

MARKET ANALYSIS

Market Analysis

Product Analysis

Sales Agent Analysis

Insights & Recommendations

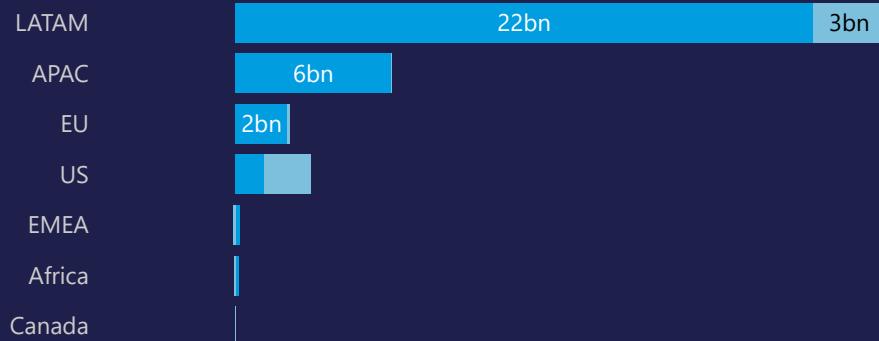
Key Metrics

Total Revenue
32bn

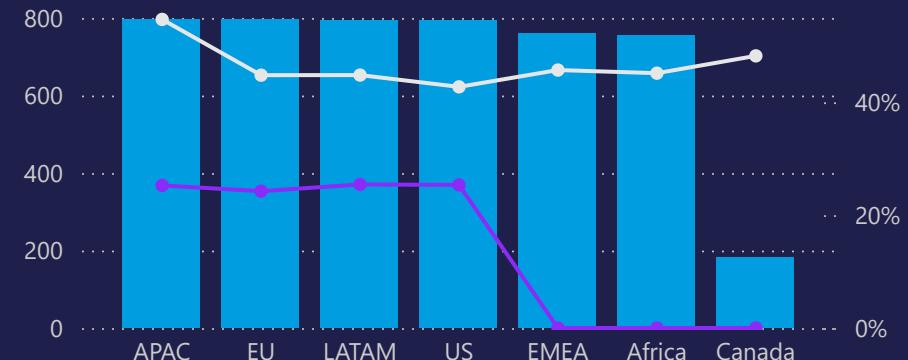
Total Profit
5bn

Total Customers
1590

Revenue & Profit by Market



Customer No, YoY Growth rate, Return rate by Market



Market Details

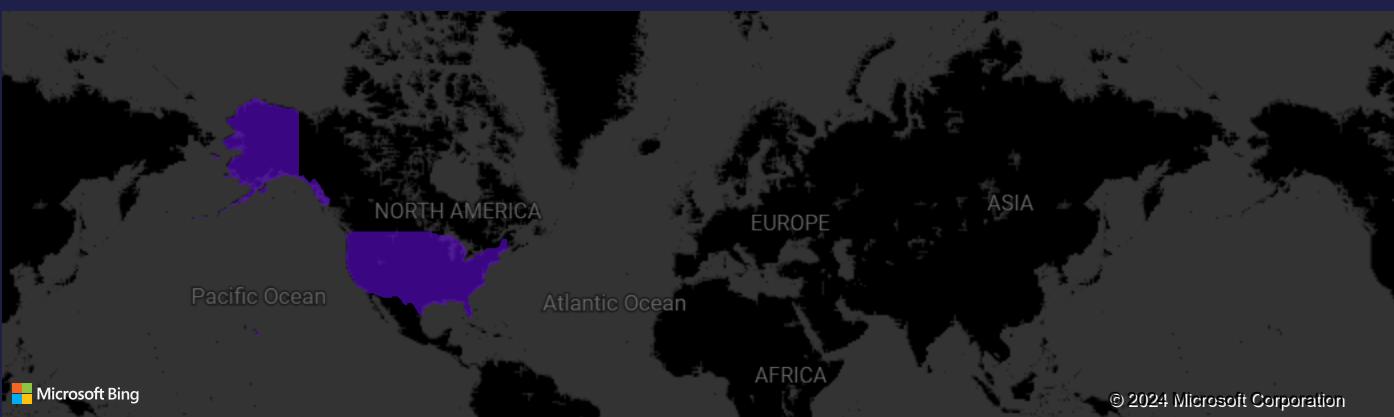
