

Sales Year-to-Date

4.3M

Profit Margin

11.6%

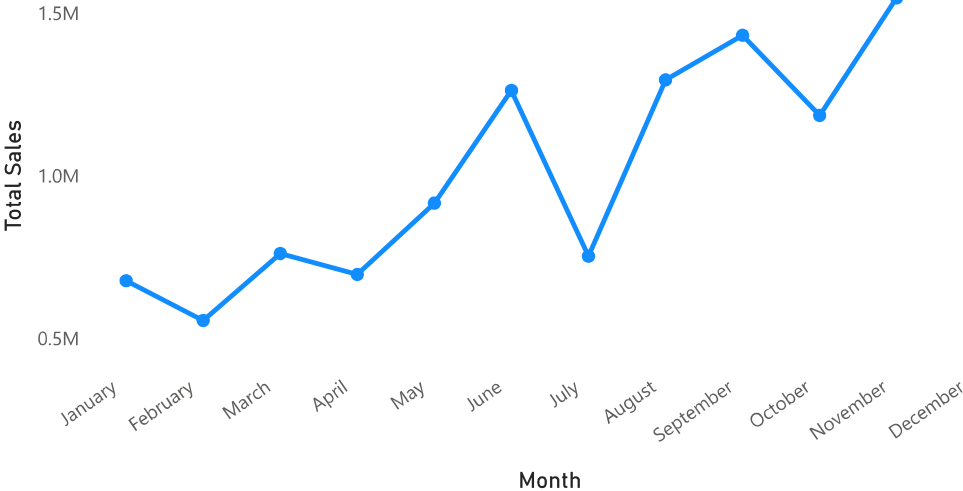
Total Profit

1.5M

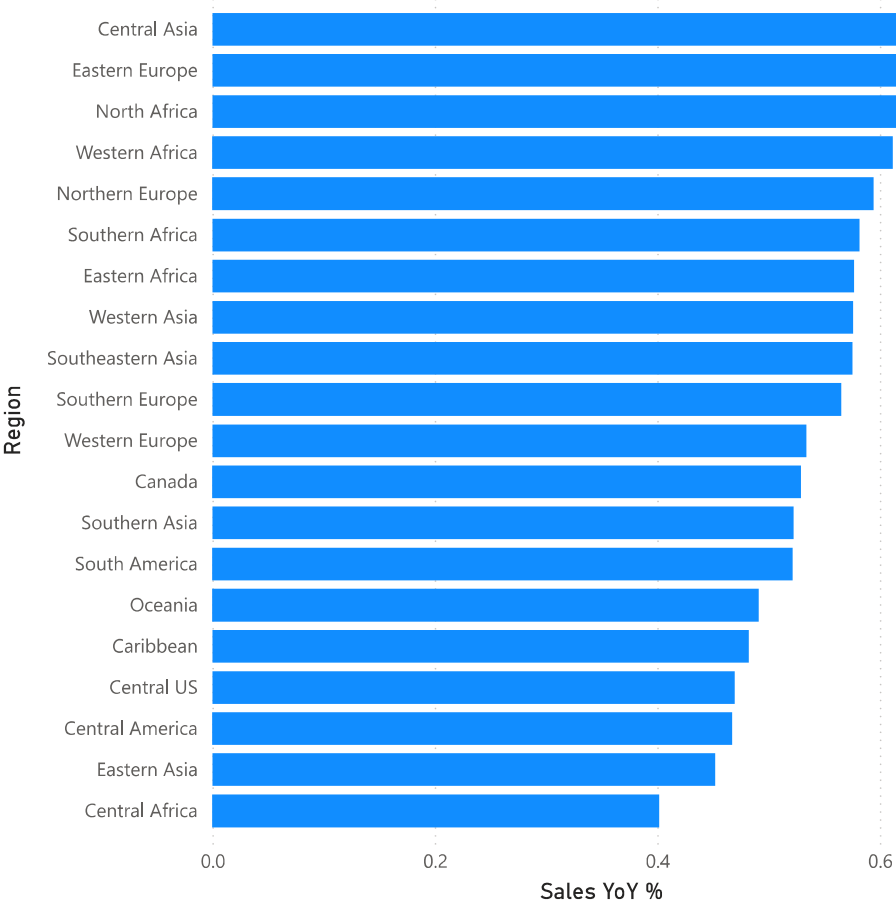
Sales Growth vs Last Year (%)

