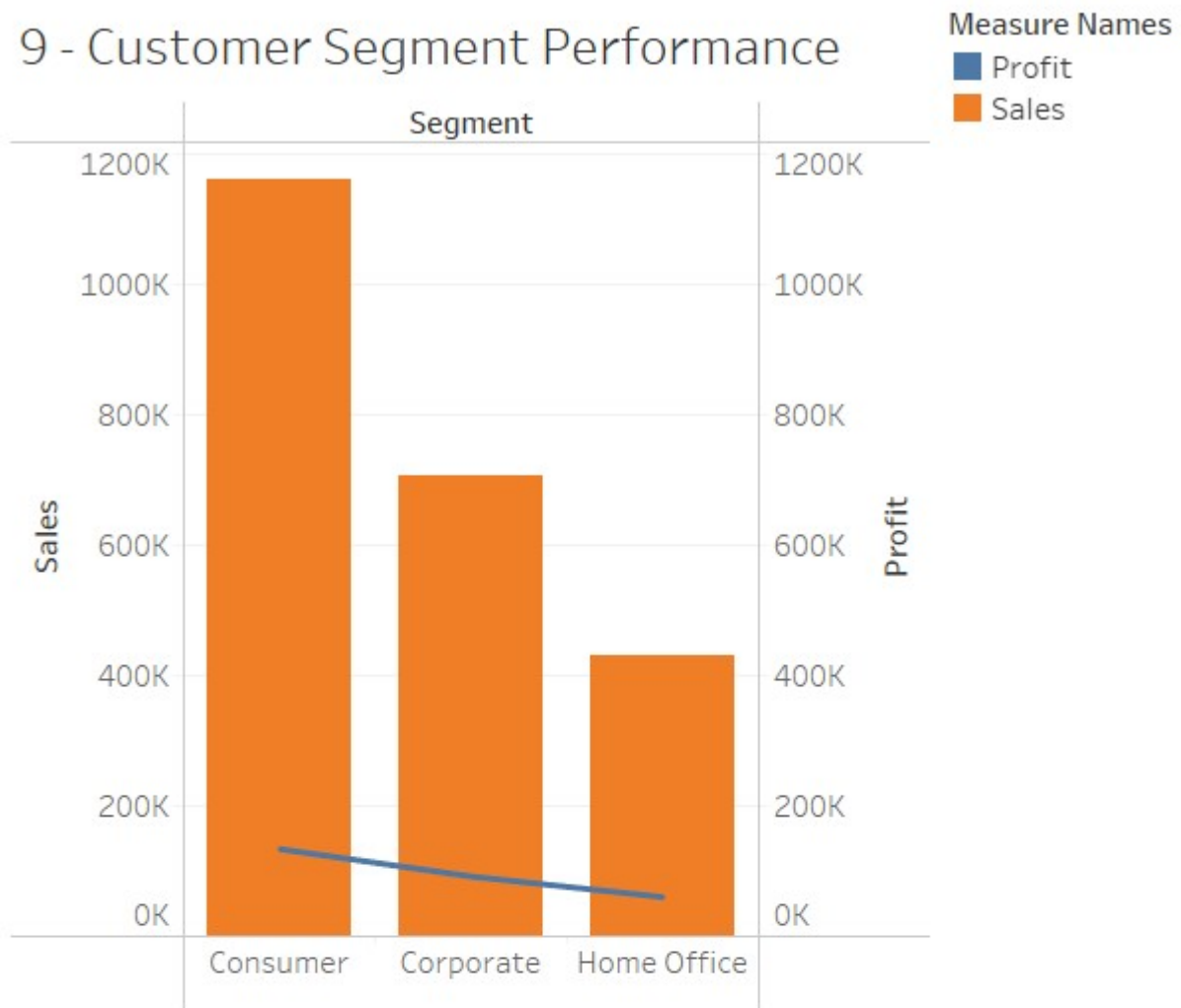


9 - Customer Segment Performance



👤 Customer Segment Performance Summary

The **Consumer segment** dominates in terms of **total sales**, indicating it's the primary target audience.

However, the **Corporate segment** shows strong **profitability** with efficient returns on sales — a highly valuable group.

The **Home Office segment** lags behind in both sales and profit, suggesting untapped potential or the need for better engagement strategies.

📌 Recommendation:

While Consumer remains the revenue driver, increasing focus on **Corporate clients** and exploring targeted campaigns for **Home Office** could drive balanced growth and improve overall profitability.