

Executive summary

Sales performance

Customer insights

Recommendations

Year

2011

2014

Total Profit

\$1.47M

Total Sales

\$12.64M

Total Orders

25K

YoY Growth %

51.54%

Profit Margin %

11.61%

Market

Africa

APAC

Canada

EMEA

Region

Africa

Canada

Caribbean

Central

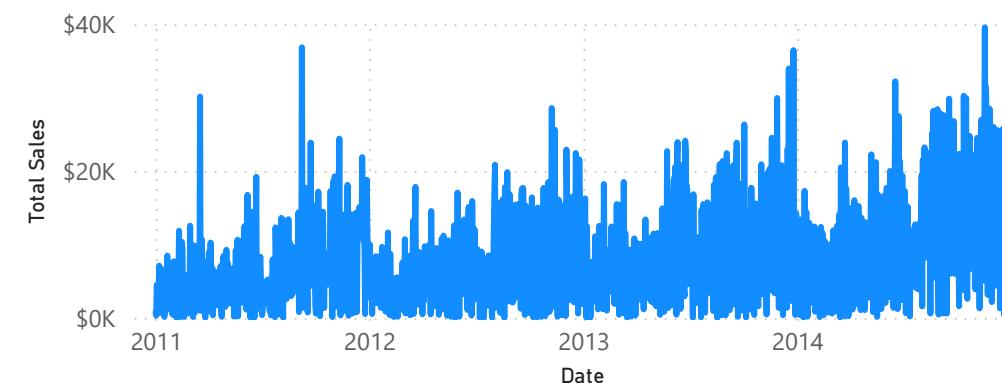
Segment

Consumer

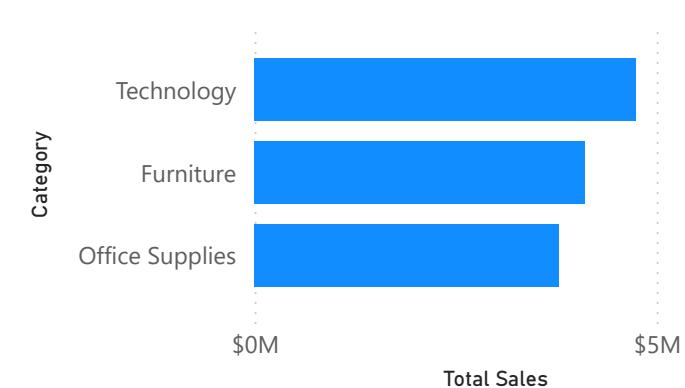
Corporate

Home Office

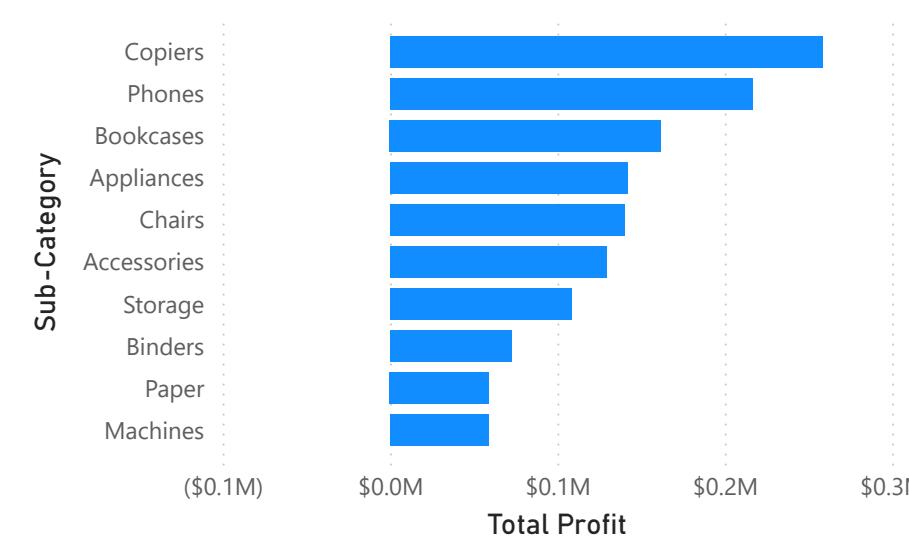
Total Sales by Date



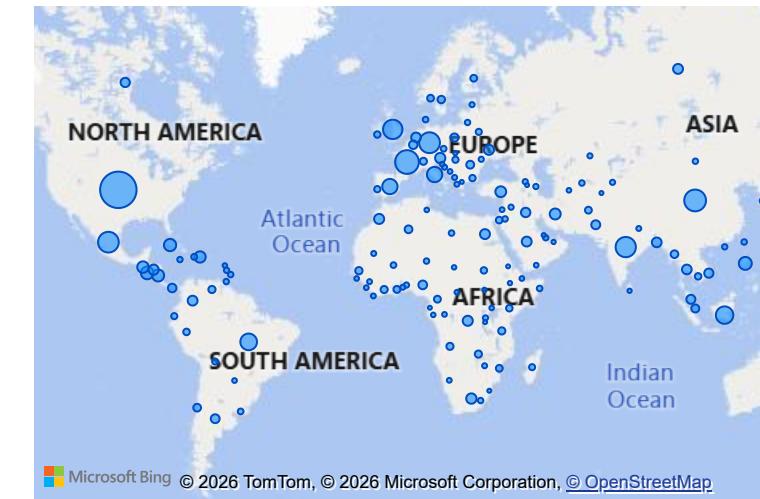
Total Sales by Category



Total Profit by Sub-Category



Total Sales, Total Profit and Profit Margin % by Country



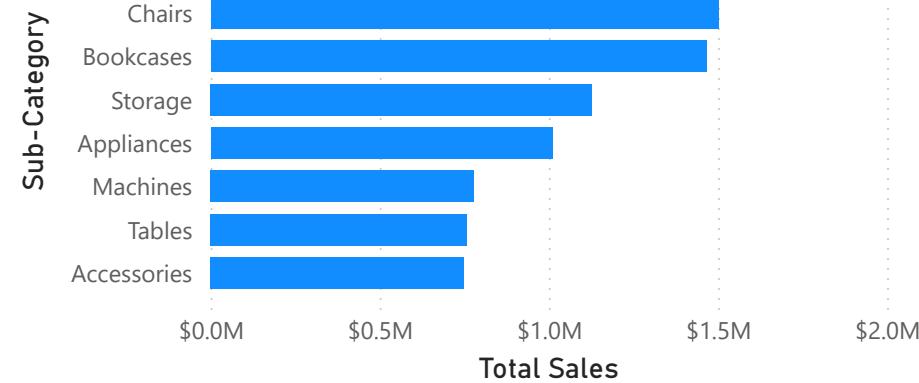
