

OVERVIEW

Year

2014

Market

All

Segment

All

Total Sales

3,213K

Total Quantity

32K

Total Profit

370K

ROS

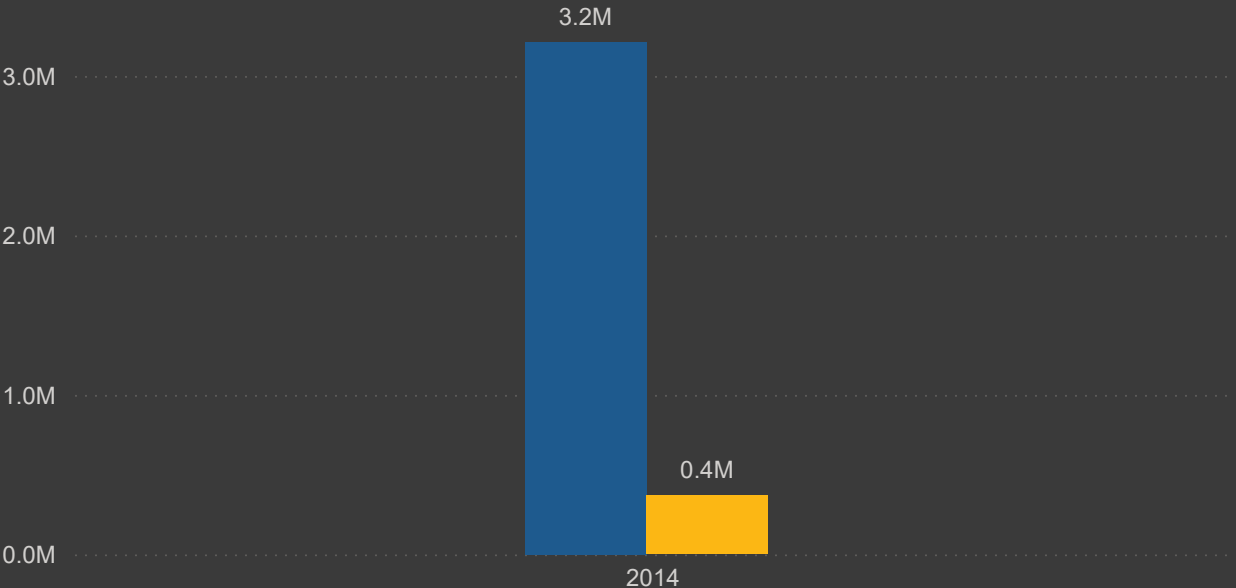
12%

Returned Rate

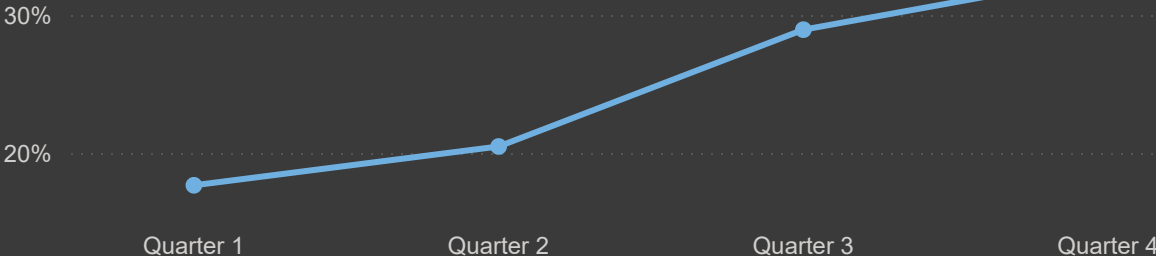
5%

Sales and Profit in 2014

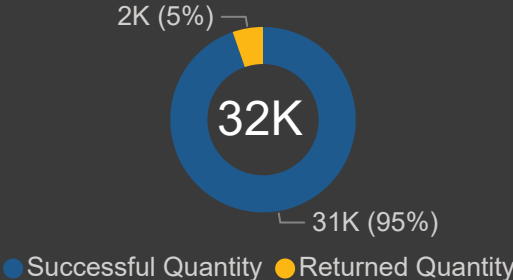
USD ● Sales ● Profit



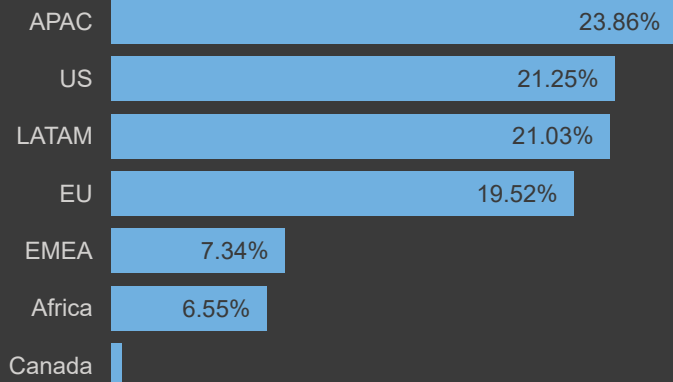
Profit trends



