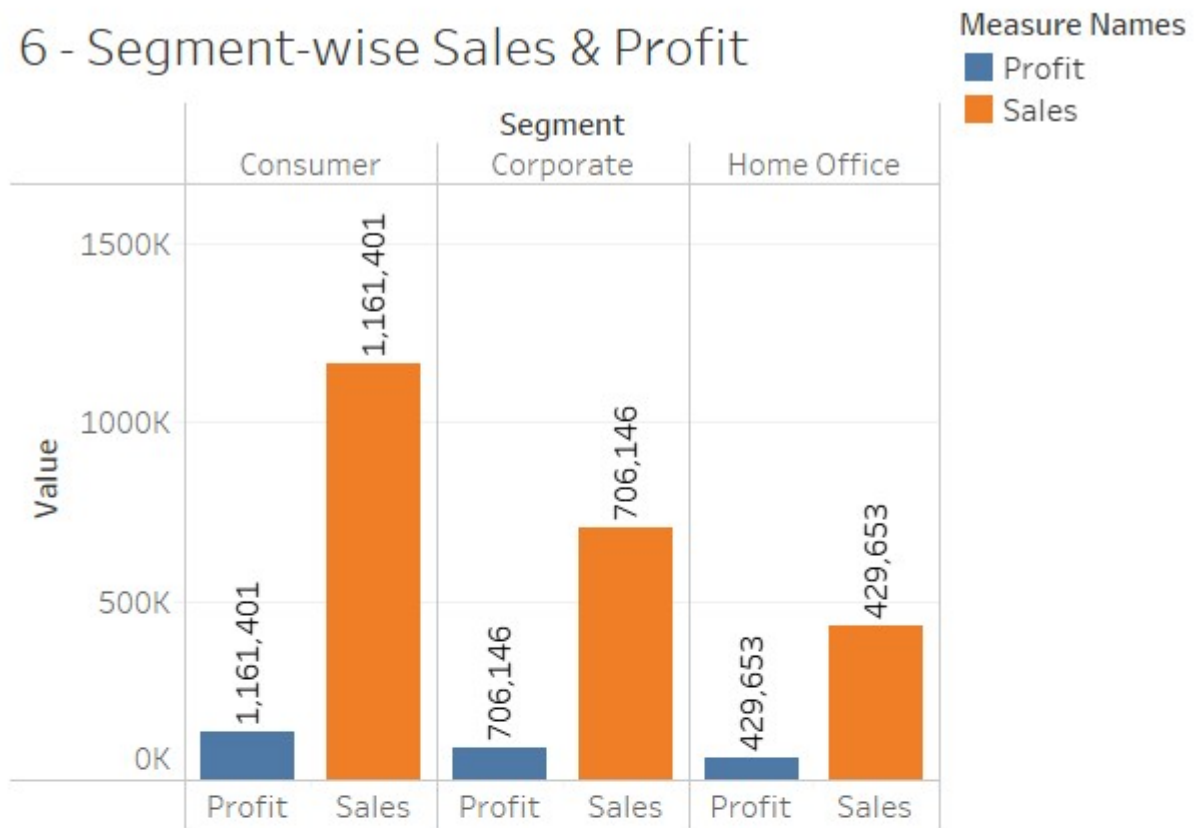


6 - Segment-wise Sales & Profit



Segment Performance Summary

The **Consumer segment** leads in total sales, reflecting its strong contribution to overall revenue.

However, the **Corporate segment** shows a better balance of **sales and profit**, indicating higher efficiency or better margins.

The **Home Office segment** has the lowest figures in both sales and profit, presenting a potential area for **strategic marketing** or **bundled offers** to increase engagement.

Overall, focusing on improving profitability in the Consumer segment while exploring growth strategies for Home Office customers may unlock new value.