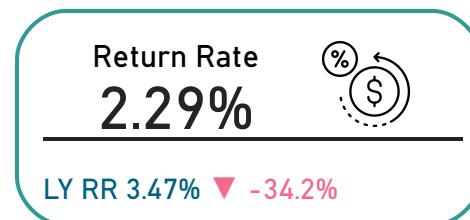
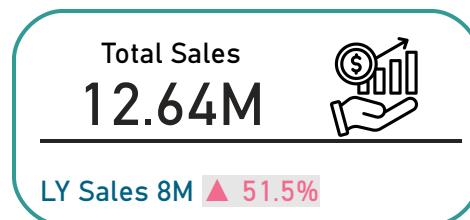
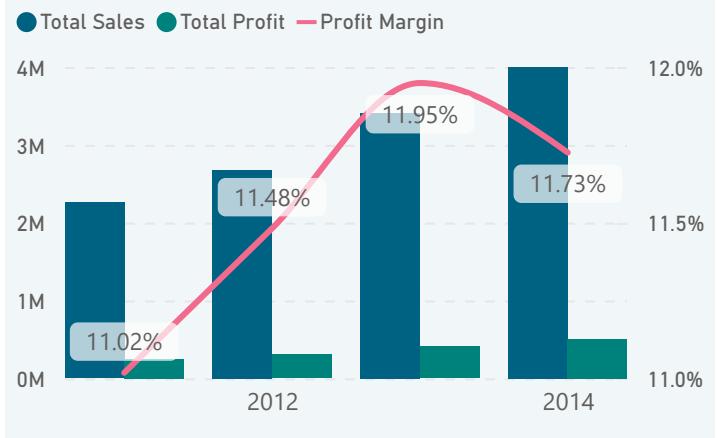


