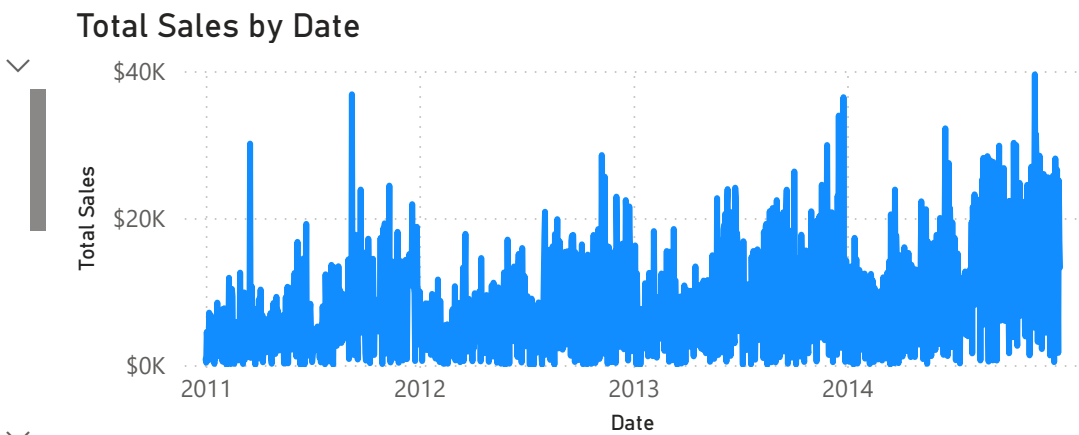


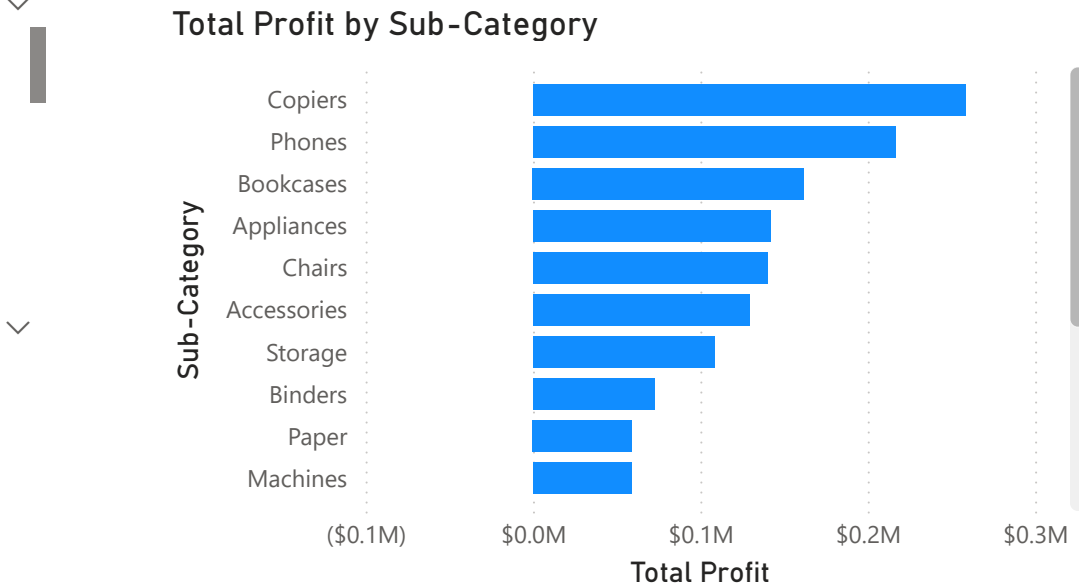
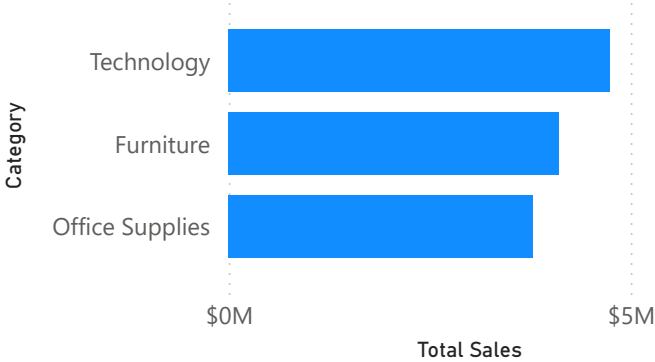
- Market
- ☐ Africa
  - ☐ APAC
  - ☐ Canada
  - ☐ EMEA

