

# Business Performance Overview

Total Sales

2.30M

Total Profit

286.40K

Total Orders

5009

Total customers

793

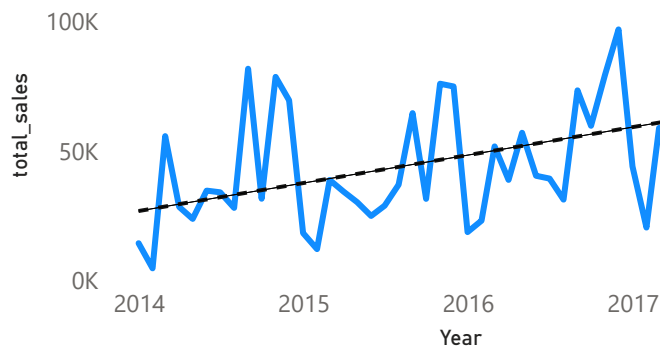
Profit Margin%

12.47%

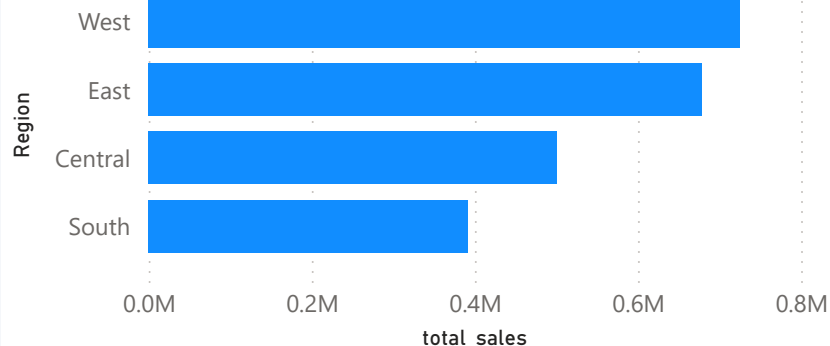
Sales YOY%

46.9%

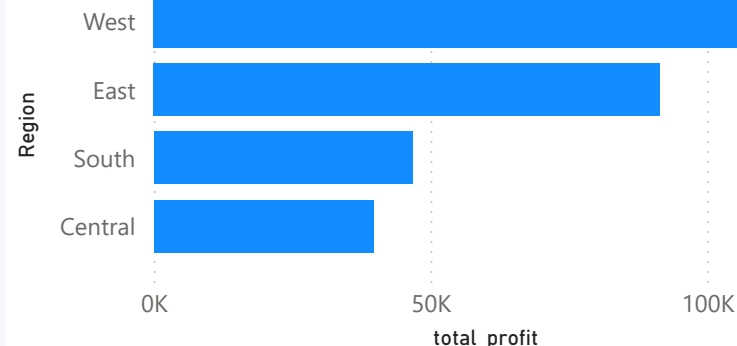
Sales Trend (Year-Month)