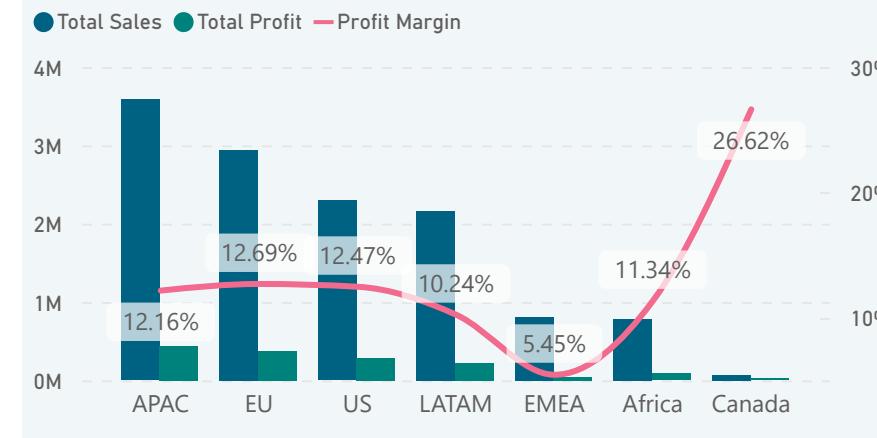
BUSINESS OVERVIEW



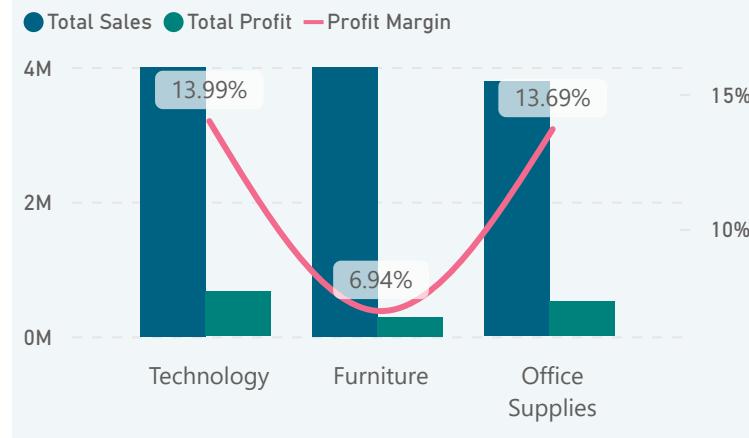
Business Performance Overview



Market Performance Overview



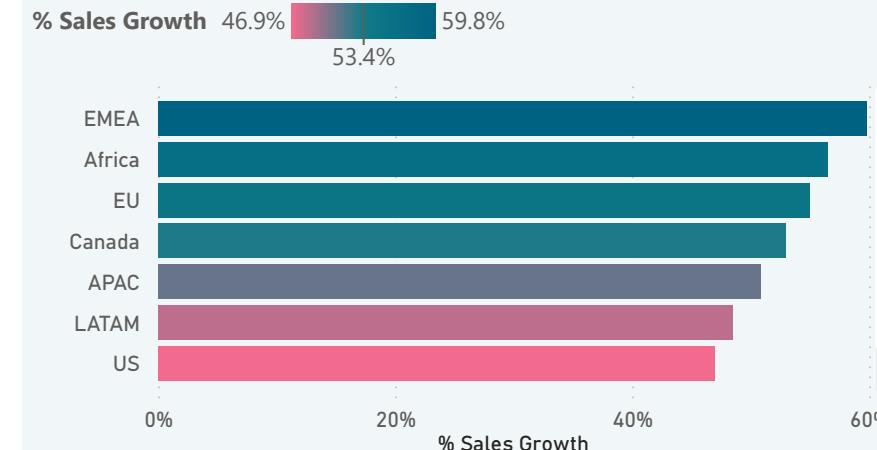
Category Performance Overview



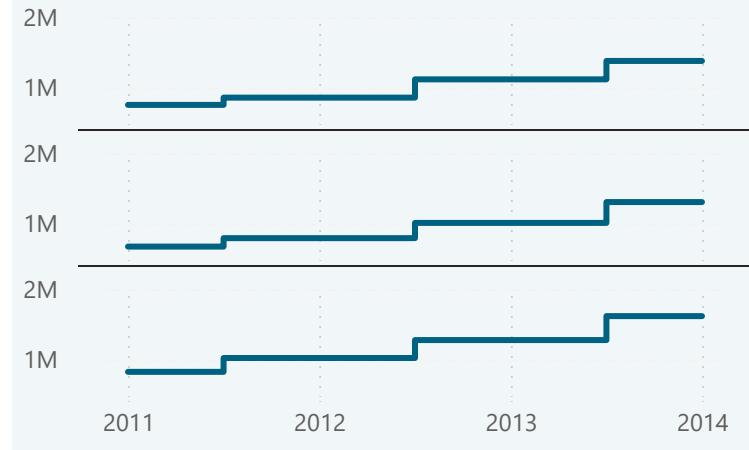
Return Orders by Year



Revenue Growth by Market



Total Sales by Year and Category



MARKET ANALYSIS

Year

All

▼

Category

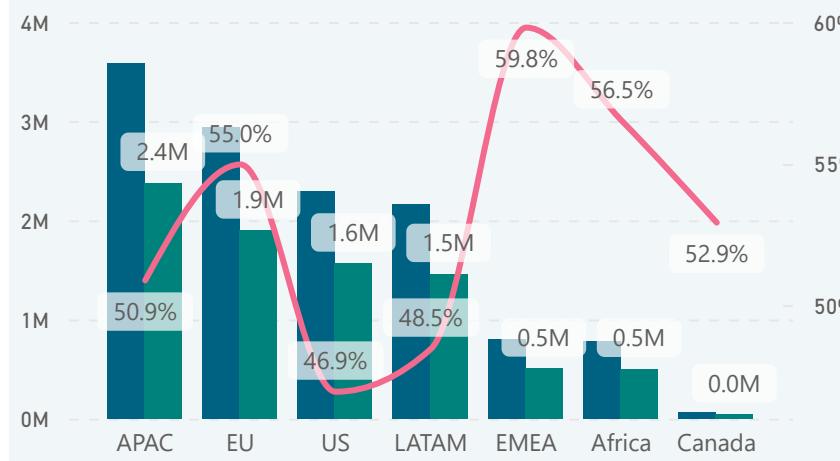
All

Market

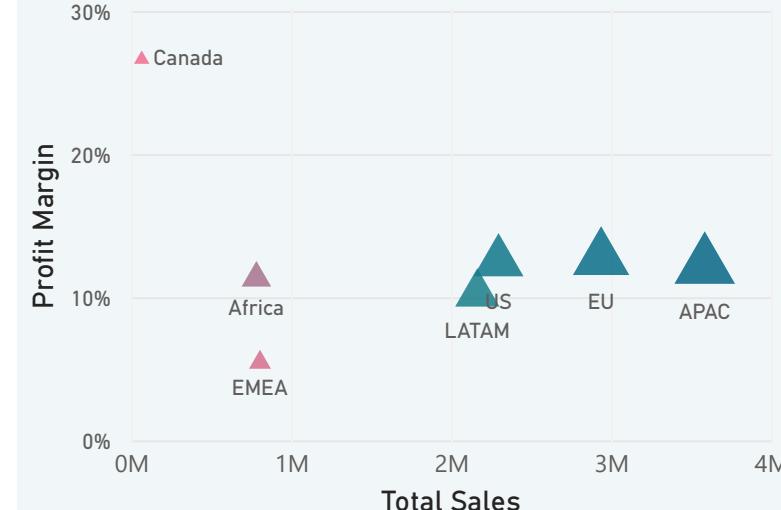
All

▼

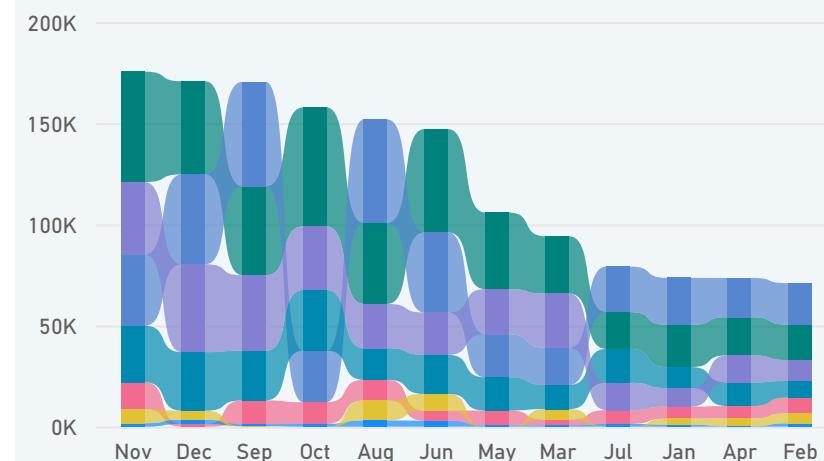
Sales Status by Market

● Total Sales ● LY Sales — % Sales Growth


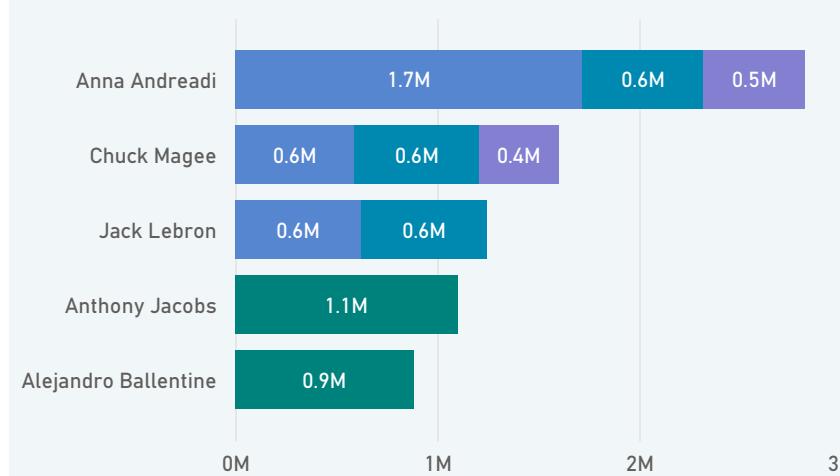
Profit Size by Market

● Profit Margin ● Total Sales


Month Profit by Market

● Africa ● APAC ● Canada ● EMEA ● EU ● LATAM ● US


Top 5 Person Sales by Total Sales

● APAC ● EU ● LATAM ● US


Sales Metric Overview by Market

Choose dimension to analyze