- Region
- ☐ Africa
  - ☐ Canada
  - ☐ Caribbean
  - ☐ Central

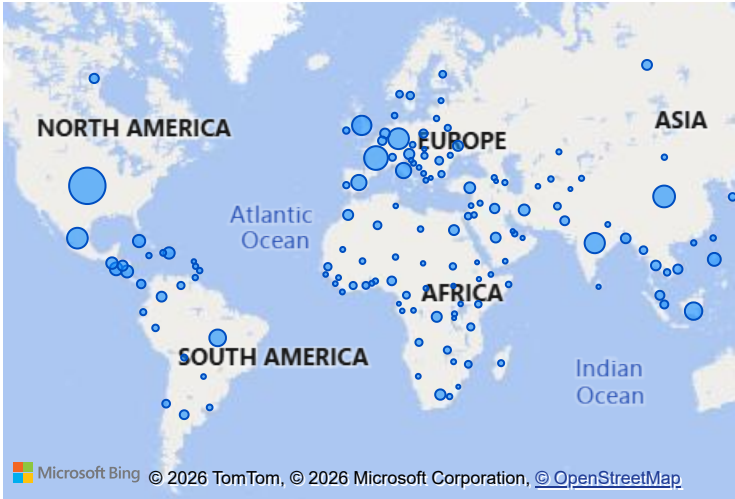
- Segment
- ☐ Consumer
  - ☐ Corporate
  - ☐ Home Office



Total Sales by Category



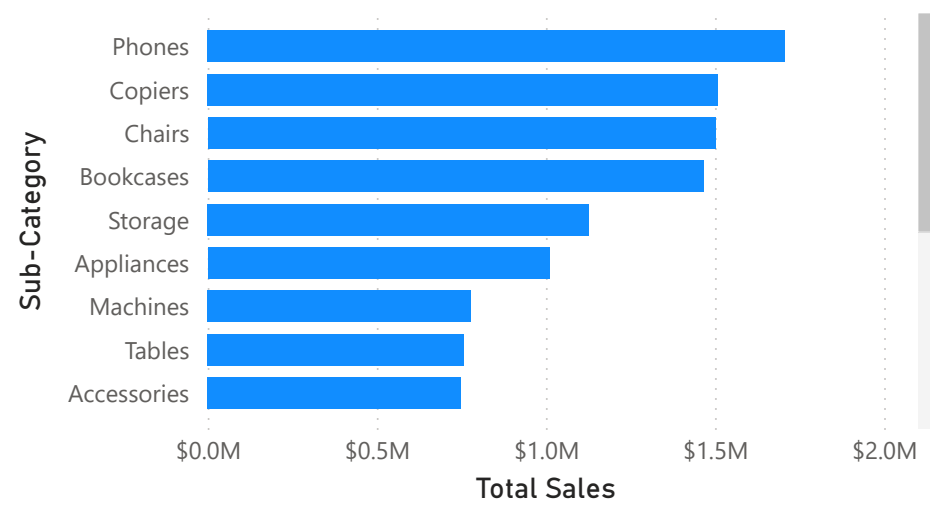
Total Sales, Total Profit and Profit Margin % by Country





