



BUSINESS PERFORMANCE

Total Revenue

12.64MPre_month: **12.14M**MoM%: **4.14%**

Total Orders

25.04KPre_month: **24.02K**MoM%: **4.22%**

Total customers

1.59KPre_month: **1.59K**MoM%: **0.00%**

Total Profit

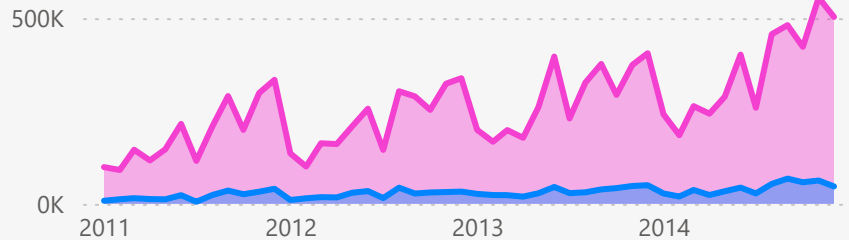
1.47MPre_month: **1.42M**MoM%: **3.30%**

Profit margin

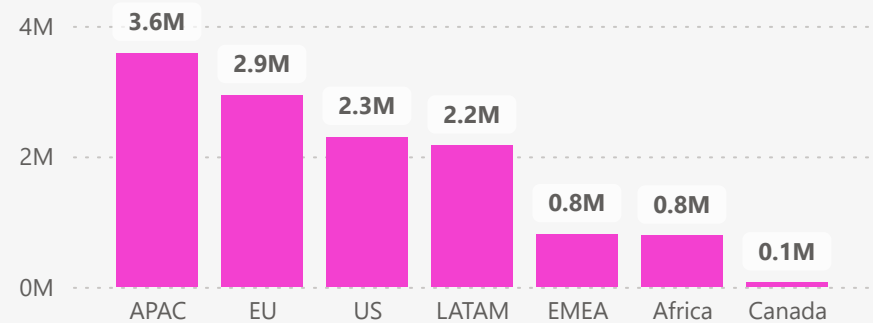
11.61%Pre_month: **11.70%**MoM%: **-0.81%**

