

Sales fluctuate over time with clear peaks during promotions, showing strong seasonality and campaign-driven demand; the business should plan stock and staffing around these peaks and fine-tune promotional timing and intensity.

### Profit and margins

Profitability differs widely by category, and high sales do not always translate to high profit because of discounts, shipping costs, and varying margins. The business should cut back discounts on low-margin items, renegotiate with suppliers, and improve logistics efficiency to protect profit.

### Customers and segments

The Consumer segment brings in the most revenue thanks to a larger customer base and more frequent purchases, while Corporate and Home Office grow steadily. Suggested actions include launching loyalty programs and using personalized, segment-specific marketing and offers to deepen engagement.

### Categories and products

Technology delivers strong sales, whereas Furniture generates moderate revenue with weaker margins, indicating pricing and margin pressure in that category. The report advises expanding technology offerings and revisiting furniture pricing and margin strategy.

### Risks and opportunities

Some products repeatedly generate negative profit, signalling issues with pricing or discounting that need correction or removal from the catalog. Growth opportunities lie in fast-growing segments and regions with rising sales, where additional investment and focus are recommended.