## Total Sales by Sub-Category

| Year | 2011 | 2014 |
|------|------|------|
|------|------|------|

| Market | <input type="checkbox"/> Africa |
|--------|---------------------------------|
|        | <input type="checkbox"/> APAC   |
|        | <input type="checkbox"/> Canada |
|        | <input type="checkbox"/> EMEA   |

## Total Profit by Sub-Category

| Category | <input type="checkbox"/> Furniture       |
|----------|--|
|          | <input type="checkbox"/> Office Supplies |
|          | <input type="checkbox"/> Technology      |

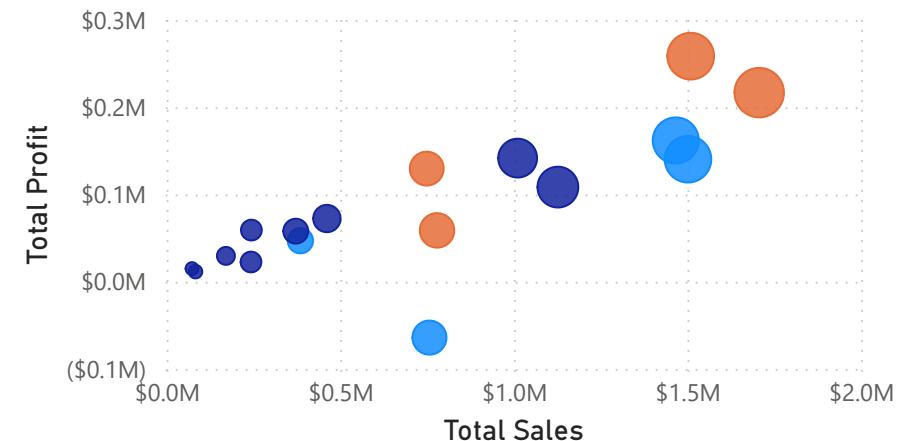


## Product Name

| 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          |
| <b>Total</b>   | <b>\$6,25,545.92</b> |