51.5%

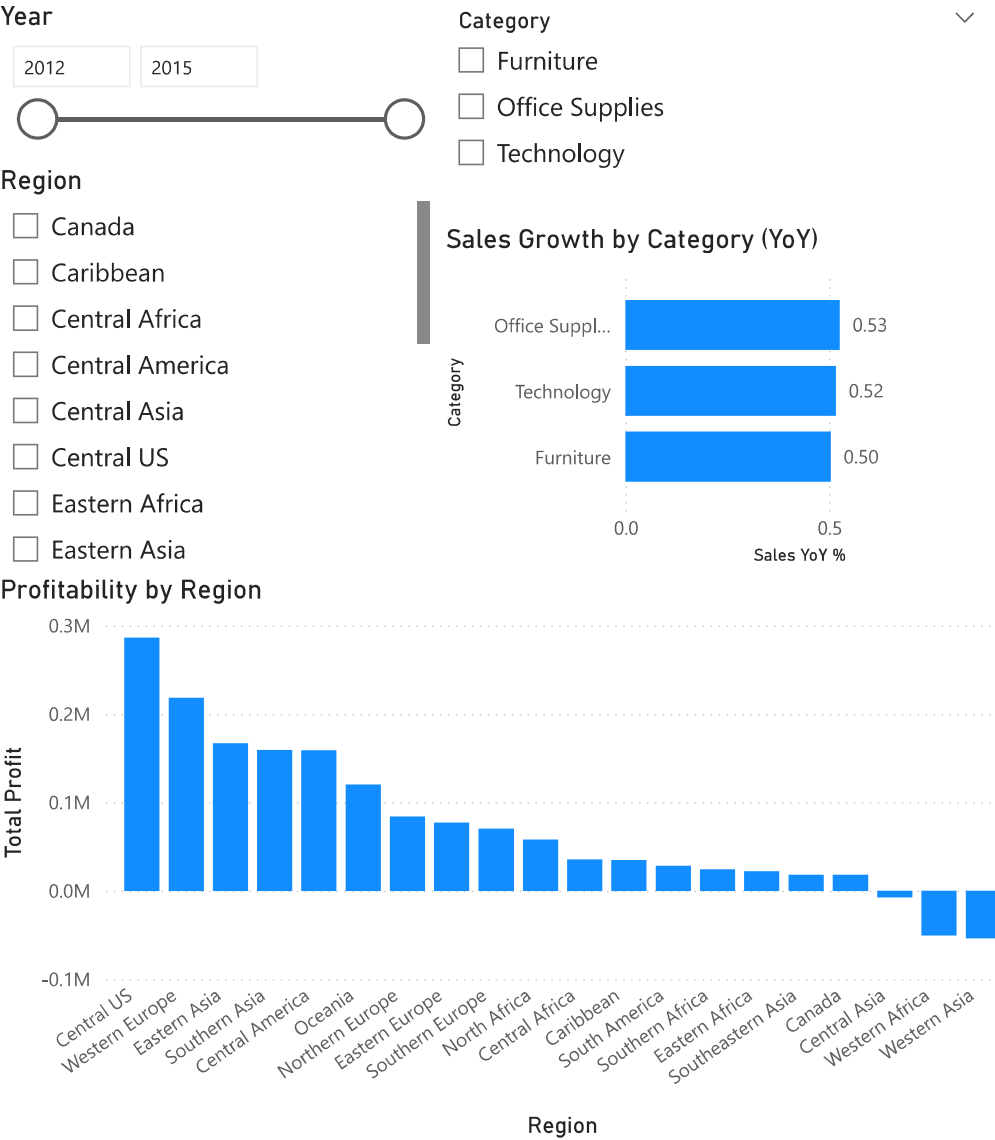
Total Sales by Month



Sales Growth (Year-over-Year %) by Region

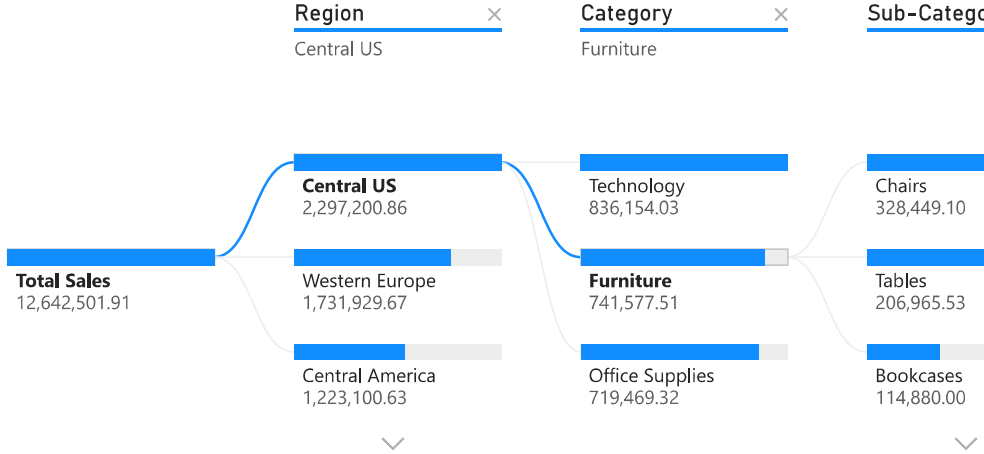


Sales performance is positive year-on-year, driven primarily by strong growth in key regions and improved profitability across core product categories. However, performance remains uneven, with specific regions showing margin pressure that requires targeted action



Top Products Driving Sales Growth (10 Regions)

Product Name	Total Sales	Sales YoY %	Total Profit
Belkin Router, USB	23,470.41	0.24	8,955.02
Canon imageCLASS 2200 Advanced Copier	61,599.82	1.38	25,199.93
Cisco Smart Phone, Full Size	76,441.53	0.69	17,238.52
Cisco Smart Phone, with Caller ID	43,127.50	0.52	9,786.64
Harbour Creations Executive Leather Armchair, Adjustable	50,121.52	0.36	10,427.33
Hoover Stove, Red	31,663.78	1.03	11,807.97
Motorola Smart Phone, Full Size	73,156.30	0.60	17,027.11
Nokia Smart Phone, Full Size	71,904.56	0.38	9,938.20
Nokia Smart Phone, with Caller ID	47,877.79	0.24	9,465.33
Sauder Classic Bookcase, Traditional	39,108.30	0.69	10,672.07
Total	518,471.51	0.57	130,518.11



Sales growth is primarily driven by strong performance in specific product categories and regions. Decomposition analysis highlights concentration risk, with growth dependent on a limited number of high-performing products. This suggests an opportunity to rebalance investment and mitigate downside risk

