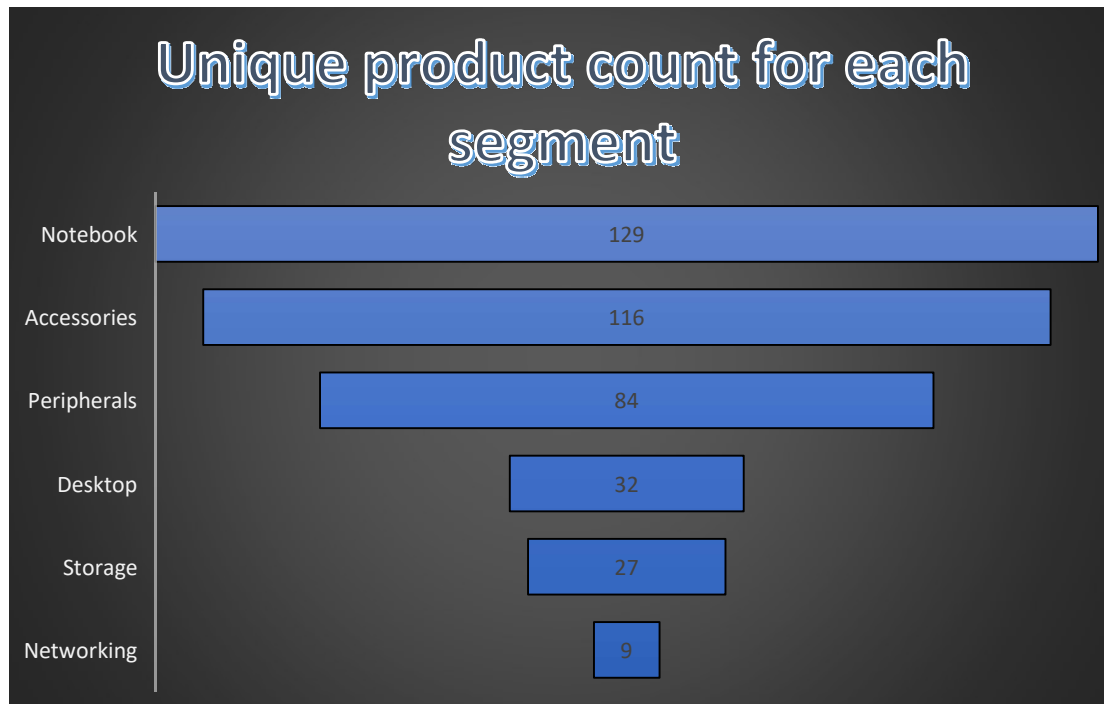




Report 3



Insights

1. **Prioritize Notebooks & Accessories:** These segments have the highest product counts, indicating they are key revenue drivers.
2. **Expand Desktop Segment:** With only 32 products, there's potential for growth in desktops by targeting niche markets.
3. **Increase Storage Offerings:** The Storage segment (27 products) presents an opportunity for expansion, driven by rising data needs.
4. **Revitalize Networking:** The Networking segment (9 products) is small, suggesting the need for either expansion or a more focused strategy.
5. **Leverage Cross-Selling in Peripherals:** With 84 products in peripherals, bundling with other segments like Notebooks can increase sales.
6. **Capitalize on Market Trends:** The strong Notebook and Accessories presence aligns with growing demand for portable and mobile technology.