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

Category ● Furniture ● Office Supplies ● Technology



Year

2011

2014

Market

 Africa APAC Canada EMEA EU LATAM US

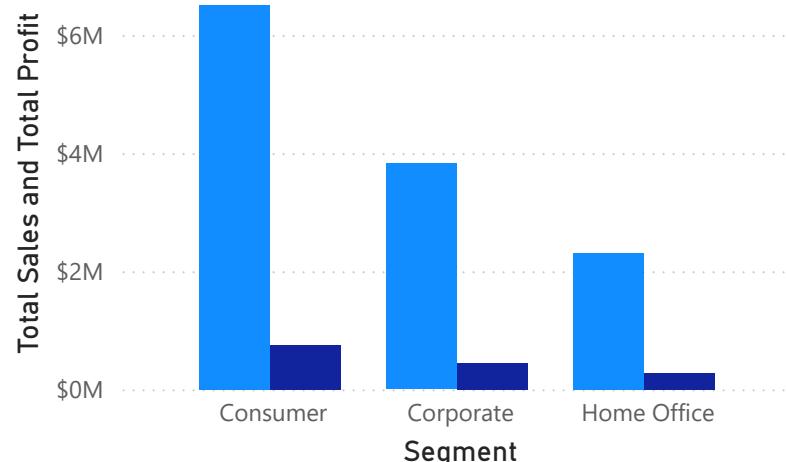
Segment

 Consumer Corporate Home Office

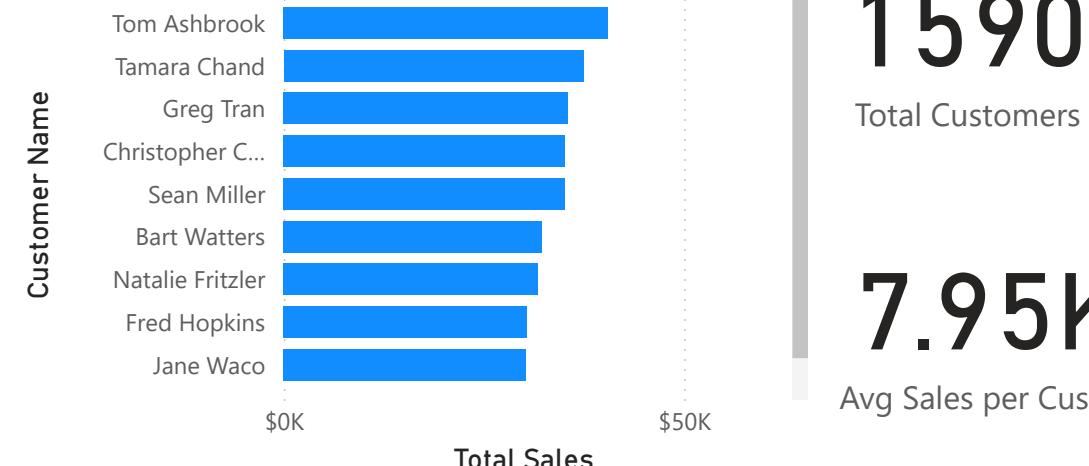
Region

 Africa Canada Caribbean Central

### Total Sales and Total Profit by Segment

● Total Sales    ● Total Profit


