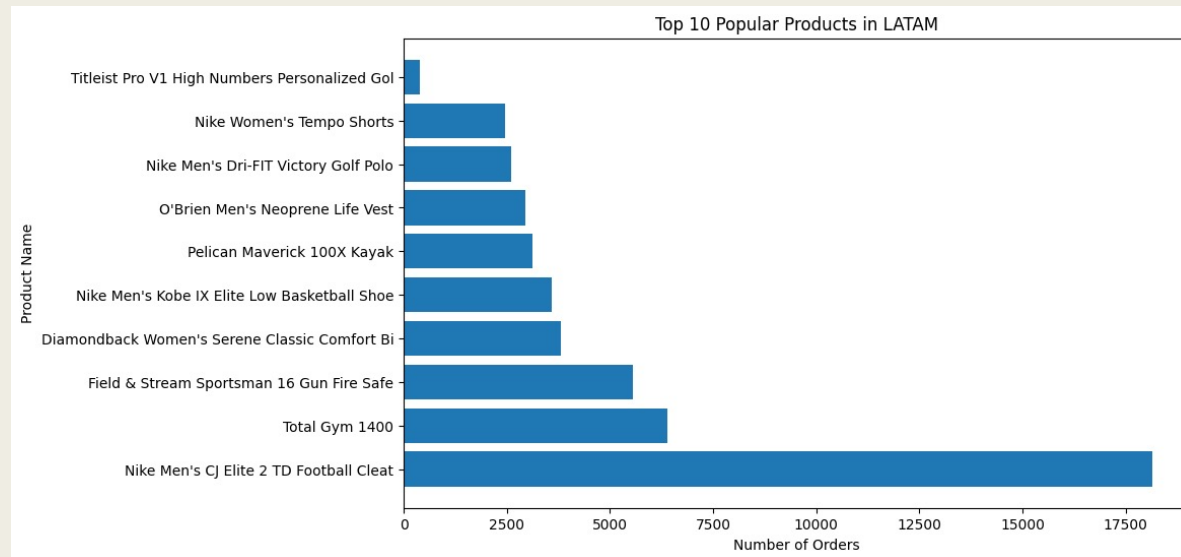


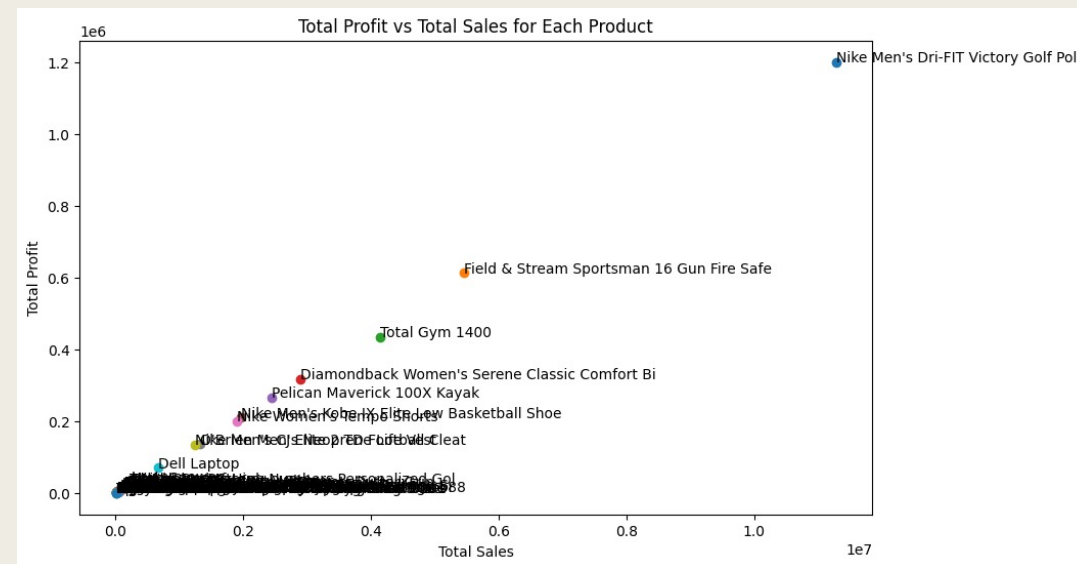
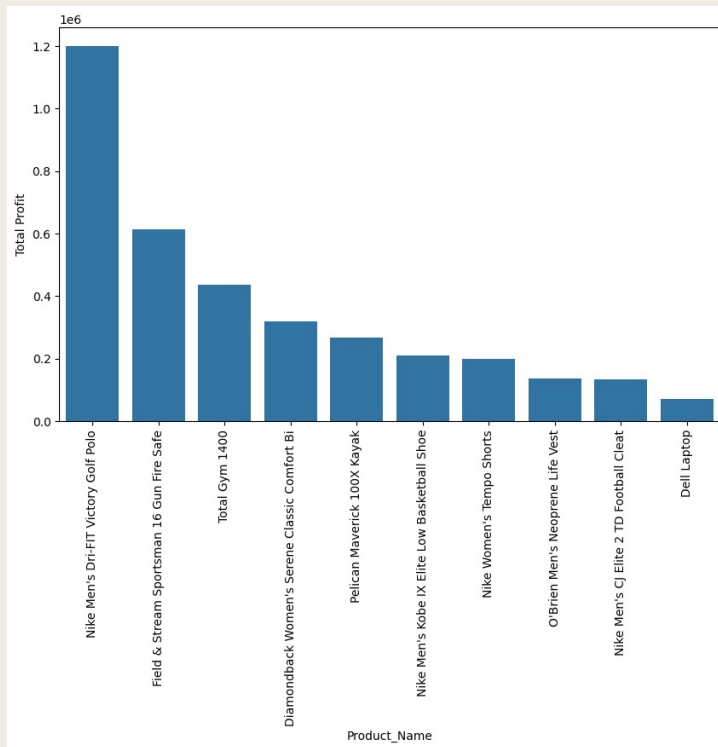
TOP 10 POPULAR PRODUCTS BY MARKET



