

EMEA Profitability Analysis

EMEA has lower sales and lowest Profit %

Turkey is major contributor of loss in EMEA

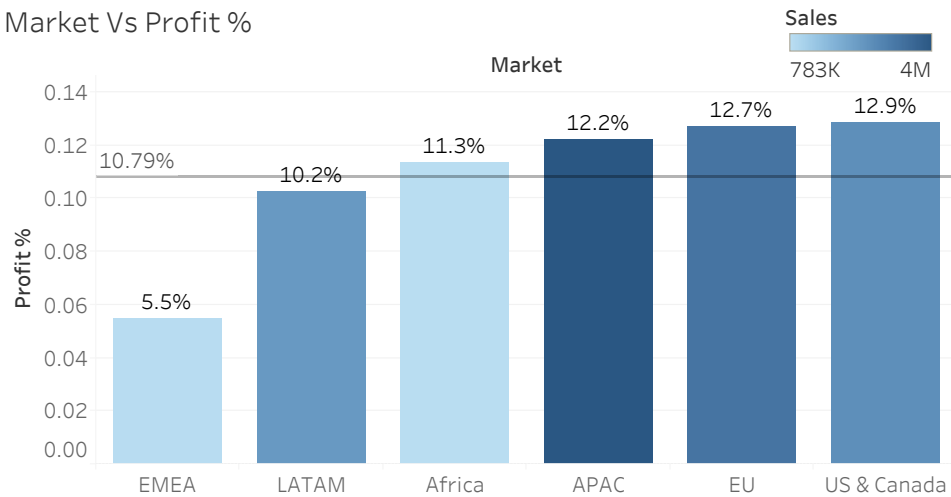
Turkey is seeing heavy losses in all sub categories

High discounts in Turkey & others is reason for loss.

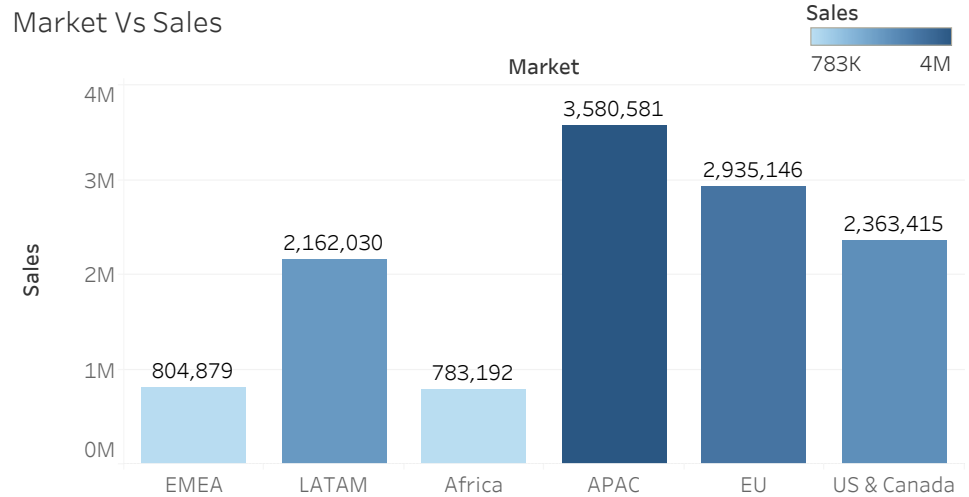
Deducting 20% from discount will set EMEA on track