### Total Sales by Customer Name



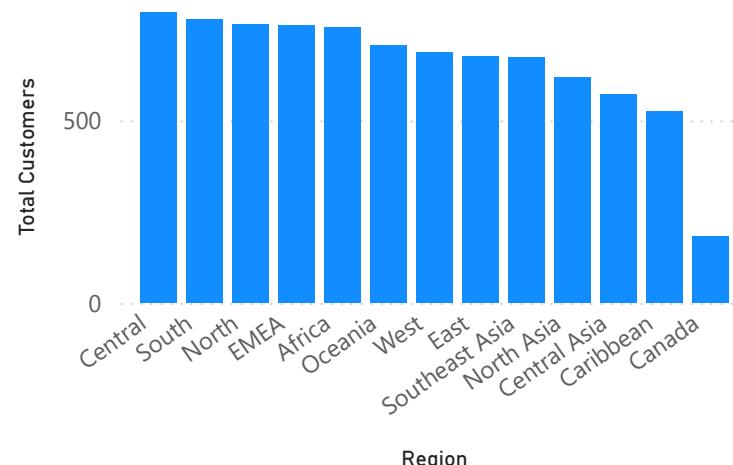
1590

Total Customers

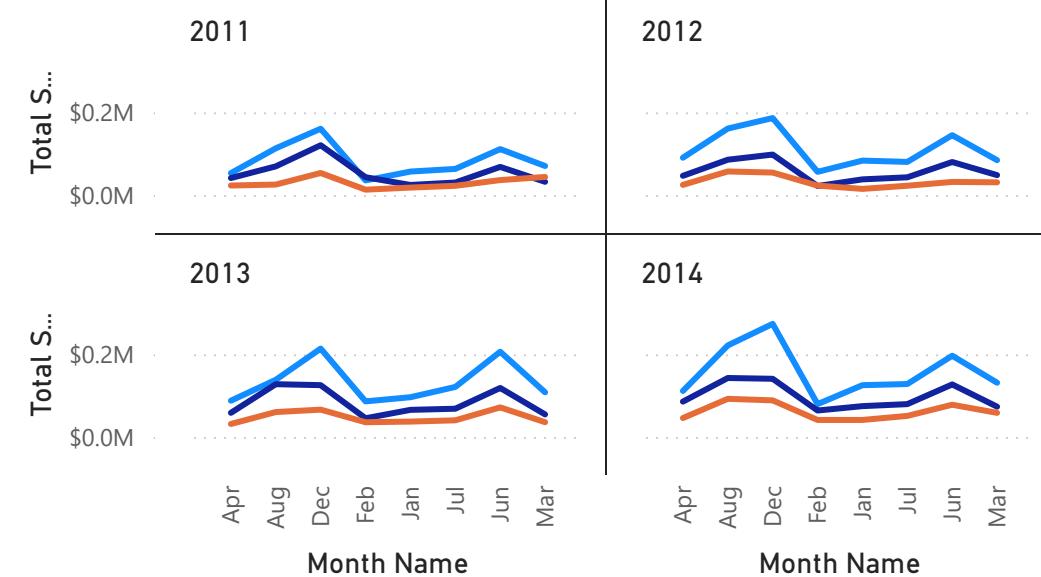
7.95K

Avg Sales per Custo...

### Total Customers by Region



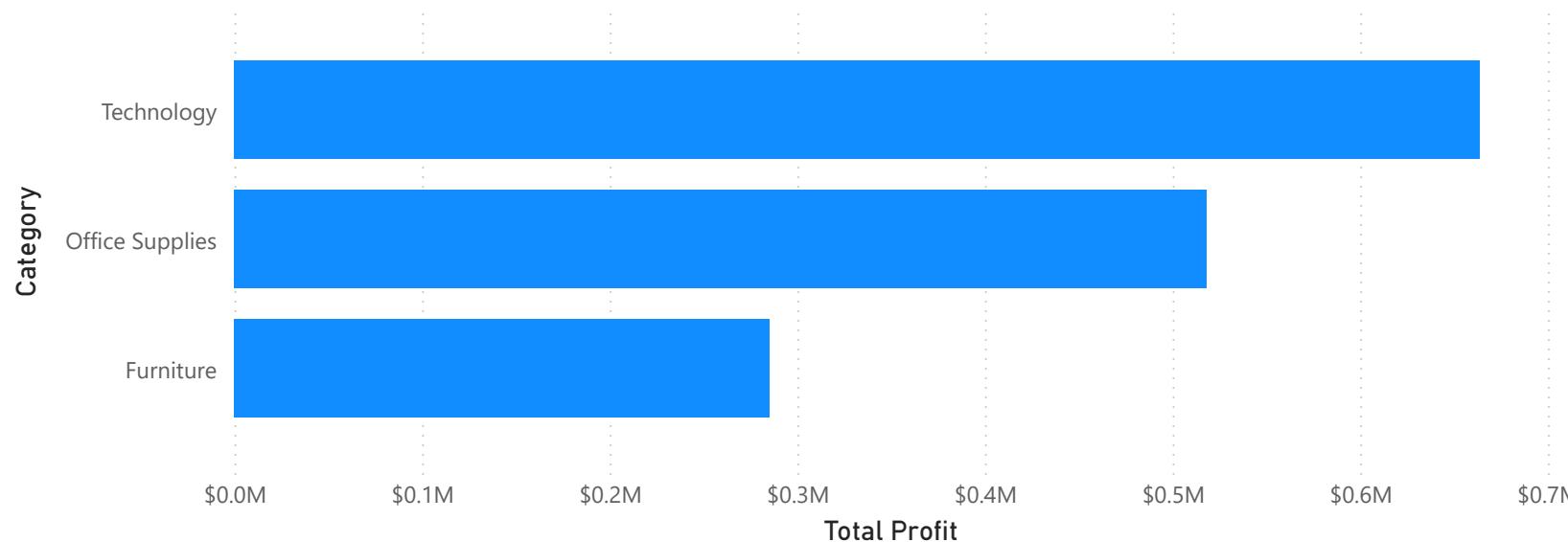
### Total Sales by Month Name, Segment and Year

● Consumer    ● Corporate    ● Home Office


# 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