Total Revenue and Total Profit by Year and Month

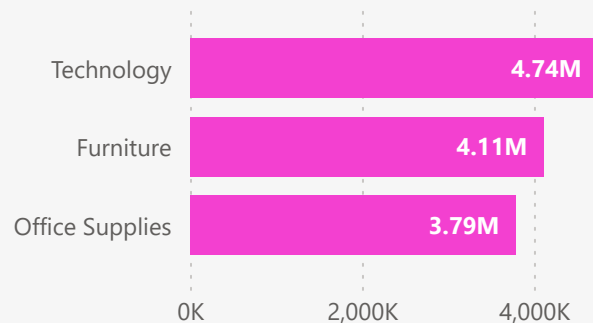
● Total Revenue ● Total Profit



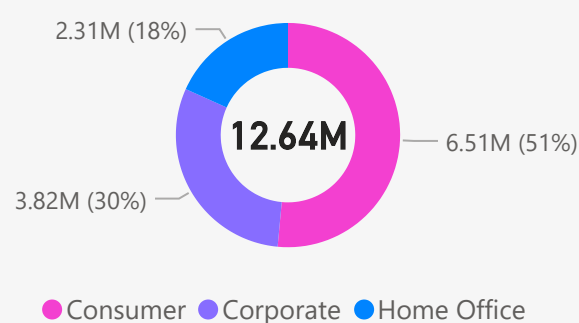
Total Revenue by Market



Total Revenue by Product Category



Total Revenue by Customer Segment

**818**

Consumer

476

Corporate

296

Home Office

MARKET ANALYSIS

Total Revenue

12.64M

Total Profit

1.47M

Market

All



Region

All

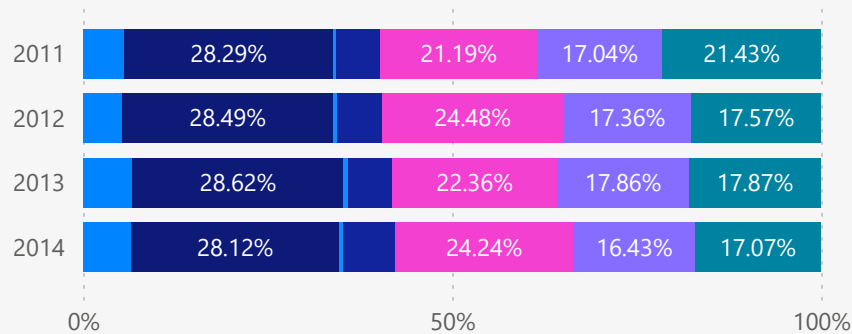


Country

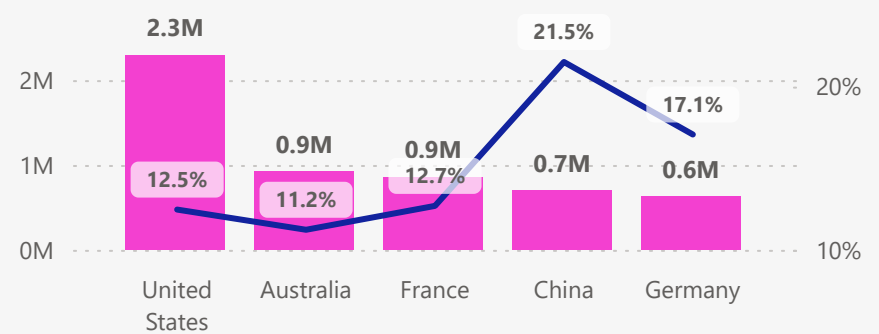
All



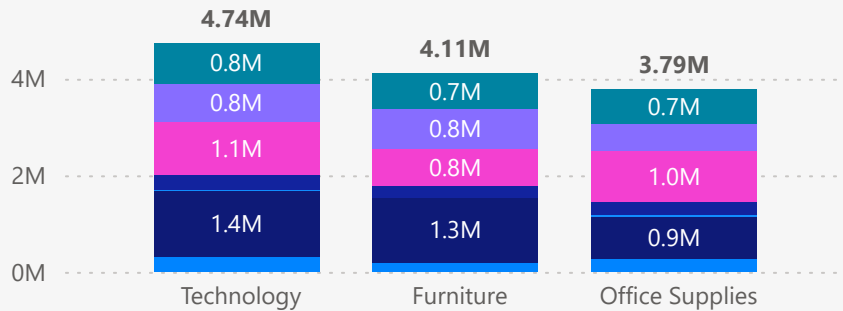
Total Revenue by Year and Market

Market ● Africa ● APAC ● Canada ● EMEA ● EU ● LATAM ● US

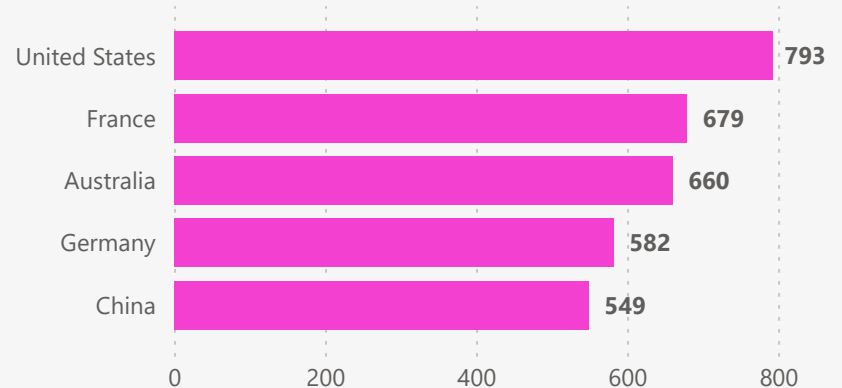
Top 05 Countries by Total Revenue

Total Revenue ■ Profit margin ■

Total Revenue by Category and Market

Market ● Africa ● APAC ● Canada ● EMEA ● EU ● LATAM ● US

Top 05 Countries by Total Customers





PRODUCT ANALYSIS

Revenue of Furniture

4.11M



Revenue of Office Supplies

3.79M



Revenue of Technology

4.74M

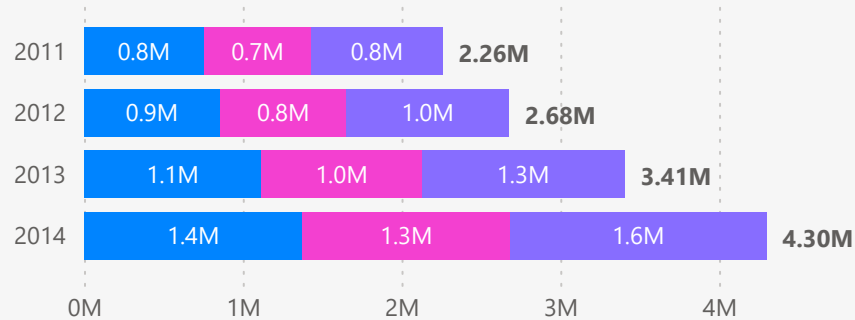


Sub-Category

All

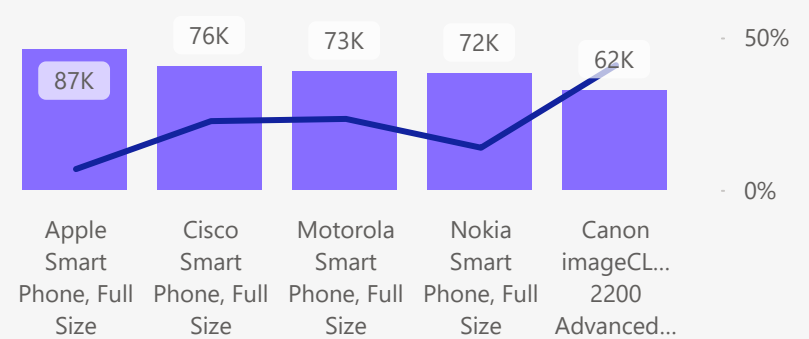
Total Revenue by Year and Product Category

● Furniture ● Office Supplies ● Technology



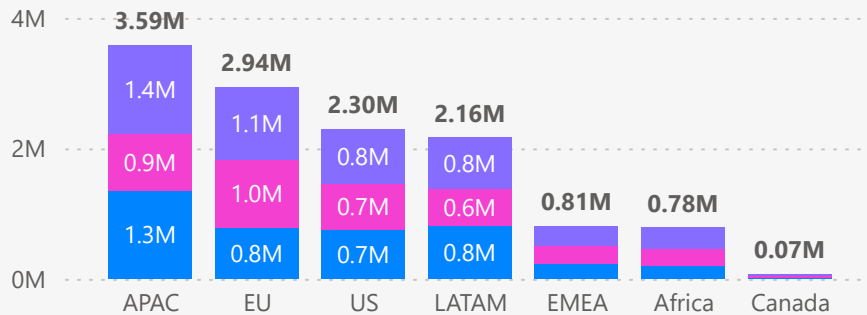
Top 05 Product by Revenue

● Total Revenue ● Profit margin



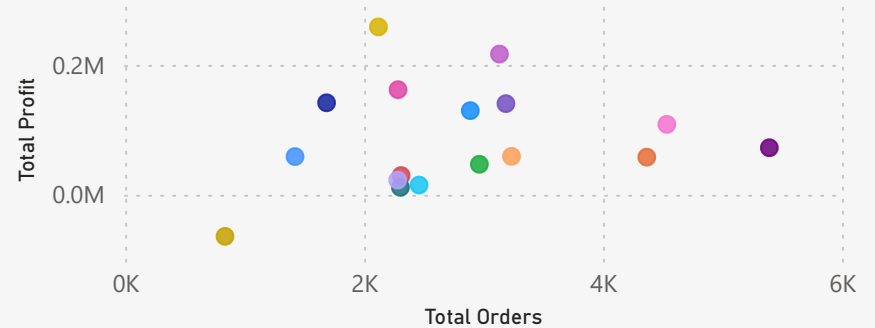
Total Revenue by Market and Product Category

● Furniture ● Office Supplies ● Technology



Total Orders and Total Profit by Sub-Category

Sub-Category ● Accessories ● Appliances ● Art ● Binders





INSIGHTS

BUSINESS PERFORMANCE

- Overall, revenue tends to decline sharply in the early months of the year, then rises significantly in June and the last months of the year, indicating that **June and November-December are the periods of highest business effectiveness.**
- The most promising market with the highest revenue is the **APAC market.**
