



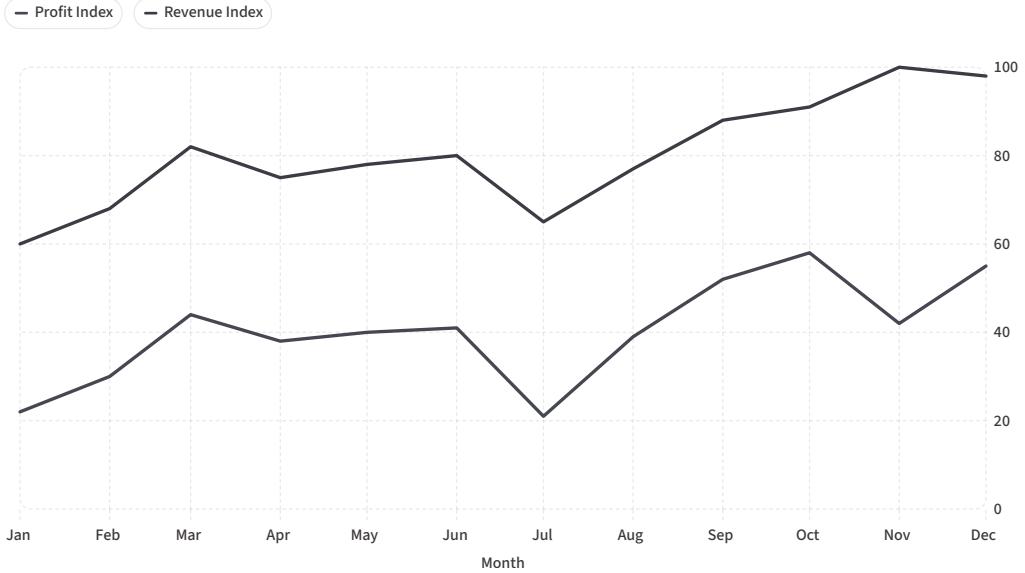
Retail Analytics: Business Intelligence Insights

Ten strategic questions — answered with data. A deep dive into revenue, margin, customers, and growth.

RETAIL ANALYTICS

STRATEGIC INSIGHTS

Monthly Revenue & Profit: Are We Growing?



Stock Up

Prioritize inventory for **Mar, Sep, Nov, Dec** — peak demand windows.

Margin Collapse

January & July show recurring margin dips — investigate costs and mix.

Over-Discounting?

Nov 2017: high sales, low margin — a classic discounting red flag.

Sales & Profit by Region

East 🏆

Top performer — replicate its pricing and product strategy across all regions.

