

Key insights:

Stapler and Notepads have the highest average sales per unit while Biro leads in the number of unit solds and total sales value.

A4 paper and pencil shows the lowest sales in both value and volume.

Government and small business accounts for the largest shares of sales while channel partners and midmarket are the weakest channels.

Recommendations:

Prioritize high performers like Biro, Notepads and Stapler for promotions and stock.

Re-assess low performers(A4 Paper, Pencil) and under-utilized channels.

Bundle or upsell high volume, low value items like Biro to boost profitablity.

Strengthen Government and Small business channels, which drive most revenue.