- Market
- ☐ Africa
  - ☐ APAC
  - ☐ Canada
  - ☐ EMEA

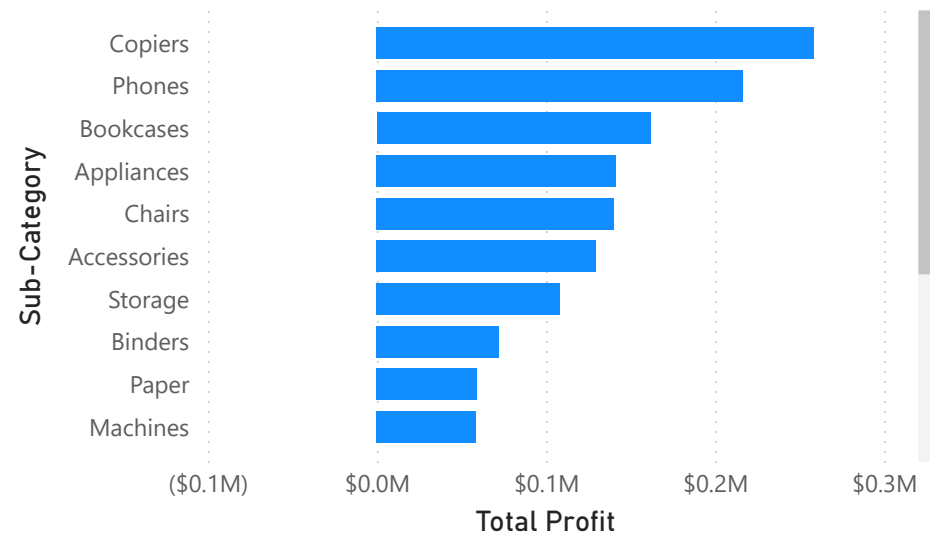
Total Sales by Sub-Category



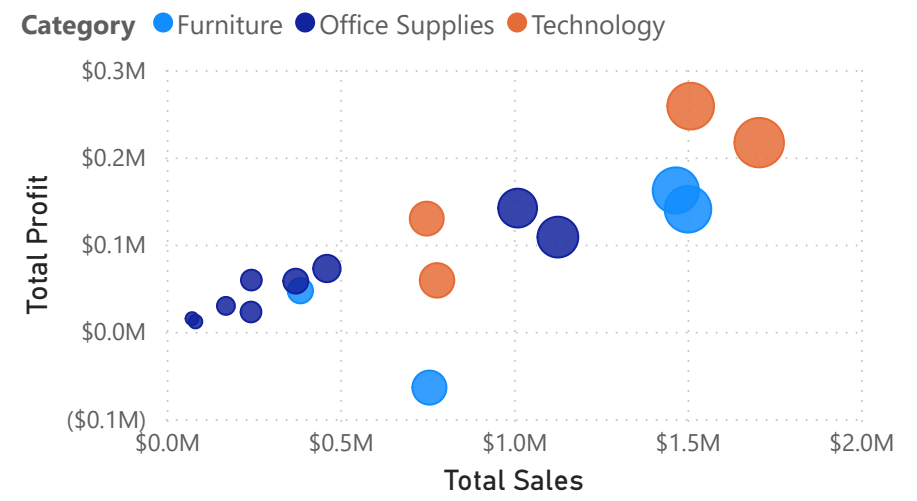
Product Name	Total Sales
Apple Smart Phone, Full Size	\$86,935.78
Canon imageCLASS 2200 Advanced Copier	\$61,599.82
Cisco Smart Phone, Full Size	\$76,441.53
Harbour Creations Executive Leather Armchair, Adjustable	\$50,121.52
Hon Executive Leather Armchair, Adjustable	\$58,193.48
Motorola Smart Phone, Full Size	\$73,156.30
Nokia Smart Phone, Full Size	\$71,904.56
Nokia Smart Phone, with Caller ID	\$47,877.79
Office Star Executive Leather Armchair, Adjustable	\$50,661.68
Samsung Smart Phone, Cordless	\$48,653.46
Total	\$6,25,545.92