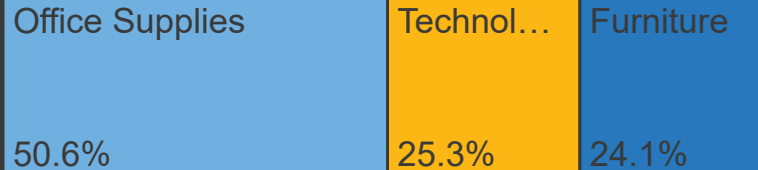
Quantity Status



Total Quantity by Market



Quantity by Category



PRODUCT ANALYSYS

Year

2014

Market

All

Segment

All

SUCCESSFUL ORDERS

Returned Rate

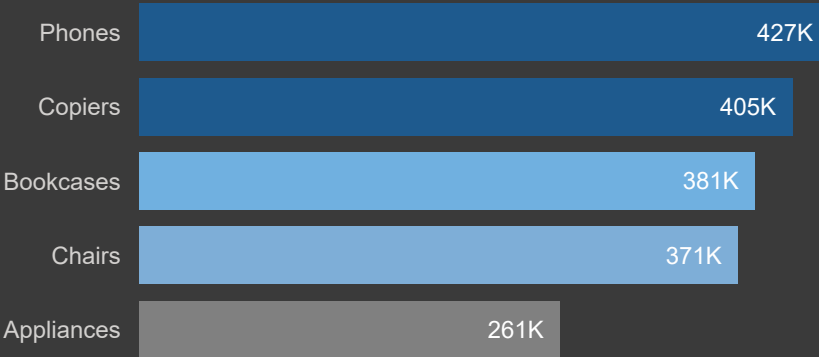
5%

RETURNED ORDERS

Top 5 Successful Sales & Profit Earn by Sub-Ca

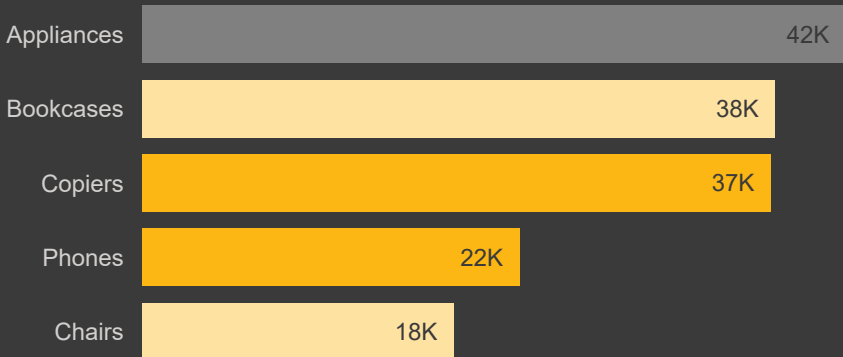
Top 5 Sales & Profit Lost by Sub-Category