Market Profit Analysis

Market Vs Profit %



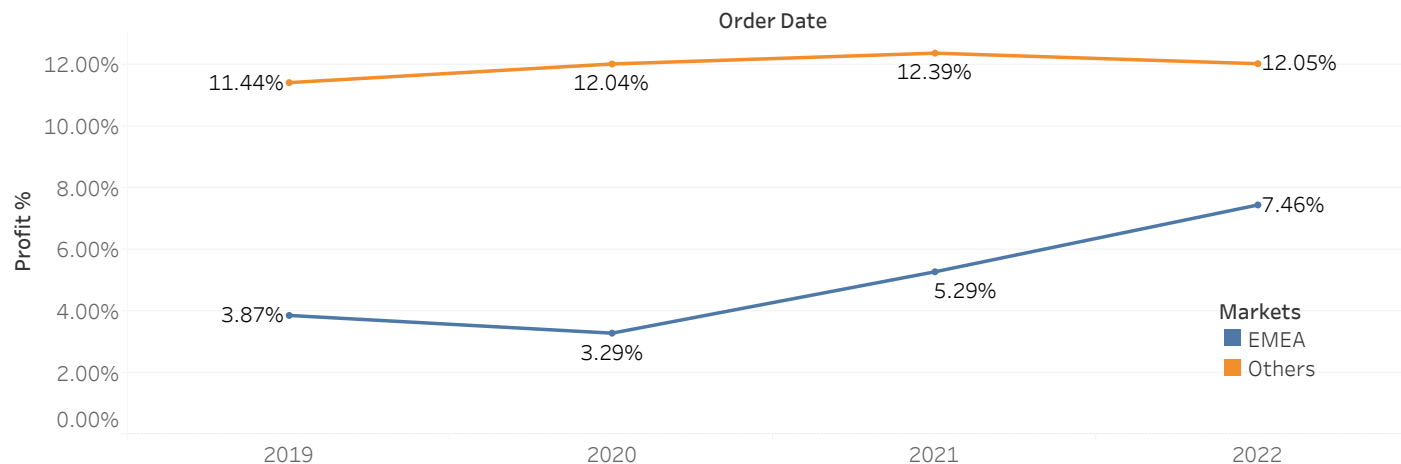
Market Vs Sales



Profit/Sales for each Market. Color shows sum of Sales.

Sum of Sales for each Market. Color shows sum of Sales.

EMEA vs Others Profit %



1. EMEA Profit% is 5.3% lower than Average.
 2. Both EMEA and Africa Sales are similar
 3. EMEA profit % increased over years but still is lower than others
- Profit % = profit/sales

The trend of % OF Profit for Order Year. Color shows details about Markets.

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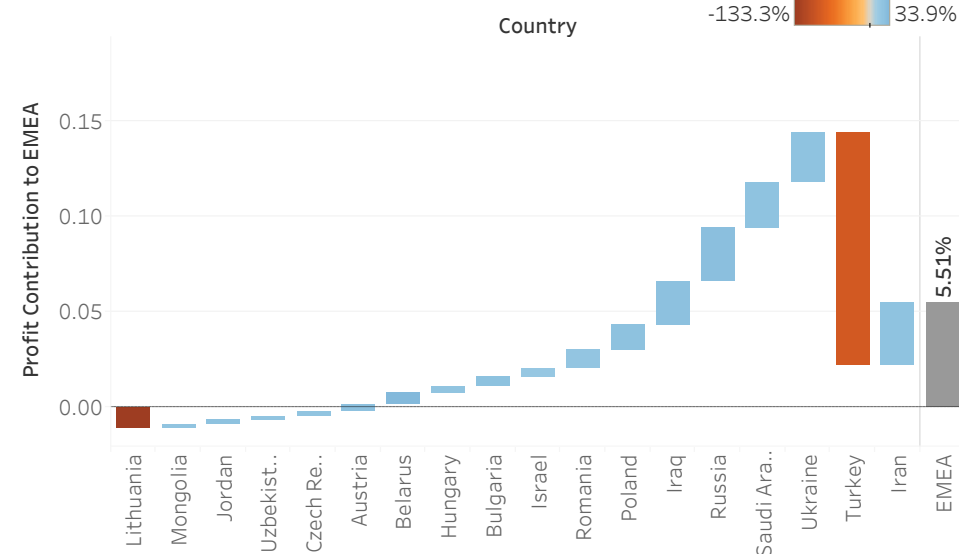
EMEA - Country level Profit %

EMEA Profit %

Country_e..	2019	2020	2021	2022
Others	2.00%	4.72%	12.51%	9.90%
Iran	28.29%	23.05%	23.73%	22.13%
Turkey	-88.87%	-94.40%	-89.17%	-90.91%
Ukraine	23.76%	27.87%	23.52%	22.68%
Saudi Arabia	22.63%	28.72%	19.84%	22.92%
Iraq	25.43%	25.51%	22.38%	28.20%
Poland	24.99%	19.33%	29.77%	22.75%
Romania	18.95%	18.71%	19.26%	23.26%