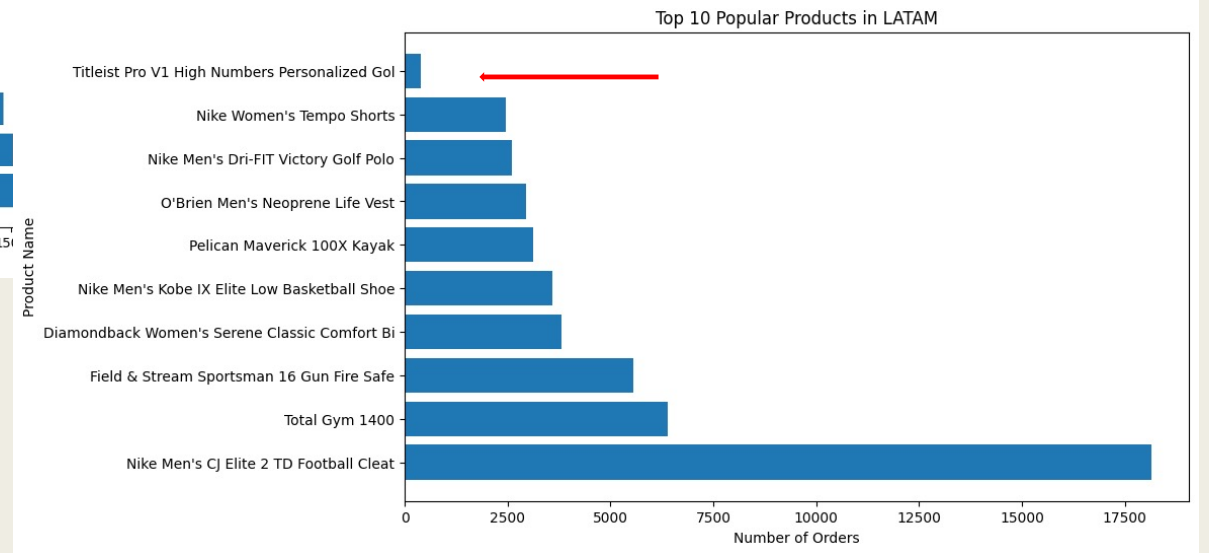
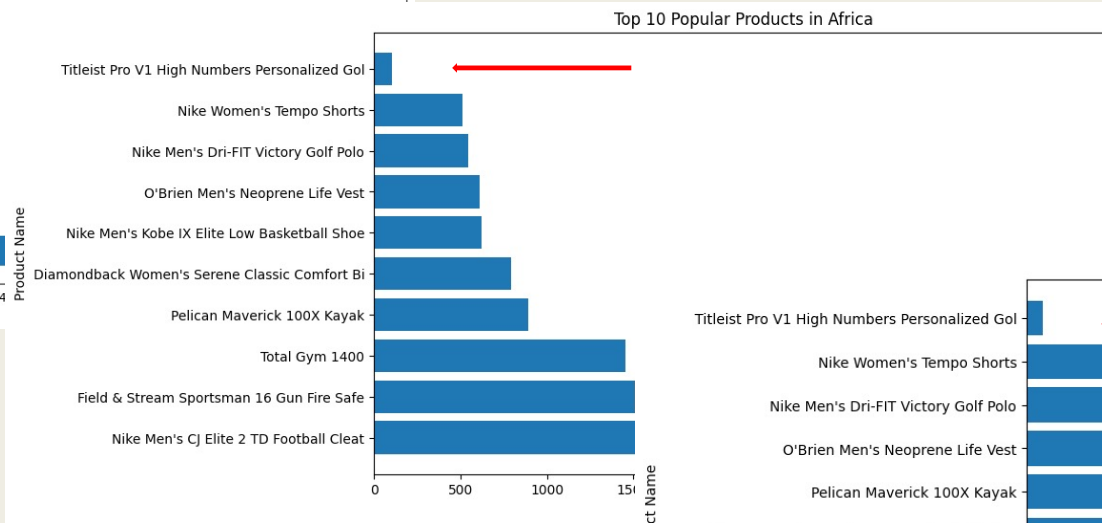
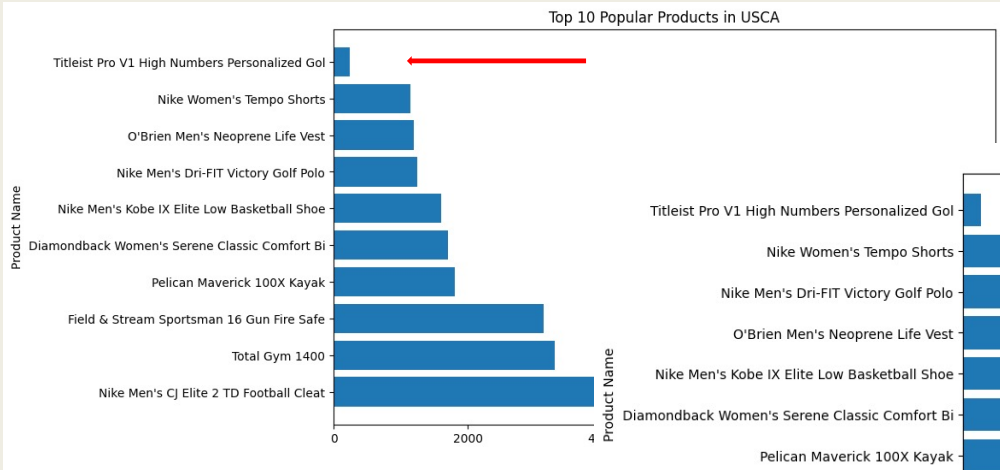
TOP 10 POPULAR PRODUCTS BY MARKET