- The product category generating the highest revenue is **Technology.**
- **The main customer segment is Consumers,** with the number of customers and revenue from this group accounting for 50%, followed by Corporates, which account for 30%.

MARKET ANALYSIS

- From 2011 to 2014, **APAC, EU, and the US consistently ranked as the top three markets** generating the highest revenue. Canada was the market with the lowest revenue, accounting for an extremely small share.
- The **top five countries contributing the highest profits are the US, Australia, France, China, and Germany.** These are also the five countries with the largest number of customers.
- Although **revenue in China is not as high** compared to the top five countries, the **profit margin is the highest at 21.51%.**
- In all three product categories including furniture, office supplies, and technology, **APAC** has always been the largest consumer market, followed by the **EU, US, and LATAM.**

PRODUCT ANALYSIS

- From 2011 to 2014, the **highest revenue consistently came from the technology category, followed by furniture, and lastly office supplies.** Most markets exhibited revenue by product category in this order; however, the EU market showed higher revenue in office supplies compared to furniture.
- **The top five products with the highest revenue are primarily full-size smartphones** from brands like Apple, Cisco, Motorola, Nokia, and Canon ImageClass. All of these fall under the technology category.
- **Although Canon ImageClass has lower revenue** compared to the devices in the top five, **it achieves the highest profit margin.**
- Products with low purchase volume and low profit are **Tables.** Products with low purchase volume but high profit are **Appliances.** Products with high purchase volume and low profit are **Art & Binders.** Products with high purchase volume and high profit are