Year

2012

2015

- Region
- ☐ Canada

☐ Caribbean

☐ Central Africa

☐ Central America

☐ Central Asia

☐ Central US

☐ Eastern Africa

☐ Eastern Asia

☐ Eastern Europe

☐ North Africa

☐ Northern Europe

☐ Oceania

☐ South America

☐ Southeastern Asia

☐ Southern Africa

☐ Southern Asia

☐ Southern Europe

☐ Western Africa

☐ Western Asia

☐ Western Europe

Category

☐ Furniture

☐ Office Supplies

☐ Technology

Risk Heatmap — Sales Growth by Region & Category

Region	Furniture	Office Supplies	Technology	Total
Central Asia	0.35	0.90	0.67	0.69
Eastern Europe	0.60	0.59	0.71	0.63
North Africa	0.58	0.57	0.75	0.63
Western Africa	0.54	0.50	0.74	0.61
Northern Europe	0.59	0.60	0.59	0.59
Southern Africa	0.66	0.48	0.61	0.58
Eastern Africa	0.68	0.59	0.50	0.58
Western Asia	0.54	0.53	0.64	0.58
Southeastern Asia	0.70	0.52	0.51	0.58
Southern Europe	0.53	0.51	0.66	0.57
Western Europe	0.50	0.53	0.56	0.53
Canada	1.19	0.33	0.61	0.53
Southern Asia	0.58	0.62	0.43	0.52
South America	0.48	0.49	0.60	0.52
Oceania	0.45	0.54	0.50	0.49
Caribbean	0.54	0.44	0.46	0.48
Central US	0.41	0.52	0.48	0.47
Central America	0.53	0.47	0.41	0.47
Eastern Asia	0.42	0.49	0.47	0.45
Central Africa	0.46	0.64	0.24	0.40
Total	0.50	0.53	0.52	0.52

The analysis highlights specific region and category combinations where declining sales or margin erosion presents a risk to overall performance. Conversely, high-growth, high-margin areas represent opportunities for targeted investment. Leadership should prioritise corrective action in high-risk areas while ensuring capacity and supply alignment in opportunity

High Risk Areas Requiring Attention (4 Regions)

Region	Category	Sales YoY %	Profit Margin %
Eastern Africa	Furniture	2.27	-1.67
Northern Europe	Furniture	1.19	-0.65
Eastern Africa	Office Supplies	1.14	-0.66
Oceania	Office Supplies	0.73	-0.19
Northern Europe	Office Supplies	0.67	-0.47
Central America	Furniture	0.62	-0.24
Northern Europe	Technology	0.56	-0.43
Oceania	Technology	0.56	-0.21
Central America	Office Supplies	0.52	-0.34
Oceania	Furniture	0.49	-0.18
Central America	Technology	0.47	-0.35
Eastern Africa	Technology	0.42	-0.93
Total		0.60	-0.28

High-Opportunity Areas to Accelerate (4 Regions)

Region	Category	Sales YoY %	Profit Margin %
Central Asia	Office Supplies	0.93	0.27
Western Africa	Technology	0.89	0.26
Central Asia	Technology	0.86	0.25
Western Asia	Technology	0.77	0.23
Southern Europe	Technology	0.71	0.23
Western Africa	Furniture	0.65	0.28
Southern Europe	Furniture	0.62	0.25
Southern Europe	Office Supplies	0.59	0.27
Western Asia	Office Supplies	0.58	0.25
Western Asia	Furniture	0.58	0.26
Western Africa	Office Supplies	0.57	0.23
Central Asia	Furniture	0.29	0.35
Total		0.66	0.25

Current Performance Snapshot			
Sales YTD		Profit Margin	
4.3M		11.6%	
Total Profit		Sales YoY %	
1.5M		51.5%	

Top Opportunities to Accelerate (4 Regions)			
Region	Category	Sales YoY %	Profit Margin %
Central Asia	Furniture	0.29	0.35
Southern Europe	Furniture	0.62	0.25
Western Africa	Furniture	0.65	0.28
Western Asia	Furniture	0.58	0.26
Central Asia	Office Supplies	0.93	0.27
Southern Europe	Office Supplies	0.59	0.27
Western Africa	Office Supplies	0.57	0.23
Western Asia	Office Supplies	0.58	0.25
Central Asia	Technology	0.86	0.25
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Western Africa	Technology	0.89	0.26
Western Asia	Technology	0.77	0.23
Total		0.66	0.25

Top Risks Requiring Leadership Attention (4 Regions)			
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- Recommended Actions**
- Prioritise corrective actions in high-risk region and category combinations showing margin erosion or declining sales
 - Protect and scale high-opportunity segments by ensuring supply, pricing, and operational capacity are aligned
 - Monitor concentration risk where growth is driven by a small number of products or regions
 - Introduce targets and variance tracking to proactively manage performance rather than reactively report it
- Notes & Next Steps**
- Analysis is based on historical transactional data
 - Thresholds for risk and opportunity can be adjusted based on leadership appetite
 - Future enhancements could include forecasting, budget variance, and scenario analysis