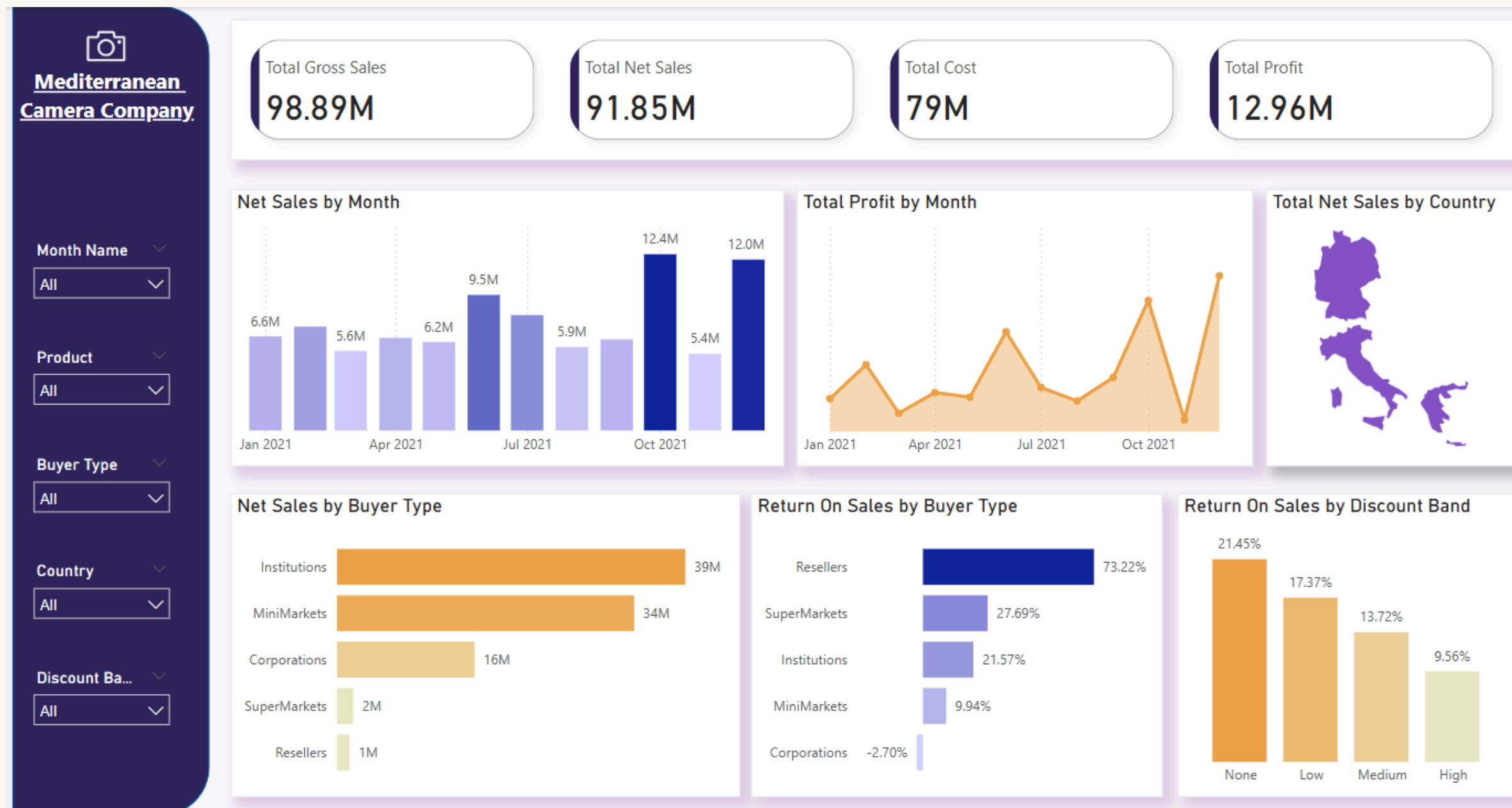


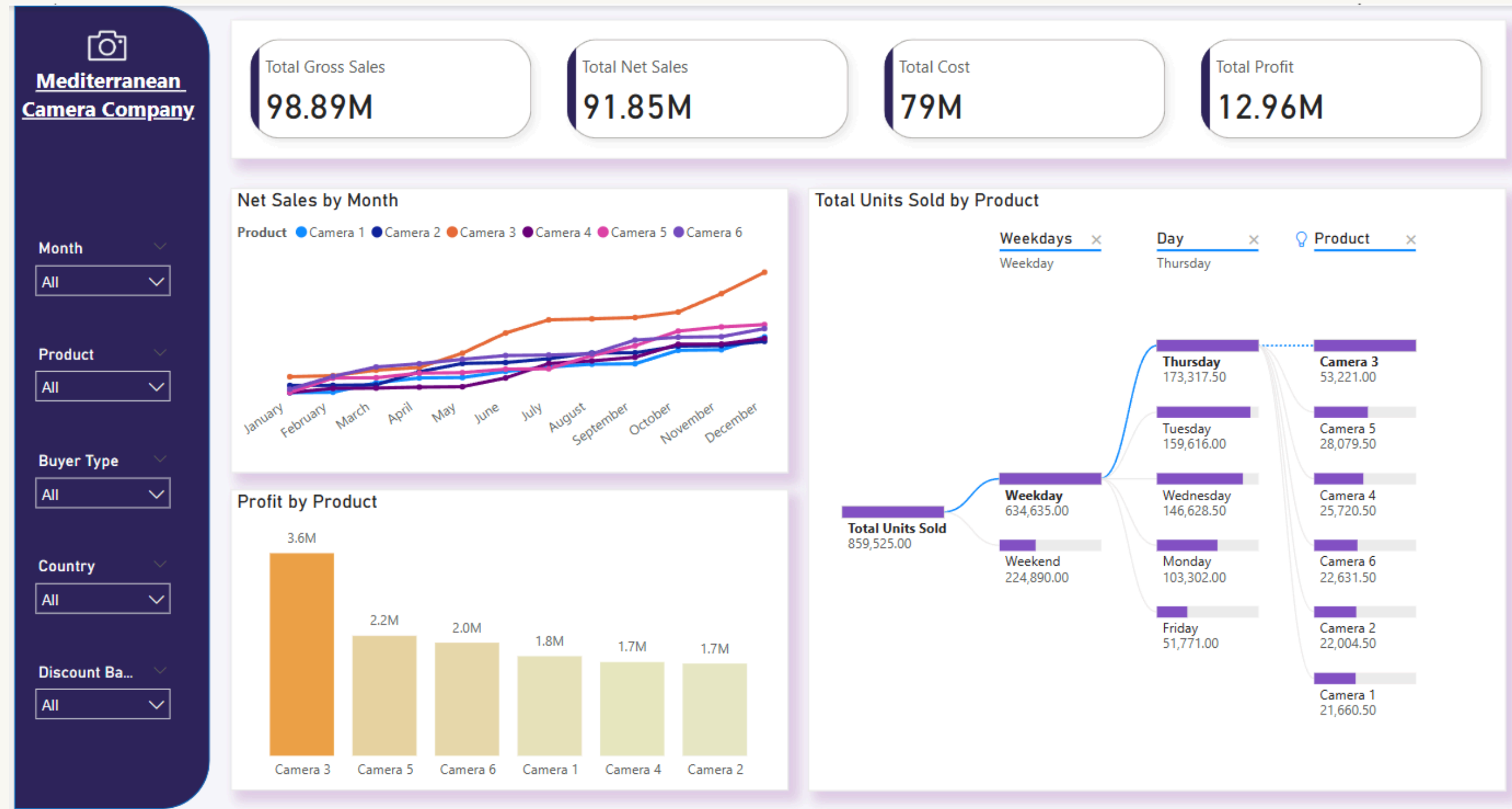


Mediterranean Camera Company Insights

Dashboard Overview



Detailed Analysis





PROFITABILITY

- Total Gross Sales (98.89M) vs. Net Sales (91.85M):
 - A discount of 7.1M was applied across the year, ~7.18% of gross sales.
 - Indicates a moderate discount strategy but its impact on different buyer segments must be scrutinized.
- Total Cost: 79M → Total Profit: 12.96M
 - Net profit margin: ~14.1% → Not poor, but underwhelming for an electronics company with digital products.
 - Opportunity: Review high-cost buyer segments and discount bands to extract better margins.



SALES TRENDS OVER TIME

Net Sales Over Months:

- Q4 Dominance: October (12.4M), November (12.0M) stand out.
 - Could be due to holiday season, tech launches, or regional festivals.
-  November dip (5.4M) is the anomaly, possibly due to:
 - Delayed promotions
 - Inventory or shipping issues
 - External factors like economic slowdowns or public holidays affecting sales days
-  May–June are moderate, so mid-year campaigns could still help, but November needs more urgent attention in strategy planning.

Profit Over Months:

- Profit peaks align with sales trends → Suggests no major margin compression during high sales.
- Positive signal: high-volume sales are not necessarily deeply discounted.



REGIONAL STRATEGY - COUNTRY-WISE SALES



Net Sales by Country:

- While specific countries aren't labeled, visualization suggests:
 - Concentration in Southeast Asia (Philippines, Thailand, Vietnam).
 - Sparse sales in Africa and South America.
- Opportunity:
 - Expand penetration into emerging African markets with competitive pricing.
 - Run pilot campaigns in underperforming regions (geo-targeted ads, local retailer partnerships).