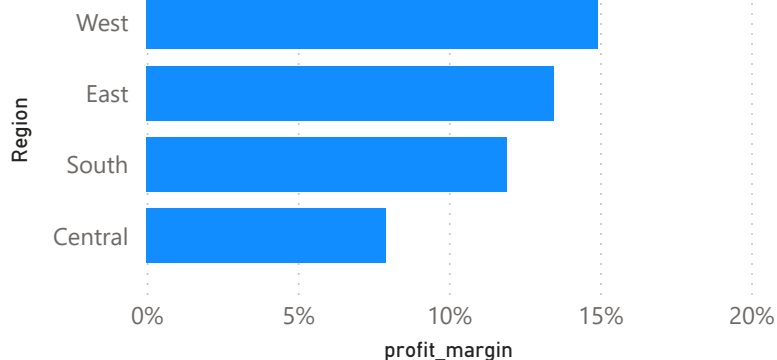
Sales By Region



Profit By Region



Profit Margin By Region



Year

- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017

Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

# PRODUCT & CUSTOMER PERFORMANCE ANALYSIS

Most profitable category

Most profitable SubCategory

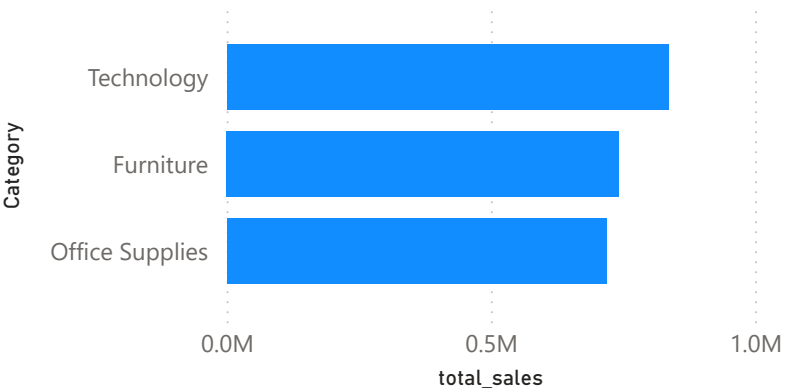
Technology

Copiers

Lowest Margin Segment

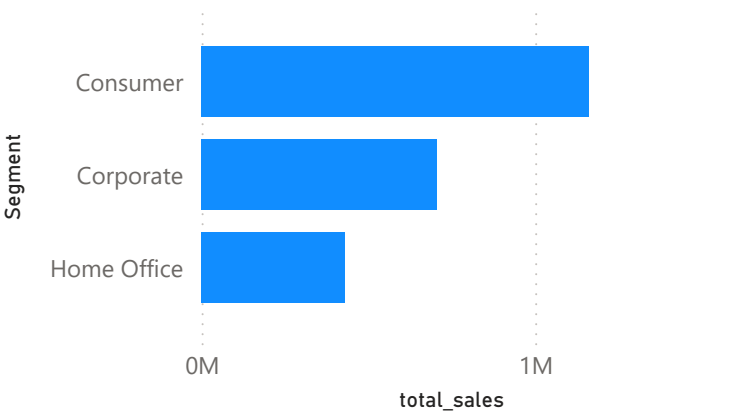
Consumer

Revenue by Product Category



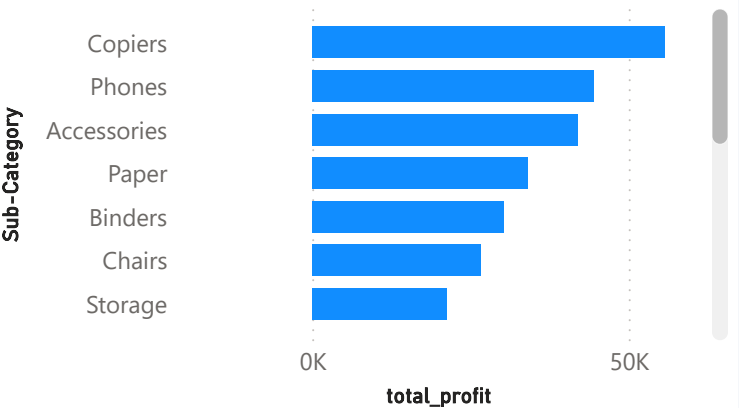
Technology category contributes the highest share of total revenue, indicating strong demand in tech-related products.

Revenue by Customer Segment



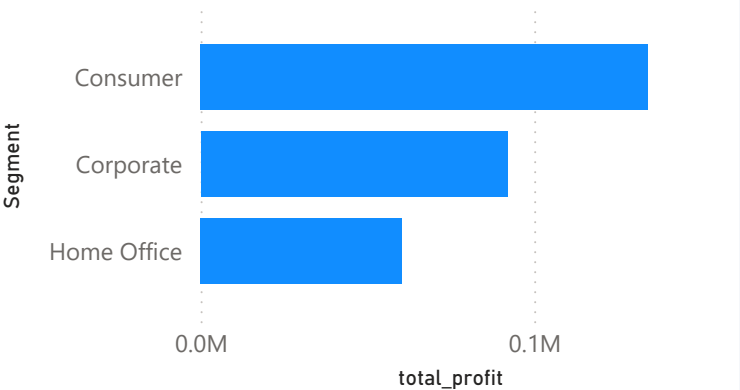
Consumer segment contributes highest revenue share.

Profit by Product Sub-Category



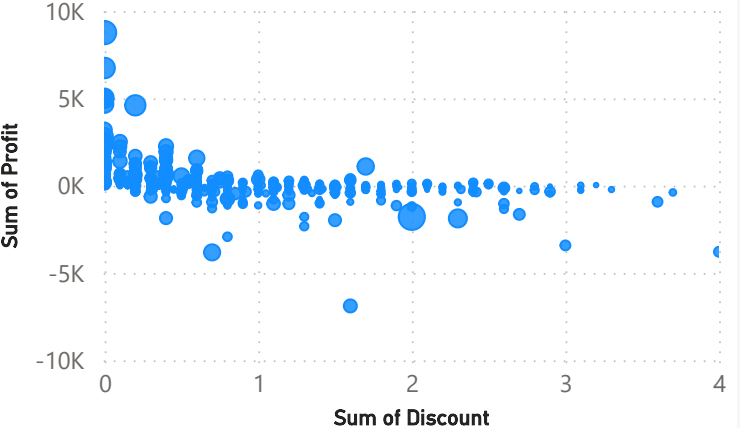
Copiers and Phones are top profit drivers, while lower sub-categories show reduced margins.

Segment-wise Profitability



Consumer segment generates highest profit contribution.