City

Country

Market

Market	Total Sales	LY Sales	% Sales Growth	Sales by Year	Total Profit	Profit Margin	Total Orders	Revenue
US	2,297,200.86	1,563,253.84	▲ 46.9%	2023: 2.297M, 2022: 1.563M	286,397.02	12.47%	9994	1.2B
LATAM	2,164,605.17	1,457,972.23	▲ 48.5%	2023: 2.164M, 2022: 1.457M	221,643.49	10.24%	10294	0.9B
EU	2,938,089.06	1,895,885.33	▲ 55.0%	2023: 2.938M, 2022: 1.895M	372,829.74	12.69%	10000	1.5B
EMEA	806,161.31	504,475.37	▲ 59.8%	2023: 806.16M, 2022: 504.47M	43,897.97	5.45%	5029	0.3B
Canada	66,928.17	43,767.06	▲ 52.9%	2023: 66.928M, 2022: 43.767M	17,817.39	26.62%	384	0.05B
APAC	3,585,744.13	2,376,545.44	▲ 50.9%	2023: 3.585M, 2022: 2.376M	436,000.05	12.16%	11002	1.8B
Africa	783,773.21	500,736.77	▲ 56.5%	2023: 783.77M, 2022: 500.73M	88,871.63	11.34%	4587	0.1B
Total	12,642,501.91	8,342,636.04	▲ 51.5%	2023 Totals: 12.642M, 2022 Totals: 8.342M	1,467,457.29	11.61%	51290	4.5B