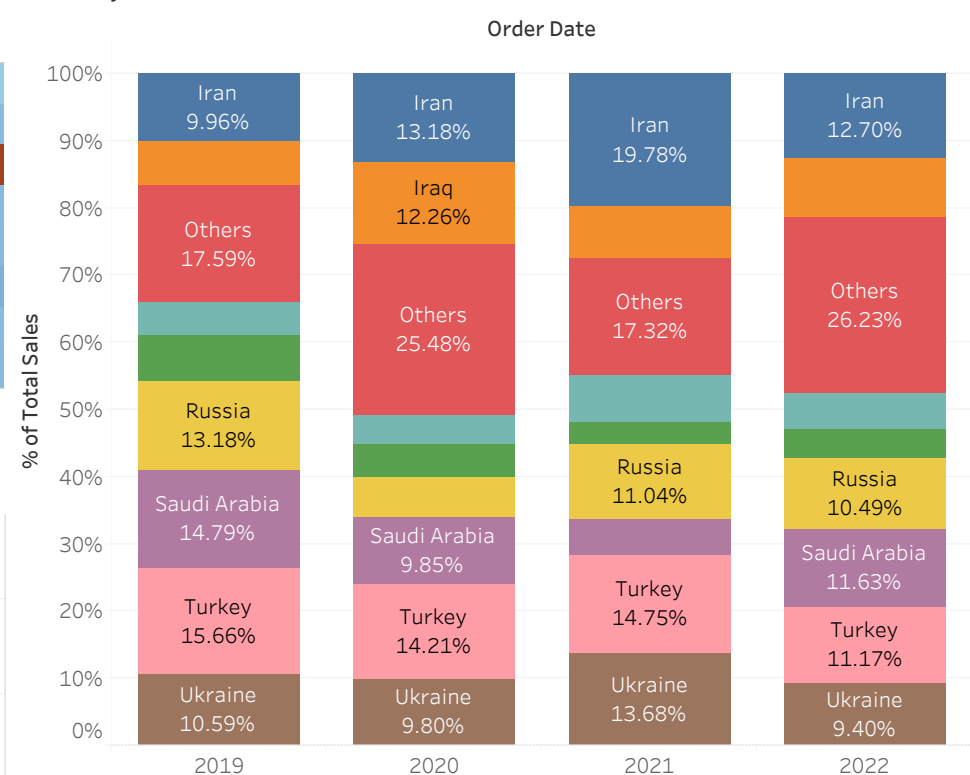
Color shows profit%.

Each country's contribution to EMEA profit %



Waterfall chart of profit contribution. Color shows sum of Profit.

Country Vs sales contribution EMEA



1. Turkey sees a staggering loss of 90% over the years
 2. Iran , turkey ,Ukraine and Saudi Arabia are major contributors to sales in EMEA over years
 3. EMEA profit % increased in 2022 because of decrease in contribution of Turkey and change in sales distribution of countries.
 4. Turkey and lithuania contribute to the maximum decrease of profit percent in EMEA
- Profit % = profit/sales
Profit Contribution = Profit / Total Emea Sales

