

Key Insights

Most of the overall profit comes from a relatively small group of products, mainly in the Technology category. Phones, copiers, and accessories stand out as strong contributors even when they are not always the highest-selling items.

Some products achieve high sales but generate little or no profit, which shows that higher revenue does not automatically mean better performance.

Furniture shows mixed results across products, with several items performing well in terms of sales but struggling to convert those sales into profit.

The 12-month forecast based on historical trends indicates that overall sales are expected to continue increasing, while profit growth remains more uneven, reflecting similar patterns seen in recent years.

Key Risks

A number of consistently unprofitable products, particularly in Furniture, reduce overall profitability and may hide stronger performance elsewhere in the portfolio.

Discounting appears to have a significant negative impact on profit for certain products, suggesting that current discount strategies may not be well aligned with cost structures.

Profit is concentrated in a limited number of products, which could be risky if demand patterns or costs change over time.

Recommended Next Actions

Investigate products with repeated losses, especially within Furniture, to assess whether pricing, discounting, or product costs can be improved and whether corrective action or discontinuation is warranted.

Focus sales and marketing efforts more heavily on high-margin Technology products that contribute strongly to profit without relying solely on high sales volume.

Use the sales and profit forecasts as a planning reference to monitor whether future performance aligns with historical trends, particularly in periods where profit growth lags behind sales growth.