Central ⚠️

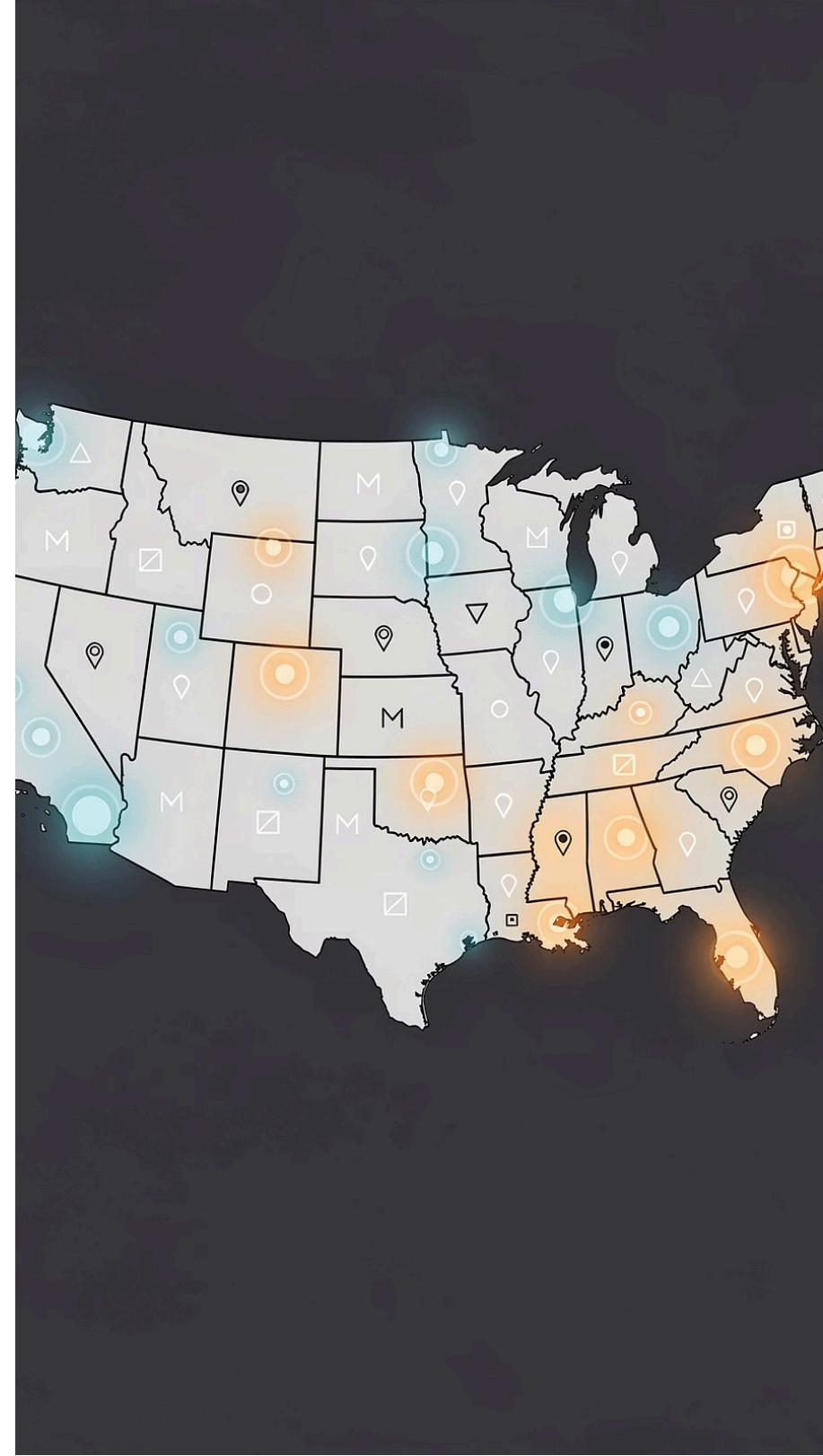
Excessive discounting eroding margin — audit promotions by category immediately.

South 🌱

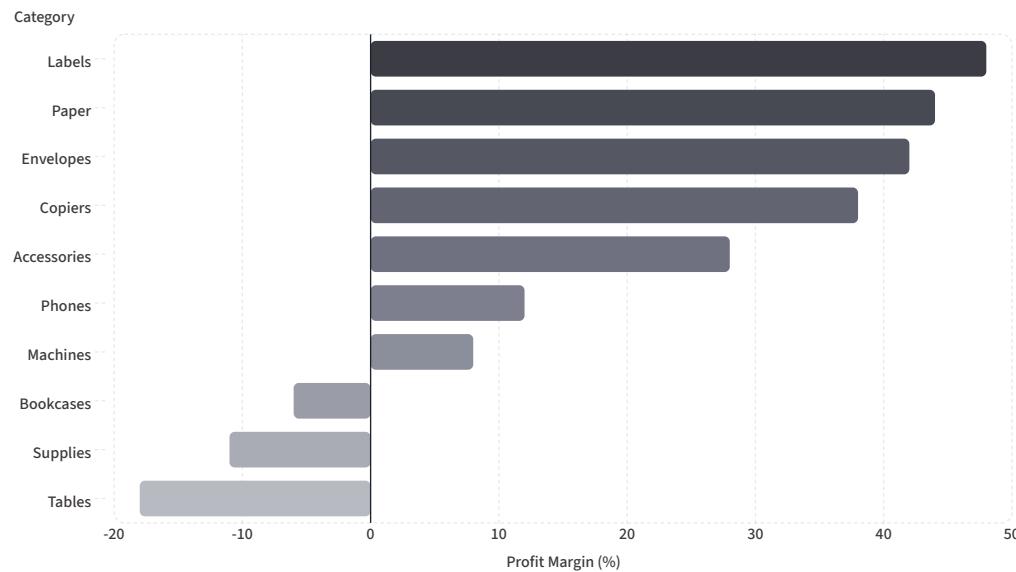
Underinvested — high growth potential with targeted marketing and distribution.