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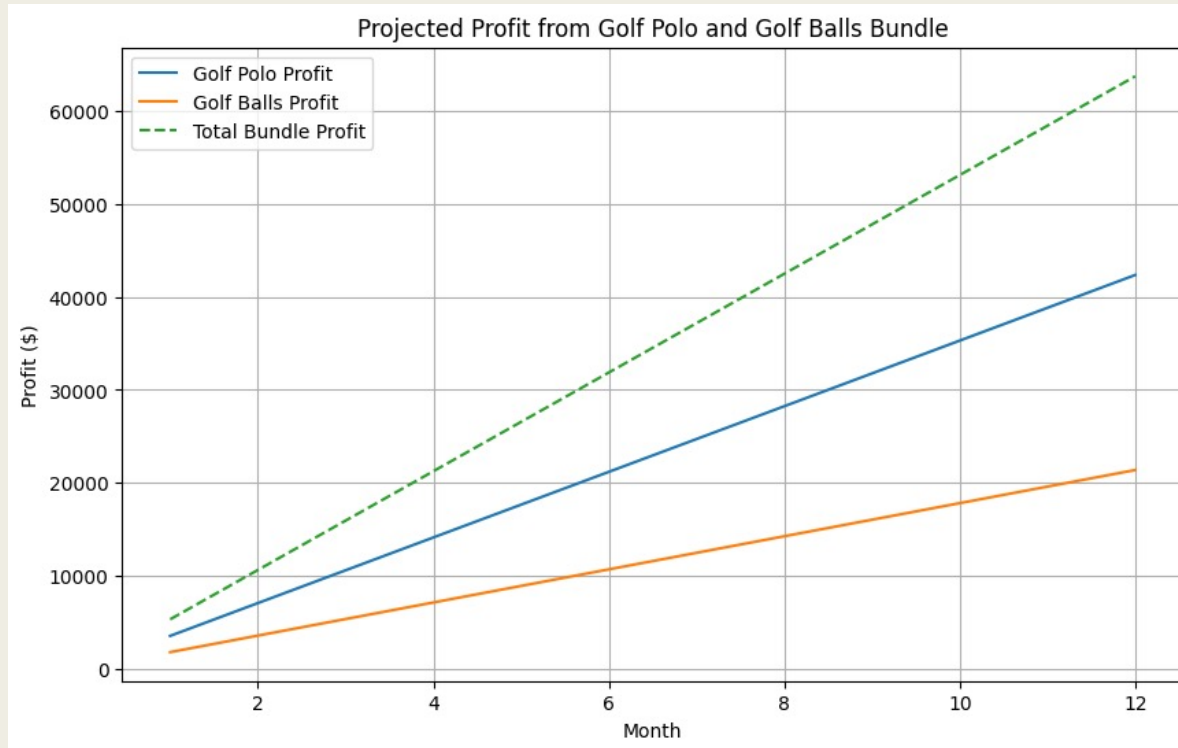