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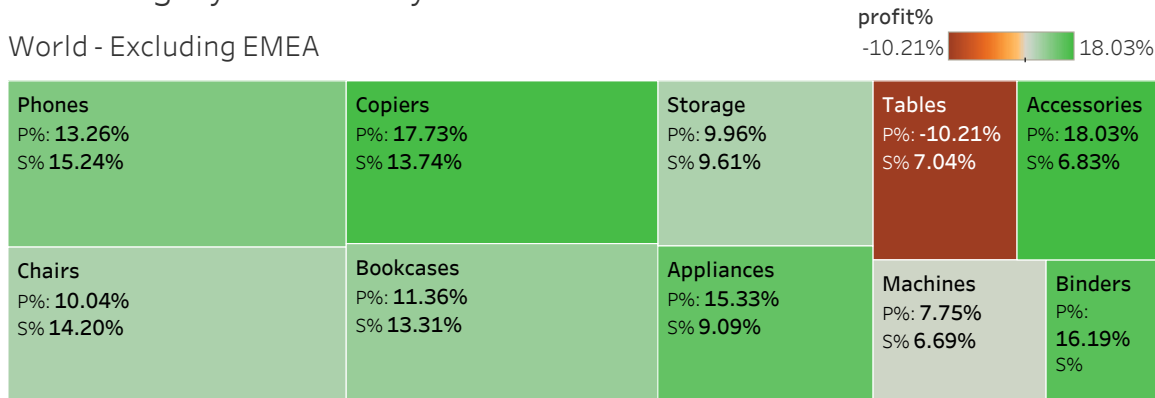
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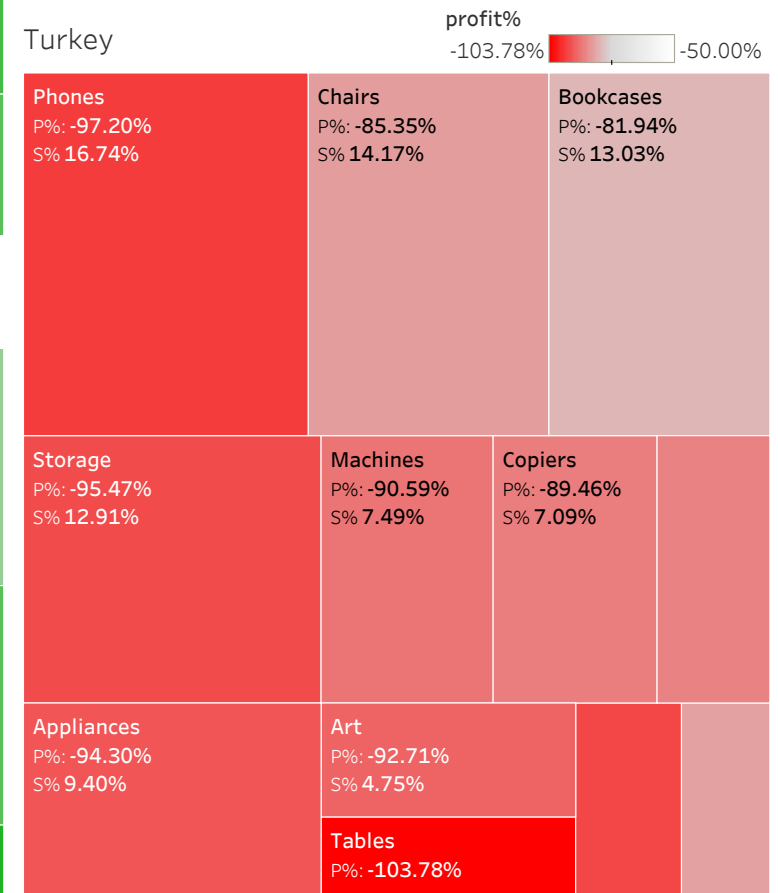
Sub Category Profit analysis

World - Excluding EMEA



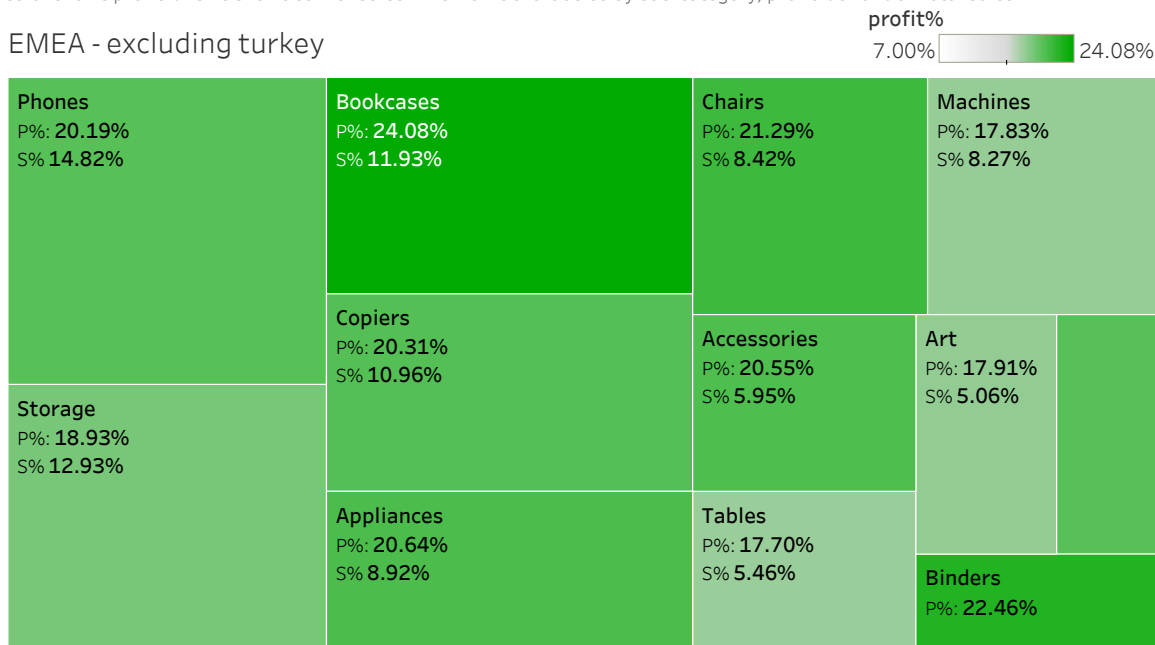
1. Tables is biggest loss contributor all over the world
2. But EMEA Seems to do better in tables and other categories once we exclude turkey
3. Turkey is seeing heavy losses in all categories compared to the world