West 🔧

Solid volume, weak margins — optimize product mix without sacrificing scale.



Category Performance: Where's the Profit?



Scale Winners

Labels, Paper, Envelopes, Copiers — high margin, prioritize marketing and inventory.

Fix or Exit

Tables, Bookcases, Supplies are margin-negative — reprice, renegotiate, or discontinue.

Furniture Red Flag

Audit shipping costs, returns, and discounting — likely culprits behind Furniture losses.

Top & Bottom Products: The Profitability Gap

🥇 Best Performers

→ Copiers

Highest profit per unit — scale aggressively.

→ Premium Machines

48–49% margin — replicate cost/pricing structure.

→ Accessories & Binders

High volume, strong mid-tier contribution.

⚠ Worst Offenders

→ 3D & High-End Printers

Unsustainable losses — immediate pricing review required.

→ Furniture Tables

Renegotiate vendor contracts or discontinue SKUs.

→ Long-Tail SKUs

Niche, low-volume, unprofitable — clean up the catalog.

- ❑ **Bundle opportunity:** Pair Copiers + Accessories to drive average order value and protect margins.

The Discount Problem

Discounting is destroying profit.

This is the single most important insight in the dataset.

High-Margin Categories

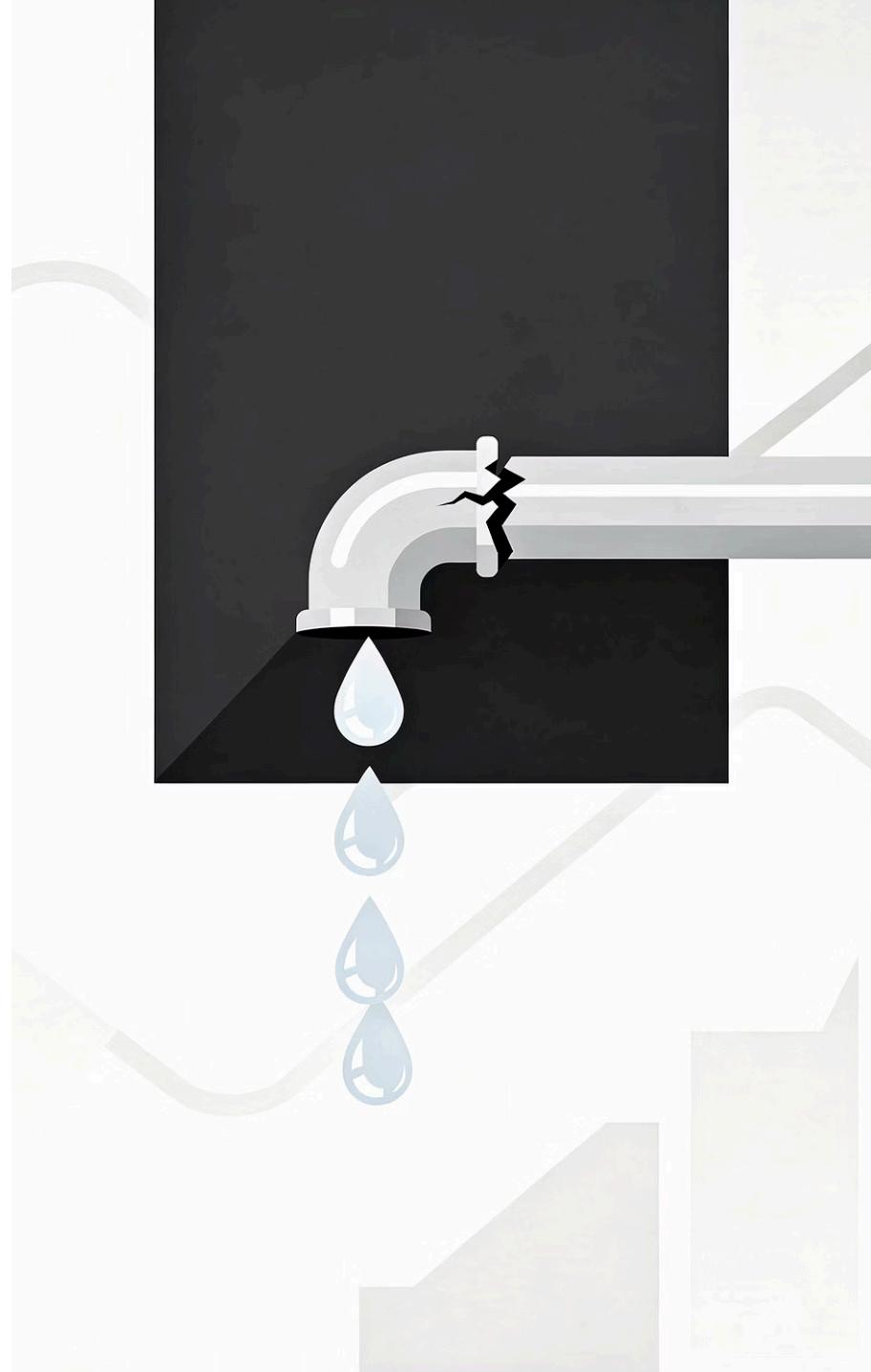
Labels, Paper, Copiers — rarely need deep discounts to move volume.