PRODUCT ANALYSIS

Year

All

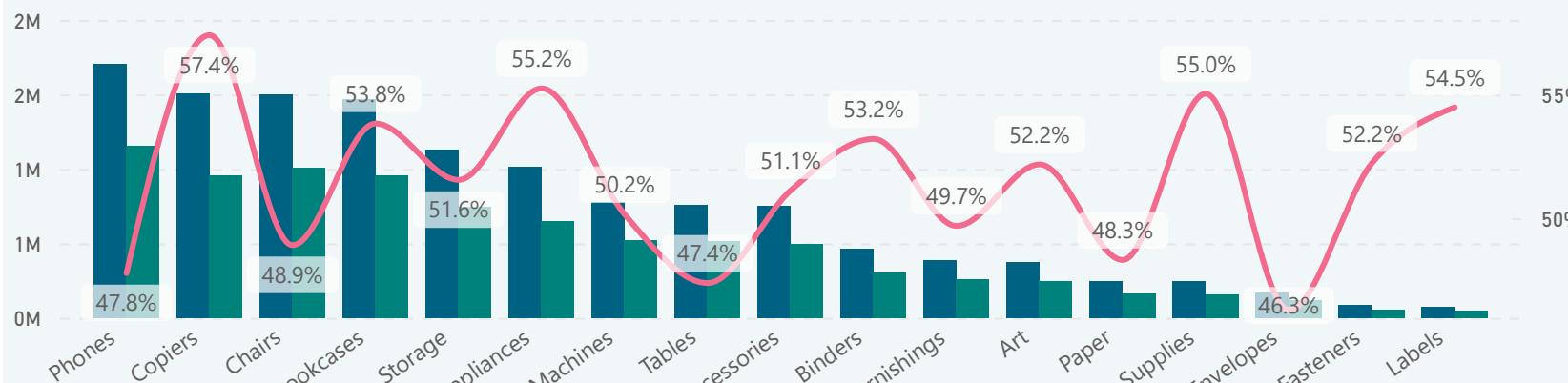
Category

All

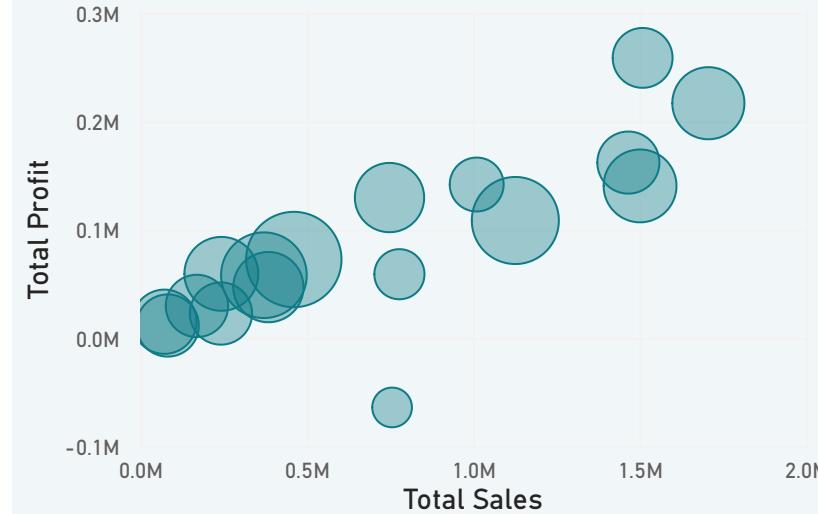
Market

All

Sales Status by Sub-Category

● Total Sales
● LY Sales
— % Sales Growth


Order Size by Sub-category



Sales Metric Overview by Market

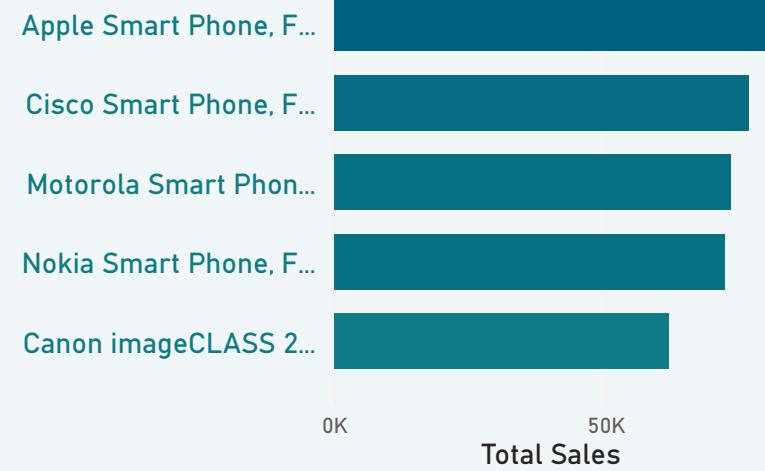
Choose dimension to analyze

Category

Sub-Category

Sub-Category	Total Sales	LY Sales	% Sales Growth	Total Sales by year	Total Profit	Profit Margin	Total
Accessories	749,237.02	495,748.85	▲	51.1%	129,626.31	17.30%	
Appliances	1,011,064.30	651,277.52	▲	55.2%	141,680.59	14.01%	
Art	372,091.97	244,504.31	▲	52.2%	57,953.91	15.58%	
Binders	461,911.51	301,491.92	▲	53.2%	72,449.85	15.68%	
Bookcases	1,466,572.24	953,375.54	▲	53.8%	161,924.42	11.04%	
Chairs	1,501,681.76	1,008,303.49	▲	48.9%	140,396.27	9.35%	
Copiers	1,509,436.27	959,051.38	▲	57.4%	258,567.55	17.13%	
Envelopes	170,904.30	116,805.68	▲	46.3%	29,601.12	17.32%	
Total	12,642,501.91	8,342,636.04		51.5%	1,467,457.29	11.61%	

Top 5 Product by Total Sales



INSIGHTS & RECOMMENDATIONS

Overview

Business Performance: Revenue and Profit show strong growth, indicating the company is in a solid expansion phase. Orders are growing in line with sales, while Profit Margin (~11.6%) remains stable -> signaling sustainable growth.

Core Markets: APA & EU - Largest revenue with stable margin (~12-13%). Require continued investment to maintain leadership.

High potential Market: Canada- Small revenue but exceptionally high profit margin (26.62%). A promising niche market with expansion potential if scale increase.

Product: Phones and Copiers have high profit contribution with healthy demand levels, making them suitable as strategic products.

Market