Choose Market
US

Revenue
1bn

Profit
2bn

Profit Margin
1301%

YoY Growth Rate
43%



PRODUCT ANALYSIS

Market Analysis

Product Analysis

Sales Agent Analysis

Insights & Recommendations

Key Metrics

Total Revenue

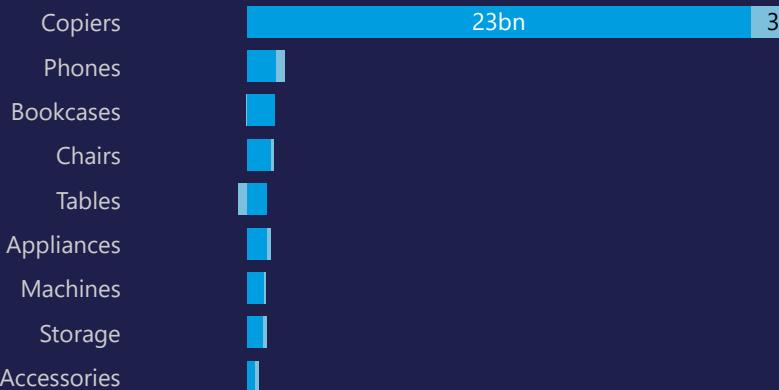
32bn

Total Profit

5bn

Analyze by which dimension?

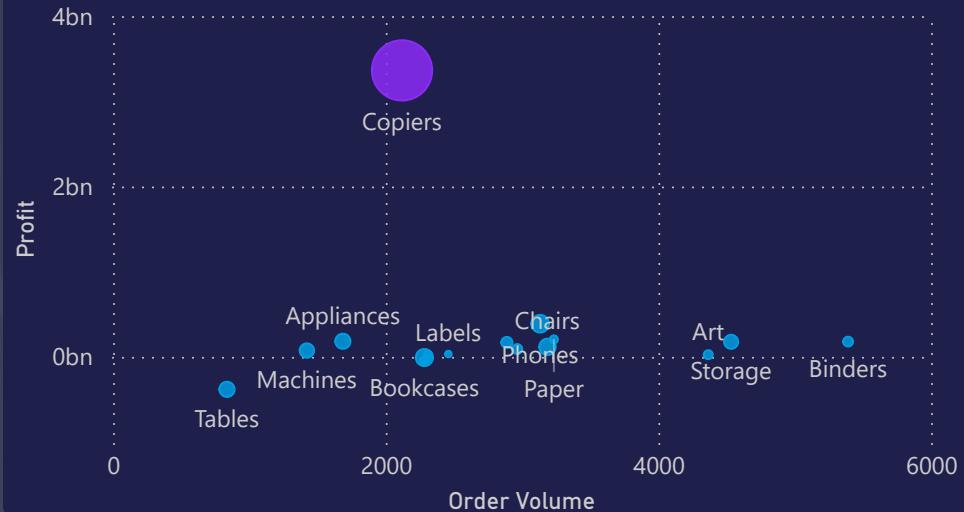
Product (Sub)Category by Revenue & Profit