- Category
- ☐ Furniture
  - ☐ Office Supplies
  - ☐ Technology

Total Profit by Sub-Category



Total Sales, Total Profit and Total Sales by Sub-Category and Category



Year

2011

2014

Market

Africa

APAC

Canada

EMEA

EU

LATAM

US

Segment

Consumer

Corporate

Home Office

Region

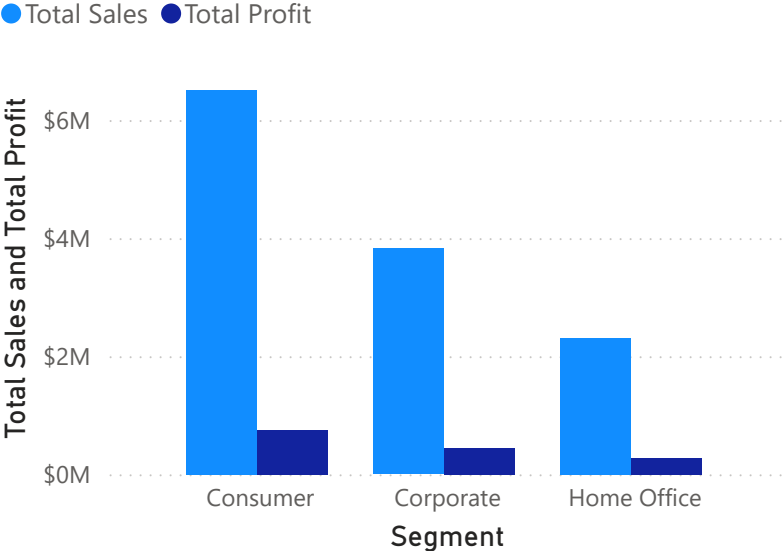
Africa

Canada

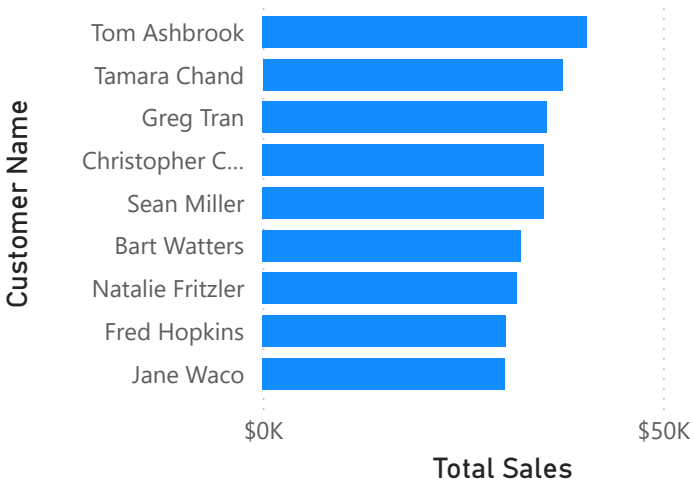
Caribbean

Central

Total Sales and Total Profit by Segment



Total Sales by Customer Name



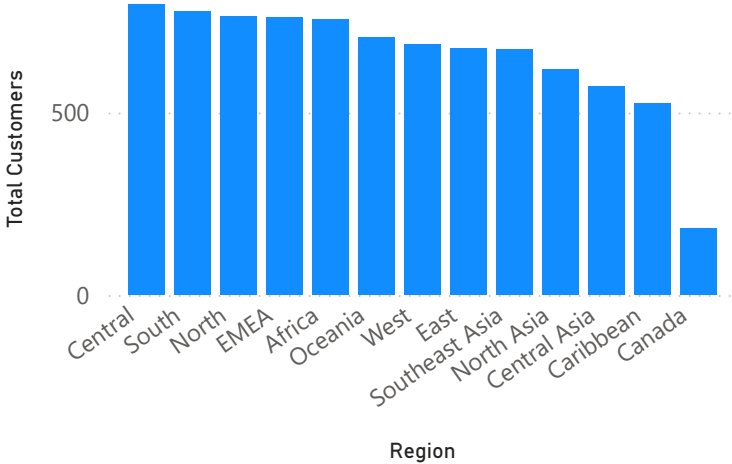
1590

Total Customers

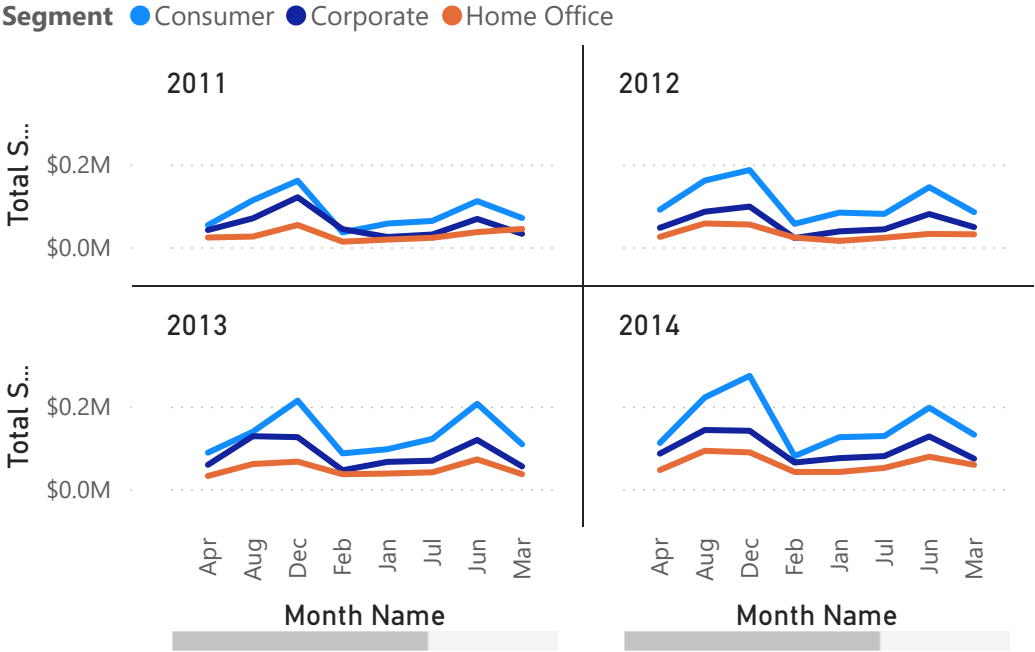
7.95K

Avg Sales per Custo...

Total Customers by Region



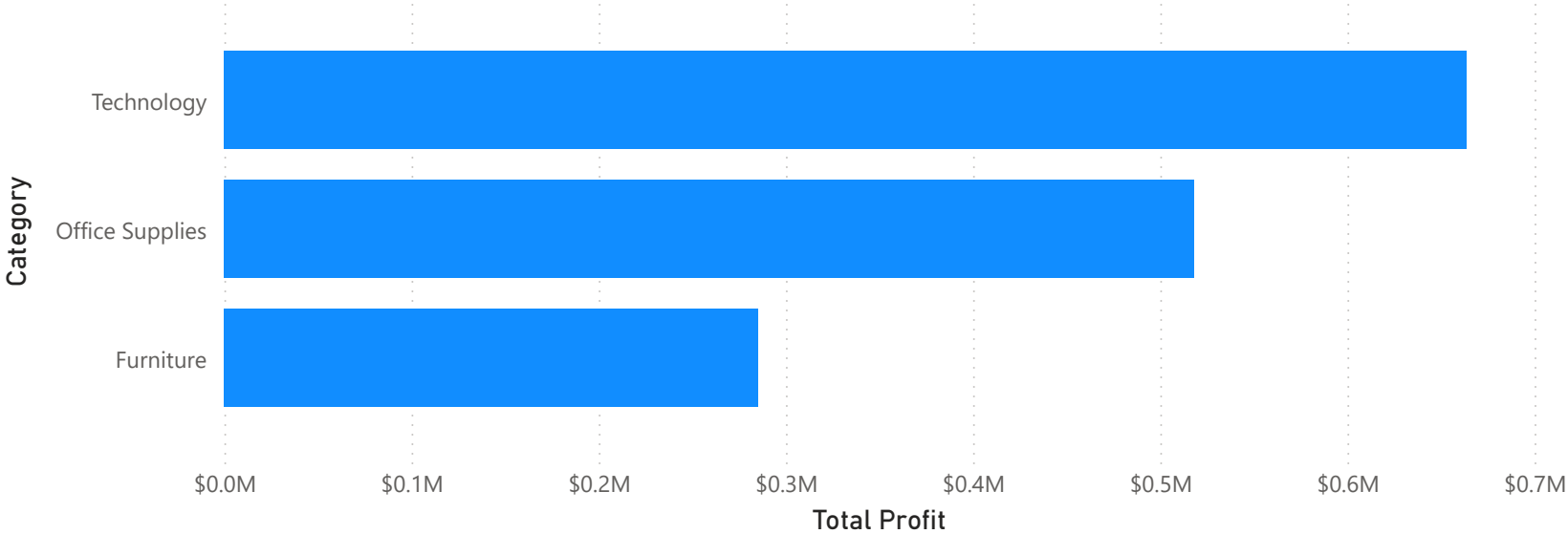
Total Sales by Month Name, Segment and Year



# Business Recommendations & Insights

- **Technology** delivers the strongest profit margin across most markets — recommend prioritizing inventory and promotions here.
- **Furniture** shows high sales but weaker profitability — discounting may be reducing margins.
- **APAC market** shows strong sales growth compared to other markets — opportunity for expansion.
- Top customers contribute a large share of revenue — recommend customer retention focus for Corporate segment.
- Certain sub-categories generate losses despite strong sales — recommend reviewing pricing and shipping cost impact.

Total Profit by Category



Total Profit by Sub-Category