Turkey



Color shows profit%. Size shows sum of Sales. The marks are labeled by Sub-Category, profit% and % of Total Sales.

EMEA - excluding turkey



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EMEA Profit breakdown

Discounts over years

Country_	Year of Order Date			
	2019	2020	2021	2022
Non discounted countries	0%	0%	0%	0%
Turkey	60%	60%	60%	60%
Yemen & Others	70%	70%	70%	70%
Lithuania	70%	70%	70%	70%
Syria	40%	15%	4%	11%

1. There is flat 60% discount across years in Turkey
2. Countries with lower discounts have higher profits. Syria even though has discounts , has higher profit % because of lower discounts
3. Profit% decreases with increase in discount % across countries & products
4. Order priority or shipping mode is not major reason for losses in EMEA

Profit % vs Order Priority

Country_	Order Priority			
	Critical	High	Medium	Low
Non discounted ..	26.15%	25.87%	23.80%	23.08%
Turkey	-96.41%	-88.29%	-91.13%	-90.77%
Yemen & Others	-149.42%	-150.57%	-154.84%	-123.46%
Lithuania	-175.56%	-128.08%	-160.68%	-233.33%
Syria		8.55%	24.41%	18.06%

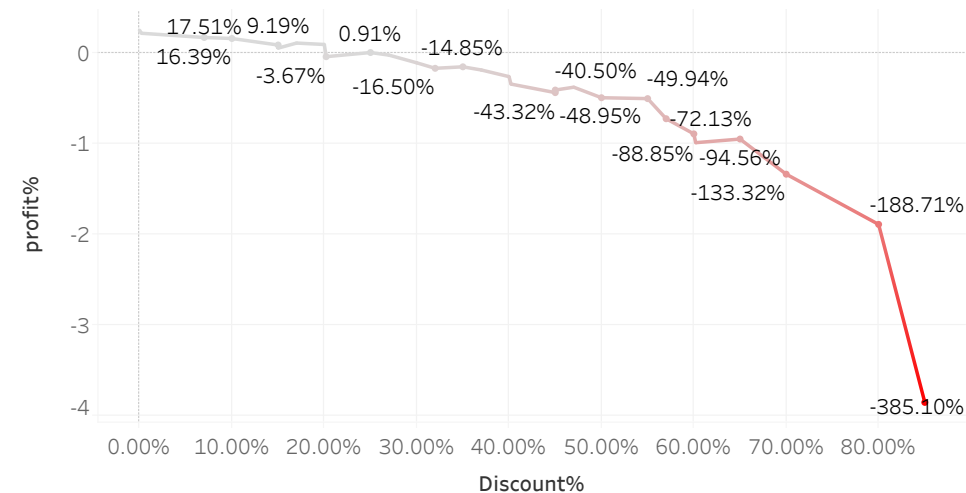
Profit% broken down by Order priority vs. Country . Color shows profit%.

Profit % vs shipping modes

Country_	Ship Mode			
	Same Day	First Class	Second Class	Standard Class
Non discounted countries	28.86%	24.38%	24.30%	24.29%
Turkey	-102.95%	-91.73%	-88.97%	-89.48%
Yemen & Others	-152.96%	-158.17%	-133.84%	-159.78%
Lithuania		-128.12%	-130.10%	-141.36%
Syria	29.94%	13.44%	24.95%	7.37%

Profit% broken down by Shipping mode vs. Country . Color shows profit%.

WORLD- Profit % vs Discount %



Color shows profit%.