Discount vs Profit Analysis



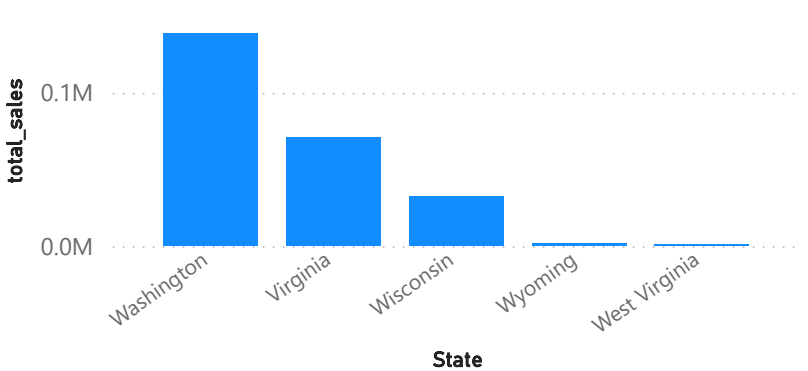
Higher discount levels correlate with declining profitability.

# Strategic Expansion Recommendation

Break-Even Period (Months)

13.37 Months

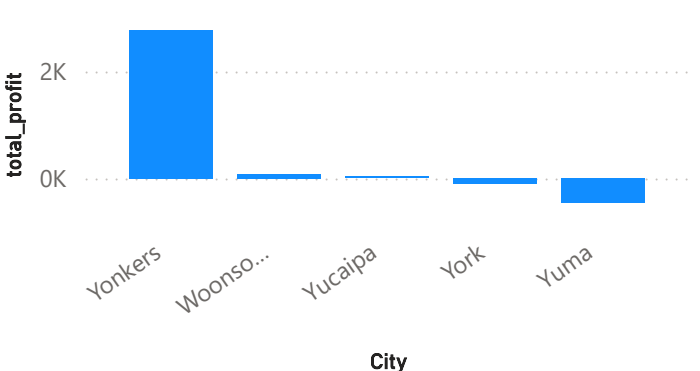
Top 5 High-Revenue States



Return on Investment (ROI)

89.8%

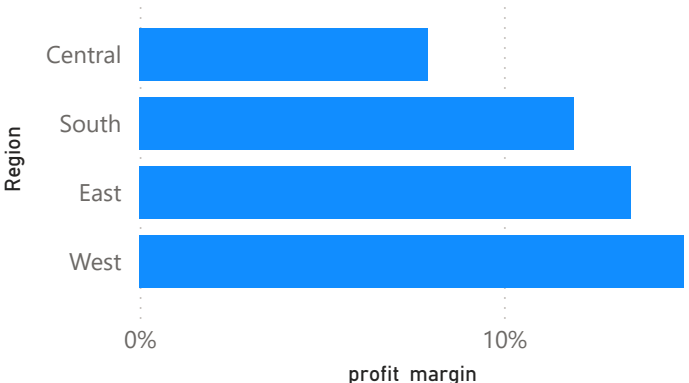
Top 5 Most Profitable Cities



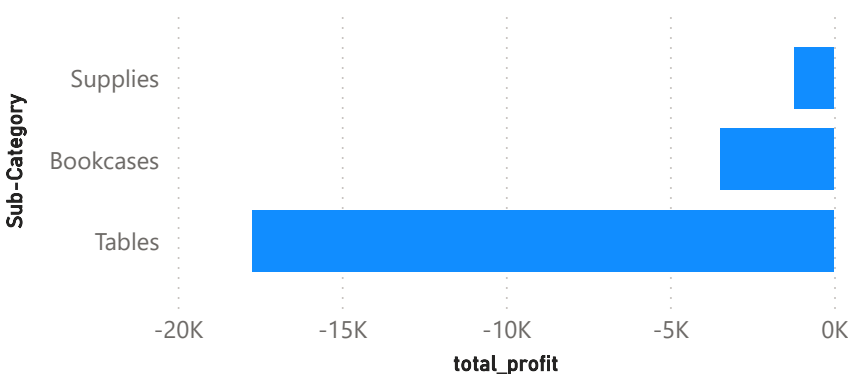
Estimated Annual Profit

₹ 449K

Regions Requiring Pricing Optimization



Loss-Making Product Areas



Strategic Insights

- Financial outlook supports expansion strategy.
- Revenue concentration in Technology indicates strong growth potential.
- Discount sensitivity is directly impacting margin performance.
- Margin improvement opportunities exist in underperforming regions.
- Portfolio rationalization required for loss-making product lines.

Strategic Recommendation

- Expansion is financially viable (Break-even ~13 months, ROI ~89%).
- Focus expansion in high-profit cities.
- Prioritize Technology category growth.
- Optimize discount levels to protect margins.
- Improve performance in low-margin regions.