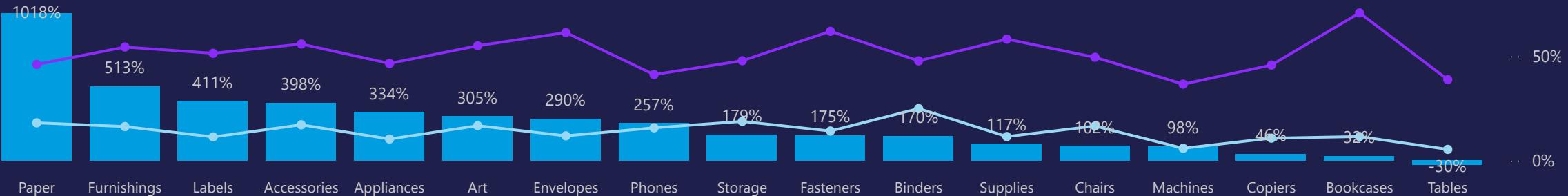
Category

Sub-Category

Order Volume, Profit, Revenue by (Sub)Category



Profit Margin, %YoY Growth Rate, Return Rate by Category



SALES AGENT ANALYSIS

Market Analysis

Product Analysis

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Key Metrics

Total Revenue

32bn

Total Profit

5bn

Sales Agent Details

Alejandro Ballentine

Revenue

5bn

Profit

-62M

In charge Market
APAC-Southeast Asia

Profit Margin

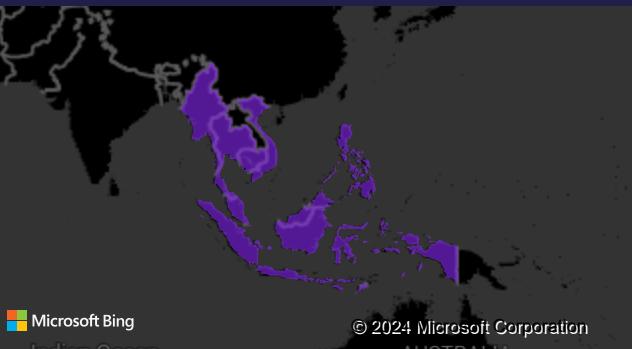
4%

YoY Growth Rate

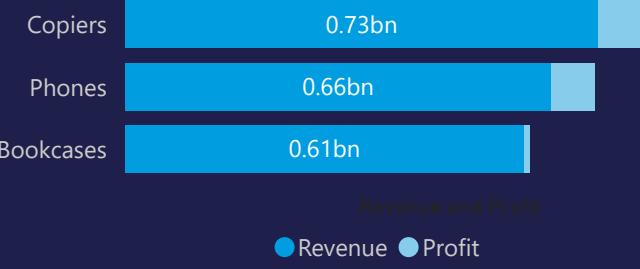
56%

Leaderboard | Top 3 Sales Agent

Sales Agent	Photo	Total Revenue	Total Profit	Profit Margin	YoY Growth Rate
Jack Lebron		7,479,036,411	1,574,891,239	56.68%	38%
Anna Andreadi		7,681,707,830	729,330,709	178.65%	41%
Chuck Magee		6,254,355,661	499,712,302	370.33%	64%



Top 3 Product Sub-category sold by Sales Agent



INSIGHTS & RECOMMENDATIONS

1. Market Expansion

- **Market Overview:** The company has established presence in all major global markets. Rather than entering a completely new market, it is recommended to expand within the existing market. Canada market is recommended.
 - Despite its strong Year-over-Year (YoY) growth rate and profit margin, Canada's customer base remains limited, resulting in lower revenue.
 - > It is proposed to develop a strategy to reach a broader customer segment in Canada.
- **Sales Agent:** Nicole Hansen is currently responsible for the Canadian market. The revenue, profit margin, and YoY growth rate indicators are performing well. It is advisable to continue his/her oversight of this market.
- **Product Strategy:** Copiers are the company's best-selling product overall. It is suggested that copiers be positioned as a strategic product for the company.

2. Current Market Optimization

- **LATAM Market:** Maintain the current strategy for this market as this market has been the best performer overall.
- **APAC Market:** This market is growing rapidly, has the highest number of customers, and ranks second in revenue, though it exhibits low profit margins.
 - > It is recommended to investigate the reasons for the low profit margins and to develop strategies to enhance profitability from existing customer base by either increasing sales or improving profit margins.
- **US Market:** Ranked second in profit, this market has an unexpectedly high profit margin, an average number of customers, but low revenue.
 - > It is proposed to develop strategies to drive more customer purchases, potentially considering a lower profit margin to stimulate higher sales volumes. Strategic products for this market should include phones and chairs.
- **Ineffective Markets:** Africa and EMEA are underperforming, with high customer numbers but negative total profits.
 - > It is recommended to investigate the causes behind these issues to develop appropriate strategies for either improvement or withdrawal from these markets.
- **Product Performance:**
 - Tables have shown poor performance with negative profit margins over the past four years, resulting in losses with each sale --> Discontinue this product or adjust its pricing.
 - The return rate for binders has reached 25% --> Investigate the causes behind this high return rate and implement corrective measures.
- **APAC-South East Asia Sales Agent:** It is proposed to issue a warning to the sales agent in this region due to negative profit and a profit margin of only 4%, despite the market's strong performance in key products like copiers, phones, and bookcases. The sales agent should reassess and adjust their sales plan accordingly.