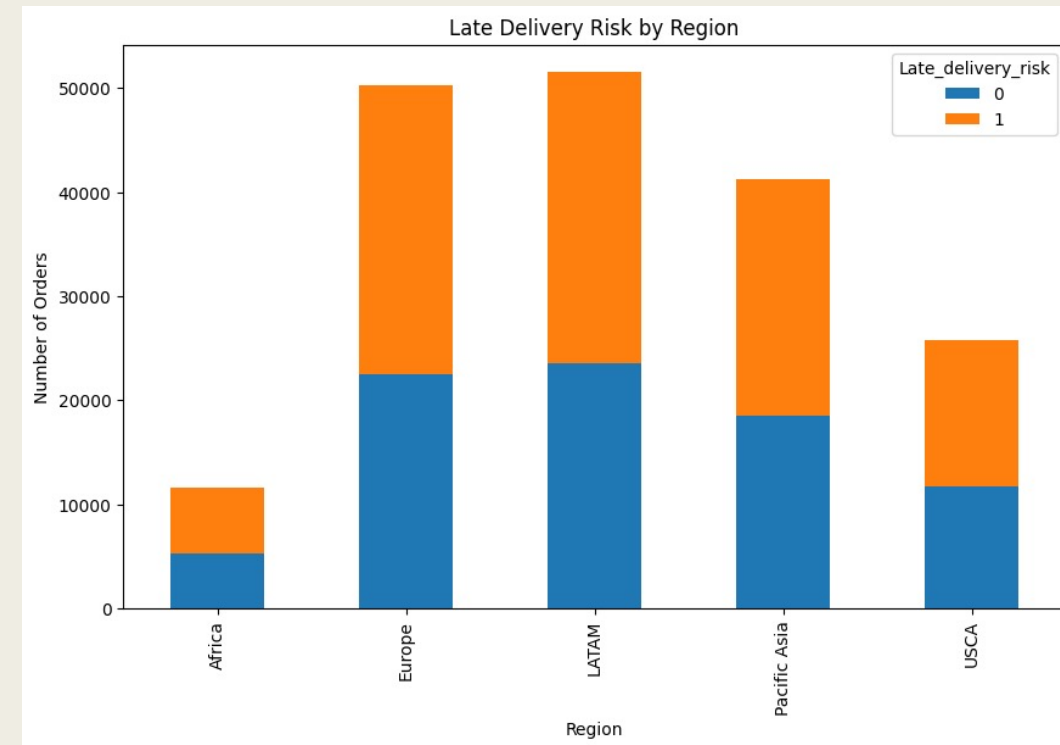
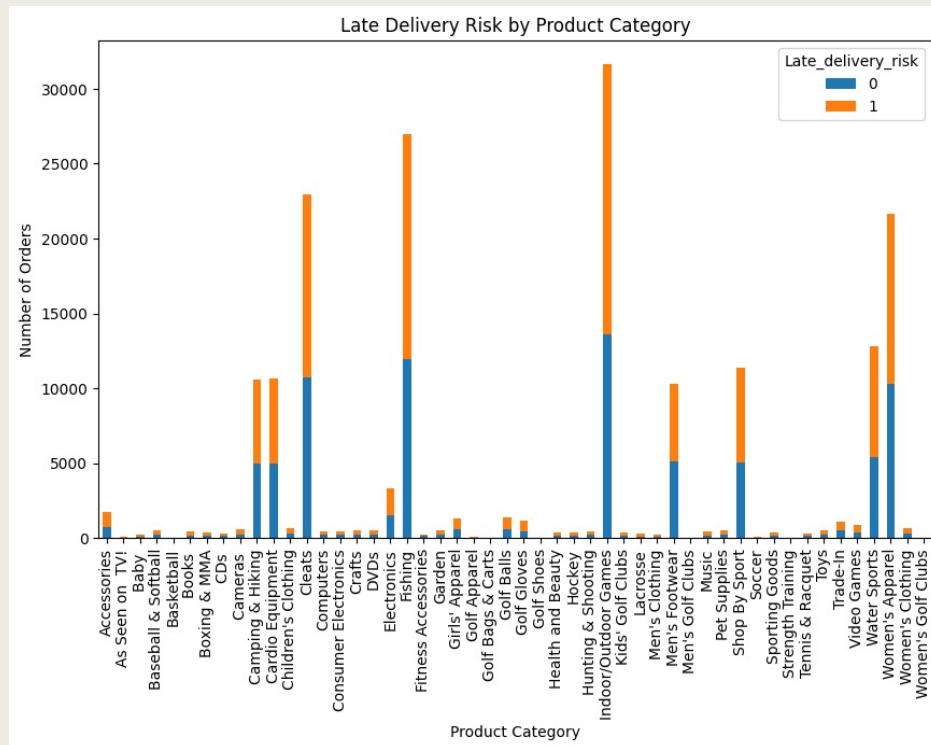
PROFITABILITY ANALYSIS