Low-Margin Categories

Tables, Machines — require heavy discounting just to sell. A structural problem.

Discounting as Diagnostic

Deep discounts = symptom of broken product-market fit or poor cost structure.



Customer Segment Analysis



Consumer · 51%
Corporate · 30%
Home Office · 19%

Consumer 🛒

Largest volume — scale with loyalty programs and cross-selling.

Corporate 💼

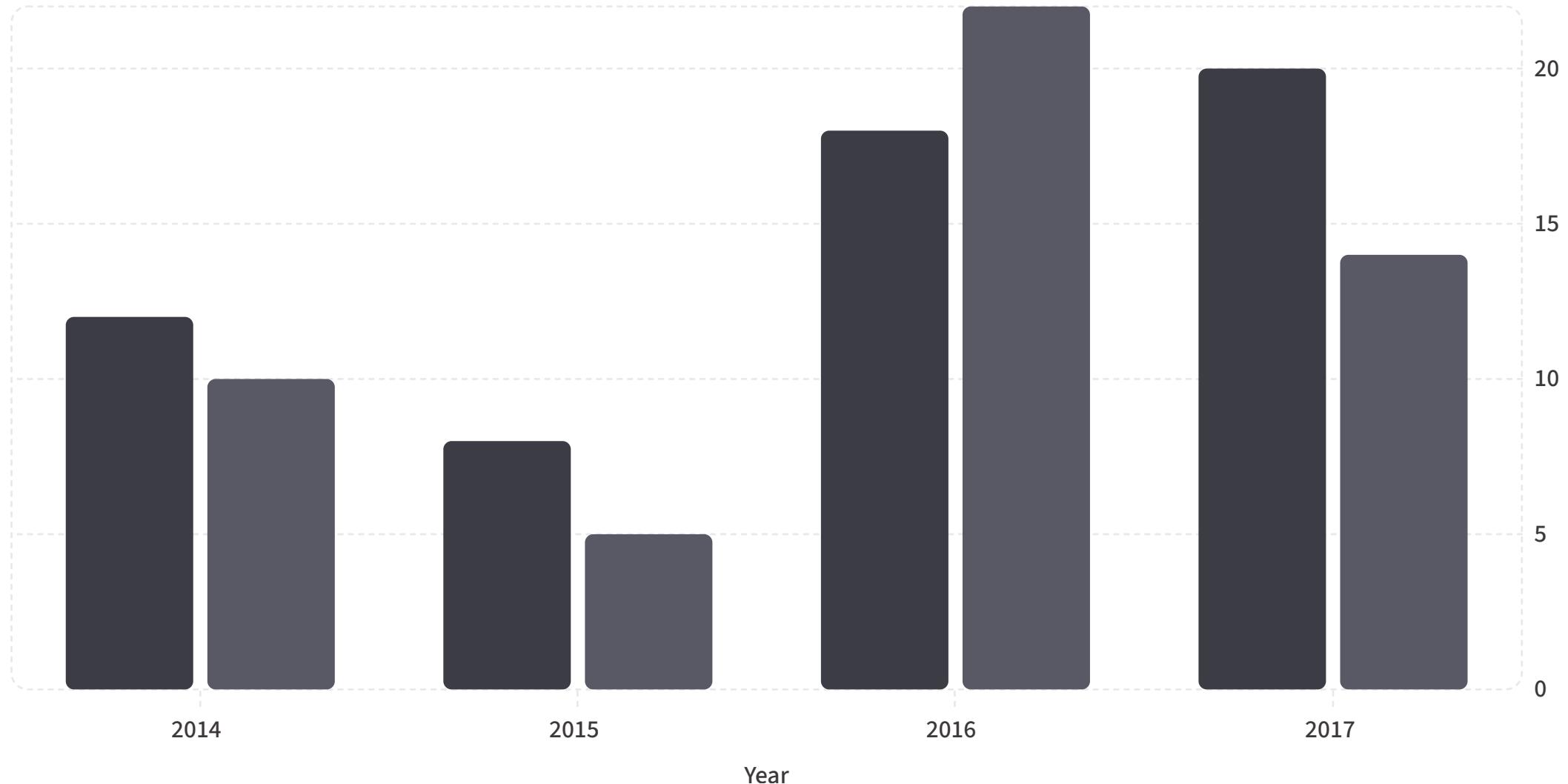
Stable, high-margin — prioritize account management and bulk pricing.