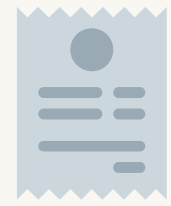


BUYER SEGMENT PERFORMANCE

Buyer Type	Sales (M)	Profit (M)	ROI (%)
Institutions	39	8.4	21.57%
MiniMarkets	34	1.2	3.53%
Corporations	16	-0.44	-2.70% ❌
SuperMarkets	2	0.57	27.69% ✅
Resellers	1	0.73	73.22% ✅✅✅

🔍 Diagnosis:

- Corporations are destroying profit margins, generating negative returns.
 - Likely reasons: excessive discounting, high acquisition/servicing cost.
 - Action: renegotiate pricing or exit unprofitable B2B contracts.
- Resellers (73.22% ROI) and SuperMarkets (27.69%):
 - Though small volumes, extremely efficient.
 - Prescriptive Move: Upsell to these channels via bulk-deal incentives or exclusivity offers.
- MiniMarkets: 34M sales, but only 3.5% ROI → Needs urgent pricing/margin audit.



DISCOUNT BAND ANALYSIS

Discount Band	ROI (%)
No Discount	21.45%
Low	17.37%
Medium	13.72%
High	9.56%

Interpretation:

- Clear inverse relationship between discount and ROI.
- No-discount customers are most profitable, even if not highest in volume.
- High discounts cut profit margin by more than half compared to no-discount customers.


The more you discount, the more you bleed on margins.


Strategic Advice:

- Introduce value-based pricing instead of flat discount slabs.
- Segment customers into price-sensitive vs. value-driven and tailor offers.

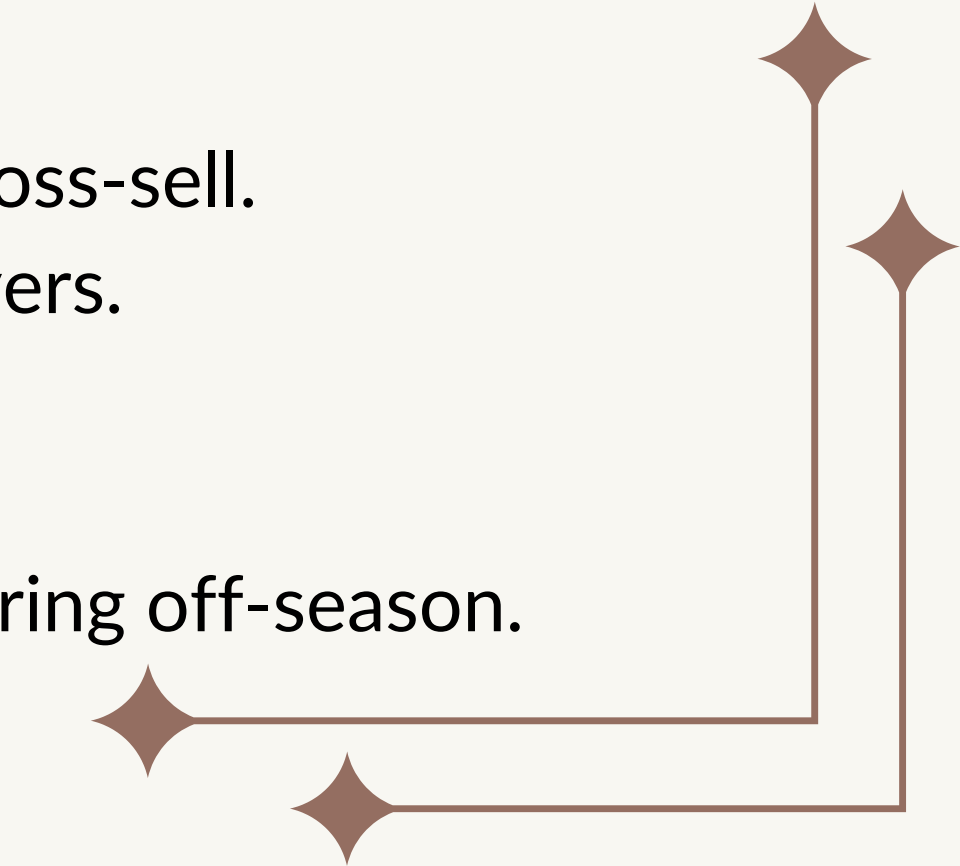


PRODUCT-LEVEL INSIGHTS







-  1 Camera 3 is the Star Performer:
- Consistently rising sales throughout the year.
 - Leads in:
 - Units Sold
 - Profit (3.6M)
 - Top Product on Thursday (53K units)

-  Action Points:
- Scale up production of Camera 3 to meet demand.
 - Consider accessory bundling, e.g., Camera 3 + Lens Kit, to cross-sell.
 - Add camera variants or offer loyalty upgrades for repeat buyers.

Other Cameras:

- Steady but plateauing performance.
 - Opportunity: Discount underperforming SKUs selectively during off-season.
- 

BUSINESS RECOMMENDATIONS

Area	Action
 Low ROI Segments	Audit corporation contracts , minimarkets.
 High ROI Buyers	Upsell to resellers & supermarkets .
 Discount Policy	Cut back on high discounts , adopt tiered pricing .
 Product Strategy	Scale Camera 3 , bundle slow sellers.
 Market Expansion	Enter untapped countries, especially Africa/LatAm .
 Sales Seasonality	Launch campaigns in Q2 , promote mid-week sales .



Thank You