GOLF BALLS

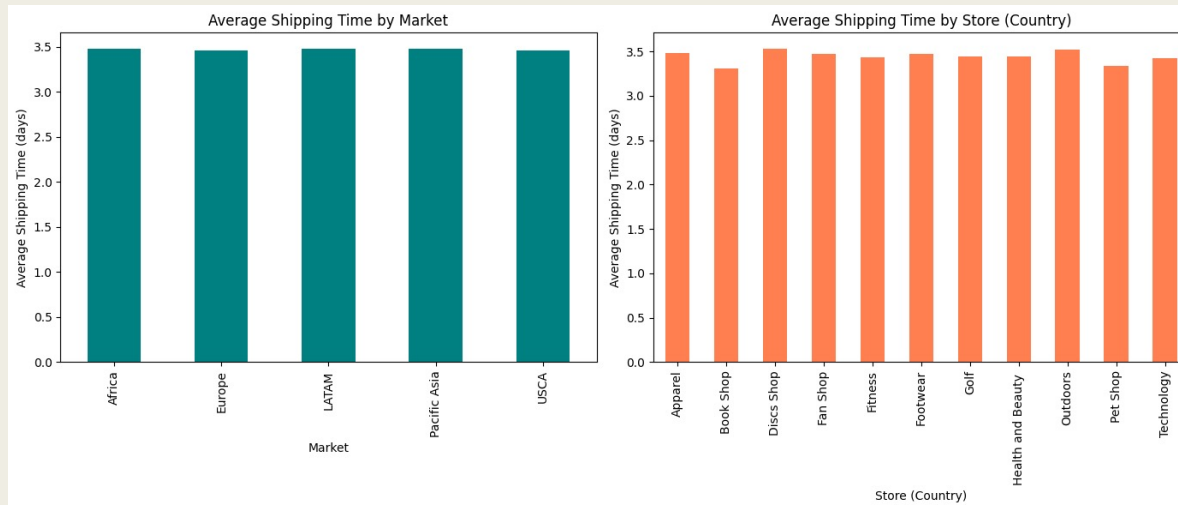


BUNDLE PROFIT PROJECTION

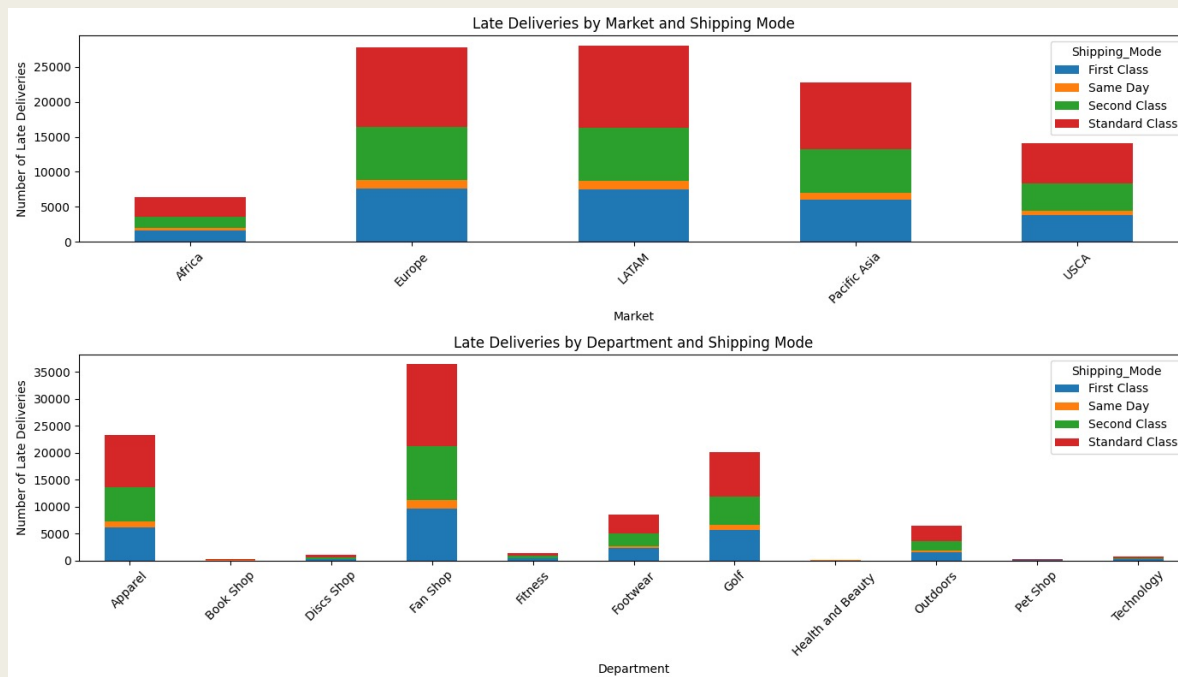