Home Office 🏠

Premium niche — curated offerings, premium delivery, targeted promotions.

Year-Over-Year Growth: Bigger AND More Profitable

Revenue Growth (%) Profit Growth (%)



2015 Dip

Likely a strategic reset — paid dividends in 2016 growth surge.

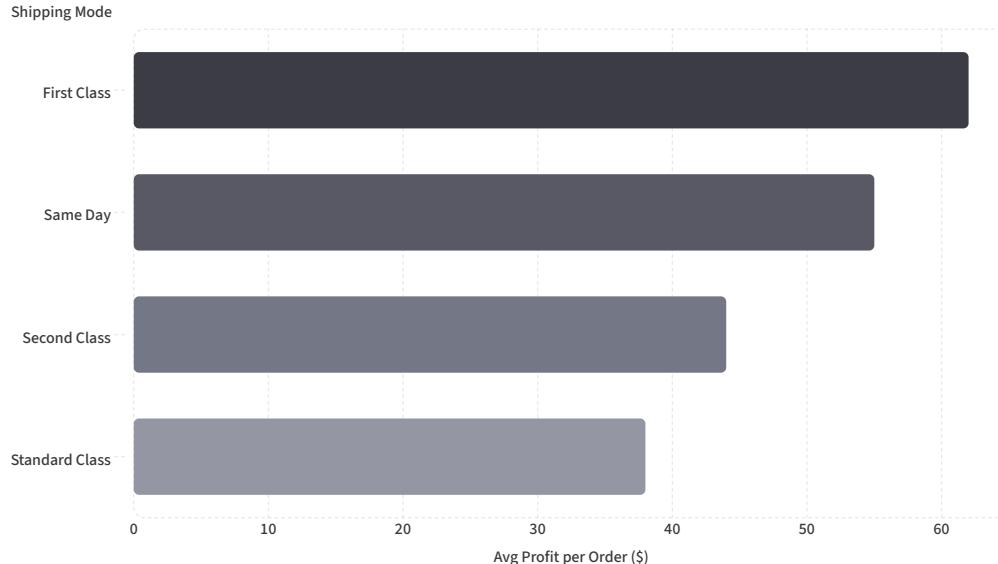
2017 Signal

Profit growth slowing despite revenue growth — time to optimize product mix.

Next Move

Double down on Labels, Paper, Copiers. Reduce Furniture and Machines exposure.

Shipping Mode Profitability



Protect Standard Class

Highest volume — cost control is critical to sustaining overall margins.

Promote First Class

Higher-spend customers — great proxy for customer value and upsell potential.

Expand Same Day Selectively

Only in regions where logistics costs are fully manageable.



Key insight: Shipping choice predicts customer value — use it to segment and personalize outreach.

Top States: Where to Focus



California & New York

Core profit engines — protect market share and invest in growth.



Texas !

Needs margin improvement
— cut discounts, fix shipping,
adjust product mix.



North Carolina ⚡

Immediate attention needed
— audit categories, returns,
and discounting.



Washington 💎

Hidden gem — small volume,
exceptional efficiency. Scale
carefully.