APAC & EU: There are Core Markets. Largest revenue with strong YoY growth (~51%-55%). High absolute profit but only average profit margin (~12-13%) , so continuing investing, focus on margin improvement (reduce discounts, optimize logistics).

US & LATAM: These markets have high revenue but suboptimal profitability. Solid sales (~\$2M) but relatively low YoY growth (US 46.9%, LATAM 48.5%). Below-average profit margin (~10-12%). Therefore, we should optimize costs, improve pricing strategy and product mix to raise margins.

Canada: This is small but highest margin market. Low revenue but outstanding profit margin (~28%) -> Potential to expand and position as a premium niche market.

Africa & EMEA: These are Weak Markets - Low sales and margins despite high YoY growth -> Not a majority for major investment; maintain presence and use as test markets for new products/models.

Sales Representatives

Anna Andreadi is the top performer with the highest total sales (~\$2.8M), significantly outperforming all other reps. She could take on a leadership role in training or best practice sharing for other reps.

Nicole Hansen is the only sales representatives in Canada, which presents both an operational risk and a growth limitation. It is advisable to retain Nicole as the lead representative for Canada and capitalize on her proven performance by involving her in onboarding and training new team members.

Product

Art, Storage, Binders are high-order, low-profit categories. It is suggested to position these items as entry products to attract customers, then bundle with higher-margin products (cross-sell & bundling) and use these products in promotional campaigns or loyalty initiatives to drive customer retention and upsell to profit-driving categories (marketing & loyalty programs).

Copiers, Phones are high-profit categories. Priorities growth in high-potential regions (e.g. Canada) to capture both new demand and superior margins.