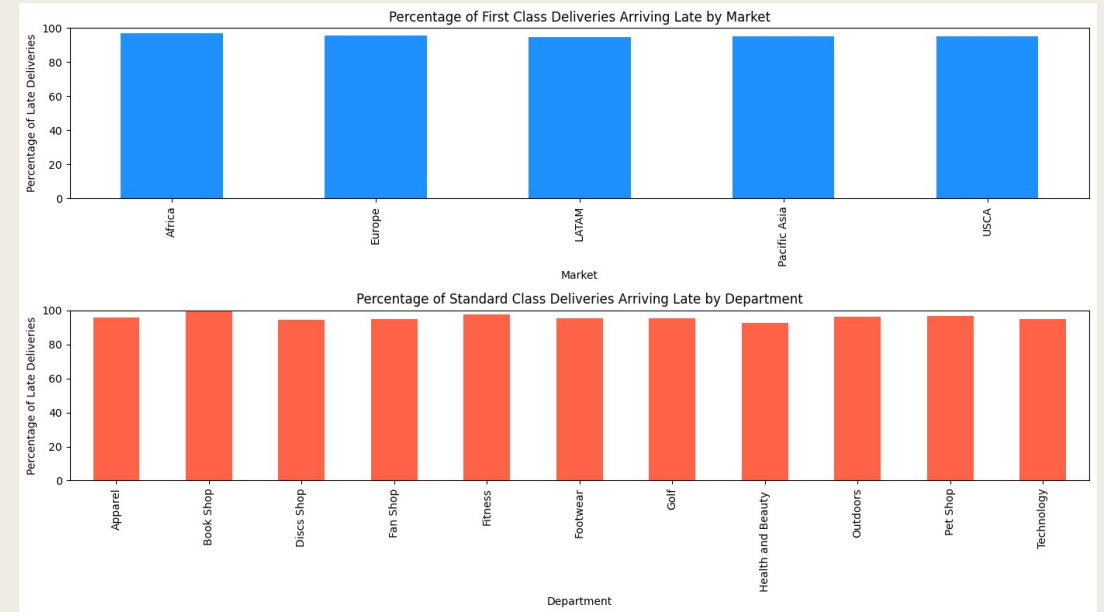
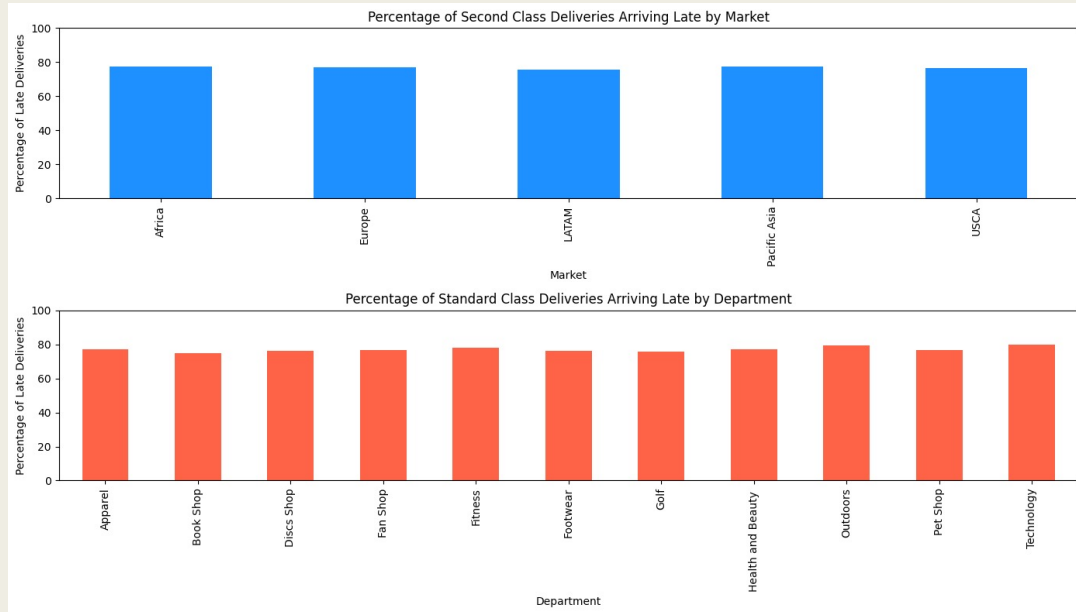
LATE DELIVERY RISK BY MARKET AND PRODUCT CATEGORY