Profit Earn
333K



Sales Value

Profit Lost
37K



Sales Value

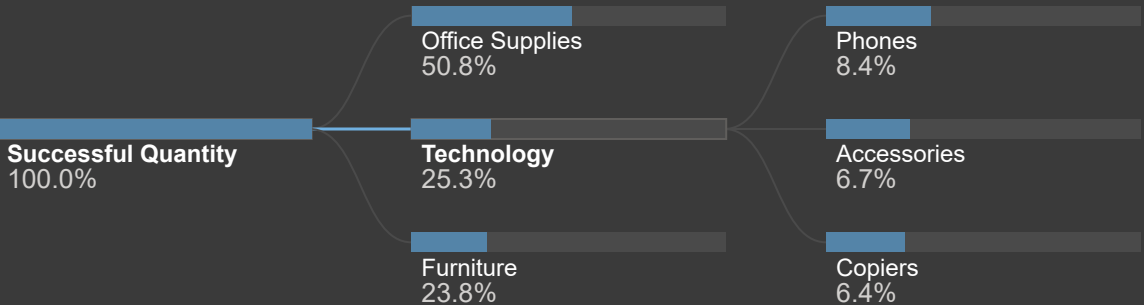
Quantity Number
31K



Category

Technology

Sub-Category



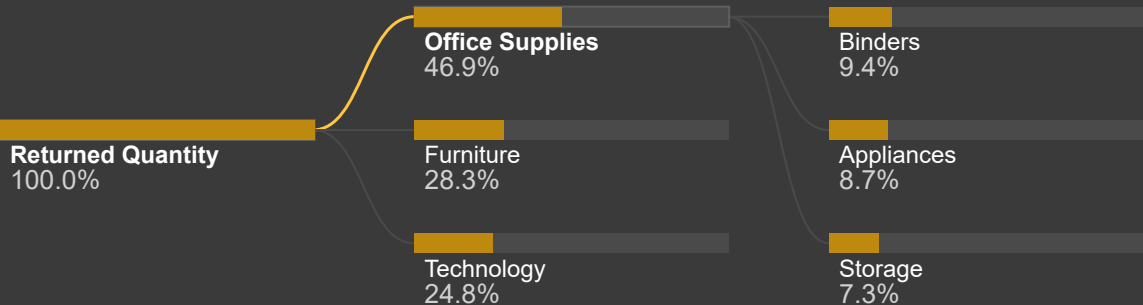
Quantity Number
2K



Category

Office Supplies

Sub-Category



REGION ANALYSIS

Year

2014

Segment

All

Market

Africa	Canada	EU	US
APAC	EMEA	LATAM	

Total Sales

720K



Total Quantity

6,329



Total Profit

85K

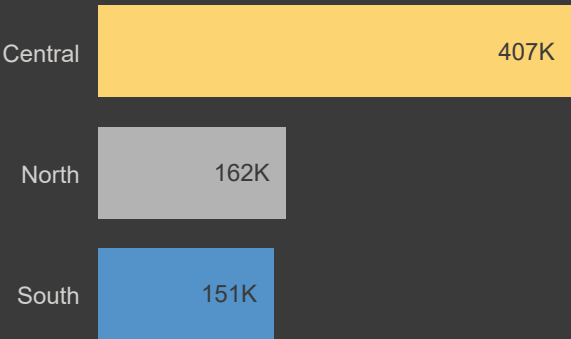


ROS

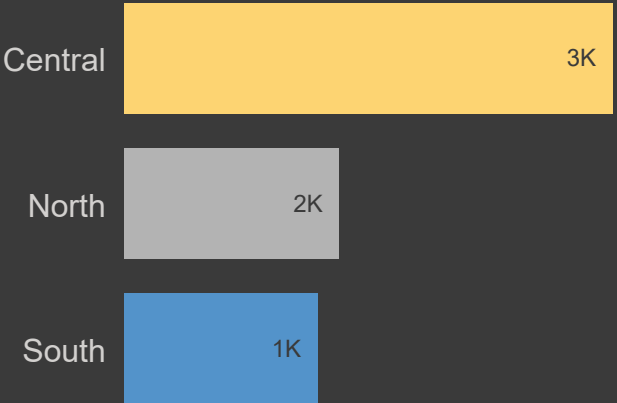
12%



Top 3 Sales By Region



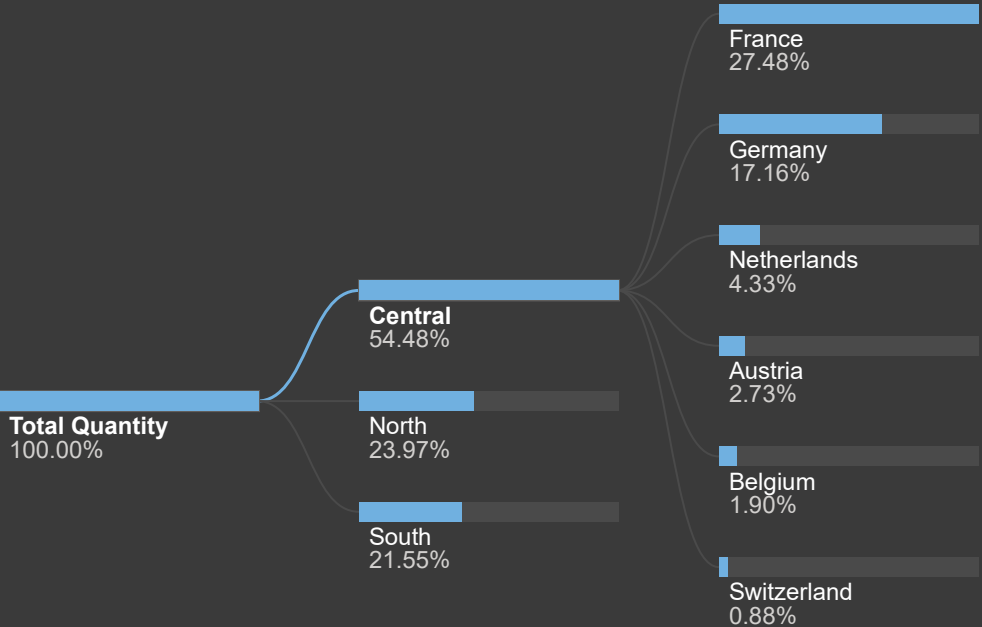
Top 3 Quantity By Region



Region

Central

Country



Insight

Sales and Profit Growth:

- Sales and Profit have been increasing steadily from 2011 to 2014.
- The highest sales and profit were recorded in 2014, with sales reaching 3.2M and profit 0.4M.
- There's a noticeable increase in both sales and profit each year, indicating healthy business growth.

Quantity and Return Analysis:

- Total Quantity sold is 95K, out of which 90K (95%) is successful and 5K (5%) is returned.
- The low returned rate (5%) suggests a high level of customer satisfaction or product quality.

Market & Region Analysis:

- The top-performing regions are APAC (23.33%), LATAM (21.99%), and US (21.31%).
- The lowest performance is seen in Canada, with negligible sales contribution.

Recommendation:

About choosing product

1. Phones and Copiers have the highest sales and likely high profit margins. Expanding markets for these products could lead to significant revenue growth.
2. Chairs could be secondary choices for market expansion because of its low returned quantity

About choosing market

1. Invest and strengthen marketing efforts in APAC, LATAM, and US markets.
2. Explore opportunities to improve sales in underperforming markets like Canada and Africa.