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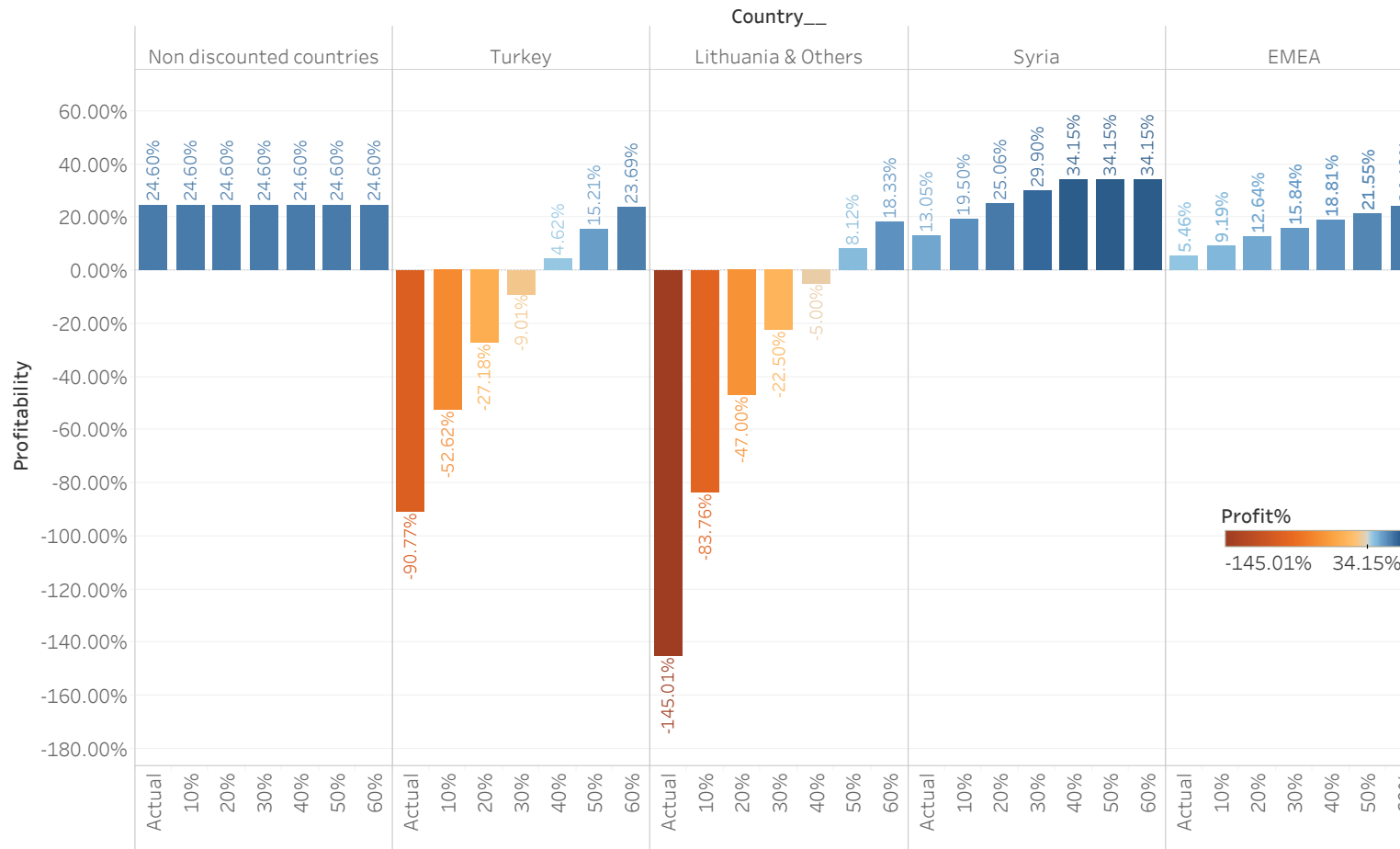
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What If? - Discount Sensitivity Analysis - EMEA

Profit % vs Deduction in discount



Each bar represents 10%, 20%, 30%, 40%, 50% discount adjustments respectively for each country

1. Non discounted countries have 24% profitability
2. 40% reduction in discount is required to break even in Turkey
3. 60% decrease in discount results in 24% profitability of EMEA
4. For EMEA to reach world average of 10% profitability , it should deduct discounts of 20% across countries

Risk Factors:

In this analysis the assumption is that the sales wouldnt decrease if discount decreases , but ideally there will be an impact in no of sales if the discount decreases. This is an important factor to be considered before desicion