AVERAGE SHIPPING TIME BY MARKET AND STORE

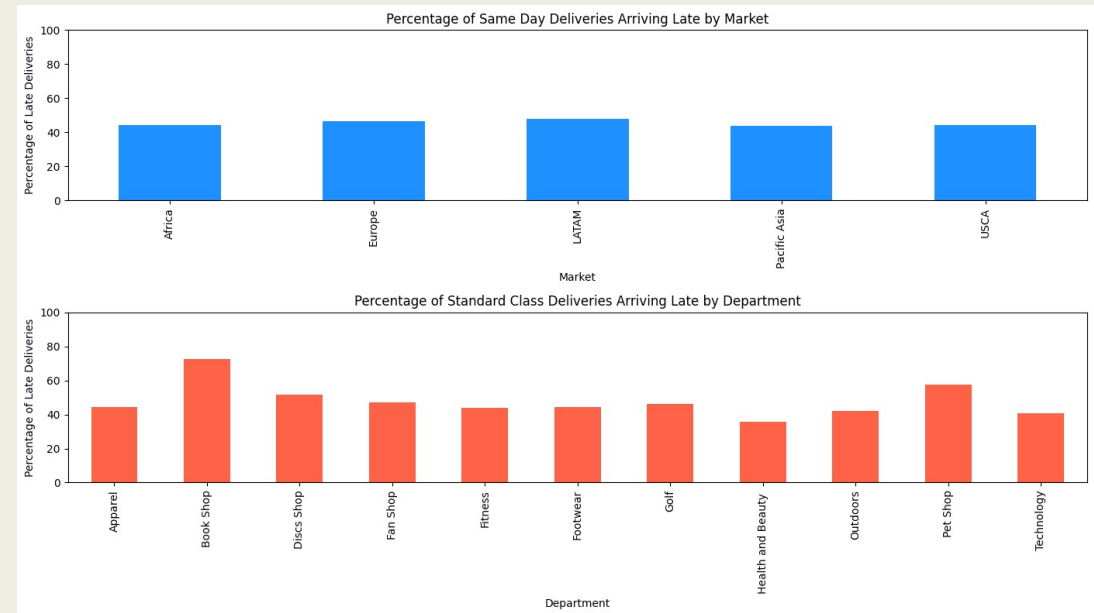
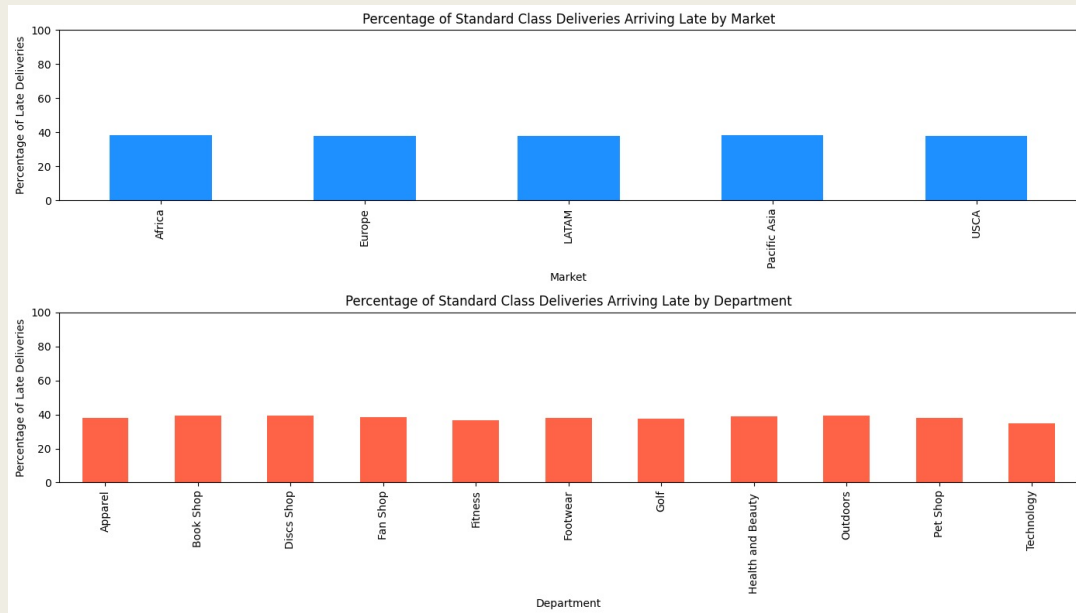


LATE DELIVERY AND SHIPPING MODE



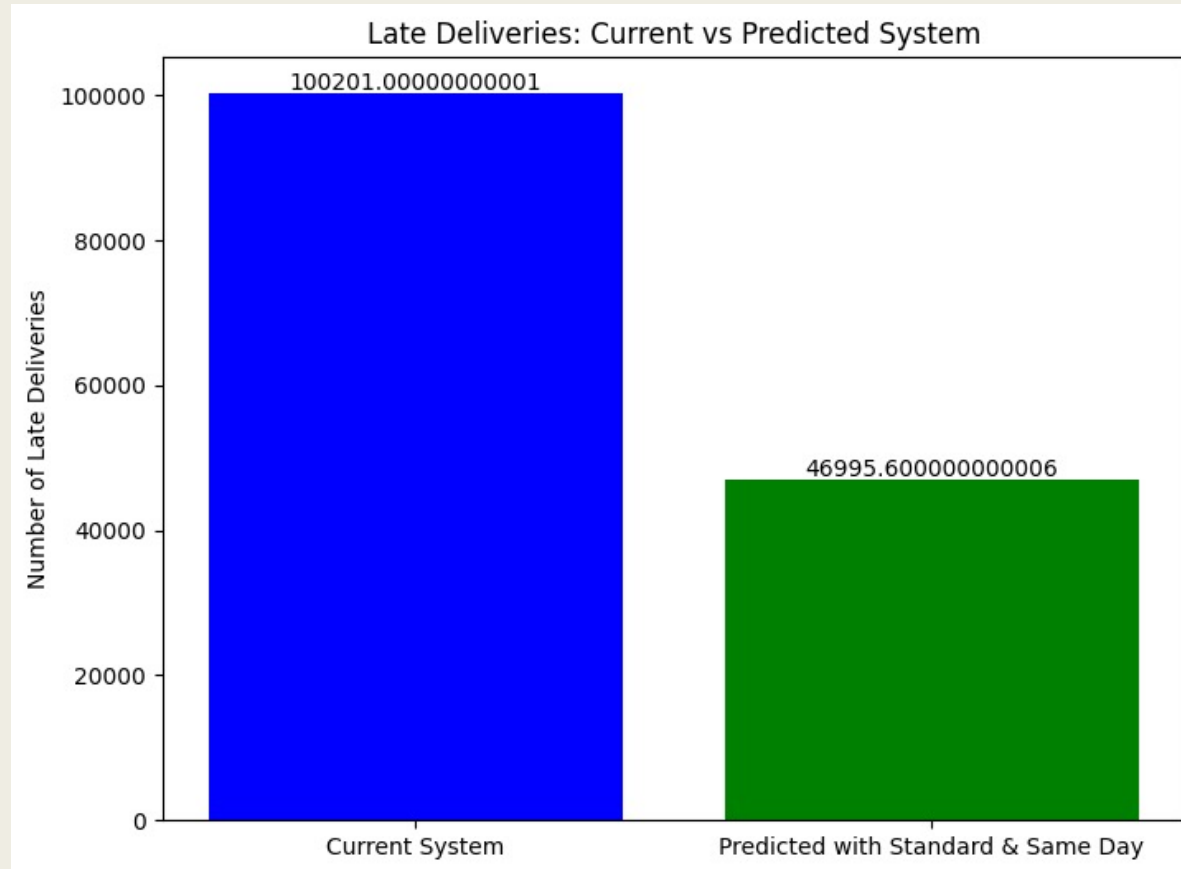


PERCENTAGE OF DELIVERIES ARRIVING LATE



PERCENTAGE OF DELIVERIES ARRIVING LATE

LATE DELIVERIES PROJECTION WITH PREDICTED SYSTEM



Conclusion



Agile
Planning

Bundle
Deals

Updated
Shipping
Modes